

Media **content** monitoring

**Guidelines for media outlets and media
development organisations**

Colophon

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Table of Contents

Introduction	4
Setting up media content monitoring	5
Step 1: The purpose of monitoring	5
Step 2: Determine the sample	6
Step 3: Select the indicators you will monitor	8
Step 4: Develop a code sheet	12
Step 5: Develop a code book	12
Step 6: Train the team	13
Conducting media content monitoring	14
Using the results	16
Resources	17

Introduction

This guide provides media outlets and media development organisations with the guidelines and tools to plan, conduct and publish media content monitoring (also called media monitoring or content analysis).

Media content monitoring is a scientific method which evaluates different elements of a text and visuals. The method can be used by news media outlets to monitor the quality of their own productions and make sure they are in line with the standards and themes of their editorial strategy. Media development organizations can make use of media content monitoring to gather insight into the quality of the content produced in a country or by the organisations they work with. The data collected may be used as a baseline to assess learning needs and effectiveness of current intervention strategies, but also to make a comparative analysis with the rest of the sector and/or evaluate whether partners adhere to the standards of charters of which they are members. Furthermore, the data can be used to raise awareness among journalists and editors about the quality of their work and to advocate for better representation of specific groups, such as women or children, in media content.

This toolkit provides guidelines to develop and implement a media content monitoring methodology and provides indicators that can be used. It consists of three sections: setting up the monitoring methodology, implementing the methodology and analysing and publishing the results.

The guidelines are based on the experience and lessons learned of Free Press Unlimited and its partners in conducting media content monitoring.

The following chapters will take you through the steps of media content monitoring for a larger project, involving the monitoring of several media houses' productions. The indicators and criteria can however be used by media outlets wishing to conduct monitoring of their own productions.

To monitor the content of a media outlet or several media outlets, the purpose of the monitoring must first be defined. Based on this, the monitor can determine the sample and relevant quality categories and redefine them for the specific project. These criteria can fall under the umbrella of ethical principles (such as truth and accuracy, fairness, and impartiality) and journalistic craft (such as contextualization, comprehensiveness, structure). Additional thematic criteria can also be considered, such as gender, human rights, children, and youth reporting, etc. Categories are then divided into questions (variables), which are answered by 'coders' who are doing the monitoring. The variables are put into a codebook, which contain instructions and definitions the coders can follow. The coders also have a set of indicators per question, which they select and fill into the coding sheet. The data is then analysed and gives an overview of the quality of the productions included in the sample.¹

Setting up media content monitoring

This section takes you through the steps of setting up media content monitoring, namely:

1. Define the purpose
2. Determine the sample
3. Select indicators
4. Develop a code sheet
5. Develop a code book
6. Train the team

Step 1: The purpose of monitoring

How do you determine which outlet(s) you wish to monitor? Or which categories to include in your methodology? These questions can only be answered after the purpose of the monitoring is clearly defined. Doing so is therefore a crucial first step in setting up your media content monitoring methodology. Some questions that can be helpful in defining this purpose are:

- What is the intended result of the media content monitoring you will conduct?
- How do you envision reaching that result?
- Which data are really needed to contribute to reaching the result?
- Who is going to collect the data?
- How much time and which (human) resources are needed to collect the data?

Make sure that the goal is defined as specific as possible. The focus in purpose helps you in setting up a methodology that works for your purpose. Also, it prevents you from collecting more data than you can and will realistically use.

Examples of how media content monitoring can be used are:

- adherence to ethical standards
- to compare reporting of different outlets on one specific topic
- to collect information that can be used for advocacy purposes
- to understand the learning needs of specific journalists or media organisation
- to collect input for training and coaching of journalists/media
- use media monitoring as learning tool for journalists or another target group (by letting them conduct monitoring themselves).

It can also help to formulate a number of research questions that should be answered by the data. This will help to formulate indicators and bring focus to the monitoring. Examples of questions are:

- What is the quality of the media content?
- How diverse are the actors portrayed in the media content?
- To what extent are ethical standards applied to reporting?
- What kind of topics do media write about?
- Do male and female journalists report on similar or different topics?

These questions can help you to choose the indicators you will monitor, so that the data you will collect will answer your research questions.

Step 2: Determine the sample

As indicated earlier, the purpose of the monitoring provides already some clear indications for the selection of the outlets that you decide to monitor. However, there are many more considerations to make before the sample is completely set. These include the type of content to monitor, where to select the content from (e.g., main page, social media), and how often content is selected for monitoring purposes. Each of these elements of sample selection are discussed here.

Selecting the media outlets

The main questions to ask when selecting media outlets whose content you want to monitor is:

- Do you want to monitor multiple outlets?
- If so, how many outlets are you able to monitor?
- In which country, region or other geographical area should the media outlet be based, or serve an audience?
- Do the outlets need to have a specific shared characteristic (e.g., online / radio, opinion / news) or fulfil certain criteria (e.g., be independent / mainstream, have a minimum / maximum audience base)? If so, how do you define this characteristic or criteria?
- Do the outlets need to be representative of a group with a shared characteristic, or even of a full media landscape? If so, how do you make sure you reflect the diversity of a group/landscape in your selection?

When answering these questions for yourself, it is important to keep in mind some practical considerations, including resources available (time, people, money). Methodologically speaking it is, for example, quite complex to compare different types of media (radio, print, television etc.) with each other. The same difficulty can be found when comparing different

genres (news, features, opinion etc.). Also, it is good to maintain a certain level of flexibility. It is possible that outlets fall outside of your sample after a while. For example, because they shift their focus, or because you have re-adjusted the methodology.

Selecting the media content

Generally, media produce a lot of content. For an average media content monitoring exercise, it is impossible to monitor all the content of the media outlet(s) selected; to do so would simply be too time consuming and costly. An important component of your sampling approach is therefore setting the framework for content selection. The main goal to be achieved in selecting your content is to end up with a selection that is representative of what a media outlet publishes. The content you select should also be in line with the goal of your monitoring.

In selecting the specific content to include in the monitoring, consistency is key. This allows you to compare across different media outlets and/or across time. To ensure a methodologically sound approach and analysis, this step needs to be the same (or at least comparable) for all outlets that are monitored and every time you conduct the monitoring.

Establishing perfect representativeness as well as consistency might be challenging, if not impossible. However, the steps indicated below will help you make the best possible selection.

Setting parameters

Ask yourself: what is useful for your monitoring purpose to include in your sample, and what is not? It could be, for example, desirable to exclude sections on economy, sports, or entertainment. You could choose to only focus on news items and exclude for example opinion pieces. Consider here in particular if some types of content would give you a lot of additional data, or not at all. You can choose to set as many parameters as need be. Parameters also help you to limit the amount of data you will collect.

Determining the unit of analysis

Set a clearly defined unit of analysis on which you will conduct the monitoring:

- For a print or digital newspaper, this could be a single article
- For a radio station, this could be a single news item in a radio bulletin
- For a television station, this could be a talk show

Clearly defining the unit of analysis includes defining where the unit of analysis is selected from. For a printed newspaper or magazine this means deciding which pages will be monitored. This could simply be all items for page 4, 9 and 13 (considering to parameters you have set). For digital content, the selection process is already a bit more complicated; often items featured on the main page are also posted in another section of the web page (e.g., in foreign news, or the economic section). Also, you need to make sure that you always select the items you will monitor from the same platform. This could be the web page of the outlet, or one of their social media pages, or all of these. Here it is good to keep in mind that media often do not post all their content on all their pages. Careful consideration and some research of the outlet's (social media) strategy is thus needed.

Frequency

There are 3 separate considerations for your methodology that relate to frequency and sampling. These are:

1. The frequency of publication by the monitored outlet; how often and when the media outlet publishes / airs content is key information in taking sampling decisions. Some outlets only publish weekly, monthly, or on some days of the week. On certain days outlets might post or air more content than on others. Here, again, analysing the media outlet's content planning/strategy before taking sampling decisions is important.
2. The frequency of sampling; based on the frequency of publication of the monitored outlets, how should you select content items for your sample? There are many different possibilities. For example, selecting a few items each day, or every Saturday, or for the first seven days of each month. You need to make sure that you can do this consistently for each media outlet you monitor, and that it makes sense in relation to the content planning of all media involved.
3. The frequency of monitoring; depending on your purpose for monitoring, you might decide on different frequencies in monitoring. If you would like to continuously track changes in content, you would monitor continuously. If you decided to sample the first 7 days of the month, this would mean you repeat this every month. Alternatively, you could consider it sufficient to monitor only once a year, or three times a year. The most important consideration when selecting the frequency is whether you would like to compare changes over time. In that case a baseline assessment is a must.

Timing

Timing requires the same considerations as frequency. Media might publish on specific times of the day. Radio and television might have a very different audience and reach depending on the time of the day something is aired. An option could then be to select your sample based on a publication peak, or a peak in audience reach.

Step 3: Select the indicators you will monitor

Based on the goal of your monitoring and possible research questions, you can select the specific indicators you will monitor. This guide provides a database of possible indicators that you can use as inspiration. You could use these indicators and adapt them based on your needs.

This includes indicators with different focus of analysis, namely:

- **Item information:** these indicators provide you with basic information about the item that you can use in your analysis. Examples of these kind of indicators are date, journalist, name of media outlet, length of the item, format.
- **Content:** these indicators provide data on the content of the item. For example, what kind of information is provided, tone of the item, diversity of viewpoints, etc.
- **Craft:** these indicators focus on the quality of the item, for example the quality of audio, the structure of an article and quality of visual elements.
- **Actors/sources:** These indicators collect data on every single actor and/or in the story. This could include for example the gender, age, and occupation of the actor.

The indicator database also provides indicators for different themes that could be the focus of your analysis. Those themes are truth and accuracy, fairness and impartiality, journalistic craft, and gender equality. These themes can be combined and monitored at the same time. This list of themes is not exhaustive, and it is possible to focus your monitoring on other themes or on the representation of specific groups in media, such as young people and ethnic or religious minorities. A short explanation of each theme is provided here.

Truth and Accuracy

If you want to monitor ethical principles of journalism, it is important to look at truth and accuracy. According to the Ethical Journalism Network, truth and accuracy contains the following principles: “Journalists cannot always guarantee ‘truth’ but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy; give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information, we should say so”. To monitor truth and accuracy, we must look at the completeness and quality of the information provided, and the sources used, as well as the diversity of sources and actors in the story.

Fairness and Impartiality

Other ethical principles of journalism include fairness and impartiality. According to the Ethical Journalism Network “most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence”. Indicators to measure fairness and impartiality look provide data on the portrayal of actors, balanced reporting, and the general tone of a story.

Journalistic craft

When monitoring journalistic craft, you look at the quality of the items you monitor in terms of construction (structure of the item), writing (is the writing clear and attractive) and quality of audio and video. Indicators that collect data on journalistic craft are therefore mostly looking at the form of the items. It is useful to measure journalistic craft as part of capacity building efforts to improve the quality of journalism.

Gender representation

World-wide, women are under-represented in media and when they are featured in stories, they are often portrayed in a stereotypical role, such as mother, caregiver, or victim. Furthermore, female journalists often produce items about 'soft' topics, such as culture, entertainment, and health, while men more often report on 'hard' topics such as business or politics².

Including variables on gender in your media content monitoring enables you to gather data on how women and men are represented in media content and identify trends with regards to this stereotypical portrayal.

By using the indicators in Table 1, and analysing them with a gender lens, it is possible to already identify trends with regards to the representation of men and women in news content (for example by looking at the gender of sources and authors of stories). The indicator database also includes several indicators for more in-depth data on the stereotypical portrayal of women and men, based on the methodology of the Global Media Monitoring Project.

Free Press Unlimited and Tuwindi Foundation in Mali developed an online gender media monitoring platform called 'MediaScan', in which data from different countries can be compared. For more information, see:

- <https://tuwindi.io/index.php/portfolio-items/mediascan/?portfolioCats=33%2C21>
- <http://mediascan.net/#>

Table 1: Monitoring indicators

Unit of analysis	Indicator	Answer options (example)	Theme
Item information	Date		General information
	Topic	You can use categories like politics & government, economy, science, entertainment, health, etc, depending on your needs.	General information
	Gender of journalist	Man, woman, non-binary, do not now	General information
	Age of journalist	You can put the specific age, or use categories (for example: 12 and under, 13-18, 19-34, 35-49, 50-64, 65-79, 80 and up)	General information
	Media outlet	Based on your sample	General information
	Length/size	Number of words/minutes, or: full page, half page, etc.	General information
	Position	For example: on the front page, beginning of broadcast, or later (page number)	General information
	Type of item	News, opinion, editorial, etc	General information
	Scope of story	Local, national, regional, international	General information
Actors and/or sources	Gender of source	Man, woman, non-binary, do not now	Truth and accuracy
	Age of source	You can put the specific age, or use categories (for example: 12 and under, 13-18, 19-34, 35-49, 50-64, 65-79, 80 and up)	Truth and accuracy
	Religion of source	Depending on the context	Truth and accuracy
	Ethnicity of source	Depending on the context	Truth and accuracy
	Occupation of source		Truth and accuracy
	Function of source in the story	For example: subject, expert, spokesperson, eyewitness, etc.	Truth and accuracy
	Are the sources used relevant?	Yes/no	Truth and accuracy
	What is the level of expertise of the source?		Truth and accuracy
	Is the actor/source described in terms of family relationship (wife, husband, sister, son etc..)	Yes/no	Fairness and Impartiality
How is the source portrayed?	Positively, negatively, sympathetically, victim, hero	Fairness and Impartiality	
Content	Have the 5W's (what, where, when, who why) been covered?	Yes/no	Truth and accuracy, journalistic craft
	Has sufficient context been provided?	Yes/no	Truth and accuracy, journalistic craft
	Is there information from 'on the ground' (eye witnesses)?	Yes/no	Truth and accuracy
	Is the information provided verified?	Yes/no	Truth and accuracy, journalistic craft
	Are there relevant data or statistics mentioned in the story?	Yes/no	Truth and accuracy, journalistic craft
	Is the item understandable even if the reader does not know much about the topic?	Yes/no	Truth and accuracy, journalistic craft
	Is any audio/visual information appropriately sourced?	Yes/no	Truth and accuracy, journalistic craft
	Are multiple sides of the story included in the item?	Yes/no	Fairness and Impartiality

Unit of analysis	Indicator	Answer options (example)	Theme
	Is there a diversity of viewpoints in the item?	Yes/no	Fairness and Impartiality
	What is the tone of the item?	Satirical, emotional, etc.	Fairness and Impartiality
	Does the item contain value laden terms?	Yes/no	Fairness and Impartiality
	Are the actors/sources in the story described in a neutral and fair way, avoiding stereotypes?	Yes/no	Fairness and Impartiality
	Are the sources mentioned specified?	Precise (incl. name), generic, anonymous.	Truth and accuracy, journalistic craft
	If the sources are unspecified, i.e. anonymous, is this for a good reason?	Yes/no	Truth and accuracy, journalistic craft
	Does the story challenge gender stereotypes?	Yes/no	Gender equality
	Does the story highlight issues of inequalities between men and women?	Yes/no	Gender equality
	Is the story about a particular woman or group of women?	Yes/no	Gender equality
Form (structure, writing, quality)	Does the item contain a clear structure?	Yes/no	Journalistic craft
	Does the item consist of a headline, lead, core text and conclusion?	Yes/no	Journalistic craft
	Does the headline reflect the content of the item?	Yes/no	Journalistic craft
	Is accompanying audio/visual material relevant to the item?	Yes/no	Journalistic craft
	Is there a balance between text and quotes?	Yes/no	Journalistic craft
	Is the level of sophistication of language appropriate?	Yes/no	Journalistic craft
	Are there syntax/grammar or typographical errors?	Yes/no	Journalistic craft
	Are there any redundancies?	Yes/no	Journalistic craft
	Is the recording clear?	Yes/no	Journalistic craft
	Are there any disturbing background sounds?	Yes/no	Journalistic craft
	Are there moments of silence where there should be none?	Yes/no	Journalistic craft

Step 4: Develop a code sheet

A code sheet is a tool that coders can use to enter all the data of the monitored items. The most basic and affordable version of a code sheet is an excel file. In the file, each item receives a separate row. And each column allows for coding of the item on the different variables.

Typically, the first columns of a code sheet serve to enter basic information on the item. The amount of basic information needed varies based on the purpose of the monitoring, as well as the parameters that you have set for the content selection. These are the indicators mentioned above under item information.³

In addition, for purpose of quality control and analysis, monitoring teams with multiple coders often choose to assign a number to each coder and item.

The first columns of a coding sheet could then (for example) be:

ID	Name media outlet	Media type	Date publication	Coder	Author	Sex of author
1	Guardian	Digital	07-04-20	5	F. Williams	M
2	New York Times	Print	11-05-20	5	S. White	F
3						
4						

The next columns will be used to fill out or code the other variables selected for the methodology.

Step 5: Develop a code book

Each content monitoring effort requires a code book. The code book serves to ensure consistency in selecting and coding the items. Basically, the code book is a manual that collects the rules, guidelines, definitions, and conventions needed to code each item in the same way.

A code book starts with explaining the sampling approach. All the decisions that must be made in setting up a content monitoring methodology (as described above) are summarised. This way, each of the coders knows exactly how to select items that are relevant to the monitoring exercise.

After that, a code book chronologically follows the columns (i.e., variables) in the coding sheet. For each of these, it outlines a few different elements (where applicable):

The definition of the variable

- Instructions on coding the variable, including possible challenges the coder can encounter
- In case a coder needs to select one of multiple pre-selected coding options:
 - a list of the pre-selected coding options
 - definitions of the pre-selected coding options

Iterative process

The methodology development for content monitoring is a very iterative process. With every step of the way it is likely that you need to take a step back and refine or adapt what was done before.

Considering the iterative nature of the process, the code book is a live document. There is never really a final version of the code book, since it is constantly improved.

Step 6: Train the team

Training on the methodology

The person developing the content monitoring methodology is not always also the person coding the items. In that case, training the coders is very important. The coder needs to fully understand all the decisions that were taken in the development of the methodology. For this, the code book is key. It is very well possible that during training, the code book is adjusted because some of the definitions are unclear, or because the coder(s) think of something that the developer of the methodology has forgotten. As such, training provides a good moment to further refine and review the methodology. By transferring knowledge to other people, some flaws and inconsistencies might be spotted and corrected.

Training of coders is also a vital step in the process of setting up a content monitoring exercise in case multiple people are involved in coding. By training everyone together, the coders are more likely to have a shared understanding of the methodology and the coding will be done in a more consistent way. A good exercise during a training is to pair participants and let them do the coding together to have a discussion and learn from each other.

Other training

Depending on the skills and background of the team members, it might be wise and useful to provide team members with additional training before or during the coding. This is especially the case if the team is hired for a longer period.

The following training topics have proven useful in the context of media content monitoring assignments conducted for Free Press Unlimited:

- Journalistic ethical and professional standards/principle
- Journalistic formats
- Context of the country (e.g., in case of a conflict environment: introduction to the sensitive and controversial issues of the conflict)
- Data mining; basic statistics training
- Data management; recording and controlling data and error analysis
- Data analysis and interpretation of findings

Conducting media **content** monitoring

When all steps in the development of the methodology are followed, everything is in principle in place to start monitoring the desired media content. The basics to do so are:

1. The coding sheet to fill out the information
2. A full understanding of the methodology and the coding process (see training section)
3. The selection of sources and content

However, there are 3 important aspects to starting with content monitoring: piloting the methodology, measures to ensure quality of coding, and of course data analysis. All three are discussed in more detail in this section.

Piloting the methodology

It is wise to start any assignment with a short testing period. This period serves multiple purposes:

- Final errors in the methodology can be found and removed
- The shared understanding of the methodology can be tested and improved for consistency and accuracy in coding
- Expectations regarding the amount of time needed to code and analyse can be tested
- Collaboration needs within the team will surface

In principle, a pilot should be done on the same type of content that will be monitored in the future as well. Often, this means that the data collected during the pilot phase can be used for the follow-up process. As such, the pilot will cost time, but the efforts will not go wasted.

An ideal pilot situation includes the following steps:

1. The same content is test-coded by all coders
2. The coders' coding sheets are compared for consistency
3. A (preferably external) data analyst conducts reliability tests
4. The results are discussed, and the code book / methodology is adjusted according to findings
5. The process is repeated until the coders achieve a minimal of 75% consistency
6. Depending on the use of the media content monitoring results, it might be wise to discuss the findings of the pilot in between with the final beneficiaries. This will allow for further adjustment of the methodology based on expectations.

Measure to ensure quality of coding

Collaboration within monitoring team is very important to maintain the quality of coding, in two ways:

- Regular cross checking: regular cross checking assures that members of the monitoring team are on the same track. It also helps avoid errors and discrepancies in the coding.
- Cross coding: coders should not always focus on the monitoring of the same outlets if the monitoring project's period is long (several months/years). Every now and then, they should exchange the outlets they code.

It is also possible to explore collaboration with other entities, such as organisations specialized in media content monitoring or in analysis and research on media related issues. These organisations can provide trainings on specific topics or can assist in strengthening the methodology used and the analysis tools.

Another part of this is direct collaboration with other organizations/monitoring centres/research institutes etc. working on similar projects. Indirect collaboration with them would include attending their conferences or workshops and getting to know the methodology they use, their findings, and other relevant issues.

Data analysis

Once the data is collected, the data can be analysed. The data gathered can be analysed in many ways. The analysis should be in line with the goal of the content monitoring and answer possible research questions.

Most indicators provided in this toolkit are quantitative, meaning that you can use graphs and data visualisation tools to analyse and present the data. Using software like SPSS or Excel can also be helpful in data analysis and data presentation.

In your analysis, it is important to cross-reference indicators; this means you combine the data of different indicators to find trends and insights. For example, you could compare the findings between different media outlets or media types. In this data, you compare, for example, the findings for different types of items (opinion, news, etc) or topics. This shows the importance of collecting basic information about each item.

The findings can be presented in a report, but there are also other ways to publish and spread the findings, such as infographics, social media updates or videos. Ensure that the graphs and findings are easy to grasp for readers. It could also be useful to take cases that serve as very good or very bad examples of your findings.

Gender data analysis

By registering data with regards to the gender of the sources and the gender of the journalists, it is possible to provide a gender lens to the data in your findings, when comparing it to your other variables. For example, you can analyse whether male and female journalists write about similar or different topics, whether women or men are directly quoted more often or whether male and female sources have different functions in the story.

Examples of analysis questions:

- What topics to men and women report on?
- What topics do men and women feature as sources?
- How often are men and women presented as victims, or as survivors?
- What function do women serve in stories, compared to men? Is their level of expertise similar?
- Do female journalists more often use women as sources or is it the same as male journalists?
- In general, is there a difference in how men and women are portrayed and described?
- Are women more often defined in terms of their familial relationships (wife of, daughter of, etc.) than men?
- How many stories challenge gender stereotypes?
- How many perpetuate those stereotypes?
- How many stories focus specifically on women and/or gender equality issues?

Using the results

The final part of content monitoring is publishing and using the results of the monitoring. There are different ways to use the data of content monitoring, namely for advocacy purposes, for training and learning and for monitoring and evaluation.

Advocacy

The results of content monitoring can be used to raise awareness among journalists, media houses and other stakeholder about the quality of journalism and media coverage on specific topics like gender or conflict, and serve as a basis to advocate for improvements.

For example, the Global Media Monitoring Project monitors media worldwide every 5 years on the representation of women in news media, and the data is used to advocate for improvement.

For content monitoring to be effective, it is therefore important that the results are presented in an understandable and attractive way (for example through infographics) and that the results are actively distributed amongst media outlets and other stakeholders.

In Nepal, Freedom Forum regularly monitors specific media houses on the representation of women in media. Based on the reports, they organize meetings with stakeholders from the media to discuss how changes can be made. They also visit the media outlets that were monitored to discuss the findings. Freedom Forum's monitoring reports can be found here: <http://freedomforum.org.np/publications/reports/media-monitoring-reports/>

In the Conn@ct Now programme by Free Press Unlimited (implemented in Uganda, Burundi, South Sudan, and Colombia), findings of content monitoring on the representation of children in media were presented on the Day of the African Child and the report was brought to the attention of the relevant ministries.

Training and learning

Media content monitoring data can be used for training and learning purposes, since it helps to keep track of progress in reporting of a media outlet. Trainers can for example read and discuss the reports produced by the monitoring team and mention whether they agree or disagree on some elements. When journalists conduct media content monitoring themselves, it can be a learning experience. In the Conn@ct Now programme by Free Press Unlimited, journalists in South Sudan conducted the monitoring themselves and this led to great discussions about for example sourcing and how to make headlines.

In Free Press Unlimited's Syria programme media content monitoring has been used extensively to support partner media outlets in improving the quality of the content produced. Here, the training team uses media content monitoring reports by integrating the findings in the coaching process and to determine training priorities. This process makes communication between the monitoring team and the trainers vital, because only then the trainers are fully informed about the latest developments. To ensure a full understanding of media content monitoring, the training team at times participate in monitoring and commenting on selected articles. The content monitoring reports can be found here: <https://www.freepressunlimited.org/en/syrian-media-monitoring-journalism-in-the-making>

Monitoring and evaluation

Content monitoring results can be used to measure the effectiveness and impact of capacity building of journalists and media. By looking at the results, it is possible to observe if the quality of reporting has improved. In this case, it is important to do a baseline content monitoring at the beginning of a project, so that the results of content monitoring during or at the end of the project can be compared and change can be observed.

Resources

Ethical journalism:

- Media helping media: <https://mediahelpingmedia.org/category/ethics/>
- Ethical Journalism Network: <https://ethicaljournalismnetwork.org/>
- Media Monitoring Africa: <https://mediamonitoringafrica.org/>

Gender sensitive journalism:

- The Global Media Monitoring Project has a methodology for gender content monitoring and monitors gender representation of news media worldwide every five years: <https://whomakesthenews.org/>

Capacity building:

- Deutsch Welle Akademie: <https://www.dw.com/downloads/28543660/dw-akademiemeasuring-the-success-of-journalism-capacity-building.pdf>
- BBC: https://assets.publishing.service.gov.uk/media/57a08c4c40f0b652dd001238/bbcwst_research_series_yemen.pdf

Content monitoring reports:

- Free Press Unlimited: <https://www.freepressunlimited.org/en/syrian-media-monitoring-journalism-in-the-making>
- Freedom Forum Nepal: <http://freedomforum.org.np/publications/reports/media-monitoring-reports/>
- Global Media Monitoring Project: <https://whomakesthenews.org/gmmp-reports/>

Notes

1. Spurk and Lublinski (2014). Accessed here: [dw-akademiemeasuring-the-success-of-journalism-capacity-building.pdf](#)
2. Who makes the News? Global Media Monitoring Project 2015. Accessed here: <https://whomakesthenews.org/gmmp-reports/>
3. In the case of media content monitoring to better understand agenda setting by media: it could be interesting to also record the position on the item (on which page, or in which sequence of the broadcast, the item appeared) and/ or the length of the item (in words, minutes, or the amount of space of the page).

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