**Why media monitoring?**

Media monitoring is a tool for social change. It can be used to gather evidence on selected dimensions of representation in the news worldwide, and in advocacy and policy-making. For a more accurate, balanced and ethical reporting on migration, it is essential to have a picture of how media is faring. Media monitoring is an essential tool that can provide that evidence.

“Media monitoring bridges the gap between activists and media professionals. It creates a link between the media and their audience which has the potential to lead to democratic, professional, more equitable and diverse media systems. The results of monitoring provide a picture of media content that allows discussion about representation in media at a level of specificity, based on ‘hard’ evidence.” <http://whomakesthenews.org/media-monitoring>

Below is an extract from the media monitoring tools used in the Refugees Reporting project in 2017. All resources are accessible at this link: <https://www.refugeesreporting.eu/media-monitoring/> - you can also contact WACC at info@waccglobal.org for more information.

**PEOPLE IN THE STORY**

Columns 6 to 19 are for people *in* the news. Code (i) any person whom the story is about even if they are not interviewed or quoted; (ii) Each person who is interviewed, (iii) Each person in the story who is quoted, either directly or indirectly. Code **only** individual people.

Do not code: (i) Groups (e.g. a group of nurses, a group of soldiers); (ii) Organisations, companies, collectivities (e.g. political parties); (iii) Characters in novels or movies (**unless** the story is **about** them); (iv) Deceased historical figures (**unless** the story is **about** them); (v) Interpreters (Code the person being interviewed as if they spoke without an interpreter).

1. **Gender:** Do not know=**0**,Female=**1**, Male=**2**, Other (transgender, etc.)=**3**
2. **Age:** Do not know**=0**, 12 and under**=1**, 13-18**=2**, 19-34**=3**, 35-49**=4**, 50-64**=5**, 65+**=6**

**IF THE PERSON IS NOT A REFUGEE, MIGRANT OR ASYLUM SEEKER, SKIP TO QUESTION 13.**

1. **If the age is below 18, the person is identified as** a:Do not know/not specified=**0**, Unaccompanied minor=**1**, Accompanied minor=**2**
2. **Is the person identified as** Refugee=**1**, Migrant =**2**, Asylum seeker=**3**, Illegal Migrant=**4**, Undocumented Migrant=**5**, Illegal Alien=**6**, Two or more of the preceding terms used interchangeably for the same person=**7,** None of the terms are used=**8**
3. **The person is identified as coming from:**

|  |  |
| --- | --- |
| **0** Do not know / Not specified | **7** Rest of Asia (Bangladesh, India, Vietnam, China, etc.) |
| **1** Middle East (Syria, Jordan, Lebanon, Iraq, Iran, Palestine, Yemen, etc.) | **8** Eastern Europe (Turkey, Russia, Kosovo, Albania, Serbia, Ukraine, etc.) |
| **2** North Africa (Egypt, Morocco, Tunisia, Libya, Algeria, etc.) | **9** Central or South America |
| **3** Eastern Africa (Somalia, Eritrea, Ethiopia, Sudan, South Sudan, etc.) | **10** North America |
| **4** Western Africa (Gambia, Mali, Nigeria, Guinea, Senegal, Ghana, Niger, Ivory Coast, etc.) | **11** Oceania |
| **5** Central and Southern Africa (DR Congo, Angola, Mozambique, Zimbabwe, South Africa, etc.) | **12** Central, Southern and Western Europe (Germany, UK, Italy, etc.) |
| **6** Central Asia (Afghanistan, Pakistan, Georgia, etc.) |  |

**Please specify the country in the comments section of the coding sheet.**

1. **Is the person mentioned alive or dead**? Do not know=**0**,Alive=**1**, Dead=**2**
2. **Religion:** Not mentioned=**0**, Atheist or no religious affiliation=**1**, Buddhist=**2**, Christian=**3**, Hindu=**4**, Jewish=**5**, Muslim=**6**; Other=**7**
3. **Is the person described in terms of a family relationship** (e.g. wife, husband, mother, son, aunt, daughter, uncle, etc.)**?**

Yes=**1**, No=**2**

1. **Occupation or position of the person:** See table.

|  |  |  |  |
| --- | --- | --- | --- |
| **0** | Not stated | **7** | Worker in an inter-governmental / international organisation |
| **1** | Government, politician, minister, spokesperson… | **8** | Activist or worker in civil society org., NGO, trade union |
| **2** | Government employee, public servant, diplomat, etc. | **9** | Lawyer, judge, magistrate, legal advocate, etc. |
| **3** | Police, military, para-military, militia, fire officer | **10** | Unskilled labourer |
| **4** | Academic expert, lecturer, teacher | **11** | Student |
| **5** | Health professional, social worker, childcare worker | **12** | Person identified only as a ‘migrant’, ‘refugee’, ‘asylum seeker’, etc. |
| **6** | Religious figure, priest, monk, rabbi, mullah, nun | **13** | Unemployed |
|  |  | **14** | Other (**only as last resort & explain)** |

1. **Function of the person in the news story:** See table.

|  |  |  |  |
| --- | --- | --- | --- |
| **0** | Do not know | **4** | Personal experience |
| **1** | Subject | **5** | Eye witness |
| **2** | Spokesperson | **6** | Popular opinion |
| **3** | Expert or commentator | **7** | Other (**only as last resort & explain)** |

1. **The story identifies the person as someone who has experienced:** See table.

|  |  |  |  |
| --- | --- | --- | --- |
| **0** | Not applicable | **6** | Other non-domestic violence, crime, robbery, etc. |
| **1** | An accident or natural disaster | **7** | Violence or discrimination based on religion (eg. FGM, Islamophobia, etc.) |
| **2** | Human-induced disaster, war, state violence | **8** | Violence or discrimination based on nationality, race, ethnicity |
| **3** | Terrorism | **9** | Violence or discrimination based on gender, age, ability, etc. |
| **4** | Domestic violence, rape, murder, etc. | **10** | Difficult economic situation, poverty |
| **5** | Non-domestic sexual violence, rape, assault, etc. | **11** | Other (specify in ‘comments’) |

1. **The story identifies the person as a perpetrator of:** See table

|  |  |  |  |
| --- | --- | --- | --- |
| **0** | Not applicable | **5** | Perpetrator of non-domestic violence, crime, robbery, etc. |
| **1** | Perpetrator of acts of war, crimes against humanity, state violence, etc. | **6** | Perpetrator of violence or discrimination based on religion (FGM, Islamophobia, etc.) |
| **2** | Perpetrator of acts of terrorism | **7** | Perpetrator of violence or discrimination based on nationality, race, ethnicity |
| **3** | Perpetrator of domestic violence, rape, sexual assault, etc. | **8** | Perpetrator of discrimination based on gender, age, ability, etc |
| **4** | Perpetrator of non-domestic sexual violence, rape, assault, etc. | **9** | Other Perpetrator (specify in ‘comments’) |

1. **Is the person directly quoted:** Yes=**1,** No=**2**
2. **Is there a photograph of the person in the story:** Do not know=**0**,Yes=**1**, No=**2**