

Men are more than Twice as likely to be quoted than Women.

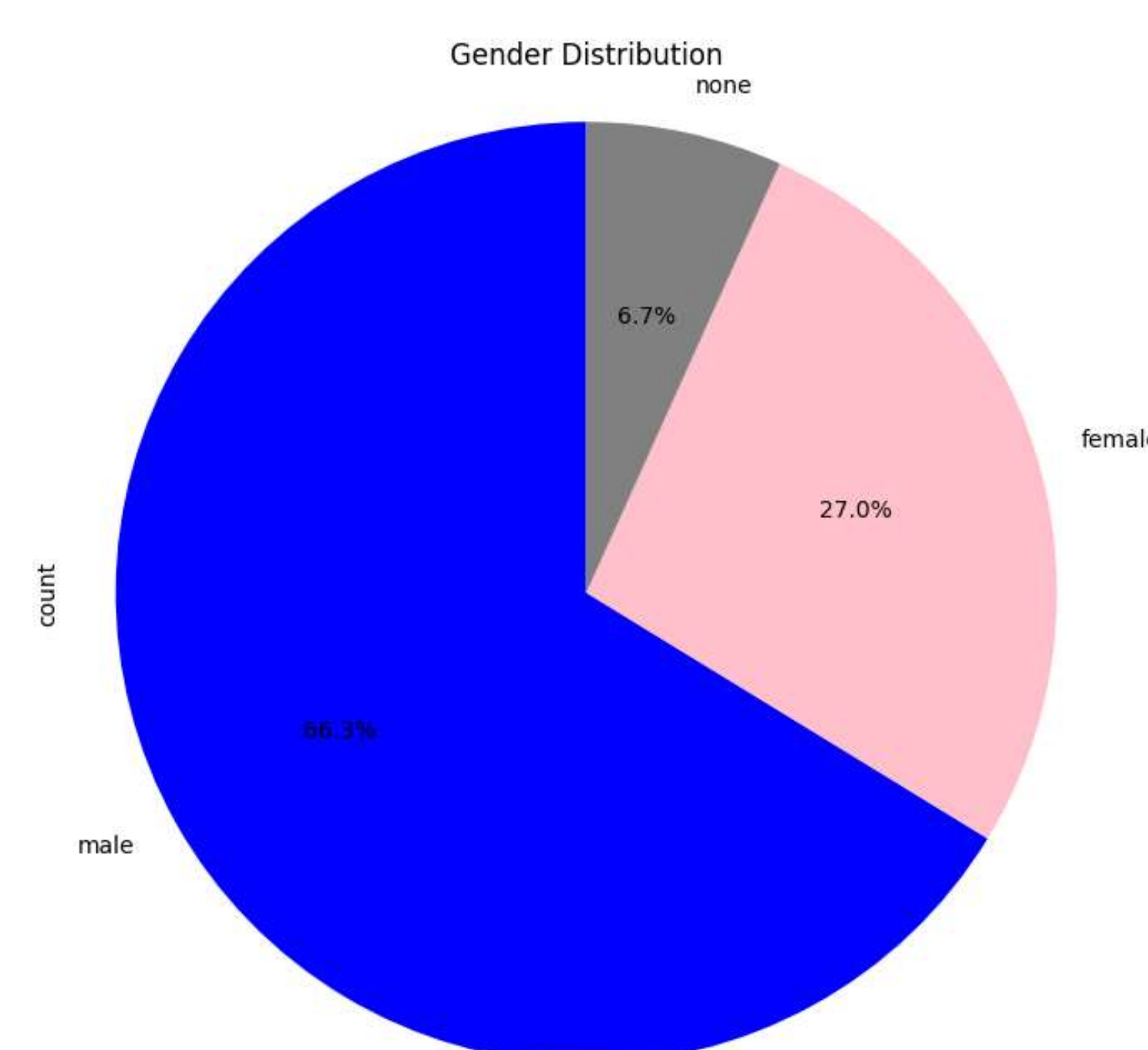
Quantifying who makes the News in South African Media

Closing The Gender gap in who makes the News through Natural Language Processing (NLP).

INTRO

- In South Africa, men are more likely to be quoted in the news than women
- When women+ perspectives are excluded from the media, the problems they face are not amplified within spaces which could improve them.
- We aim to use data science to assist in quantifying the extent of underrepresentation.

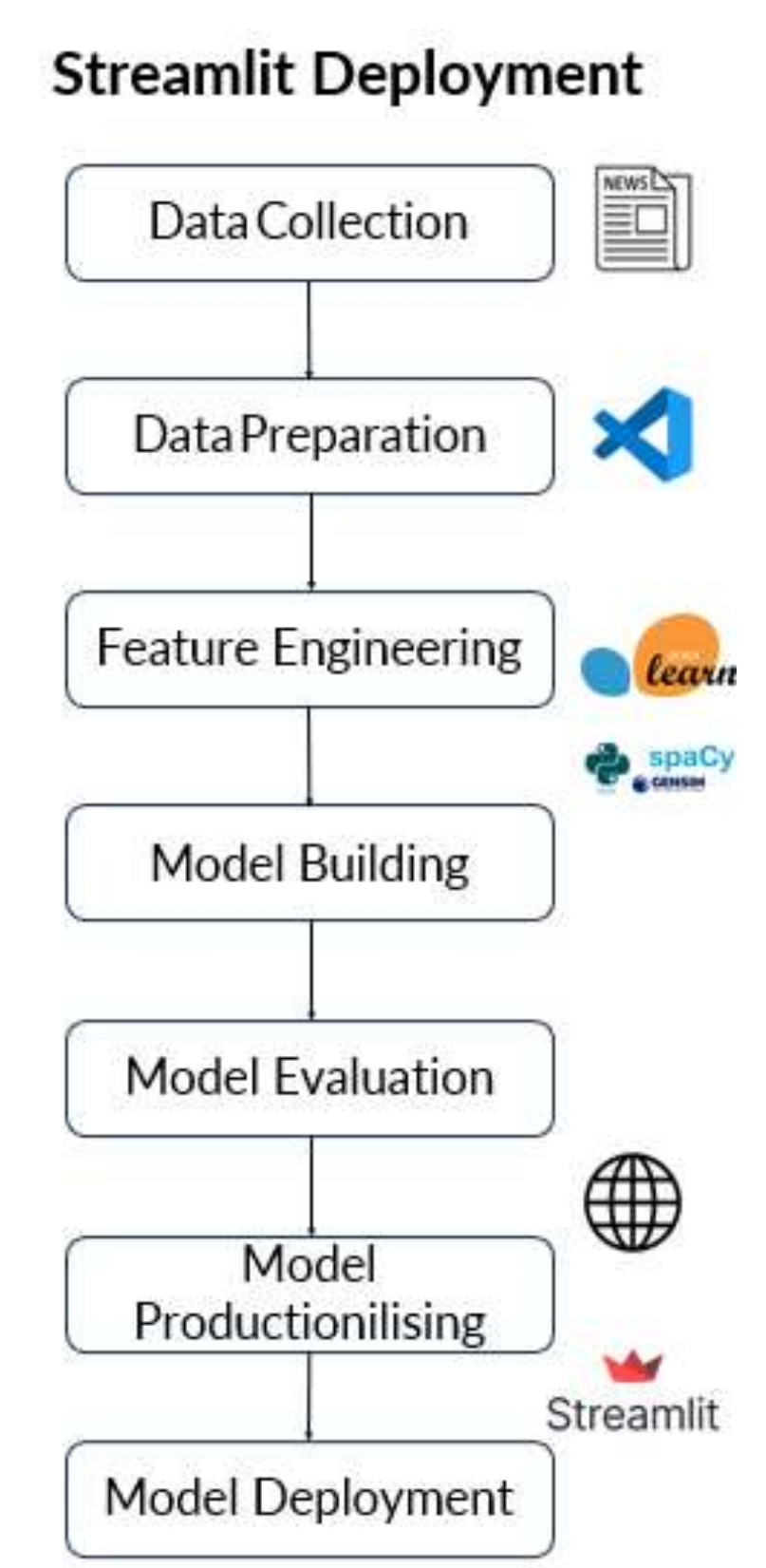
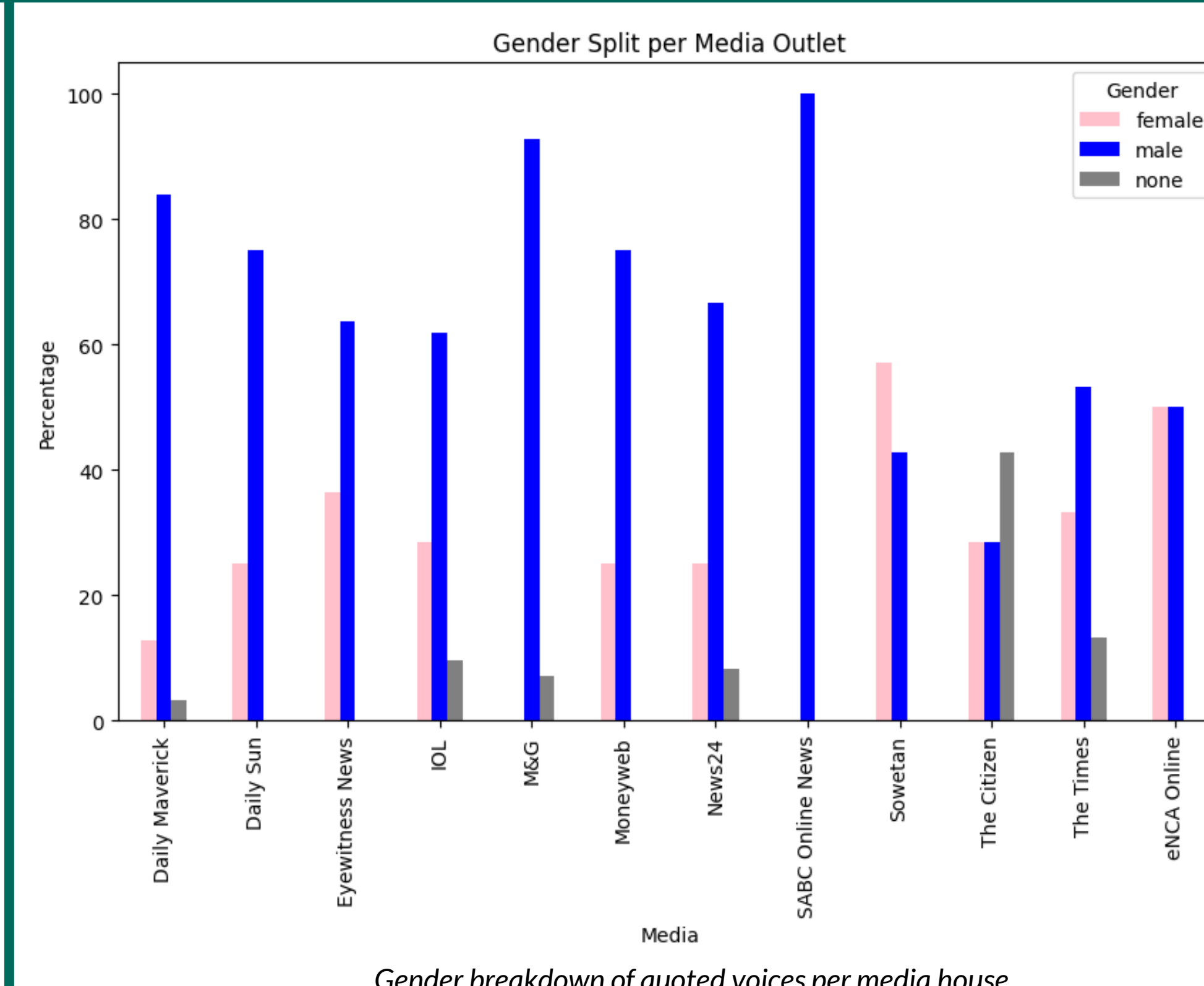
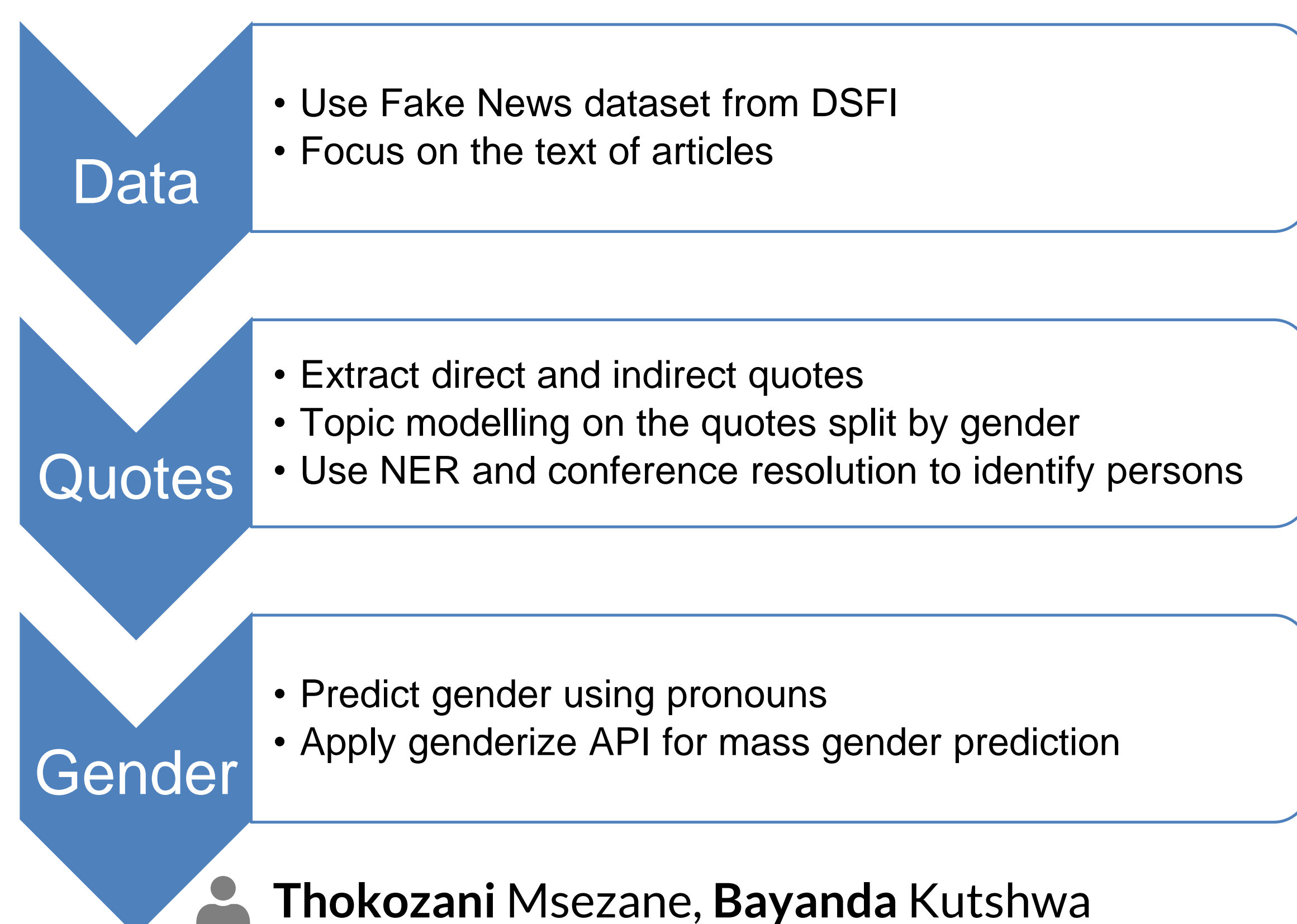
RESULTS



DISCUSSION

- The data we investigated shows that men are more frequently quoted in South African news than women
- Some news outlets like The Citizen, Sowetan, eNCA display gender-balance in who they are quoting.
- Topic Modelling shows that men are more likely to be quoted in issues of energy, crime and the law.
- The results show the impact of a pseudo real-time monitoring system for our project partner to engage media houses

METHODS



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