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WHO MAKES THE NEWS?



GMMP+30

Global Media
Monitoring
Project

2025

Iceland

NATIONAL REPORT



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Global Media
Monitoring
Project

2025



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GMMP 2025 is coordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change.



Data for GMMP 2025 were collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, university researchers, students, mediaprofessionals, journalists' associations, alternative media networks and faith groups.

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PREFACE

Global Context

The Beijing Declaration and Platform for Action premised that “Women's empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and nonstereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women's place, role and participation in the news.¹ The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected” (para 242a)

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women's place within it has not. The evolution of women's encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation and misrepresentation in content has persisted.

Global findings. The highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7th global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

¹ Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

3. Women's visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women's presence in sports news is abysmal, at only 15% of news subjects and sources.

4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

5. Patterns of gender-biased portrayal endure despite decades of change in women's roles in the physical world

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Underrepresentation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

6. Gender inequality in the news is much more acute than in the lived experience.

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

8. The sex of the journalist influences the gender lens in stories

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).

In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

National Context

Iceland is a small country with a population of just under 400,000 people.² Politically, the country is considered a mature liberal democracy and ranked fourth on the Economist Intelligence Unit's Democracy Index 2024.³

Iceland has for years been ranked very high on most, if not all, international measurements of gender equality, along with the other Nordic countries. In UN's latest Human Development Report 2025 Iceland is ranked number 7 on the Gender Inequality Index. In the World Economic Forum Gender Gap index, Iceland is the most gender equal country in the world, holding the top position for 16 consecutive years.⁴ There is a political consensus in the country that women and men should enjoy the same rights, obligations and possibilities in society. In 2025 the Government is led by a woman prime minister. The government includes ten additional ministers, five women and five men⁵ and women hold 46% of seats in Parliament.⁶ The number of women experts and in top public position has also grown considerably in recent years, but women have, however, been grossly underrepresented in top positions in the business sector.⁷

Research on gender and media in Iceland is rather limited and fragmented. The first on gender representation was presented in 1990. The findings showed that in the first five years of Icelandic TV news, no women were ever interviewed. They slowly started to appear in 1970, and in 1986 women accounted for 13% of those interviewed in the TV news. In 2001 the Ministry of Education, Science and Culture published a report on the status of gender equality in Icelandic media, and the main findings were that that women were underrepresented in all kinds of media content, or 32%. In TV news women were 27% of those interviewed. The Ministry of Education and Cultural affairs published another report in 2005, and it showed that little had changed. Around 19% of interviewees in the private TV station Channel 2 were women and 25% in the Public Broadcasting Media.⁸

Iceland has taken part in the Global Media Monitoring Project since 1995, except for the 2005 study.⁹ It is important to monitor the way women and men are portrayed in the news and not least to be able to track changes over time and to compare the situation in Iceland to the wider world. That is the reason why we take part in the Global Media Monitoring Project, as well as to be a part of a global network committed to researching and sharing knowledge about gender in the media.

² Statistics Iceland. (n.d.). *Inhabitants*. Retrived September 11, 2025 from <https://statice.is/statistics/population/inhabitants/>

³ The Economist Intelligence Unit's, (n.d.), Retrieved September 11, 2025, from <https://www.eiu.com/n/campaigns/democracy-index-2024/>

⁴ UNDP (United Nations Development Programme). 2025. Human Development Report 2025: A matter of choice: People and possibilities in the age of AI. New York; World Economic Forum Gender Gap Index, (n.d). Retrived September 11, 2025, from <https://www.weforum.org/reports/global-gender-gap-report-2025/digest>

⁵ Government of Iceland. Retrived September 11, 2025 at <https://www.stjornarradid.is/rikisstjorn/skipan-rikisstjornar/>

⁶ Alþingi/The Icelandic Parliament (nd). Retrieved September 11, 2025, from <https://www.althingi.is/thingmenn/althingismenn/>

⁷ Axelsdóttir, L., Diðriksdóttir, S., Einarisdóttir, Þ. and Rafnsdóttir, G. L. (2015). *Konur og Karlar í forystu atvinnulífs á Íslandi*. Retrieved from http://jafnretti.is/D10/_Files/HI-LOKASKYRSLA.pdf#file

⁸ Jóhannsdóttir, V., & Einarisdóttir, Þ. (2015). Gender bias in the media: the Case of Iceland. *Icelandic Review of Politics and Administration*, 11 (2)(2), 207-230.

⁹ In *Who makes the news? The Global Media Monitoring Project report*, 1995, 2000, 2010, 2015,2020.

EXECUTIVE SUMMARY

The 2025 monitoring day revealed a diverse news agenda without a single dominant story, reflecting a relatively ordinary news cycle. Across **121 stories**, monitors identified **215 news subjects**. As in previous rounds, the findings must be read in the context of Iceland's small media system and the limited number of news stories published on any single day, which limits the analysis and only allows for noticeable findings in the largest categories.

- The 2025 GMMP findings show a gradual improvement in women's visibility in Icelandic news, though men remain the majority of news subjects. Women account for **38 percent of all sources**, up from 34 percent in 2020. In legacy media (print, radio, TV) the proportion reaches 39 percent, placing Iceland at the top among the Nordic countries in women's visibility in legacy news for the first time. However, the trend is neither linear nor uniform. Internet news, which performed relatively well in 2020, now shows a **decline** in women's share as sources.
- Women are not excluded from "hard news." In legacy media, they are **39 percent** of political news subjects and **40 percent** in crime coverage—figures that contrast with the global pattern, where women remain severely underrepresented in these categories. In Iceland, politicians remain the largest occupational group in the news, and women account for **45 percent** of those stories.
- The proportion of stories reported by women has also increased. On the monitoring day, **41 percent of all news stories** were reported by women journalists, its highest level in the Icelandic GMMP time series. This aligns with global findings that women's participation has grown in spurts but still falls short of parity. Women journalists were proportionally more present in legacy media than in online news.
- Gender equality was not a central theme in the news on the monitoring day, mirroring the pattern in 2020. Only one story addressed gender-based violence, and no items challenged gender stereotypes. The absence of a gender or rights-based lens mirrors the global conclusion that news systems rarely integrate equality frameworks, even in highly gender-equal societies.

A DAY IN THE NEWS IN ICELAND

May the 6th 2025 was a lively news day though no particular story dominated the news agenda. A story about a women evicted from a housing estate in the capital, because she didn't pay the rent, was prominent in some media outlets, in others the most prominent story was about alleged political corruption in one of the parties in government. In foreign news the failure of Fredrik Merz to get elected chancellor of Germany in the first round in the Parliament featured prominently.

THE CONTEXT

In an international comparison all media companies in Iceland are small. The media market has been in turmoil for years, and most private news media companies have been run at a loss or with very meagre returns, and mergers and closures have been frequent.¹⁰

National media dominate the landscape. The public broadcasting company, RÚV has two radio channels and one TV channel. Other media companies are privately owned. One company, Sýn, is by far the biggest and runs several TV and radio stations, as well as an online news site, visir.is.

There is only one daily newspaper left in the country. Morgunblaðið, Iceland's oldest surviving newspaper, and its parent company also runs one of the most read online news site in the country, mbl.is. There are several local papers and news websites, but local media has always been weak in Iceland. There are also a few news sites, independent of the old, legacy media running but they have gotten fewer over the last couple of years. There are several TV and radio stations operating but only the two mentioned above, RÚV and Sýn have news desks.

According to information from the Union of Icelandic Journalists 58 percent of its members are men and 42 percent women.¹¹ A recent research indicates that among news journalists the proportion of men is even higher, or 64 percent compared to 36 percent of news journalists identifying as women.¹²

Media monitored

Newspaper: *Morgunblaðið*

TV: RÚV, the Public Broadcasting Media, news at 19:00 and 22:00 and Sýn (formerly Stöð 2/Channel 2), news at 18:30.

Radio: *Bylgjan*, main news 12:00, RÚV main news at 12:20 and 18:00. These are the only TV and radio outlets with news desks.

Internet news: The following Internet sites were chosen because they are the most read national news sites in the country: *ruv.is* (the Public Broadcasting Media), *mbl.is* (affiliate of *Morgunblaðið*), *visir.is* (*Sýn*), *dv.is*, *mannlif.is*

The monitors: Seven people, five women and one man, took part in monitoring. Three of the monitors are scholars from the University of Iceland and four are journalism students. The average time spent coding was around three to four hours.

¹⁰ Ólafsson, J. G., & Jóhannsdóttir, V. (2021). Media and politics in Iceland. In E. Skogerbo, Ø. Ihlen, N. N. Kristensen, & L. Nord (Eds.), *Power, communication, and politics in the Nordic countries* (pp. 51–68). Nordicom, University of Gothenburg.

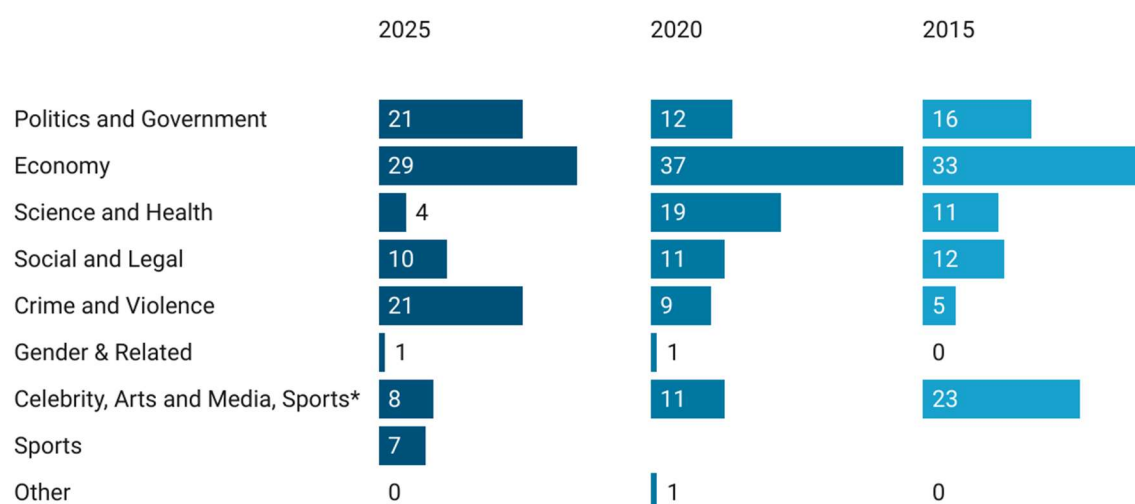
¹¹ Freyja Steingrimsdóttir, CEO of the Union of Icelandic Journalists, email to author Oct 1st 2025

¹² Guðmundsson, B., Jóhannsdóttir, V., Kolbeins, G.H. & Ólafsson, J.G. Iceland: Country report. In T. Hanitzsch, F. Hanusch, C. Lauerer & V. Slavtcheva-Petkova (Eds.), *Journalism. Under Duress: Worlds of Journalism Study Report (Wave 3: 2021–2025)*, 2025, 168-171.

TOPICS IN THE NEWS

Economic news were the single biggest topic in the news on monitoring day 2025 but less prominent than in previous studies, as seen in table 1. The Covid pandemic was raging in 2020 and science and health news therefore very prominent on the monitoring day that year, as well as economic news as new measures to tackle the economic consequences of pandemic were introduced that day. News about crime and violence have increased considerably, but that is foremost in online news, which indicates that it is mostly more stories about petty crimes and incidents as otherwise it would also be covered in broadcast and print media. In recent years the metropolitan police has published regularly information and news on crime and safety on Facebook and what's reported there often finds its way into news stories online. News about politics are proportionally fewer online than in legacy media, but otherwise there is not much difference in topics by medium.

Figure 1: Major topics in the news - %.



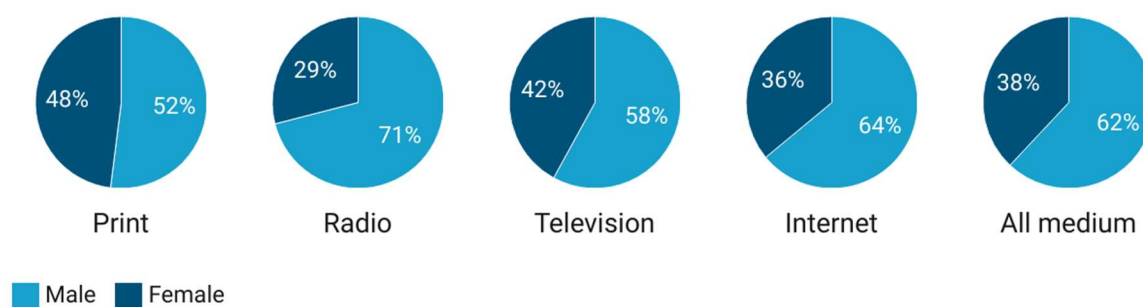
**Sport news were coded with Celebrity, Arts and Media news stories in 2020 and 2015, but separately in 2025*

Source: Global Media Monitoring Project 2025, 2020, 2015 • Created with Datawrapper

NEWS SUBJECTS AND SOURCES

The majority of the people in the news are men, but the findings indicate a considerable improvement in women's representation compared to the GMMP study in 2020. Then only one in three of those interviewed, spoken of or written about were women, but now women are 38 percent of news sources in all medium combined. As shown in figure 2 the gender ratio varies considerable by medium, with the proportion of women as sources highest in print and lowest in radio. In legacy news media (print, TV and radio) the proportion of women is 39 percent, up from 34 percent in 2020. However, the percentage of women news sources in Internet news is down from 43 percent in 2020 to 36 percent in 2025.

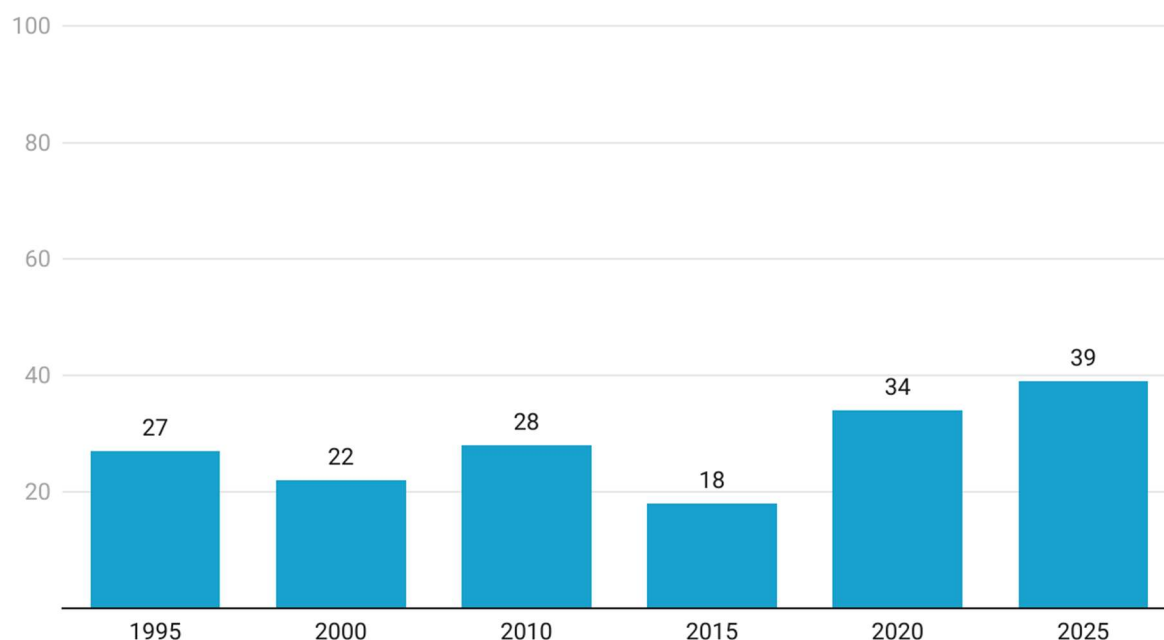
Figure 2: Overall presence of women and men as news subjects by medium -%



Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Although women's representation in the news has improved compared to the findings in 2020 figure 3 indicates that the development has not been one of steady improvement over time, but a somewhat bumpy ride. The figure shows the percentage of women as news sources in legacy media since the first GMMP study (with the exception of the 2005 study, when Iceland didn't take part). Internet news were first monitored 2015 and therefore not included in the comparison. Because the sample size is relatively small, even minor changes in the underlying numbers can produce large percentage fluctuations. This is important to keep in mind when interpreting the results and comparing them over time.

Figure 3: Overall presence of women news subjects in print, radio and TV - %.



Source: GMMP 2010, 2015, 2020. Data for 1995–2015 are from GEM-dataset • Created with Datawrapper

In 2025 Iceland is in the lead for the first time among the Nordic countries in women's representation in the news in legacy media, with women accounting for 39 percentage of news subjects, compared to 31–37 percentage in the other Nordic countries.

Table 1. Women as news subjects in print, TV and radio by Nordic countries - %.

	2010	2015	2020	2025
Denmark	26	25	35	31
Finland	32	29	33	35
Iceland	23	18	34	39
Norway	31	27	33	33
Sweden	32	31	38	37

Source: GMMP 2010,2015, 2020 • Created with Datawrapper

Previous GMMP studies have indicated that women are not less likely than men to appear in traditional “hard news” topics, such as economic, political or crime news and that is still the case in 2025. Women are for example 39 percent of sources in political news in legacy media and 40 percent in crime stories. They are proportionally fewer in those categories in Internet news but in proportionally more in economic news, as seen in table 2. Stories in science and health news and gender related news categories are too few to include in the table.

Table 2: Overall presence of women as news subjects by topic and medium -%

News topic	Print, Radio, TV	Internet
Politics and Government	39	27
Economy	37	40
Social and Legal	50	33
Crime and Violence	46	40
Celebrity, arts, media	45	25
Sports	20	50

Source: GMMP 2025 • Created with Datawrapper

The most common occupation of those interviewed, spoken to or written about in the news media are politicians, or 91 of the 210 news sources whose occupation was known, and 16 were government officials. Women accounted for 45 percent of the politicians and 38 percent of the government officials in the news, as shown in table 3. Most of the sources in the news stories were either subjects

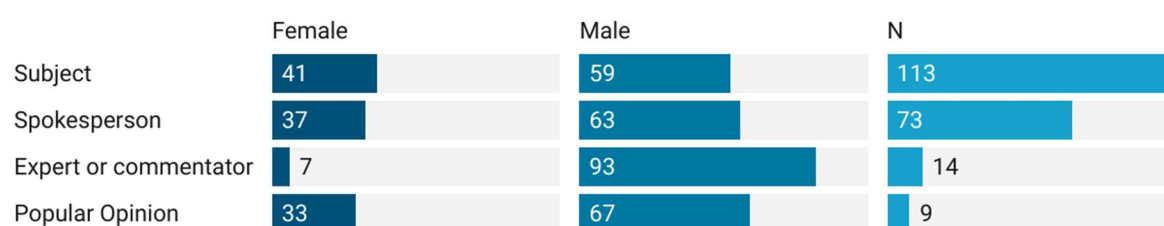
or spokespersons (Figure 4). Only categories with more than five sources are included in the tables.

Table 3: Occupation of women news sources in all medium.

	% Female	N total
Politician/ member of parliament, ...	45	91
Government employee, public servant, spokesperson, etc.	38	16
Academic expert, lecturer, teacher	43	7
Business person, exec, manager, stock broker...	17	6
Activist or worker in civil society org., NGO, trade union	50	6
Celebrity, artist, actor, writer, singer, TV personality	40	10
Sportsperson, athlete, player, coach, referee	18	11
Child, young person no other occupation given	14	7
Villager or resident no other occupation given	62	13

Source: GMMP 2025 • Created with Datawrapper

Figure 4: Function in news stories by gender, in all medium - %



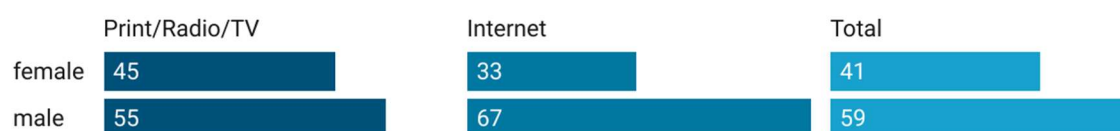
Source: GMMP 2025 • Created with Datawrapper

JOURNALISTS AND REPORTERS

According to information from the Union of Icelandic Journalists 58 percent of its members are men and 42 percent women. In the Worlds of Journalism study 36 percent of news journalists in Iceland

identified as women.¹³ On the monitoring day 2025 women reported 41 percent of the stories published that day, compared to 33 percent in 2020, 33 percent in 2015 and 31 percent in 2010. As seen in table 4, the gender balance is greater in legacy media than in online news, but it is worth noting that in several online stories the gender of the journalist is not known (15 of 63).

Figure 4. Breakdown of reporters by sex and by medium. Iceland GMMP 2025



Source: GMMP 2025 • Created with Datawrapper

JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING

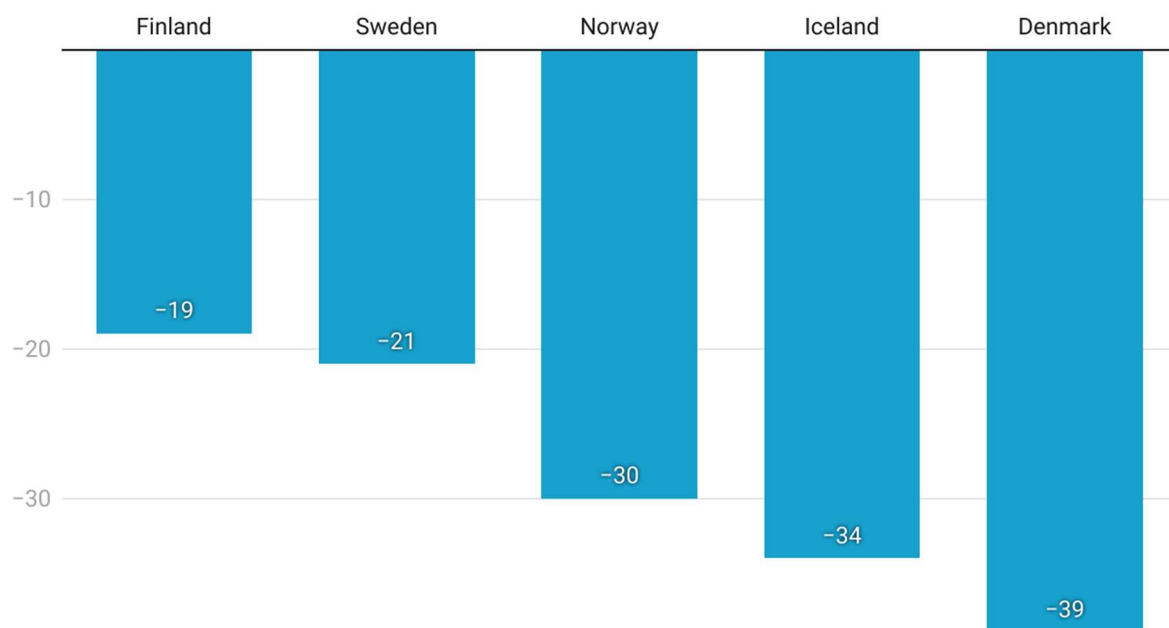
Gender equality or inequality was not on the news media's agenda in Iceland on May 6th 2025, anymore than on the monitoring day in 2020. Hardly any stories referenced gender equality or applied a rights-based framework, only one story focused on gender-based violence and no stories were found in which gender stereotypes were challenged or supported.

¹³ Guðmundsson, B., Jóhannsdóttir, V. Kolbeins, G.H. & Ólafsson (2025). „Iceland: Country report“. In T. Hanitzsch, F. Hanusch, C. Lauerer og V. Slavtcheva-Petkova. *Journalism Under Duress Worlds of Journalism Study Report (Wave 3: 2021–2025)*, 2025, 168-171.

The GEM INDEX

In GMMP's sixth wave in 2020 Iceland was at the bottom of the GEM index in a Nordic comparison. Now it has moved up to fourth place (figure 5). The Gem index calculates the average gender gap in the news for six indicators; (1) all news subjects or sources, (2) reporters, (3) news subjects or sources in economy and business news; (4) news subjects or sources in news about politics and government, (5) spokespersons and (6) experts or commentators. +100 = all persons in the news are women, -100 = all persons in the news are men, and 0 = gender equality in the news.¹⁴

Figure 5. Gender equality in the news index scores, by Nordic countries



Source: GMMP 2025 • Created with Datawrapper

¹⁴Djerf-Pierre, M. og Edström, M. (2020b). „The GEM-Index: Constructing a unitary measure of gender equality in the news“. In M. Djerf-Pierre og M. Edström (ritstj.), *Comparing gender and media equality across the globe: A cross-national study of the qualities, causes, and consequences of gender equality in and through the news media* (bls. 59-98). Gothenburg: Nordicom, University of Gothenburg.

SUMMARY AND CONCLUSIONS

The GMMP 2025 shows modest progress in the visibility of women in Icelandic news, consistent with global findings of slow and uneven change. Women represent **38 percent of news subjects**, up from 34 percent in 2020, and Iceland now leads the Nordics in gender balance in legacy media. Women reported **41 percent of all news stories**; the highest share recorded in Iceland's GMMP series. Despite these gains, gender perspectives remain largely absent: only one story addressed gender-based violence, and no news items challenged gender stereotypes. The results highlight improvement in representation but continued shortcomings in rights-based and gender-sensitive reporting.

Annex 1. Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that most of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighboring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about

the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

Annex 2. List of Monitors

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GMMP country coordinator for Iceland

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