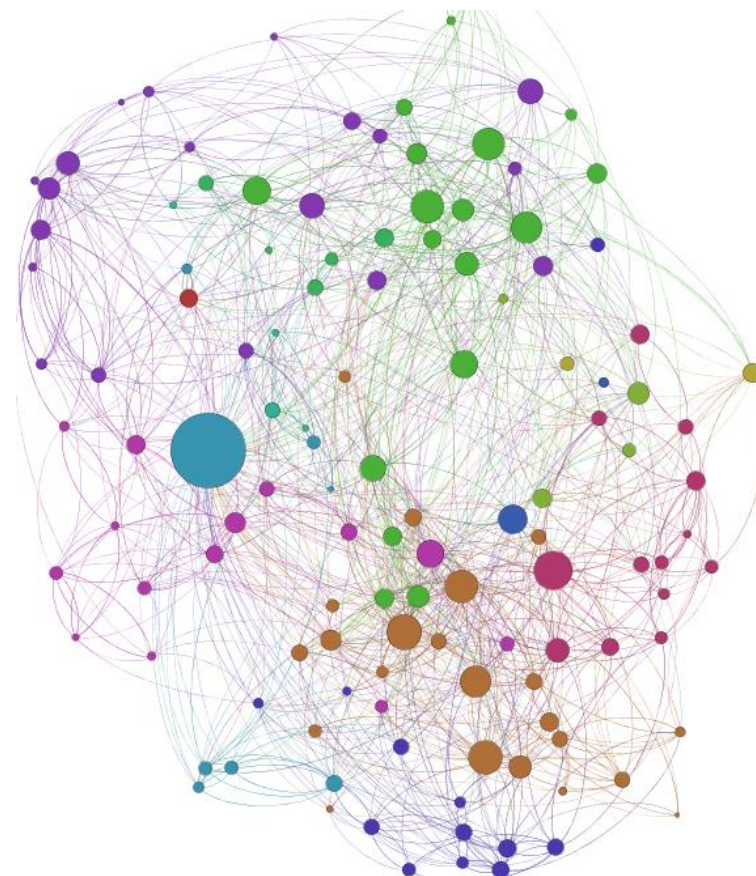


Gender Equality and women related debates portrayed by media in the Maghreb Region

From Jan 2012 to Aug
2017

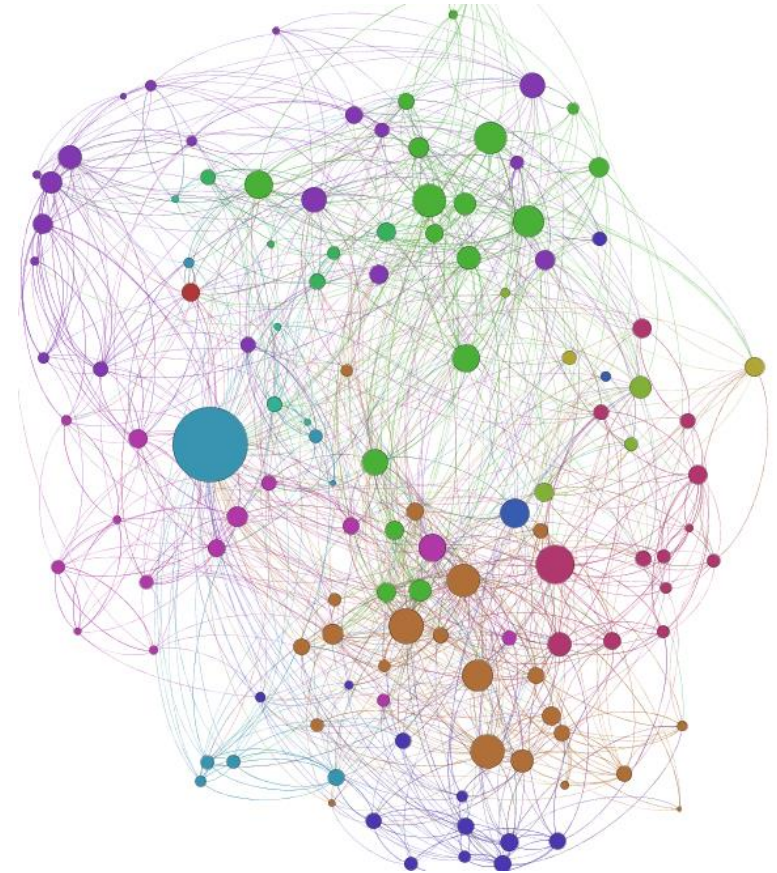


Tunis, 15 September 2017

Overview

- Purpose
- Framework
- Moroccan Case
- Algerian Case
- Tunisian Case
- Main findings

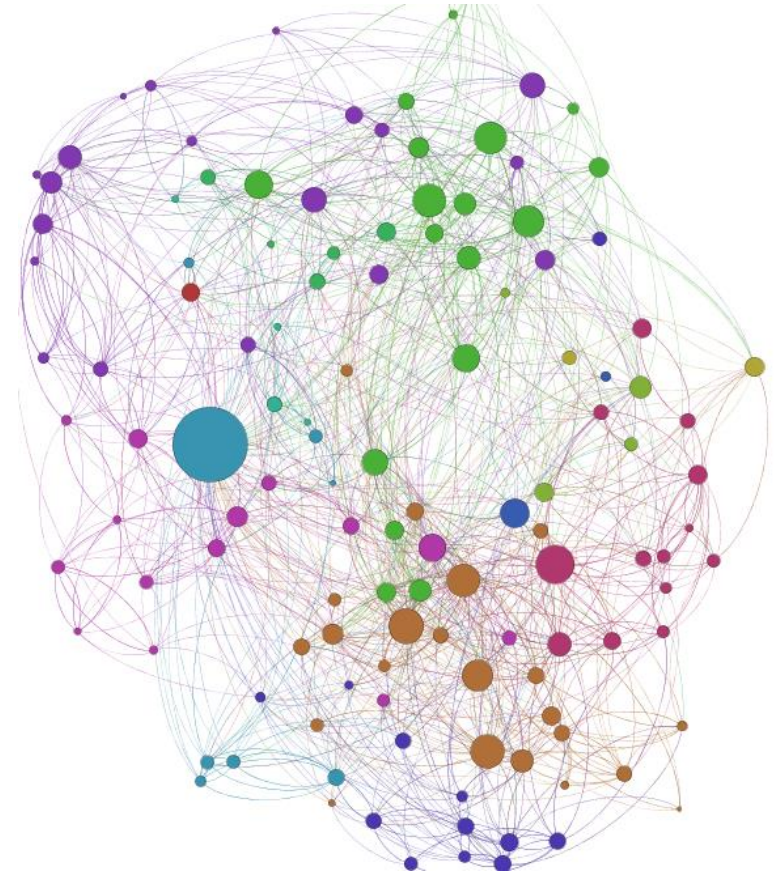
1. Purpose



Our purpose

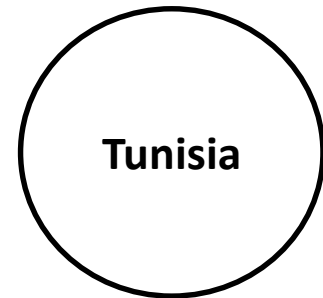
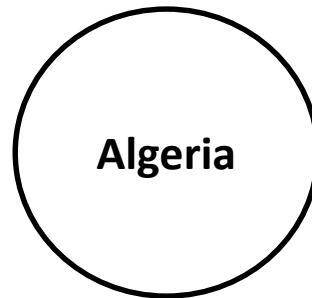
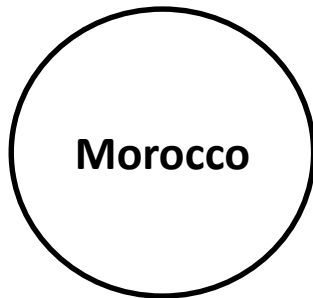
Innova and OD4D MENA collaborated to present an overview of perceptions and representation of women status in Maghreb region as expressed online and on social media

2. Framework

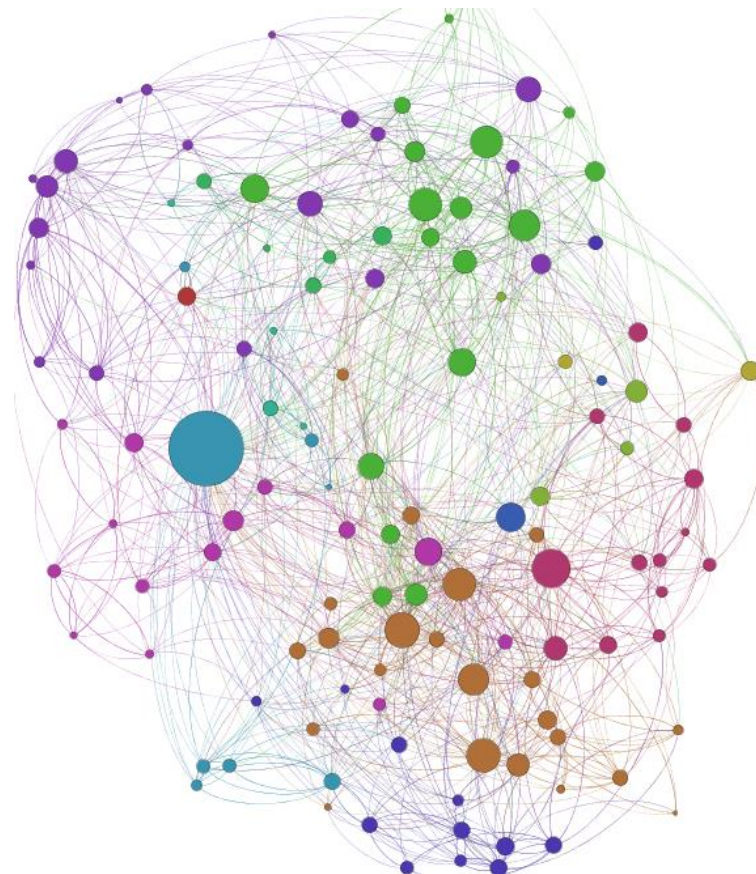


Framework

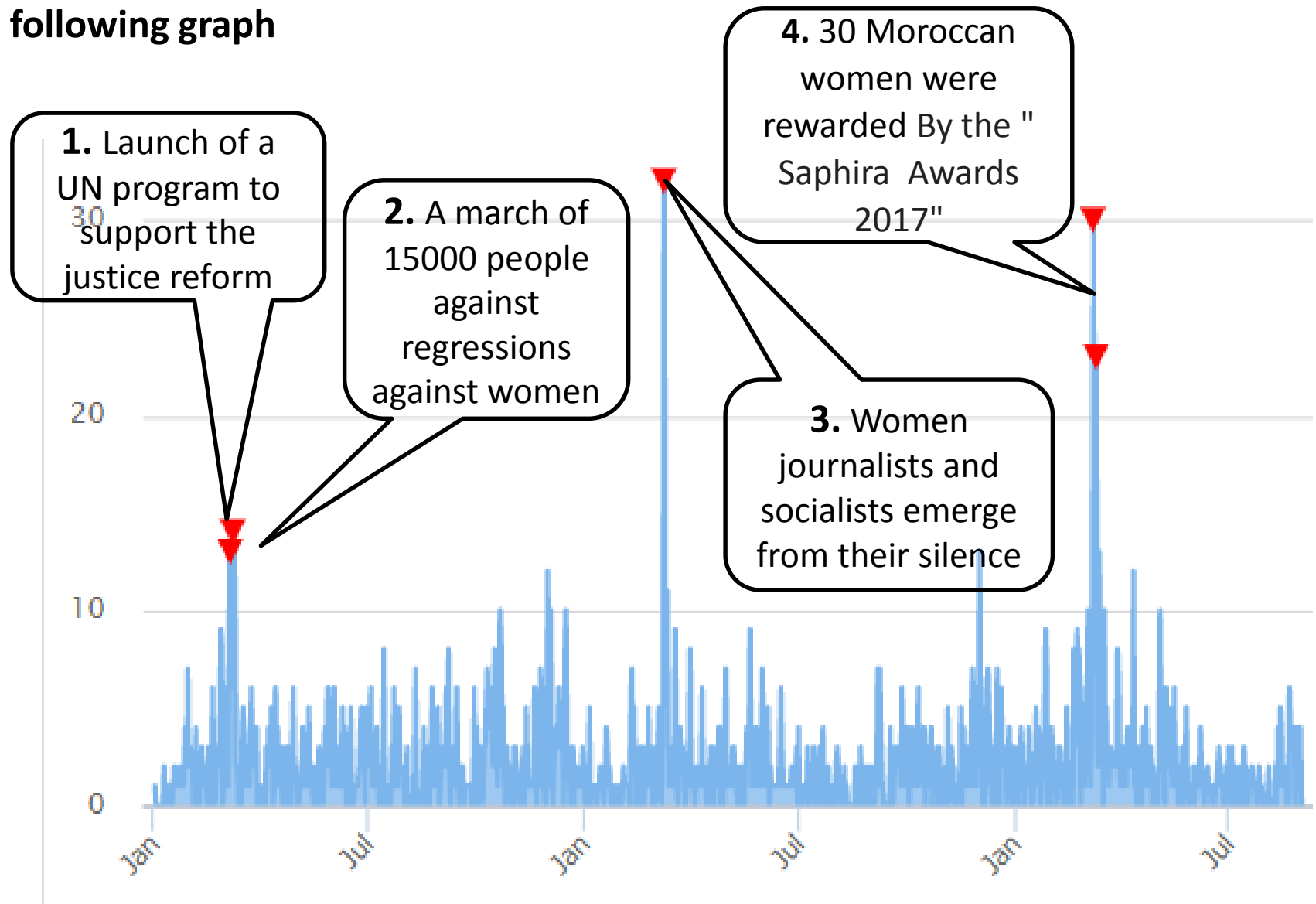
Gender was one of the new emerging topics in the IO DC 2016. So in collaboration with OD4D, a gender report was elaborated to contribute to an effective representation of the existing, yet limited data related to gender issues in the Maghreb Region.



3. Moroccan Case

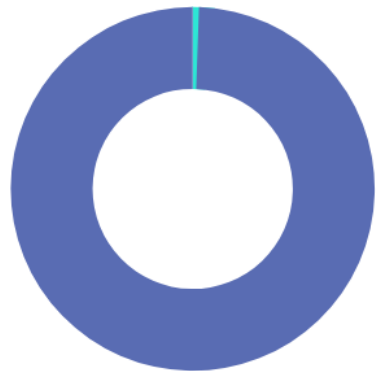
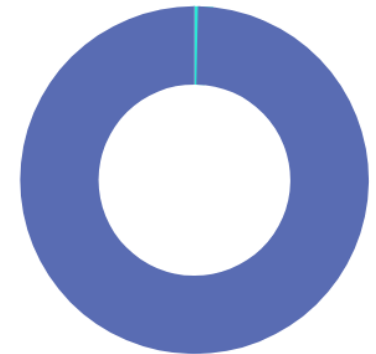


All the major events related to Gender equality and women related issues in Morocco happened on the international women's day as can be seen in the following graph



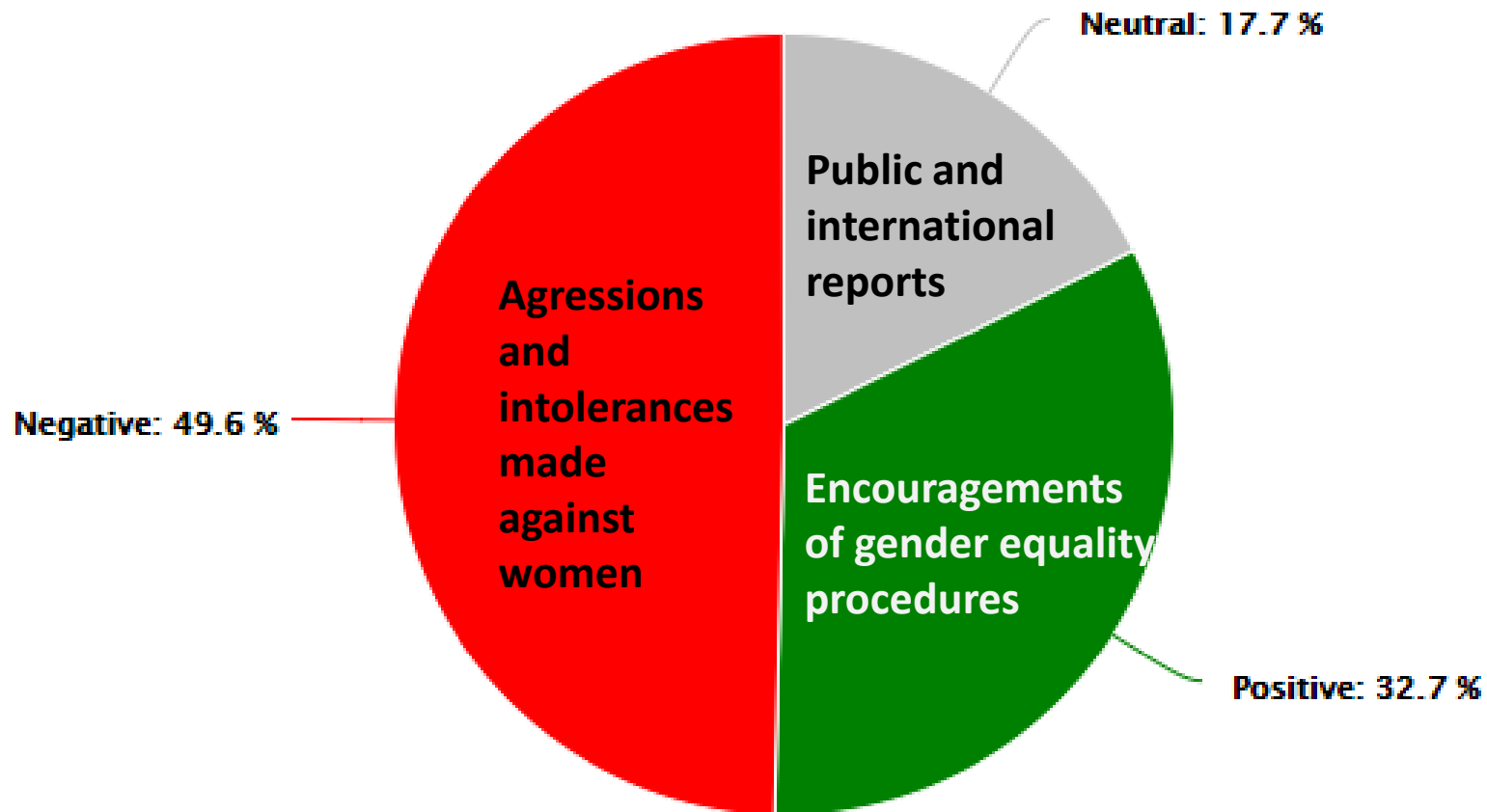
Gender Equality and women related issues are still not considered as a hot topic in the public discussions . The level of attention towards the topic is slightly higher than the level of the media coverage.

0,22% of the content generated is about Gender Equality



0,26% of the webosphere's cumulated attention towards content about Gender Equality

Public sentiment towards Gender Equality was mostly negative



Example of content mentioning Morocco's rankings In several Reports

 **Morocco World News**
November 9, 2016 · 🌐

WEF: Morocco Ranks 137th of 144 in Global Gender Gap rankings




WEF: Morocco Ranks 137th of 144 in Global Gender Gap rankings

Morocco takes 137th place of 144 countries surveyed for their progress on closing the gender gap in academic institutions and the workforce

MOROCCOWORLDNEWS.COM

Source : Morocco World News Facebook page

Pour la quatrième année consécutive, le Maroc en tête de l'Arab Democracy Index

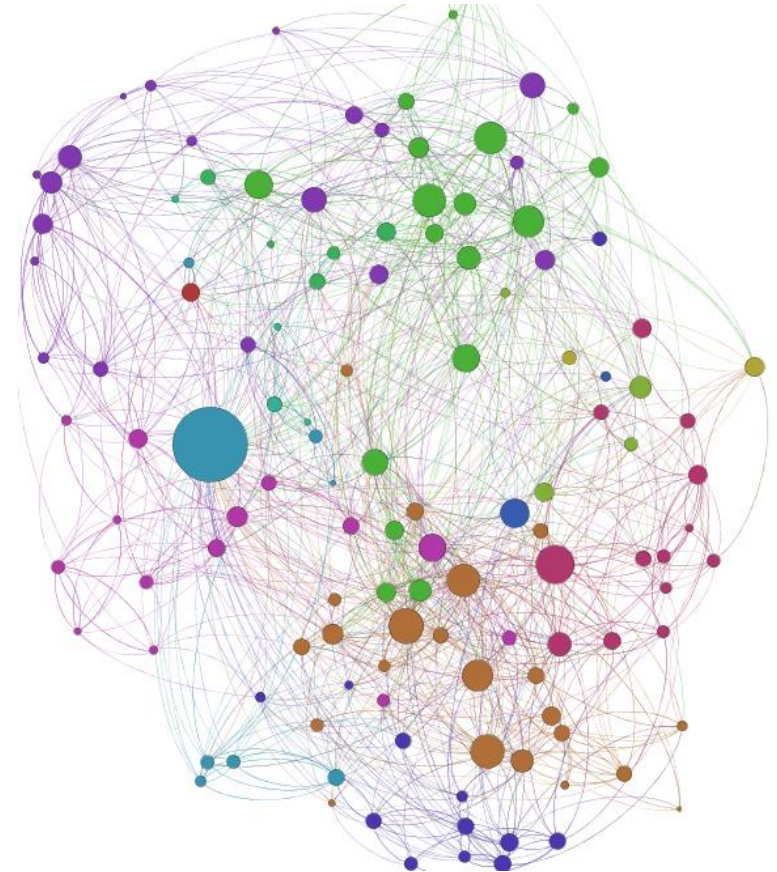
 Résultats d'une enquête menée dans dix pays en 2015 et d'un travail élaboré par l'Arab Reform Initiative et ses partenaires, le cinquième indice arabe de démocratie, qui mesure le processus de transition démocratique dans dix pays arabes, vient de paraître. Pour la quatrième année consécutive, le Maroc arrive en tête du classement. Détails.

136 partages

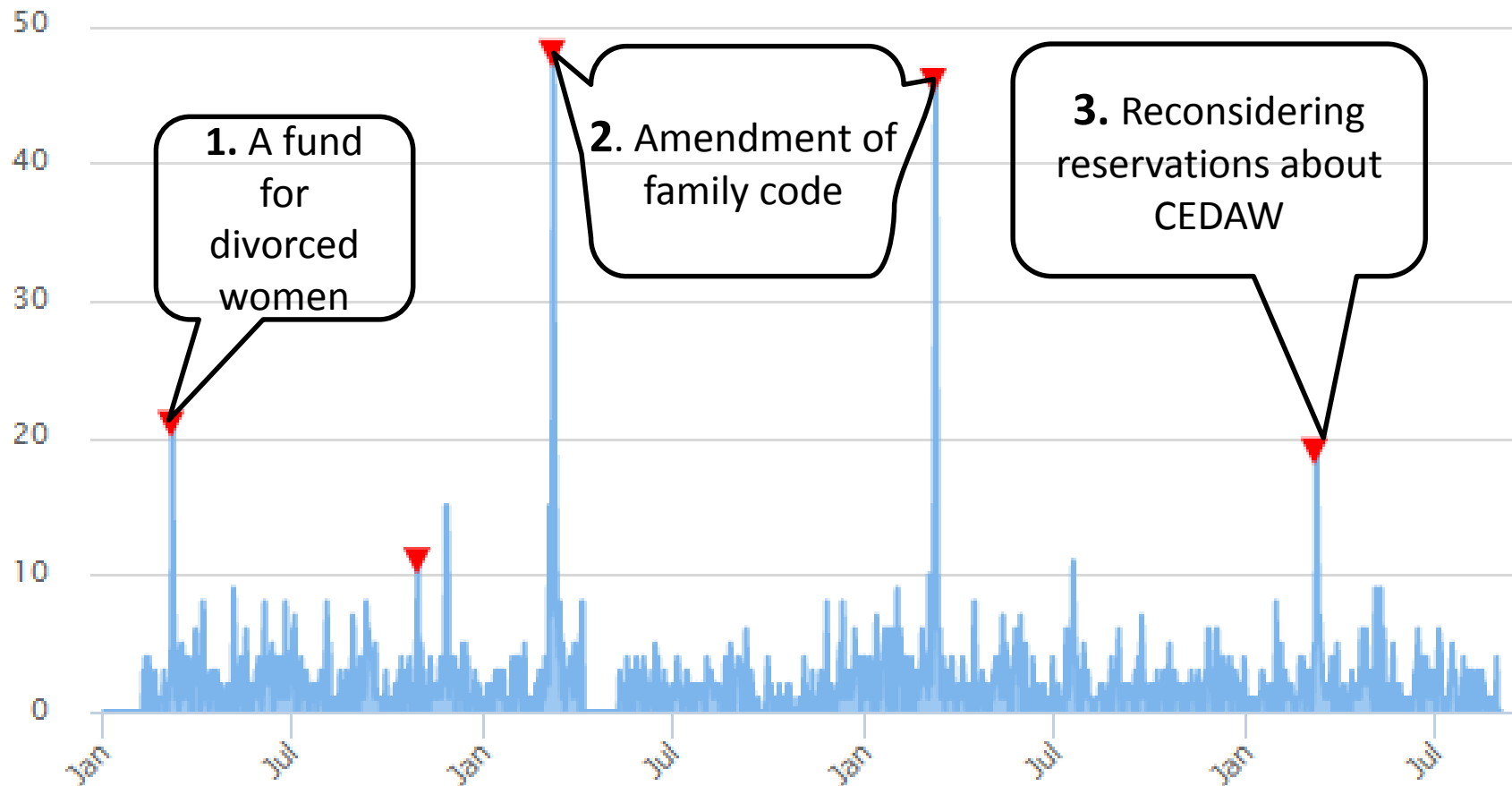


An example of content saying “
For the fourth consecutive year, Morocco leads the Arab Democracy Index”
Source : Yabiladi.com

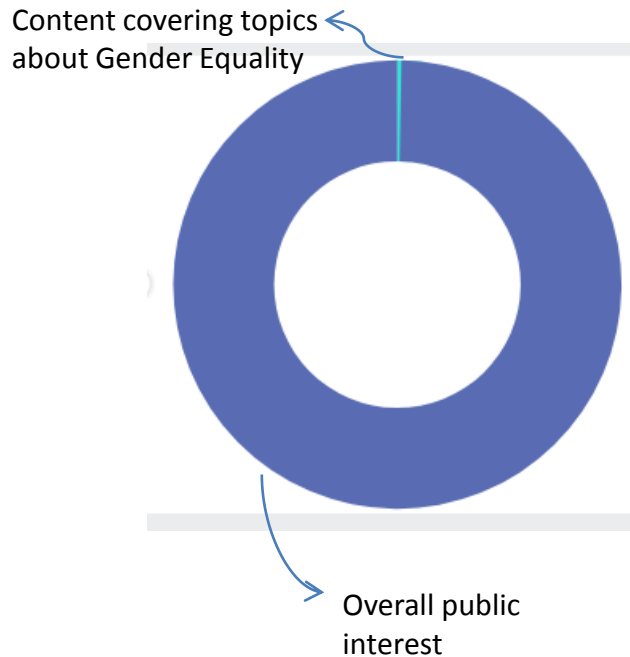
4. Algerian Case



Official announcements made by the president Bouteflika on Women's International Day have been a key driver for online media and social media about Gender Equality

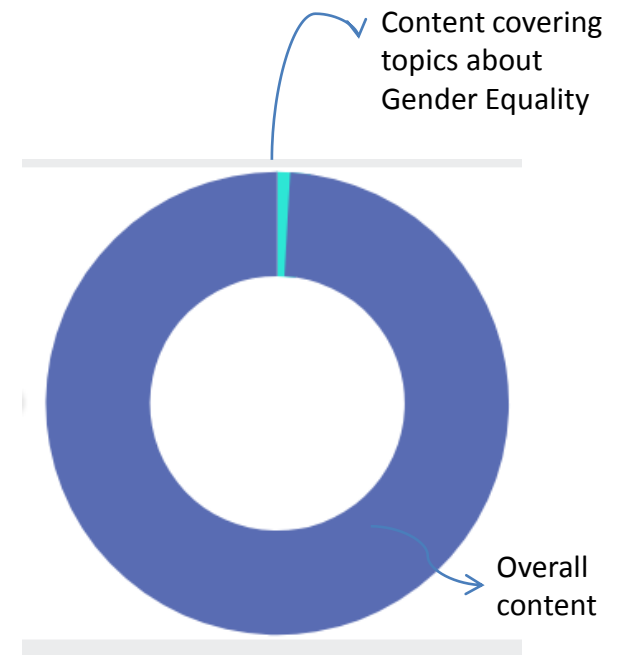


The level of attention towards the Gender Equality topic is much higher (x8) than the level of the media coverage.

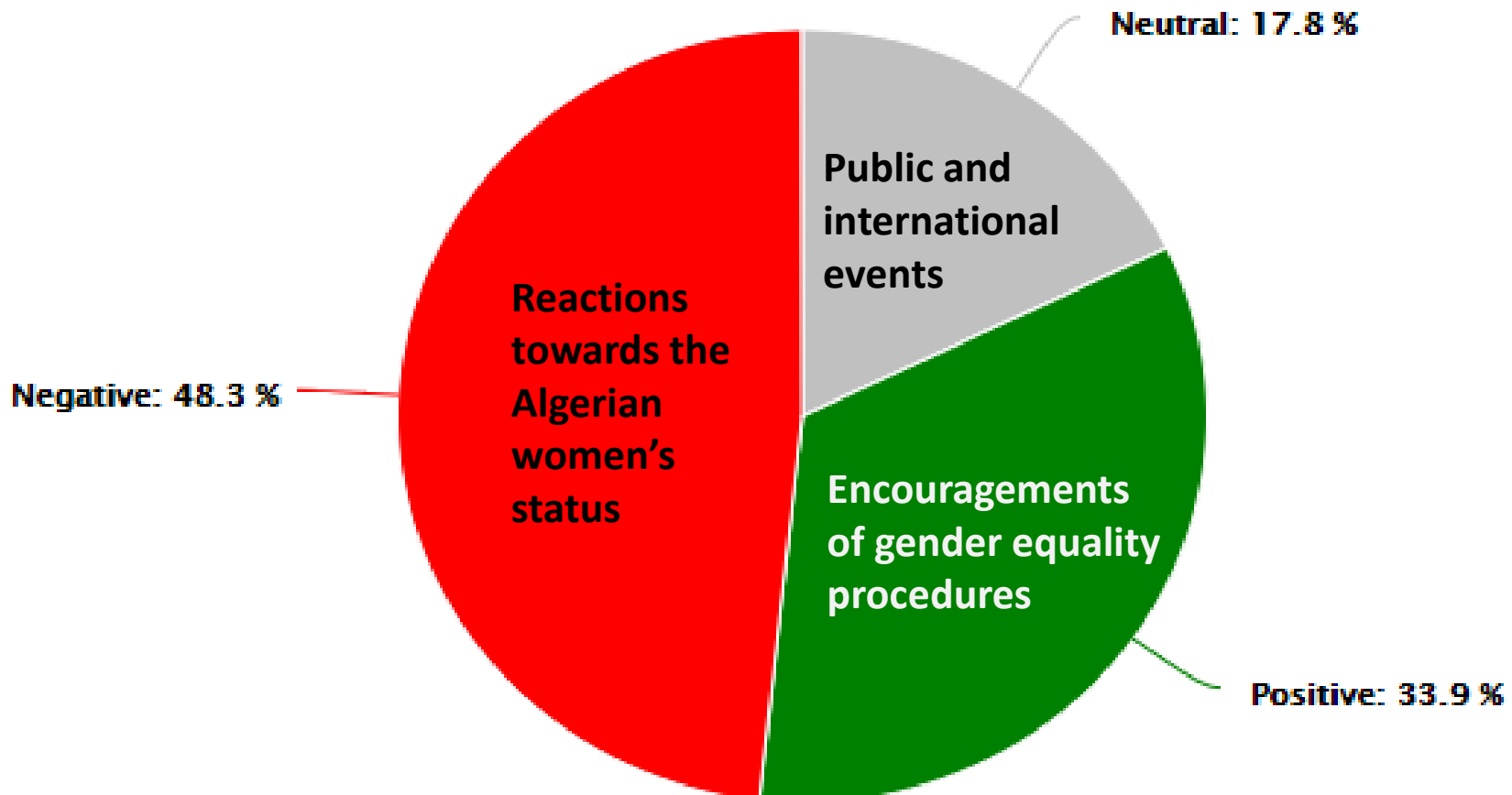


0,22% of the content generated was about Gender Equality

1,8% of the webosphere's cumulated attention was towards content Gender Equality

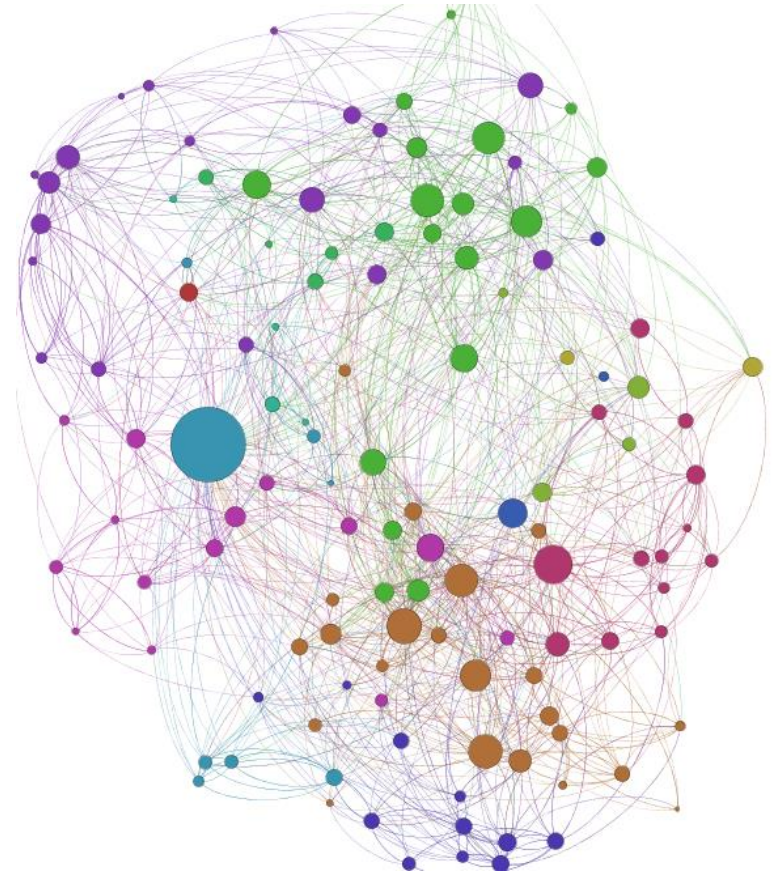


Public sentiment towards Gender Equality was mostly negative

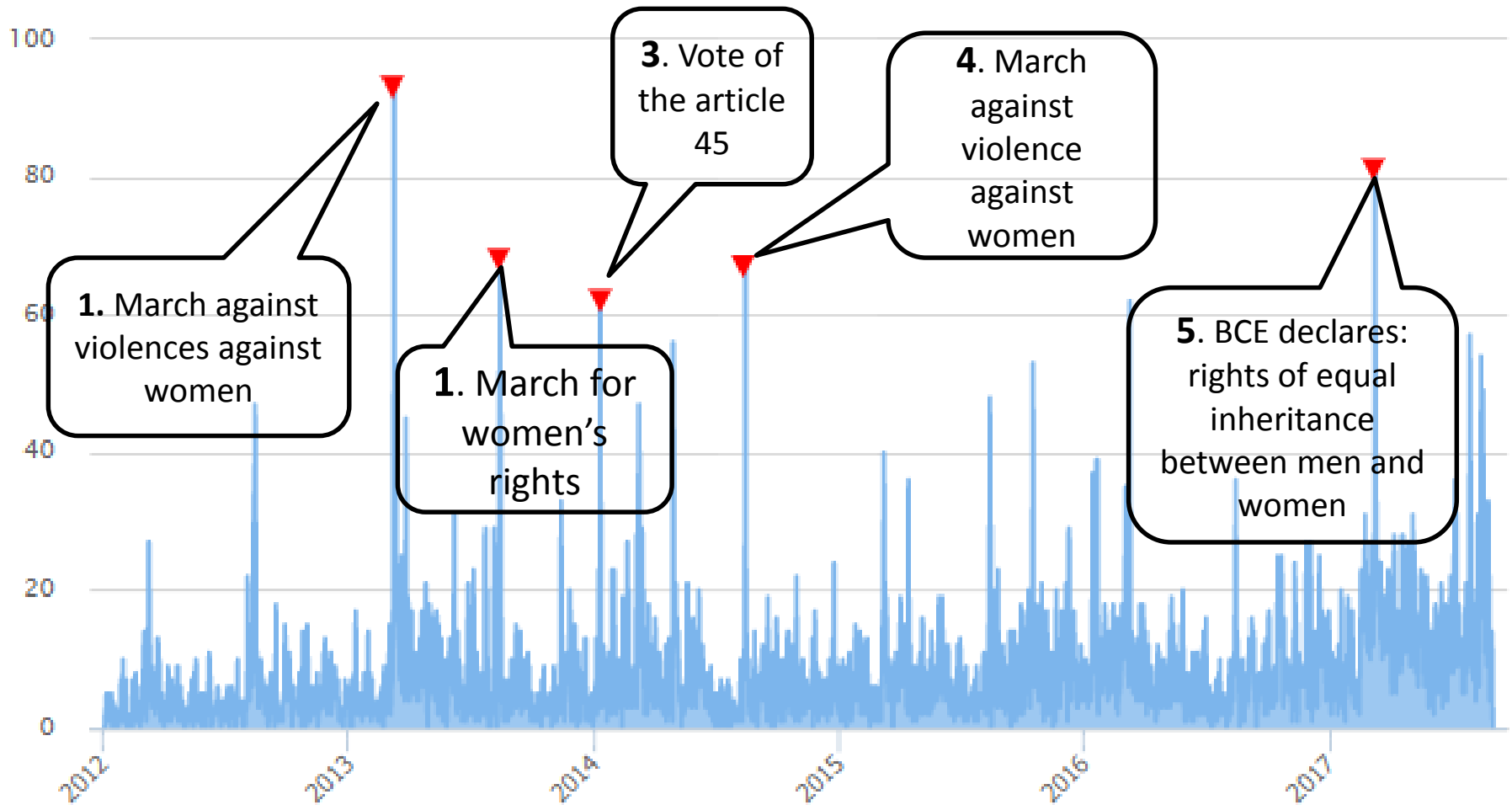


Unlike Morocco, the share of audience of Gender Equality has produced in Algeria is times higher. The ongoing procedures and historical achievements have contributed to people's attention.

5. Tunisian Case



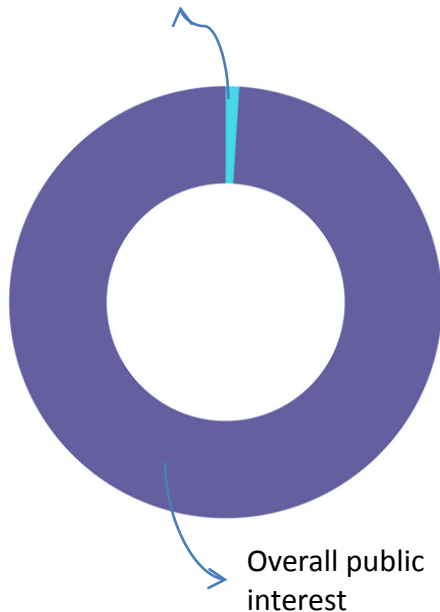
Media coverage and public interest towards Gender Equality were driven by 5 factors, mainly political parties' news



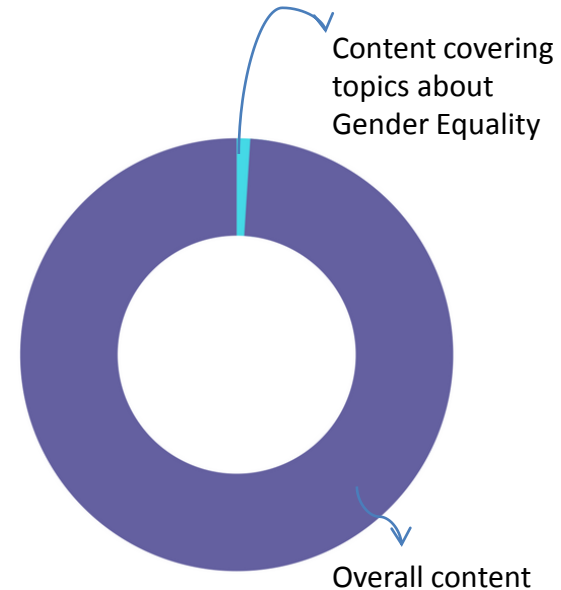
The level of attention towards the topic is 40% higher than the level of the media coverage.

0,34% of the content generated was about Gender Equality

Content covering topics about Gender Equality

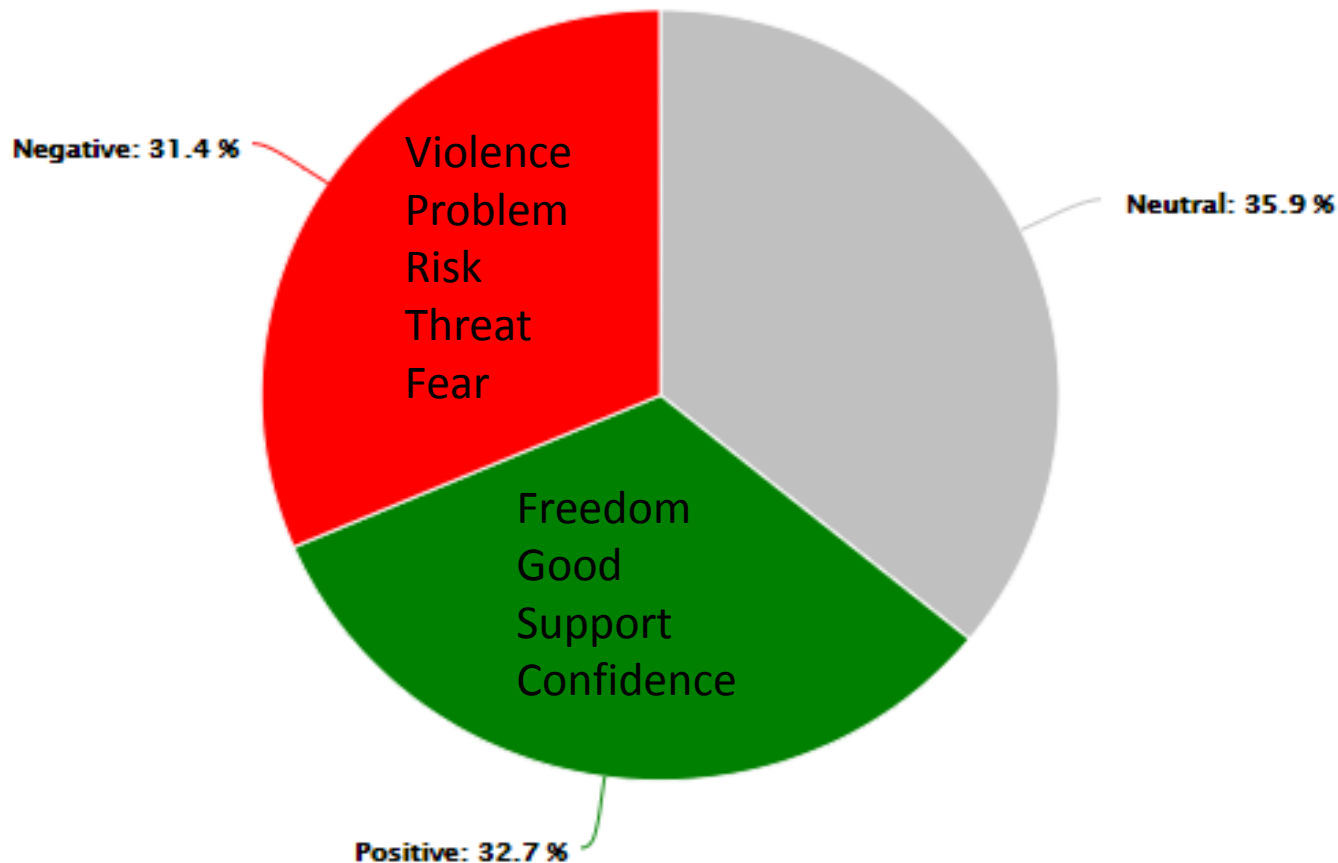


Content covering topics about Gender Equality

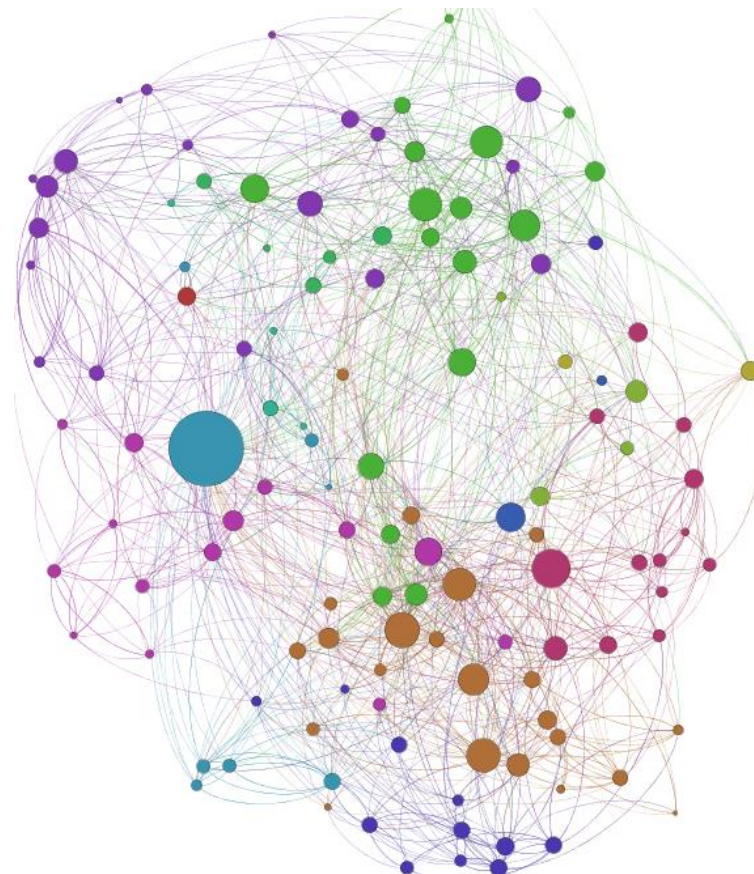


0,48% of the webosphere's cumulated attention was towards content about Gender Equality

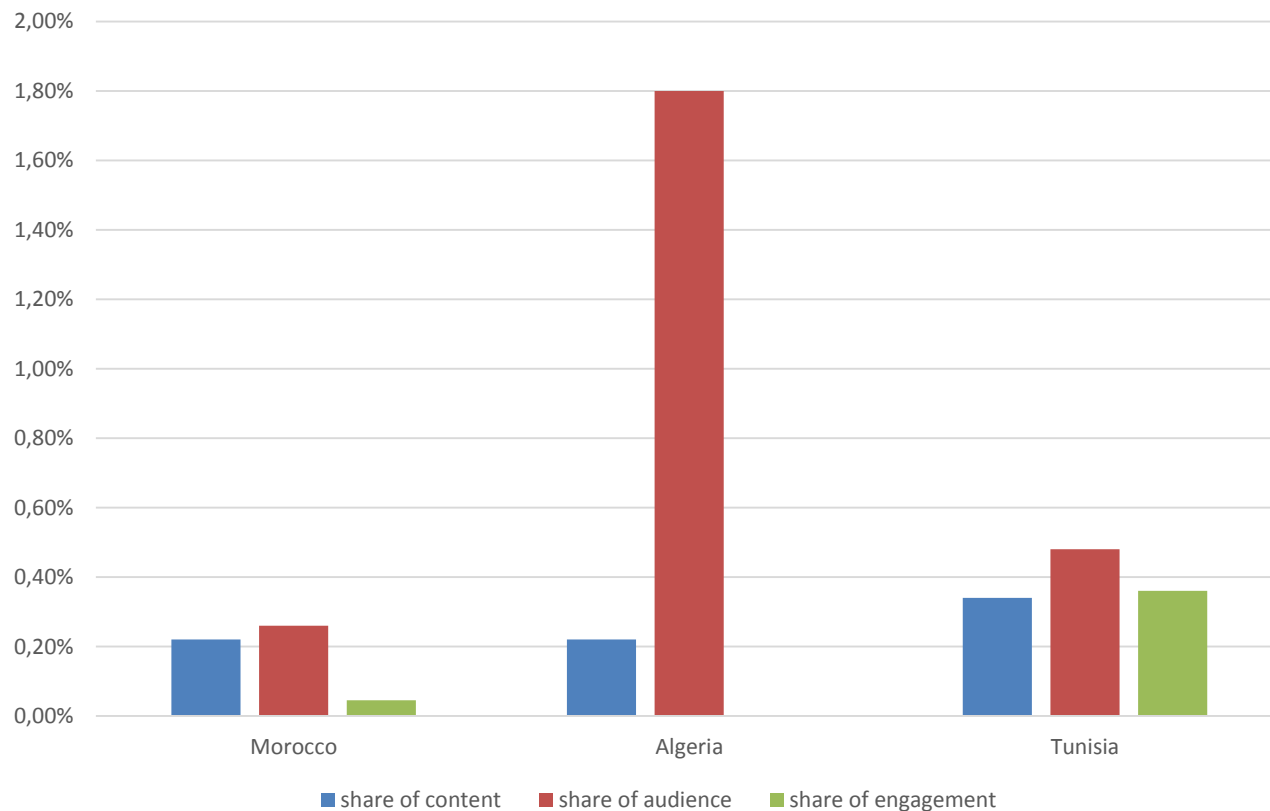
In the public debate about Gender Equality in Tunisia, there is as much positive than negative tone.



6. Main findings



Algeria stands out as the highest attentive country to this topic



Tunisian media and social media are the most prolific about Gender Equality and women related issues in Maghreb Region.

Tunisia and Algeria both have a historical advantage when it comes to Gender Equality.

The radical religious sentiment about Gender Equality and women related issues is very present the public discussions in both Tunisia and Algeria.

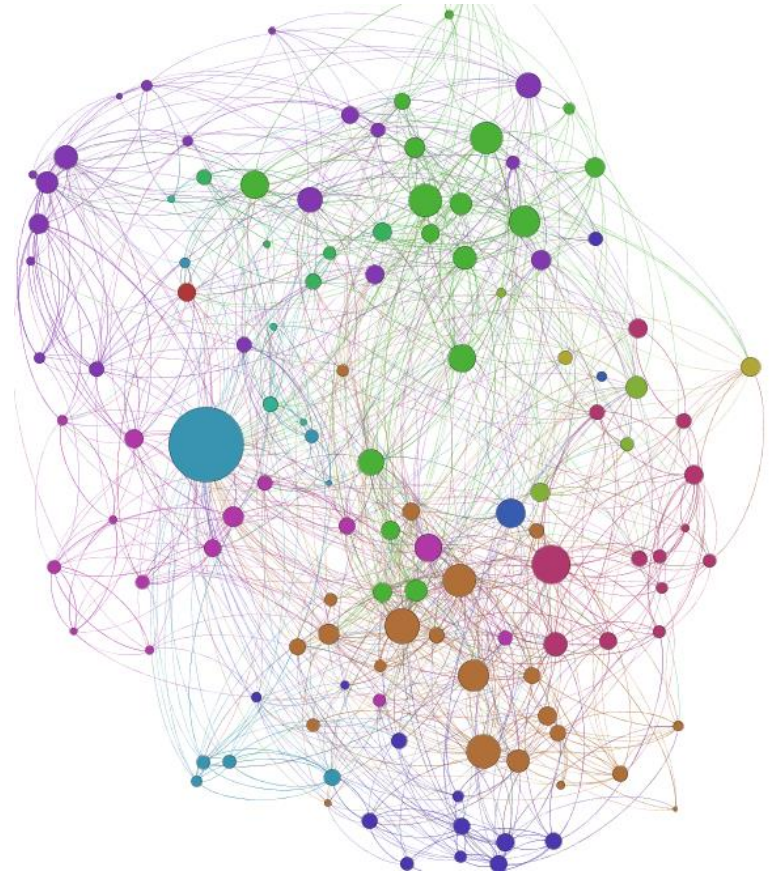
Morocco still occupies the lowest rankings in Global Gender Gap reports and Human Development Index reports.

**The majority of stakeholders
aspire or advocate a faithful
representation of women on
social and political levels.**

Government officials and politicians see Gender equality as a necessary step towards an effective democracy.

Some measures and announcements taken in Tunisia regarding Gender Equality were controversial in Morocco and Algeria.

Thank You



contact@WebRadar.me