Media Trends in Time of Change
Traditional and Alternative Media Monitoring Study & Interviews with Emerging Influencers
17 October 2019 - November 2020

1. "Early Parliamentary Elections" was a main demand of protesters

But not a priority in news bulletins’ main headlines and introductions

Tackled in 26/65 Bulletins

News reports related to elections

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50% of the media tone in news bulletin headlines and introductions was negative

2. Demands of the October 17 Movement

Demands of the Protesters in news bulletins were only 8%

3. Representation of Women ministers and experts in media

- 6 Reports with women ministers as main topic
- 4 Reports including women participation and nomination of women ministers in general
- 4 Reports on women political participation
- 0 Reports on women in introduction

Main Speakers in Media Coverage on the October 17 movement demands

Gender representation in talk shows

84% Women guests
16% Men guests
4 Priorities of Traditional and Alternative Media

- Women issues: 1% (Traditional) vs 5% (Alternative)
- Refugees: 1% (Traditional) vs 6% (Alternative)
- Corruption: 2% (Traditional) vs 6% (Alternative)

Statements/Ads: 29% (Traditional) vs 0% (Alternative)
Investigative reports: 36% (Traditional) vs 5% (Alternative)

Speakers

**Traditional**
- Activists: 0%
- Religious Figures: 2.5%
- Army & security forces: 5%
- Audience: 10.6%
- Public administration: 20%

**Alternative**
- Activists: 12%
- Religious Figures: 0%
- Army & security forces: 0%
- Audience: 16%
- Public administration: 9%

5 Interest of media in corruption issues

- Expired chicken
- Adulterated Fuel

No investigation on Food corruption in news bulletins

6 Traditional and alternative media coverage bar on association and elections in universities

- Traditional:
  - No floor were given for independent students
  - Student elections were not given the attention they deserve

- Alternative:
  - Provided space for independent students' representatives and embraced their victory

7 Emerging influencers and journalists on social platforms

- Majority of influencers are between 25 and 35 years old
- Majority of followers are between 20 and 40 years old

What is the role of investigative journalism?

To read the full study visit maharatfoundation.org