Monitoring on Gender Sensitivity in China's Media Reporting:
Case Studies of Media Reporting on “the Case of Li Tianyi”, “Female Migrant Workers” and “Female University Graduates’ Employment”

UNESCO Chair on Media and Gender
Media and Gender Institute, Communication University of China
This monitoring report is developed under the support of the UNESCO International Programme for the Development of Communication (IPDC).

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The ideas and opinions expressed in this publication are those of the authors; they are not necessarily those of UNESCO and do not commit the Organization.
Content

Background of Monitoring ........................................................................................................1

Monitoring Analyses ..................................................................................................................5

I. Media Monitoring on the Reports on the Case of Li Tianyi ......................5
   1. Monitoring Method ..............................................................................................................5
   2. Monitoring Findings ..........................................................................................................7
   3. Conclusions and Recommendations ..................................................................................27

II. Media Monitoring on Reports on Female Migrant Workers .............29
   1. Monitoring Method ..............................................................................................................29
   2. Monitoring Findings ..........................................................................................................32
   3. Conclusions and Recommendations ..................................................................................37

III. Media Monitoring on Reports on Female Graduates’ Employment ..39
   1. Monitoring Method ..............................................................................................................39
   2. Monitoring Findings ..........................................................................................................39
   3. Conclusions and Recommendations ..................................................................................49

Conclusions ...............................................................................................................................50
Background of Monitoring

As was pointed out in *Platform for Action* passed on the 4th World Conference of Women in 1995, “Everywhere the potential exists for the media to make a far greater contribution to the advancement of women”. Since then, media’s gender awareness and gender sensitivity embodied in their routine reporting or reporting of gender issues has gradually become the most significant problem in the international and academic community.

At the beginning of 2010, UNESCO puts forward Gender-Sensitive Indicators for Media (GSIM) on its annual platform “Women Make the News”, with the purpose of “encouraging media organizations to make gender equality issues transparent and comprehensible to the public, as well as to analyse their own internal policies and practices with a view to take necessary actions for change” via recommending a non-prescriptive set of indicators. There are two categories of indicators, each addressing the main axes of gender and media. Category A – Actions to foster gender equality within media organizations—are divided into five subsections, i.e., “Gender balance at decision-making level”, “gender equality in work and working conditions”, “gender equality in unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies”, “media organizations promote ethical codes/editorial policies in favor of gender equality in the media content”, and “gender balance in education and training”. In Category B – Gender portrayal in media, there are two subsections, i.e., “News & Current affairs” and “Advertising”). Each category is organized according to five dimensions, namely: User group; Critical area of concern; Strategic objective; Indicators; and Means of verification. In 2012, GSIM was officially launched by UNESCO.
In the workshop of UNESCO Chair on Media and Gender hosted on November 2012, one part of IPDC entitled “Promoting Gender-Awareness in China’s Mass Media” undertaken by the Chair on Media and Gender, GSIM was introduced and publicized to the Chinese media participating in the workshop. In 2013, the Chair on Media and Gender both as the only UNESCO Chair in gender and media in China and as the only research institution named by “Media and Gender” in China monitored, under the framework of GSIM, several of the media that participated in the workshop in 2012. The purpose of media monitoring is to examine the gender awareness and gender sensitivity of China’s media and to explore how GSIM fits China.

During media monitoring, three hot gender topics in 2013 were selected, namely: the Case of Li Tianyi; female migrant workers; and the employment of female university graduates. In selection of gender topics both the specific and the general are fully considered, that is, the female groups of media’s concern (female migrant workers), the dilemma women facing in their development (the employment of female university graduates) and the typical gender event (the rape case attempted by Li Tianyi) are chosen, with the purpose to analyze media’s agenda setting as well as media’s gender awareness and gender sensitivity in their representation of certain female group and reporting of gender issues.

The above three gender topics are of typical social significance, which are mainly demonstrated in the following several aspects:

Firstly, violence against women is always a great concern of international society. One third of the women in the world have ever suffered from being beaten, experienced forced sex or other kinds of abuse; one fourth of the women in the world have ever been abused during pregnancy. Gender inequality is the cause of gender abuse. Irina Bokova, Director-General of UNESCO pointed out in her address, “A Promise is a Promise: Time for Action to End Violence Against Women”, on the occasion of International Women’s Day, 8 March 2013, “Violence against women is
one of the most deadly and widespread violations of women’s rights across the world. Violence takes many shapes -- physical, sexual, psychological and economic -- but the result remains the same; devastating violation of fundamental rights and human dignity... We must support women in becoming leaders in all fields of human endeavor, starting from UNESCO’s priorities of education, the sciences, culture, communication and information, including the media.”

In China, violence against women is prohibited by law. Article 38 of The Law on the Protection of Women's Rights and Interests of PRC states that "… cruel treatment causing bodily injury or death of women by means of superstition or violence is prohibited." In Article Title 46, it is pointed out that “domestic violence against women is forbidden. The State takes measures to prevent and stop domestic violence.” Violence against women is an extreme form of discrimination against women and is against China’s basic state policy of gender equality. Nowadays, in China, gender violence has gradually become a media focus. On Feb. 17th, 2013, the news “Li Tianyi was suspected of rape” was first reported on the Internet, and soon this event was reported by a lot media in China thus becoming a hot issue.

Secondly, the disadvantaged group is one of the major concerns of UNESCO. In modern China, the population of females who left rural areas to urban areas to seek a livelihood (female migrant workers) is on the increase due to the transformation of the economy and society. The report titled “2012 The National Monitoring Report of Migrant Workers” released by National Bureau of Statistics of China on May 27th, 2013 shows that “according to the sampled research, the amount of female migrant workers in 2012 was 262.61 million, an increase of 9.83 million and 3.9% over last year.” “66.4% migrant workers are men and 33.6% are women.” “The number of those working in manufacturing is the highest and account for 35.7%, followed by construction at 18.4%, whilst 12.2% of migrant workers work in the service industry, 9.8% in the wholesale and retail industry, 6.6% in transportation, storage and mail business, and 5.2% in catering and hotel industry.” Since 2002, the Central
government has issued several documents on migrant workers and in June 2013 the State Council set up the State Council Leading Group for Migrant Workers as the deliberation and coordination agencies of the State Council so as to greatly promote the work related to migrant workers in an organizational way.

During the transitional period of China, female migrant workers, with the double identity of both women and migrant workers living between country and city, are the disadvantaged group to a great extent. Media reports related to them should increase gender perspective and go deep into their existence and development, which is an important issue of gender equality in modern China.

Thirdly, female university graduates’ employment is an important social problem in modern China. China has been maintaining fast yet steady economic development since its reform and opening up. However, gender inequality is more and more severe in many fields in China. Gender discrimination has become a serious phenomenon, arousing serious concern in the international community, and female university graduates’ employment has become a social problem.

The conflict between university graduates’ employment and social needs has been emerging since the great expansion of college and university enrollment in 1999. The situation for female university graduates is even more serious, which has become the common focus of the State, society and colleges. According to Research Report on Employment Status of Female University Students made by the All-China Women's Federation on Sept. 9th, 2009, “On average, after handing in 9 CVs, a female university graduate might get a chance of a written test or interview; after handing in 44 CVs, a female university graduate could sign an agreement with a company. 56.7% of female university graduates who are interviewed feel that they have fewer opportunities in job-hunting. What draws most of the attention is that, over 90% of
female university graduates feel that they are under gender bias by companies. In recent years, the Chinese government has introduced policy suggestions and formulated laws and regulations to promote the employment of university graduates, and related agencies and organizations have also taken measures to solve the problem of employment in order to protect the employment rights and interests of university graduates. However, under the background of gender discrimination, relevant employment policies have not been forcefully enacted and the employment problem of female university graduates remains severe.

**Monitoring Analyses**

I. Media Monitoring on the Reports on the Case of Li Tianyi

The monitoring adopts the statistical method of big data capturing and conducts media monitoring and gender-based analysis from the reports on the four mainstreaming media, namely: *Southern Metropolis Daily*, *The Beijing News* and People.cn and NetEase during the period from February 17, 2013 to July 17, 2013, using the key word “Li Tianyi” to study the features of reports by these media. The monitoring is an attempt to explore some feasible guiding principles for media report regarding gender-based violence and how to promote gender equality through fair and balanced reporting on gender-based violence.

1. Monitoring Method

This monitoring bases itself on certain indicators from Category B of GSIM and defines specific analysis indicators as media (channel) coverage, sources of information, gender portrayal, and coverage of gender-based violence. The media (channel) coverage refers to the media coverage or channels where these reports appear, which to a certain degree reflects a position on the subject reported by the

---

media. The sources of information mainly refer to the “proportions of women and men directly interviewed/quoted in news & current affairs content as sources of information and/or opinion” according to the GSIM.

In addition, the definition of sources of information by Chin-Hwa Chang, the Taiwan scholar in media and gender studies is referred when analysing the sources of information, i.e. “(1) Certain persons, institutions or agencies whose remarks or opinions are quoted in the media content shall constitute the sources of information. (2) The sentences connected within the reports by verbs, including “point out”, “reveal”, “assume that” or “criticize” frequently found in the reports shall generally be, directly or indirectly, regarded as the opinions issued by the reporters or speakers. (3) The individual’s words should not be considered representative of other persons, institutions, agencies, or organizations referred to in their articles.”

Gender portrayal focuses on how the reports on men and women evolve and whether there exists an imbalance in media representation of both sexes. The coverage of gender-based violence, according to the GSIM, surveys whether the reports: (a) use non-judgmental language, distinguishing between consensual sexual activity and criminal acts, and taking care not to blame the victim/survivor for the crime; (b) use the term “survivor” or “victim” to refer to the person affected by gender-based violence and identify persons affected by gender-based violence as sources without their obvious consent; (c) report stories that invade privacy and/or denigrate the dignity of the person affected by gender-based violence; and if yes, what is the percentage of a particular story in comparison to all sexual violent stories; (d) use background information and statistics to present gender-based violence as a societal problem rather than as an individual, personal tragedy; and, (e) include local contact information for support organizations and services available to persons affected by gender-based violence in their reports.

As far as practical analysis is concerned, this monitoring takes single stories as units to analyse the contents of all samples drawn and carries out necessary discourse analysis for gender portrayal and gender-based violence. 3702 news reports are found with the key words “Li Tianyi” (李天一), the young suspect’s name, through the Internet search method. The monitoring target: for traditional paper-based media, 51 reports on the Southern Metropolis Daily, 566 reports on The Beijing News; and for Internet media, 1748 reports on People.cn and 1284 reports on www.163.com (NetEase). Considering the differences between the digital version and the printed version of the paper-based media resulting from the Internet search method adopted, in sampling, we take the online article reposted from the printed article in the paper-based media. While the on-line news reports bearing the same title, content, and the name and number of editions as the printed articles, they are considered as the same single report. However, the reports with the same title but different names and numbers of editions shall be counted as separate reports.

2. Monitoring Findings

(1) Coverage of Southern Metropolis Daily

By big data capture, we search and find a total of 51 relevant reports on Li Tianyi on nandu.com and epaper.oeeee.com (the digital version of Southern Metropolis Daily), where all 14 reports of epaper.oeeee.com originate from Southern Metropolis Daily and are counted as valid reports; and the 37 reports of nandu.com are reported from 18 different media, namely: The Beijing News, Southern Metropolis Daily; Southern Metropolis Entertainment Weekly; Beijing Morning Post; West China City Daily; ent.sina.com.cn; nandu.com; The Mirror; www.xinhuanet.com; www.chinanews.com; ent.163.com; Shenzhen Wanbao; People.cn; Beijing Times; cntv.cn; www.china.com.cn; www.chinanews.com; and Xinmin Wanbao; and 7 reports

---

① According to the statistics on the source data, there are 2227 reports on the www.people.com.cn, which include 479 reports quoted from The Beijing News and included in the statistics of The Beijing News to avoid repeated calculation.

② Hereinafter referred to as SMD.
reprinted from *Southern Metropolis Daily*. Among the 7 reports reprinted directly by *Southern Metropolis Daily* 4 are the same as the 4 reports from the 14 reports of epaper.oeeee.com and are counted as invalid data and we get 3 valid reports. Therefore, there are a total of 17 valid reports originating from *Southern Metropolis Daily* during the stipulated period of time.

1) **Page layout.** Among the 17 reports, 8 appear in AA Page, 1 in GS Page, 5 in RB Page, and 3 in SA Page. 4 reports are in the Domestic Page, 4 in the Star News and Entertainment, 5 in the Front Page and Main Page, 1 in the Parenthood Weekly, 1 in Specials/Contentions, 1 in Back Window and 1 in Baoan News- Other News.

As far as the contents are concerned, there are 13 news reports, including 9 pieces of news and 4 news, commentaries after we remove the repeated reports with the same titles and contents despite the different edition or Page where they appear. Among them, the special coverage on women or topics about women, accounts for about 7.7% of the 13 reports. There is only one report, i.e. the commentary titled “[Commentary] Another Hit to the Victim by Labeling Her a B-Girl” released on the column “Specials/Contentions” of the Domestic Page on July 7, 2013. This is also the first and single report focusing on the care for women in the reports of SMD by July 17, 2013. The commentary’s appearance on the A Page shows SMD’s great concerns about the case, but there is not much prominence. The commentary titled “Reflection on the Case of Li Tianyi” released in GS01 section on March 6, 2013 in the Parenthood Weekly mainly explores what successful education should be, which focuses only on Li Tianyi and turns a blind eye to the female party in the case.

2) **Sources of information.** The proportions of women and men directly interviewed/quoted in the contents of the report on the Case of Li Tianyi as sources of information and/or opinion are about 50% (men) and 16.7% (women) and 33.3% of

---


② Link: [http://epaper.oeeee.com/G/html/2013-03/06/content_1814587.htm](http://epaper.oeeee.com/G/html/2013-03/06/content_1814587.htm)
people of unknown gender (e.g. Response of the police, information from the informants and advice of the lawyers, etc.). See Diagram 1:

![Diagram 1: Proportion of Men and Women as Sources of Information](image)

The proportions of women and men appearing in the contents of the report on case of Li Tianyi as experts (including critics and legal consultants, etc.) are about 83.3% (men) and 16.7% (women).

![Diagram 2: Proportion of Men and Women Appearing as Experts](image)

3) Gender portrayal. As far as gender portrayal is concerned, there is a serious imbalance. Among the 9 pieces of news and 4 commentaries of the 13 reports concerned, 7 reports focus on Li Tianyi, including the child education on the second generation of stars, the decree on Li Tianyi’s crime and suspicion regarding the identity of Li Tianyi’s accomplices, and the appointment of a new lawyer for Li
Tianyi, etc. The reports turn a blind eye to the sexually assaulted woman. 6 reports mention the sexually assaulted woman. Besides the last commentary titled “[Commentary] Another Hit to the Victim by Labeling Her a B-Girl” (as mentioned above) that mainly focuses on the woman, the report of July 9, 2013 titled “Pack Rape Charge Filed against Li Tianyi” introduces the legal texts on sexual offences including raping women and statutory rape of the Criminal Law. The remaining 4 reports only brush lightly over the woman in the form of case review: “According to the news released by the police lately, Haidian Police received the call of the victim on February 19, 2013 who claimed that she was taken to a hotel and pack raped after drinking with a Mr. Li and his friends in a bar in Haidian District”, or “According to the notice released by the police of Haidian District, Beijing in the afternoon of February 22, Mr. Li and his four accomplices, including a Mr. Wei, through violent battery and verbal intimidation, etc. drove the victim, Ms. Yang, to a room at the Hubei Hotel, Haidian District on February 17 and had sexual intercourse with her one by one against the will of the victim.

Considering the nature of the Li Tianyi case, most of the SMD reports are quotations of objective facts and described the sexually assaulted woman as a victim 17 times compared with Li Tianyi. In the report of “New Lawyer of Li Tianyi Pleads Not Guilty” on July 11, 2013, the new lawyer of Li Tianyi’s family “claimed that the case happened after Mr. Li and his friends were coaxied to drink a lot by adult B-boys and B-girls, and pointed out that the police’s disclosing the case under the real name of the party concerned has constituted a tort”. The lawyer also stated in the statement that “the media and other people are not only obliged to abide by the laws, love and protect the juveniles, but also love and protect the old artists who have brought songs and laughter to the people for such a long time”, which triggered another round of

*Link: http://epaper.oeeee.com/A/html/2013-03/08/content_1816932.htm
feverish discussion and speculation among the people. The four new commentaries are the analysis on the privacy right and the right to know, the personality and education of Li Tianyi, and the so-called B-Girl tag. While the first three commentaries focus on Li Tianyi and made no specific mention of the sexually assaulted woman, the last commentary condemns from the standpoint of the sexually assaulted woman the tag of B-girl raised by Li Tianyi’s family and media’s great coverage about the insulting tag.

4) Coverage of gender-based violence. Generally speaking, in reporting the gender-based violence of the Case of Li Tianyi, SMD uses comparatively non-judgmental language, being careful not to blame the sexually assaulted woman in the case. In addition, though the report does not distinguish between consensual sexual activity and criminal acts, it confirms the claim that Li Tianyi is a suspect in a rape case by reporting the response of the police that “there has never been such a thing as ‘had sexual intercourse one by one’”.

The Indicator 2 on Gender-based violence of GSIM suggests, “Use of the term ‘survivor’ rather than ‘victim’ unless the violence-affected person uses the latter term or has not survived”, while the reports of SMD fail to use “survivor” but “victim” to refer to the sexually assaulted woman is concerned. When such key words as “victim” and “female victim” are used to search the reports, there are 6 results; when “victimized” is used as the key word, there are 11 results, 10 of which appear in the commentary titled “[Commentary] Another Hit to the Victim by Labeling Her a

---

© “Reflection on the Case of Li Tianyi”, 2013-03-06, Link: http://epaper.oeeee.com/G/html/2013-03/06/content_1814587.htm
© “Tim Le’s Fun Class: What are the Colors of the Personality Traits of Liu Tao, Vicki Zhao, Stephen Chow Sing Chi and Li Tianyi”, 2013-03-07, Link: http://epaper.oeeee.com/C/html/2013-03/07/content_1815282.htm
“B-Girl” which is intended to comment from the standpoint of the sexually assaulted woman.

When mentioning the person affected by the gender-based violence in the reports, SMD never reveals her identity and basically described her as “the female victim” or “Ms. Yang” without invading privacy and/or denigrating dignity of the violence affected person on gender/sex lines. In the news story of July 11, 2013 titled “New Lawyer of Li Tianyi Pleads Not Guilty”①, SMD just quotes as a news fact the implication by the lawyer that the sexually assaulted woman was a member of the “adult B-boys and B-girls”, an act which obviously invades privacy and/or denigrates the dignity of the violence affected person on gender/sex lines, and does not release any comment.

The reports do not use background information and statistics to present the gender-based violence in the Case of Li Tianyi as a societal problem rather than an individual, personal tragedy. Furthermore, the reports do not include contact information for support organizations and services available to persons affected by gender-based violence, but list the legal texts on juvenile crime in certain reports and sexual offences like raping women and statutory rape, etc. of the Criminal Law:

In addition, by rough calculation based on key word searches, there are 57 “he”, 17 “she”, 49 “female/women”, 71 “Li Tianyi” and 16 “victimized” or “victimization”. As for the concrete content, most reports concerning “female/women” appear in certain news stories, and “Li Tianyi” can be found in all reports. Among the 17 reports published in different pages and periods, 8 stories have headlines with gender-based violence as the central content specifically. However, 7 of them have Li Tianyi as the topic and focus of the news, which cover 4 front page stories (2 stories in AA and 2 in SA), 3 stories in Domestic Page, all stories in AA Page, and 1 story in RB Back

Window. Only one story focuses on the sexually assaulted girl which appear in Specials/Contentions of the AA Page. As far as the titles are concerned, the relevant stories concerning the key words Li Tianyi generally appear in A Page with high prominence and good timing.

(2) Coverage of People.cn

By big data capture and removing the news stories which originates from The Beijing News, there are 1748 relevant reports on Li Tianyi in the system of People.cn. By removing 14 news stories which are irrelevant to the Case of Li Tianyi produced from the search engine by error and ignoring 5 reports which have already been deleted or do not exist, we get 1729 valid reports. The People.cn has wide sources of information and covered 112 paper-based media and websites.

1) Page layout. These 1729 reports mainly emerge during the two periods from February to March and again from June to July, and can be found in many pages, including society, entertainment, finance, rule of law, culture, politics and current affairs, fashion, education, news, media, opinions, commentary, public opinion, community, people’s living, Internet hot issues, personage and commentary on current events of People.cn. Many local channels of People.cn also make multiple reports regarding the case.

Among them, in the first period, there are 724 valid reports, including 107 reports in the local channels, 128 in the entertainment section, 73 in the culture section, 69 in the education section, 68 in the finance section, 58 in the news section, 57 in opinions/commentary section, 44 in rule of law section, 41 in the media section, 37 in the fashion section, 33 in society section, and 16 in politics and current affairs section. In the second period there are 1005 valid reports, including 278 reports in the local

© The 1748 reports include some news reports with the same titles and contents but in different links and from different spaces. However, due to the difference between the paper-based media and online media, the same website may post the same news at different sections to promote the influence. Therefore they are counted as valid reports when calculating the pages they fall under.
channels, 195 in the entertainment section, 129 in the news section, 84 in society section, 50 in politics and current affairs section, and 49 in the culture section, etc.

It is evident that the Case of Li Tianyi had aroused more and more attention from the public since the end of June compared with February and March. Reports on People.cn in the first period, mainly appeared in the soft news concerned people’s living such as entertainment, culture, and education news. While the topic still remained high on the entertainment section in the later period, the prominence of the case in terms of the rule of law and politics and current affairs behind this case gradually emerged.

2) Gender portrayal. By rough calculation based on key word search, there are 2262 “he” and only 321 “she”, 1816 “female/women”, 3322 “Li Tianyi” and 377 “victimized” or “victimization”, which reveals a serious imbalanced proportion of reports on men and women. As for the report contents of the Case of Li Tianyi, we get 550 valid reports after removing the repeated news stories, with the reports of the first period (February and March) and the second period (June and July) each accounting for 50% of these reports (275 and 275). Among the reports in the first period, 188 reports primarily and especially focus on Li Tianyi, accounting for 68.4% of all the first period reports. There were 91 reports with key words like “Li Shuangjiang’s Son” or “Li Shuangjiang” in the title, 12 reports concerning Meng Ge, the mother of Li Tianyi, 23 reports concerning Yang LAN, a Chinese media proprietor, journalist, and talk show hostess, while only 11 reports concern the female victim, accounting for 4% of the total reports. During the second period, the number of reports on Li Tianyi reaches 209, accounting for 76% of all the reports, while the

---

① When analyzing the news contents, this monitoring disregards such factors as the spaces or links of the news and ruled out the news reports with the same titles and contents but with different links and from different spaces by tagging them as repeated news.

② This part overlapped with the reports focused on Li Tianyi due to the fact that the focus of attention of many reports on Li Tianyi in the first period has been Li Shuangjiang’s son.

③ The original number of reports was 264. And 55 reports with the sexually assaulted woman as the focus but with the key words of “Li Tianyi” were removed to obtain 209 news reports on the basis that under most circumstance
number of reports concerning Li Shuangjiang quickly drops to 6, the relevant reports on Meng Ge double to reach 23 reports, and the reports on Yang LAN disappear. During this period, the sexually assaulted woman begins to air her voice, which results in 55 relevant reports, accounting for 20% of the reports. (See Diagram 3 and Diagram 4)

As far as relevant reports on Li Tianyi and the sexually assaulted woman is concerned, the reports with Li Tianyi himself as the center cover such topics as Li Tianyi’s parents, friends (for example Yang Lan), his personality and growth, performance at this case has been called the Case of Li Tianyi.
school, real estates of Li’s family, Li Tianyi’s race car, Li Shuangjiang acting as a judge of the panel, replacement of the lawyers, identity and background of other suspects, and child education of the second generation of stars, etc. The number of reports on the sexually assaulted woman is quite small, which is clearly connected with the protection of the privacy of the sexually assaulted woman. Beside the case itself, there are two noteworthy types of reports. The example of the first is “Law Firm’s Website of Li Tianyi’s Lawyer Being Hacked and Hacker Says it’s Only for Justice” and the second such as “Tsinghua University Professor Responds to Internet Rage over his Comment on Li Tianyi: It’s not Rational”, and “Tsinghua University Professor Comments on the Case of Li Tianyi: Raping B-girl has Less Harm Than Raping a Nice Girl”, which causes a new round of heated discussion by the public and makes the sexually assaulted woman in the case publically speak out for the first time. And the discussions on the case extends to other sexual offence topics including the rights and benefits of the B-girls and prostitutes.

3) Coverage of gender-based violence. Among 550 news stories published in different sections, 155 stories have titles with specific gender-based violence as the central content, with only over 20 stories covering the sexually assaulted woman. The majority of the focus is on Li Tianyi.

Just like SMD, reports of the People.cn use comparatively non-judgmental language, being careful not to blame the sexually assaulted girl for the crime. Though the reports do not distinguish between consensual sexual activity and criminal acts, People.cn gives full coverage of topics on women and sexual offences and posts articles such as “Tsinghua University Professor Comments on the Case of Li Tianyi: Raping B-girl has Less Harm Than Raping a Nice Girl” and “Victim of the Case of Li Tianyi’s Race Car”.

---

② Link: http://edu.people.com.cn/n/2013/0717/c1053-22222944.html
Li Tianyi Responds to B-Girl Tagging: Even Whores have Basic Human Rights”\(^\circ\).

The reports fail to use the term ‘survivor’ rather than ‘victim’. When we search all the reports by the key word “victim” there are 377 results and most reports with the intensive use of the term “victim” speak from the standpoint of the girl affected by the sexual offence. When mentioning the person affected by gender-based violence, the reports never reveal her identity and basically describe her as “the victim”, “Ms. Yang” or “the female victim”.

The reports do not use background information and statistics to present the gender-based violence as a societal problem rather than as an individual, personal tragedy and do not include contact information for support organizations and services available to persons affected by gender-based violence, but list the legal texts on juvenile crime and sexual offences like raping women and statutory rape, etc. of the **Criminal Law** in certain reports.

(3) Coverage of *The Beijing News*

This monitoring captures 566 reports on Li Tianyi’s involvement in the pack rape case on the Internet which are tagged with the source of *The Beijing News* during the period from February 17, 2013 to July 17, 2013. There are a large number of repeated reports due to the re-posting among different website and different channels. After removing the repeated reports, we find 21 valid reports from *The Beijing News*.

1) **Page layout.** All reports of *The Beijing News* appear on “A” page, including 6 commentary articles and 15 news stories, mostly printed in the current affairs and society sections, with as many as 7 reports on the front page. This shows the high attention attached to the case by *The Beijing News*, and the interpretation of the case is very serious, which also, to a certain degree, explains why these articles are

\(^\circ\)Link: http://leaders.people.com.cn/GB/n/2013/0716/c58278-22207611.html
extensively reported. Among them, reports on gender topics accounted for 23.8% of all the reports. 4 reports mention the issue of measurement of the penalty for rape, which can be seen as the representation of gender topics in the reports of this case and constitute only a small part of the report though. A report titled the “Victim of the Case of Li Tianyi: Multiple Intimidation and Threats After the Rape”\textsuperscript{①}, quotes a large amount of the statement entrusted to her lawyer by Ms. Yang, the woman affected by the violence in the case, mentioning the details of being threatened by the suspects before reporting the alleged crime to the police and responding to the question on raping under intoxication mentioned in the claim by Li’s lawyer to file a lawsuit against the bar. This is also the representation of the gender topics.

In addition, among the 4 reports touching on the topic of measurement of the penalty, 3 reports quote the male lawyers’ statements, and one report quotes a female lawyer’s statement. It is noteworthy that all male lawyers mention the conditions for reducing the penalty applicable for the specific case and the female lawyer mentions the basis for aggravation for support of the penalty.

2) Sources of information. The monitoring on The Beijing News classifies the sources of information of reports concerned in the Case of Li Tianyi into 12 types and the following code is determined by the two most important and prominent sources of information with the greatest coverage in each report.

1. Criminal suspect(s) and his/her (their) agents
2. Victim(s) and his/her (their) agents
3. Police, procurators, and the court of law
4. Legal experts (third-party lawyer, judge not relevant to this case and legal scholars, etc.)
5. Celebrities
6. Li Tianyi’s parents

\textsuperscript{①} Link: http://news.163.com/13/0711/11/93GGNBC90001124J.html
7. Li Tianyi’s classmates, teachers, neighbours and acquaintances of his parents
8. People of unknown identity (net users, general public with unknown identity, it is found that, it is said that, an informant)
9. Experts in education field
10. Other media
11. Witnesses of the case or staff of the place where the case occurred
12. Reporters

Diagram 5: Proportion of Various Sources of Information in the Reports

It can be seen from Diagram 5 that among the reports of *The Beijing News* during the period from February 17, 2013 to July 17, 2013, the legal experts constitute the most important sources of information, followed by informants and net users of unknown identity. In addition, the differences of the proportion of the criminal suspect(s) and his/her (their) agents and victim(s) and his/her (their) agents appearing as the sources of information are not quite large. It can be concluded that *The Beijing News* gives about the same amount of attention to the voices of both parties.

In addition, apart from collecting the first sources of information on each report, this monitoring also collects the gender of the sources of information. Online searching is adopted during the monitoring to determine the gender, where the definite personal
information about the sources of information, including the name, occupation and employers, etc. is used on the search engine as key words. When information of the sources completely matches the files of the sources of information in the reports, we can confirm the gender of the sources. In case no definition files can be found in the sources of information, we tag it as an ‘unknown gender’.

Diagram 6 and Diagram 7 are the gender proportion of the sources of information as a whole and the gender proportion of celebrities and experts appearing as sources of information respectively (Experts and celebrities herein refer to 4, 5, and 9 of the above sources of information).
As is shown in Diagram 6 and Diagram 7, among the reports of *The Beijing News* on the Case of Li Tianyi, the gender proportion of the sources of information is (men: women: unknown:) = (48.35%: 0.83%: 50.83%); and the gender proportion of the reports with the experts and celebrities (4, 5, 9) appearing as the sources of information is (men: women: unknown:) = (78.55%: 2.21%: 19.24%). The proportion of women represented as the more easily trustworthy authoritative images such as the experts and celebrities is far less than that of men.

3) Gender portrayal. Almost all reports focus on Li Tianyi and the topics attracting the most attention are judicial justice and education of the second generation of stars. Though the core of the case is “the gender-based violence by several men against a woman”, the gender issue is concealed under social issue.

Based on key word searches, we find 124 “he” and 14 “she”, with the men/women ratio of 8.851:1; 90 “Li Shuangjiang” and 20 “Meng Ge”, with the man/woman ratio of 4.5:1; a total of 351 “Li Tianyi” and “Mr. Li” and a sum of 111 “victim”, “Ms. Yang” and “the woman surnamed Yang”, with the man/woman ratio of 3.162:1. As we can see from the ratio numbers of the frequency of occurrence of the above three pairs of key words representing the male and female gender in the reports, there is a grave imbalance in the proportion of representation of male and female genders in the reports of *The Beijing News* regarding the Case of Li Tianyi.

The gender stereotypes are obvious in the reports and most reporters not adopting comparatively objective ways in gender representation. A lawyer mentions that “if the female party accepts money and forgives the violence-affecting party, it shall be regarded as forgiveness from the victim, and fall under the conditions to reduce the penalty in an appropriate way”, “though the prison term may be shortened, the
accusation still stands. The lawyer uses “accept money” in the places where the victim is rarely referred to while the same meaning could be expressed in a sentence like “Mr. Li could obtain the forgiveness of the victim by apologizing and giving the victim certain compensation”, but instead the report still used the potentially derogatory word: (the female party) “accepts” (the money), which reflects the customary oppression of a patriarchal society on women.

4) Gender-based violence. The reports use comparatively non-judgmental language, take care not to blame the victim/survivor for the crime, and do not distinguish specifically between consensual sexual activity and criminal acts. The violence affected woman is described as victim 85 times among the reports and the reports fail to use the term “survivor” rather than the above “victim” to refer to the sexually assaulted woman. The reports do not use background information and statistics to present gender-based violence as a societal problem rather than as an individual personal tragedy.

(4) Coverage of NetEase

This monitoring captures a total of 1284 reports and obtains 927 valid reports after removing the repeated reports, due to online multiple page arrangements of the news, the elimination of reports that do not exist or have been damaged and some video reports. The principle of removing repeated reports is that any two reports will be regarded as two different reports when any one of the following items is different from each other: title, date of publication, time of publication, channel and link.

1) Page layout. Regarding the quantity of the reports of the Case of Li Tianyi on NetEase, the numbers of reports in February and March are basically the same with only a slight increase, followed by a small number of reports in April and May (22 reports in total, including 9 reports in April and 13 reports in May).

While most reports in February and March appear in the entertainment section, the number of reports in the entertainment section witnessed a drop in June and July. Most reports on the case were found in the news centre in July while only 96 of the 401 reports on the case in July can be found in the entertainment section. It shows that the reporting logic of NetEase has gradually turned from the mere scandals of stars in the first period to more extensive and serious news. The layout of the news sections can be found in Diagram 8:

![Diagram 8: Layout of the News Sections of NetEase Reports on the Case of Li Tianyi](image)

2) Sources of information. When we collect some statistical data based on the definition of sources of information in the monitoring on *The Beijing News*, we find the following layout of the 12 sources of information among the reports from NetEase on the Case of Li Tianyi (See Diagram 9).

![Diagram 9: Proportion of the First Sources of Information of the Report from NetEase on the Case of Li Tianyi](image)
As can be seen from the above diagram, among the 12 first sources of information of the 927 reports from NetEase on the Case of Li Tianyi, the most frequently quoted ones are police, procurators, and the court of law, accounting for 20.93% of all the sources of information; followed by people of unknown identity (net users, general public with unknown identity, the “it is found that”, “it is said that”, informants) and legal experts (third-party lawyer, judges not relevant to this case, and legal scholars, etc.).

It is noteworthy that the reports with the criminal suspect(s) and his/her (their) agents as the first sources of information account for 5.39% of the total number of reports; and the reports with victim(s) and his/her (their) agents as the first sources of information account for 7.01% of the total. This is a rather optimistic phenomenon from gender perspective. Despite the limited number of types and times of opinion released by the lawyer of the victim, this at least indicates that the statements released by the victim(s) and his/her (their) agents are readily posted and reposted by NetEase. According to the gender-based statistics on the sources of information about the gender of the 4, 5 and 9 as the sources of information, we find that among the reports by legal experts, celebrities, experts in the field of education and other experts as the first sources of information, men accounted for 74.26%, women accounted for 17.82% and the unknown gender accounted for 7.92%. This is more obvious when the reporter interviews legal experts: most who are interviewed are male lawyers or male procurators and few female legal experts are interviewed.

3) Gender portrayal. The monitoring adopts word searching to survey the frequency of occurrence using three pairs of words: the first pair is the accused, Li Tianyi vs. Ms. Yang the victim; the second pair is Li Shuangjiang vs. Meng Ge; and the third pair is “he” Vs. “she”. The monitoring surveys the proportion of men/women presented in this case based on the frequency of the occurrence of the three pairs of words representing different genders in the reports.
First of all, the perpetrator in the case, i.e., Li Tianyi, one of the criminal suspects, is referred to as “Li Tianyi” or “Mr. Li” 7846 times; while the violence-affected party in the case, Ms. Yang, is referred to as “victim” (in four Chinese expression of the equal meaning), “Ms. Yang” and “the victim surnamed Yang” is used 2191 times. Concerning the relation of this pair, the men/women ratio is 3.614:1. The second pair with high frequency of occurrence is Li Tianyi’s parents, where “Li Shuangjiang” appears 2892 times, “Meng Ge” appears 1056 times, with the men/women ratio of 2.739:1. As for the third pair of words, “he” appears 4492 times and “she” appears 565 times, with the men/women ratio of 7.95:1, which shows more remarkable gender-based difference and indicates the serious imbalance regarding the proportion of men and women presented in the news reports. See Table 1.

<table>
<thead>
<tr>
<th>Words</th>
<th>Frequency of occurrence</th>
<th>Words</th>
<th>Frequency of occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Li Tianyi</td>
<td>6832</td>
<td>Victim (in four different Chinese terms of the same meaning)</td>
<td>1541</td>
</tr>
<tr>
<td>Mr. Li</td>
<td>1014</td>
<td>Ms. Yang</td>
<td>604</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the victim surnamed Yang</td>
<td>46</td>
</tr>
<tr>
<td>Total of violence-affecting party</td>
<td>7846</td>
<td>Total of violence-affected party</td>
<td>2191</td>
</tr>
<tr>
<td>Li Shuangjiang</td>
<td>2892</td>
<td>Meng Ge</td>
<td>1056</td>
</tr>
<tr>
<td>He</td>
<td>4492</td>
<td>She</td>
<td>565</td>
</tr>
</tbody>
</table>

Table 1: Frequency of the Names of the People Involved in the Case of Li Tianyi Appearing in the Reports on NetEase
It has been mentioned more than once that “it is the fault of the father if the son is not properly disciplined,” “boys tend to take more risky actions and have greater possibilities to commit crimes. The healthy growth of boys requires the concrete actions of the father to discipline the child, which usually comes through the decision process of awareness of rules for their children. If the father abandons his responsibility to discipline his child, treat the child’s misbehaviour as if it is the child’s special personality, which will spoil him, the child will continuously challenge the father’s bottom line and reduce the bottom line to nothing.” ① This is the stereotype universally accepted among the general public in terms of boys and girls and the labour of division of parents regarding family education.

4) **Coverage of gender-based violence.** When mentioning Ms. Yang, the violence-affected woman in the case, 927 NetEase reports refer to her as Victim in four different Chinese terms 766 times, 588 times, 186 times and once respectively, for a total of 1541 times. Most reports use comparatively non-judgmental language, are careful not to blame the victim/survivor for the crime, and do not distinguish between consensual sexual activities nor criminal acts. However, the reports still disclose the privacy of the violence-affected woman without her consent. The reports on this case also involve Li Jinghua, a former English tutor of Mr. Li, who, according to rumours, has maintained an inappropriate love affair with Li Tianyi, or was raped by Li Tianyi. Some people state as being a witness of the rape ②. Though Li Jinghua and her employer New Channel International Education Group Limited released statements successively to clear the rumours that Li Tianyi’s raped his tutor” and that it is not a fact, the information about Ms. Li Jinghua, her name and employer, as the victim/survivor of another gender-based news related has been leaked ③.

The reports do not use background information and statistics to present gender-based violence as a societal problem rather than as an individual, personal tragedy. Though

① Link: http://news.163.com/13/0227/09/8ON92U2U00014AED.html  
② Link: http://news.163.com/13/0222/18/8OBB646U00011229.html  
③ Link: http://ent.163.com/13/0224/18/8OGH2BRU000032DG.html
the reports do use background information or statistics to present this case as a societal problem, they mainly concern the issues of juvenile delinquency and the family education of the second generation of officials and stars. For example, the report titled “The Case of Li Tianyi Aroused Heated Debate on the Societal Problem of Juvenile Delinquency” presents the rate of committing crimes again by Chinese and American juveniles and does not present the gender-based violence as a societal problem.

In addition, the reports do not include local contact information for support organizations and services available to persons affected by gender-based violence, but list the legal texts on juvenile delinquency and sexual offences including raping women and statutory rape in some reports. The theme of two reports is teaching women's self-defence skills to tackle the “Li Tianyi,” which can be called the direct response to the issue of gender-based violence. However, this response in a way reflects the habitual logic of the society on how to treat men’s sexual offences against women, i.e. putting emphasis on the self-defence of women instead of examining the gender-based violence against women from the fundamental sense. Furthermore, this attitude promotes the concept regarding the women themselves as the reason for the gender-based violence against them.

3. Conclusions and Recommendations

It can be concluded from the above analysis and reports on the Case of Li Tianyi, both the paper-based media and online news media show the orientation of entertainment in their reporting of the case and the gender-based subjects are concealed under the topics of justice and education. Though the entertainment orientation was changed in the later period, the media as a whole paid far less attention to the gender-based violence than to the series factors contained in Li Tianyi’s identity as the second generation of stars, and most news reports lacked gender awareness and gender

---

① Link: http://ent.163.com/13/0228/17/8OQNCHFM00031H2L.html
② Link: http://sports.163.com/13/0305/10/8P6RGF70000051CAO.html#p=8P6RAD2528F90005
sensitivity.

The majority of the sources of information of the news reports are men and they occupied the absolute majority when the experts and celebrities appear as sources of information. There are serious gender imbalances in terms of gender portrayal when the focus of the reports is on Li Tianyi. Though some reports focus on the person affected by gender-based violence, for example, People.cn paid more attention to safeguarding the relevant rights and benefits of Ms. Yang, the girl affected by gender-based violence in June and July, the news media as a whole almost lack the attention to her.

In regards to gender-based violence, first of all, most reports from the four media collectively use “victim” to refer to the person affected by gender-based violence, and no reports use the survivor to refer to the girl, as mentioned in the GSIM. Some reports use “Ms. Yang” and “the female party concerned” to refer to the person affected by gender-based violence. The repeated use of the word “victim” might bring secondary damage to the sexually assaulted woman in the case. Secondly, the reports do not use background information and statistics to present gender-based violence in the Case of Li Tianyi as a societal problem, and tend to present it as a problem from the lack of family education as well as an individual, personal tragedy. Thirdly, as restricted by the specific situation in China, the reports do not include contact information for support organizations and services available to persons affected by gender-based violence, but some reports list the legal texts of the Criminal Law on juvenile delinquency and sexual offences including raping women and statutory rape and how women should defend themselves.

Violence against women is the worst trampling on women’s rights and benefits of equality. As the public instrument, the mass media should first of all pay attention to the principle of balance and using multiple sources of information when reporting violence against women, and should report the gender-based violence in a serious, fair, equal, and balanced way. Secondly, media should respect the right of privacy, right of
honour, and various rights and benefits of the perpetrators as well as and the persons affected by gender-based violence instead of turning the gender-based violence into an entertainment event or a carnival in the name of journalism. Moreover, in China media should incorporate the GSIM of the UNESCO in their reports of gender-based violence and localize the indicators. For example, the issue of the use of survivor to refer to the women affected by gender-based violence as proposed by the indicators may need to be further explored in Chinese language.

II. Media Monitoring on Reports on Female Migrant Workers

1. Monitoring Method

The growth of the Internet media in China in recent years has increased the amount of netizens (users on the Internet), especially the young netizens, and the guiding and influential role of the public opinions of the Internet media pages on the social culture. This monitoring will focus on the Internet media, which are classified into different types such as the CPC and current affairs websites and commercial websites, etc. From the perspective of gender equality, this monitoring chooses the representative websites of the three major types of Internet media as the monitoring objects: CPC and current affairs websites, commercial websites and women’s websites. The targets of the monitoring are determined to be: NetEase as the commercial portal, People.cn, and epaper.oeeee.com as the CPC and current affairs websites and www.women.org.cn and www.china-woman.com as the women’s websites.

As far as the periods of the monitoring is concerned, considering the marginalized status of topics on migrant workers in the mass media of China, even more so regarding topics on female migrant workers, and the limited number of reports, we choose two key months for monitoring: December 12, 2012 (the end of each year is the period when the topics of migrant workers attract much attention of the public) and July 2013 (just after the State Council Leading Group for Migrant Workers was established).
This monitoring adopts the computer data mining and manual selection combined for search results. First of all, we find 148 news texts through computer data mining with “women migrant workers”, “female migrant workers” or “migrant girls” as the key words, and then conduct manual selections to remove the relevant reports, which do not fall under the time scope of this monitoring, or that are relevant to “migrant workers” but not “female migrant workers”; the study retained 75 news texts which are distributed as Diagram 10.

![Diagram 10: Number of Reports on Female Migrant Workers on Various Media (n=75)](image)

Due to the outstanding feature of reposting among the news media in the Internet, the 75 news texts on female migrant workers are from different websites, but with basically the same contents or contents with only slight differences, and this monitoring takes them as a same news text being reprinted. Therefore, the number of genuine news texts is 35. It should be noted that most of the news texts are in the form of news reports, with several reports being non-news reports, like book review and videos of interview programs. Considering the feature of the reports on female migrant workers and the purposes of this monitoring, the news texts of these non-news reports are also included in the scope of the survey. Table 2 lists the news reports which are posted for two times or more.
Table 2: News Reports Posted Twice or More

As for the monitoring framework, this monitoring starts from the actual situation of the reports on female migrant workers in contemporary China, collects some indicators from the GSIM, and adjusts certain indicator to the Chinese contexts or adds certain indicators (to be detailed in the “statistical analysis” below). The monitoring adopts a total of 8 GSIM indicators to survey the samples: proportions of women portrayed as victims, the proportion of stories with stereotypes, the proportions of women portrayed as agents, percentage of stories that contain sexist language used by media professionals. The monitoring also takes into consideration whether the stories on gender-based violence attribute to the occurrence of the violence by factors of the victims/survivors, whether the background information and
statistics are used to present gender-based violence as a societal problem rather than an individual, personal tragedy, proportions of women directly interviewed/quoted as sources of information and/or opinion, and whether the stories placed on the distinct positions for transmission in the media pages are focused on public interests.

2. Monitoring Findings

1) Proportions of women portrayed as victims

This monitoring judges the presentation of these indicators in the media reports from theme and major size of the reports. Some news texts only portray female migrant workers as survivor, but focus the contents of being a victim and devote large pages on how the victimization proceeded and only touched a little on the initiative of female victims. The above case is also listed as “women portrayed as victims” in the statistics. Among the 35 news texts, 8 reports portray female migrant workers as victims, accounting for a large proportion of 23%, for such types of victimization: financial delusions, being cheated in love affairs, the combination of the former two, murder, sexual violence, and strange physiological ailments. Among the 8 reports, apart from one report with theme of strange physiological ailments, one report on swindling on the street with both men and women as the swindlers and one report on fraud in the consumption field with the fraud being an institution, the other five new reports concern the men as the swindler/perpetrator and fall under the category of “women to men portrayed as victims”.

2) Proportion of stories with stereotypes

This monitoring obtains the proportion of the stories with stereotypes by surveying whether themes of the stories are negative or labeled female migrant workers. 11 of the 35 news texts are stories with stereotypes, accounting for 31% of the total texts.

In addition, 2 stories define women’s values based on their physical appearance. It is also not to be neglected that the transmission of the information about urban-rural
opposition of urban life being superior to the rural life can be frequently found. In a
deepen sense, both of them have stereotypes about female migrant workers. The
proportion of stories with stereotypes will be higher if we included these texts. Therefore, the issue of stereotypes on reports of female migrant workers is serious.

3) Proportions of women portrayed as agents

This monitoring develops the indicator of “proportions of women to men portrayed as survivors” to “proportions of women portrayed as agents” to measure whether the media builds on the image of female migrant workers as agents. 13 of the 35 reports have “women portrayed as agents,” accounting for 37% of the total. These reports convey the positive values of the diligence of women, their social functions, and independent personality, etc. It is also regrettable that these reports usually focus on the initiative of female migrant workers in the urban areas and seldom extended to their initiative in the rural areas.

4) Percentage of stories that contain sexist language used by media professionals

In terms of “sexist language”, 5 of the 35 reports contain sexist language used by the media professionals, accounting for 14% of the total. The sexist language includes the following types: defining the working women’s physical attraction as value; attributing the domestic violence to the physical and body factors of the women; defining the body, physical figure and physical appearance of the women as the decisive factor for their life and destiny; attributing the gender-based violence to the provocation of the victim; attributing the violence to disputes over love; and attributing the sexual assault to the provocative clothes the victim is wearing.

All these statements are languages that seriously inhibit gender equality and also the ambiguous understanding and gender prejudice universally existing in social cultures. They can be found in the media reports and need to be removed.
5) Whether the stories on gender-based violence attribute the occurrence of the violence to factors of the victims/survivors

Five of the 35 news reports concern reports on gender-based violence. According to the actual situation of the news reports, this monitoring adjusted the indicators of “Whether the stories on gender-based violence blame the victims/survivors for the crime” in the GSIM to “whether the stories on gender-based violence attribute the occurrence of the violence to factors of the victims/survivors.”

As for gender-based violence, with the influence of such factors as laws and policies regarding equality of men and women in China and with the opposition to gender-based violence by groups of women movement, especially after the fourth World Conference on Women, etc., becoming more and more extensive and deeper, the direct criticism of or blame on the victims/survivors of the cases of gender-based violence has become less. However, it is noteworthy that another gender-based violence myth which relates to and is also different from the criticism of or blame on the victims/survivors can be found very often, that is “victims/survivors factors trigger the gender-based violence.” Among the 5 reports concerning gender-based violence, there are 3 reports containing language that victims/survivors factors trigger the gender-based violence, accounting for 38%.

6) whether the background information and statistics are used to present gender-based violence as a societal problem rather than as an individual, personal tragedy in the reports on gender-based violence

As far as the “use of background information and statistics to present gender-based violence as a societal problem rather than as an individual, personal tragedy” is concerned, 3 of the five reports concerning gender-based violence did not use background information or statistics and presented the gender-based violence as single cases; and 2 reports presented relevant violence as a societal problem rather than as an individual, personal tragedy, accounting for a rather low proportion.
7) Proportions of women directly interviewed/quoted as sources of information and/or opinion

This monitoring defines the “women” in this indicator as the women who represent the messages and voices of the female migrant workers and they can be female migrant workers in the news or other women, such as experts, who can express the experience and meaning of female migrant workers.

In 19 of the 35 reports, female migrant workers are directly interviewed and quoted as sources of information and/or opinion, accounting for 54% of all the reports. 2 reports do not use the direct speech but seemed to be the quotation of the female migrant workers as the heroine of the news story, judged from the content of the stories. Therefore, they are classified as “hard to define.” There are 14 reports in which female migrant workers were not directly interviewed/quoted and they accounted for 40% of the total, which is pretty high. See Diagram 11:

Diagram 11 Number of Reports with or Without “Women Directly Interviewed/Quoted as Sources of Information and/or Opinion”

Excluding one report in the “performing arts section,” themes of these 14 reports are all negative, including “fraud and swindling”, “murder”, “disputes over marriage” and
“sexual assault cases.” Negative news in particular requires equal manner and opportunity for response by women in order to make sure that the parties concerned can get equal and fair assessments and the problems involved in the negative reports can be well understood by the general public. Therefore, it is a great defect that the negative news in the reports on female migrant workers failed to directly interview/quote female migrant workers as sources of information and/or opinion.

8) Whether the stories on the distinct positions on the media pages are focused on public interests

While completing the monitoring study based on the GSIM, this monitoring considers it necessary to survey “Whether or not the stories placed on the distinct positions for transmission in the media pages focused on public interests” when we view from the actual situation of reports on current female migrant workers of China.

As the number of reporting, shown in Table 2, reports with the largest number of reprints placed in distinct positions do not focus on public interests but are more like tabloid newspapers. As seen from the more extensive Internet media page, the number of reports on female migrant workers in December 2012 was quite small and no reports were placed in a distinct position for transmission. It was different for July 2013. Several hot issues like “Hard Life for women above 40 and men above 50 among migrant workers” which focused on employment and social security, “Young man born after 1990 says he’ll take responsibility after raping” which focused on sexual assault cases, and “Migrant girl has her breast enlarged” which focused on plastic surgery and beautification, were reported by many media with the report “Migrant girl has her breast enlarged” attracting the highest attention, and posted with pictures and high resolution videos, which made it a hot issue on the Internet for a long time. The commercial power, industrial power and capital power all contributed to this hot issue, which from another angle showed how the reports on women by the mass media are connected with political and financial background. It is worth further
consideration on how the mass media can bring into full play the role of public instrument to protect the public interests against such a political and financial background.

3. Conclusions and Recommendations

The media monitoring shows that the reports on female migrant workers in the mass media of China, particularly the Internet media, have positive aspects in that 37% of reports portray female migrant workers as agents, 54% reports directly interview-quote women as sources of information and/or opinion. There are some good reports and richer themes and contents from the reports. Some reports had serious themes, for example the report titled “Hard Life for women above 40 and men above 50 among migrant workers” paid close attention to the new situation and problems in the survival and development of female migrant workers, which reflected a strong sense of public interests and the further development for reports on female migrant workers.

On the other hand, the reports on female migrant workers have problems that cannot be neglected. 23% of reports portrayed women as the victim and as high as 31% of reports showed stereotypes. The stereotype of the female migrant workers as “the other” in the mass media has not changed substantially. The female migrant workers are “the other” just like the migrant workers in terms of class level difference, but also the “feminine other” at the subordinate position in the gender-based relationship. And over 14% of reports contain sexist languages used by media professionals. The language seriously blocked the gender equality and presents also the ambiguous understanding and gender prejudice and need to be ruled out.

In addition, among the gender-based violence reports concerning the female migrant workers, as high as 38% of reports contain the language that the factors of victims/survivors trigger the gender-based violence. The reports that do not use
background information or statistics or presented the gender-based violence as personal individual case are in the majority (38%). The mass media have a serious myth on “man power” in terms of gender-based violence.

40% of the reports do not include women directly interviewed or quoted as the sources of information and/or opinions. The negative news reports, in particular, generally lack the coverage on women’s voices and lack the understanding of women’s life experience and meaning.

The news themes and topics of the reports in the media pages that are the most covered and extensively spread, and that attracted more attention fell under the mixed category of “sexual assault cases”, “being swindled”, “serious crimes”, “giving birth to a baby and abandoning it”, “strange physiological ailments or disabilities” and “plastic surgery and beautification”, etc. and lack the care for public interests.

In order to develop the reports of the mass media on female migrant workers in China, and promote gender equality, the mass media is obliged to make adjustments to the above deficiencies and defects, and improve the social gender awareness. Moreover, it is necessary to note that the problems of the stereotypes of female migrant workers as the “feminine other” and the myths on gender-based violence, etc. are connected with the commercialization and marketization of the mass media in a deeper sense. Furthermore, the mass media is driven by the excessive market logic catering to the urban, elite and men’s aesthetic tastes in reporting the female migrant workers, which decreased the focus on public interests. In order to improve reports on female migrant workers in a substantial way, we need to energetically develop public communications and enhance the subjective participation of female migrant workers in the production of cultural communications.
III. Media Monitoring on Reports on Female Graduates’ Employment

1. Monitoring Method

This monitoring lays emphasis on the online media People.cn and NetEase, whilst taking the followings as subsidiary monitoring media: nandu.com, ifeng.com, rayli.com and china-woman.com. By big data capture, we search and find a total of 246 relevant reports about female university graduates’ employment issues during three months (May 1, 2013-July 30, 2013). The monitoring focuses on the GSIM indicators of sources of information and gender portrayal and the employment policy reports are examined as well.

2. Monitoring Findings

1) The distribution of reports

Among the six online media we monitored, there are fewer reports on female university graduates’ employment on websites featuring reports about women like fengone.com, rayli.com and china-woman.com than on People.cn and NetEase. People.cn and NetEase are not aimed at women but are more comprehensive.

Fengone.com mainly introduces legendary females in different periods, but it barely involves female university students. Rayli.com is the leading fashion website, whose motto is “designing beauty, designing life”, with the white-collar in large cities as the target audience. Its subordinate channels range from cosmetology, clothing, family life to relationships, all of which belong to the category of soft entertainment. The only report we found from rayli.com in the monitoring this time is about office relationships. In fact, the report mainly illustrates the unwritten rules, females met with in their work, as well as sexism and gender inequality.

With its target audience from Guangdong and Shenzhen, nandu.com focuses on hard

---

Generally speaking, from May to July there is a peak in graduates’ job hunting.
news and is quite limited in news selection because of its target audience.

China-woman.com seeks for the equality between men and women, showing concern for disadvantaged groups and aiming at promoting women’s development. Consequently, most of its subordinate channels discuss serious topics. It is assumed that the shortage of funds and staffs results in that the website is not well-designed enough, and the number of viewers is small due to Chinese audience’s gender concepts. However, the reports we found this time are mostly positive, mainly about entrepreneurship.

As the biggest portal site in China, NetEase has its own women’s channel. However, the 56 pieces of news we found are not from women’s channel but from news, finance and baby-caring channels instead.

People.cn, a national comprehensive website, owns various types of channels and local channels. It is noteworthy that it has reported in traditional Chinese character with people in Hong Kong and Macaw as a target audience.

The majority of the reports we found are from People.cn and NetEase, which results from their large website scale and viewer groups. Moreover, even in a website, there is quoted reports among the different channels. As to the distribution of reports, see Diagram 12.
As regards to the types of reports, two thirds of the reports are news while comments and information and other types such as speeches are less than one third. See Diagram 13.

2) Sources of information

As to the identity of writers, three fourths of them are journalists, which to a great extent explains why news constitute the great majority of the reports we found on the
websites. See Diagram 14.

![Diagram 14: Identity of Writers](image)

The gender ratio of the people quoted in news reports is balanced and two thirds of the interviewed hold positive attitude. See Diagram 15.

![Diagram 15: The Gender Ratio of the People Quoted in News Report](image)

In news report, men hold relatively more positive attitude than their female counterparts, whilst women are more negative than men. See Diagram 16.
From the above statistics we can see that males are more positive towards female university graduates’ employment than their female counterparts. There may be three reasons. First, in the current job market in China, it’s easier for males to find jobs than female. Males cannot truly understand the gender discrimination and unfair treatment female university graduates are being encountered with. Neither can they put themselves in the female university graduates’ shoes. Second, once males find their position in the workplace by their own abilities and advantages, many of them are unwilling to share their resources with their female counterparts. They tend to compare women longitudinally but not vertically. For example, they think in China women’s social status is higher and the employment environment is much better than that in old times. However, they ignore the countries where females are enjoying a much fairer treatment in the workplace. Third, nowadays Chinese men are still influenced by the traditional concept of “males being bread-winners and females being household keepers”. A great proportion of them think a woman does not necessarily need to have a job, but should get married and become a housewife.

3) Categories of report contents

When it comes to the content of news reports samples, job-hunting is the major part of
female university graduates’ employment whilst employment discrimination ranks second, followed by entrepreneurship. See Diagram 17.

Diagram 17: Contents of News Report

Diagram 18 shows the content of the news report on some websites, as well as the proportion of the identities of those reported in news stories.
The base number of the samples found from People.cn is large so the reports on female university graduates cover every category of news report content and so it is with the identities of the reported, among which job hunting and job seekers are the greatest in number in People.cn. It can be concluded from the statistics on People.cn that female university graduates who are seeking jobs are negatively represented by the media. Actually, what the media represent is in great accordance with the reality. In job-hunting female university graduates are easily suffering from have suffered in reality.

Statistics show that reports on entrepreneurship consist of 18 per cent in 246 pieces of samples we get from the 6 media. We failed to find out the previous data so we cannot make a chronological comparison. In 2009, All-China Women’s Federation made an investigation and released a report titled “Report about Female University Graduates’ Employment and entrepreneurship”. According to the report, 14 per cent of the female university students interviewed were willing to start their own business. Though there is no data about the situation after 2009, we hope the percentage of female university graduates’ entrepreneurship can grow annually because this may show that female university graduates are making the best of their opportunities by starting businesses instead of passively sending CVs and adjusting themselves to the needs of employers.

4) Gender portrayal

If we analyse the data in terms of the gender of the reported in news stories and the gender portrayal, we can find out that in terms of the media image of female the proportions of the unlucky ones, also victims (53 per cent) are almost double that of those lucky ones (31 per cent). It can be concluded that delivering the information of the female “victims” and portraying negative gender image is the main content of the news report. See Diagram 19.
In these reports, the number of “victims” represented by People.cn is the greatest. People.cn is a national comprehensive website, with many subordinate channels and articles reposted. It can be seen from the red column of Diagram 19 that there are nearly 80 negative news reports on People.cn. One reason for this is that there is a large quantity of reposts of negative reports among the monitored reports.

Among the reports we found, news report such as “Female Graduate Falls to Death A Week after Graduation after Complaining about Being over Tired on Micro Blog” was reposted 10 times, whilst “Female University Student Seeking Sugar Daddy after Graduation but Killed by Fraud” was reposted 18 times. However, positive reports about female university graduates’ employment such as “Female University Student & Cartoon Fans Sets up Studio and Becomes a Boss” and “Heilongjiang Women’s
Federation Initiates Measure to Assist Female University Students’ Employment and entrepreneurship”, have not been reposted at all.

5) Reference to relevant Policies and Guidelines

While we monitor the media according to the indicators of GSIM, we also examine the spread of policies and guidelines related to employment in these news reports. Among the 246 pieces of news report, only 20% refers to the relevant employment policies. It can be noticed that to some extent the mass media fail to conduct positive communication in terms of relevant policies and regulations about employment. In most of the news reports, the experts interviewed seldom mention the employment policies. If people with discourse power in media seldom mention employment policies and regulations, this may indicate the lack of the power of policies and regulations as well as that of media communication. There is an example from People.cn.

Mr. Yang, a university teacher in Beijing, thinks that women have a natural disadvantage in employment, but he is interested in finding out the advantages for their situation. He said, “For example, females are gifted for languages. Female university students should make full use of this gift so as to make it benefit their employment. And female students have more endurance than male students so they will be able to stand boring work. Moreover, females are more easy-going than males so they are more suitable for jobs related to public relations, sales, consumer services and social organizing. Female university students should make full use of their advantages and train themselves as early as possible when in university. They should take part in different societies and campus activities to improve themselves."

The above example shows that the expert interviewed holds a gender stereotype. The current employment condition limits the fair competition between males and females,

\[5.00 \text{ Reference to relevant Policies and Guidelines}\]

\[5.00 \text{ Mr. Yang, a university teacher in Beijing, thinks that women have a natural disadvantage in employment, but he is interested in finding out the advantages for their situation. He said, “For example, females are gifted for languages. Female university students should make full use of this gift so as to make it benefit their employment. And female students have more endurance than male students so they will be able to stand boring work. Moreover, females are more easy-going than males so they are more suitable for jobs related to public relations, sales, consumer services and social organizing. Female university students should make full use of their advantages and train themselves as early as possible when in university. They should take part in different societies and campus activities to improve themselves.”} \]

\[5.00 \text{ The above example shows that the expert interviewed holds a gender stereotype. The current employment condition limits the fair competition between males and females,} \]

\[5.00 \text{ “More Than Ninety Percent of Female University Graduates Encounter Discrimination in Job Hunting and Getting a Job is like hitting the jackpot”, People's Network, May 23, 2013.}\]
yet this university teacher still asks female students to make efforts in the fields that is, in his opinion, more suitable for females, which to some extent weakens the competitiveness of female university students.

There is an example of news report introducing the relevant policies and regulations about employment by expert.

Ms. Liu Xiaonan, Associate professor of Constitutional Government Research Institute of China University of Political Science and Law, introduced a report released by the Institute, “The Report about Employment Discrimination Against University Students”.

The report shows that 68.98 per cent of employers have clear requests towards the gender of employees. She said, “Nowadays the employers’ requirement for gender in job market has become one of the major difficulties female university graduates are facing. However, such discrimination is always hidden and indirect, and the public’s awareness of anti-discrimination law is rather low, a lot female university students will not revolt against employment discrimination. Though the Employment Promotion Law promulgated in 2008 makes it clear that people can sue employers if they are discriminated against in employment, no female students have sued any employer for gender discrimination until recently. This case may be the first case against discrimination in employment under the new law.①

This news report introduces audience knowledge about employment law and tells audience if they meet employment discrimination, they can sue in court instead of swallowing their anger. However, such reports are the minority among the 246 news reports.

Moreover, the above views quoted in the news report are from university teachers.

① “Female University Student Sues the Human Resources and Social Security Administration due to Employment Discrimination, and Accepted by the Court”, People's Network, May 10, 2013.
University teachers should not only have professional expertise, but also gender awareness. Due to their social status and discourse right especially in universities, those teachers without gender awareness will greatly affect university students via daily teaching in a negative way.

Besides employment policies and regulations, opinions about employment and entrepreneurship as embodied in news reports are also the content of the monitoring. Among the 246 news reports there are 100 news reports providing constructive opinions on employment and entrepreneurship, accounting for 40.8%, which is obviously inconsistent with the percentage of the topics of gender equality and gender stereotype, and the percentage of news reports about gender equality is only 8% less than that about gender stereotyping. See Diagram 20.

![Diagram 20: Opinions About Employment and Entrepreneurship](image)

3. Conclusions and Recommendations

From the above analyses it can be concluded that the issue of female university students’ employment are mostly represented in a negative way. In news reports, the experts and celebrities interviewed haven’t rationally discussed the unfair treatments
female university students are encountered with in job hunting. And the news reports haven’t spread the policies and regulations which may be involved with the news stories, neither do they show the public the deeper reasons behind the difficulties female university students facing in job hunting. On the contrary, they highlight the students’ misfortunes to attract audience’s attention. The stereotypes the whole society has towards females and the fact that the whole society takes gender inequality for granted result in difficulties in female university students’ employment. However, in terms of media, employment is a societal problem, which needs to be reported, but gender inequity is not. The involvement of females only makes the news catch the attention of audience.

While reporting female university student’s employment, media should not regard it as a selling point but undertake its social responsibility. Media professionals should promote gender awareness and sensitivity and play a positive role in solving gender issues. Besides, it can be noticed from the news reports that a lot media professionals and experts have been deeply influenced by traditional culture and still hold the out-of-date gender concepts. Great efforts should be made to promote the establishment of gender concepts in harmony with the times.

Conclusions

During the media monitoring of this round, we conducted in-depth data analysis on such hot issues, including the Case of Li Tianyi, reports on female migrant workers and reports on female university graduates’ employment, and we can find in the monitoring report that:

First, the gender awareness and sensitivity of the media should continue to be improved. There are still large numbers of gender stereotypes and various types of gender-based violence in the news reports from the media. Men still dominate the
sources of information about the news and the subjects of the news stories. In the
gender portrayal of the reports, gender stereotypes are remarkable phenomena and
most news reports lack gender awareness and gender sensitivity. The agenda-setting
and communication framework of the media are still dominated by the traditional
gender culture and patriarchy structure.

Second, the social responsibility of the media needs to be improved. Media should
communicate public policies related to gender in a better way. Though the Chinese
government has issued relevant laws, rules and regulations and policies concerning
violence against women, the protection of women’s rights and benefits including
migrant workers, and the employment of female university graduates, most media
lack the understanding of the contents of these laws, rules and regulation, and policies,
let alone consciously promoting the formulation of public policies concerning gender
equality through their news reporting. At such a level, media should strengthen the
understanding and communication of the public policies, and take the initiative to live
up to the role of a public instrument to improve the social status of women and to
empower women. And in order to improve the current status of reports on gender
topics, we need to make great efforts to popularize gender awareness, communicate to
the people public policies related to gender. Moreover, the participation of women in
media communications should also be strengthened.

Third, the social-cultural environment should continue to be improved. The Chinese
society is now in the transitional period and faces dramatic changes in perceptions of
values. And the media reports on societal problems are more often than not concealed
by the commercial values and excessive market logic. As far as the news reports are
concerned, gender topics are generally concealed under other topics and the presence
of women is just an eye-catcher of the news or just a stunt to attract attention. Women
are generally treated as the object of consumption instead of independent individuals
with their own values. The combination of the patriarchy culture and consumerism
with commercial interests has become multiple fetters for the development of women.
Last but not the least, it is recommended to popularize the GSIM in a broad way by taking into consideration the specific conditions and current status of the media. Based on GSIM, this gender monitoring chose the media content of several media in China as monitoring object, with an effort to understand their gender awareness and to analyse the problems with them. The monitoring failed to carry out the research on the media organizations due to restrictive factors. We realize from the monitoring results that we still need to do a lot of training and popularization on gender awareness to make up the deficiencies of gender sensitivity in China’s media. As for the direction of future research and training, we will take the GSIM as the framework, conduct more research and monitoring on the two aspects of media organizations and media contents, and energetically promote gender equality and social progress.