

Women in the Media - Quiz Questions

Choose a selection of questions to make your own quiz to do with your unit!

1. What percentage of girls said they feel they are treated differently because they are female
 - a) 50%
 - b) 30%
 - c) 80%

2. 82% of the top 100 grossing films in 2018 films had 10+ male speaking roles, compared to ___% of films that have 10+ female speaking roles
 - a) 35
 - b) 76
 - c) 54

3. Black women are ___% more likely to be mentioned in abusive tweets
 - a) 43
 - b) 67
 - c) 84

4. According to Ofcom, what percentage of senior managers are Black, Asian or an ethnic minority at the 5 main UK based TV organisations? (BBC, ITV, Channel 4, Channel 5-owner ViacomCBS and Sky)
 - a) 9%
 - b) 15%
 - c) 4%

5. 68% of girls told us they feel they had to change _____ to fit in when they are online
 - a) How they look
 - b) How they speak
 - c) How they behave

6. In 2017, 1 in __ tweets sent to women journalists in the UK and US were abusive or 'problematic'
- a) 14
 - b) 3
 - c) 55
7. How many times more likely are women to be trolled/harassed online?
- a) 8 times
 - b) 27 times
 - c) 16 times
8. **True or False?** 40% of women are interviewed as experts (professors, scientists, etc) in all forms of media.
9. According to the 2011 census, 20% of the Scottish population are disabled and 55% are women. In one year, how many newspaper articles were published in Scotland that feature disabled women?
- a) 5
 - b) 13
 - c) 39
10. **True or false?** Almost $\frac{1}{4}$ of girls worry about the pressure to have the latest clothes, phone etc.
11. What percentage of people featured in media coverage of sport on BBC 1 were women in 2018?
- a) 6%
 - b) 27%
 - c) 46%
12. Of the 2018 top 250 grossing films in the USA, 65% of what roles were men?
- a) Main characters
 - b) Speaking roles
 - c) Villian
13. **True or False?** In the US, women comprised 8% of directors working on the top 250 US domestic grossing films in 2018.

14. What percentage of all news reporters globally are women?

- a) 49%
- b) 37%
- c) 17%

15. Do female political candidates receive **more** media coverage, **less** media coverage or **the same** amount of media coverage as their male counterparts?

16. What percentage of women are editors of major newspapers in Scotland?

- a) 33.7%
- b) 5.9%
- c) 14.8%

17. Scotland's qualification for the 2019 Women's World Cup led to a focus on football but how much more media coverage did the Scottish Women's National Football team get during the World Cup than the national men's team?

- a) 3%
- b) 10%
- c) 60%

18. In which categories of news were women most well represented globally?

- a) Science and Health
- b) Social and Legal
- c) Crime and Violence
- d) Celebrity, Arts and Sport
- e) Economy
- f) Politics and Government

19. In 2015, women made up ___% of the persons heard, read about or seen in newspaper, television and radio news.

- a) 3%
- b) 10%
- c) 60%

20. **True or False?** Only 4% of news media tweets or stories clearly challenge gender stereotypes.

Answers

1. 80% [Girls in Scotland 2018](#) (page 9)
2. 35% [Women and Hollywood 2018](#)
3. 84% [Amnesty](#)
4. 15% [Ofcom report 2019/19: Diversity and equal opportunities in television](#)
5. “How they behave” [Girls in Scotland 2018](#) (page 14)
6. 14 [Engender](#)
7. 27 [Engender](#)
8. False- it’s actually only 19. [Global Media Monitoring Project 2015](#) (page 8)
9. 5 - and 1 was written by a disabled woman! [Research undertaken by Caroline Darke](#)
10. True [Girls in Scotland 2018](#) (page 25)
11. 6% [On Screen Diversity Monitoring Report 2018](#) (page 2)
12. Speaking Roles [2018 top grossing films report](#) (page 1)
13. True [The Celluloid Ceiling: Behind-the-Scenes Employment of Women on the Top 100, 250, and 500 Films of 2018](#)
14. 37% [Global Media Monitoring Project 2015](#) (page 14)
15. Less Media Coverage [The effect of media sexism on women’s political ambition: evidence from a worldwide study](#)
16. 5.9%
17. 3%
18. Science and Health
19. 44% - exactly as they did in 2010 [Global Media Monitoring Project 2015](#) (page 3)
20. True [Global Media Monitoring Project 2015](#) (page 3)