



# Gender Tracker User Guide

For Individual Users



# User Guide

This User Guide will provide you with a step-by-step manual on how to use WIN's Gender Tracker tool.

This Guide will show you how to use:

- **The Quick Tracker**
- **The Individual Tracker**

# Homepage

Visit <https://gendertracker.womeninnews.org/> from your desktop, tablet, or mobile device.



Register [Login](#)

## Is your content gender balanced?

Check how gender balanced your content is and what you need to change. It's a free tool for media organisations, reporters, anyone. Know it to change it!

[Start Tracking](#) [Read More](#)





# Quick Tracker



Women in News  
GENDER TRACKER





# Where to Find it?

To find the Quick Tracker, scroll **further down the homepage** until you find the

## Quick Tracker

Enter your text in [english](#) to be analysed.

Enter your text here.

Track content

# How to Use it?

The **Quick Tracker** allows you to quickly check if your content is gender balanced, without requiring registration or logging in.

You can simply **copy and paste your text** into the Quick Tracker, and **click Track Content**.

The Tracker will then generate a report giving the content a **score out of 100**.

The Quick Tracker report tracks **the Mention of Women, Main Characters, and Women Sources**.

You can **download the report**, or choose to **track another piece of content**.

**Note** that you **won't be able to access your reports at a later date when using the Quick Tracker**. If you want to keep your reports, **make sure to download them**.

The screenshot displays the 'Women in News GENDER TRACKER' interface. At the top right, there are 'Register' and 'Login' buttons. Below the logo, a 'Tracked content' section shows a report for 'Over 15 years in media, as a journalist and broadcaster, Etaf Roudan, Director of Radio Al-Balad in...'. A circular progress indicator shows a score of 66%. A 'Download report' button is visible next to the date '04 Mar 2021'.

The report is titled 'Prominence of women' and includes three key metrics:

- 1 Mention of women +**: % mentions of women vs % mentions of men (84%)
- 2 Women characters +**: % main characters\* that are women (\*people with salience >0.5) (50%)
- 3 Women sources +**: % of direct and indirect quotes that are by women (100%)

A detailed text summary on the right side of the report reads: 'Over 15 years in media, as a journalist and broadcaster, Etaf Roudan, Director of Radio Al-Balad in Jordan, has had a remarkable career. She has worked on and supported women's issues, promoting values of equality and breaking social and political barriers. She is the first Jordanian woman to successfully lead a community radio station as the editor. In recognition of achievements, she was named by Women in News as its 2020 Editorial Leadership Laureate for the Arab region. In this interview, Roudan talks about the challenges facing women in the media industry, the pressures from the COVID-19 pandemic, and the importance of supporting young women journalists through training. As a Jordanian media leader, what are the challenges facing women in the media industry? Women face particular challenges across a number of levels, including access to practical experience. The priority in general and in Jordan within the media environment is men. Then, there is the challenge of trust in women's leadership. Women's abilities are always questioned when assuming leadership positions, both by the public and by colleagues. The third challenge relates to social conditions, where women are usually responsible for children and households, while men focus more on their work outside home. You launched a training program for young women journalists in Jordan. What's the importance of training for women journalists? The only situation in which young women journalists can be supported and empowered, especially those residing outside the capital, is by providing training and permanent guidance.'



# Individual Tracker



Women in News  
GENDER TRACKER



# Register/Login

In order to access the Individual Tracker, you can either:

Click on Register/Login on the top right of the homepage



Register Login

## Is your content gender balanced?

Check how gender balanced your content is and what you need to change. It's a free tool for media organisations, reporters, anyone. Know it to change it!

[Start Tracking](#) [Read More](#)



Scroll further down the homepage and choose "Individual App"



## Products



### Quick Tracker

Quickly check how gender balanced your article is by pasting it into our simple tracking tool. It's free and you don't need to set up an account.



### Individual Account

A free tool to track gender balance in all of your reporting over time. Analyse both unpublished and published content. Create and store reports.



### Media Account

COMING SOON: A tool for media organisations to internally track gender balance across content on their news site over time. Please contact us to find out more.



# Register/Login

Afterwards, you will be taken to the Register/Login page

**If this is your first time using the Tracker, please sign up and create a new account**



Sign up with your email address.

Enter Your Full Name

Enter Your E-mail

Enter Password

Sign up

Already have an account? [Sign in](#)

**If you are a returning user, click on the Sign in button and enter your login details**



Sign in with your email address

Enter Your E-mail

Enter Password

Remember Me

Sign in

Don't have an account? [Sign up](#)

# Tracker

As soon as you register your new account, or login using your existing one, **you will be taken to the Tracker page.**

**Women in News**  
GENDER TRACKER

Tracker

Farah Wael  
Individual FW

Text

Author

Author full name

Track content

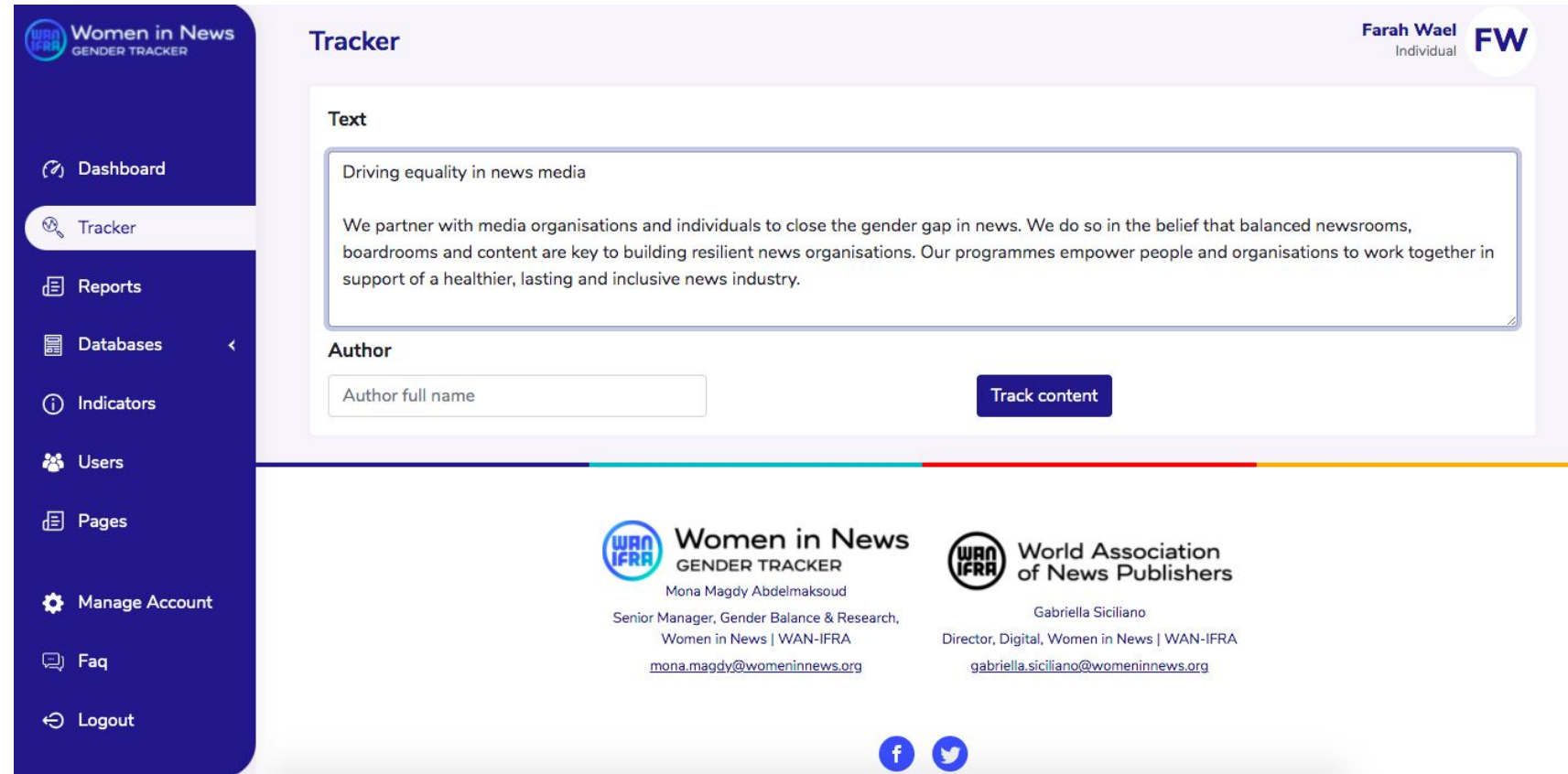
**Women in News**  
GENDER TRACKER  
Mona Magdy Abdelmaksoud  
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[gabriella.siciliano@womeninnews.org](mailto:gabriella.siciliano@womeninnews.org)

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# Tracker

On the Tracker page, please **copy and paste the text of the article including the title** into the “Text” area. Then please add in **the name of the author** of the article you want to analyse. Then you can click **Track Content**.



The screenshot displays the 'Tracker' page of the Women in News Gender Tracker application. The interface includes a dark blue sidebar with navigation options: Dashboard, Tracker (selected), Reports, Databases, Indicators, Users, Pages, Manage Account, Faq, and Logout. The main content area is titled 'Tracker' and features a 'Text' input field containing the article text: 'Driving equality in news media' followed by a paragraph: 'We partner with media organisations and individuals to close the gender gap in news. We do so in the belief that balanced newsrooms, boardrooms and content are key to building resilient news organisations. Our programmes empower people and organisations to work together in support of a healthier, lasting and inclusive news industry.' Below the text field is an 'Author' section with an input field for 'Author full name' and a 'Track content' button. The footer contains logos for Women in News Gender Tracker (led by Mona Magdy Abdelmaksoud) and the World Association of News Publishers (led by Gabriella Siciliano), along with their respective contact information and social media icons for Facebook and Twitter.


## Things to keep in mind when uploading your text

- Make sure you haven't copied any text from an embedded advert
- Make sure you haven't copied any text or captions from embedded images or videos (unless you want to)
- To analyse videos or radio pieces, you can upload a transcript from the piece

# Report

After you click Track Content on the Tracker page, a **Report** will be generated for your article, giving it a **score out of 100**.

The Report tracks the **Mention of Women, Main Characters, Women Sources, and Women Authors**.

 Tracked content


**Report for: A horrific history of rape and abuse has left a 19- year-old teenager from Old Naledi maimed, bed ri...** [↗](#)

Author: Sharon Mathala  
Analyzed by: Farah Wael


98%

Overall score  ⓘ


Prominence of women

**1** **Mention of women +** 


9% mentions of women vs 9% mentions of men  ⓘ

**2** **Women characters +** 


9% main characters\* that are women (\*people with salience >0.5)  ⓘ

03 Mar 2021  Download report

Inclusion of women's voices and perspectives

**3** **Women sources +** 

9% of direct and indirect quotes that are by women  ⓘ

**4** **Women authors +** 

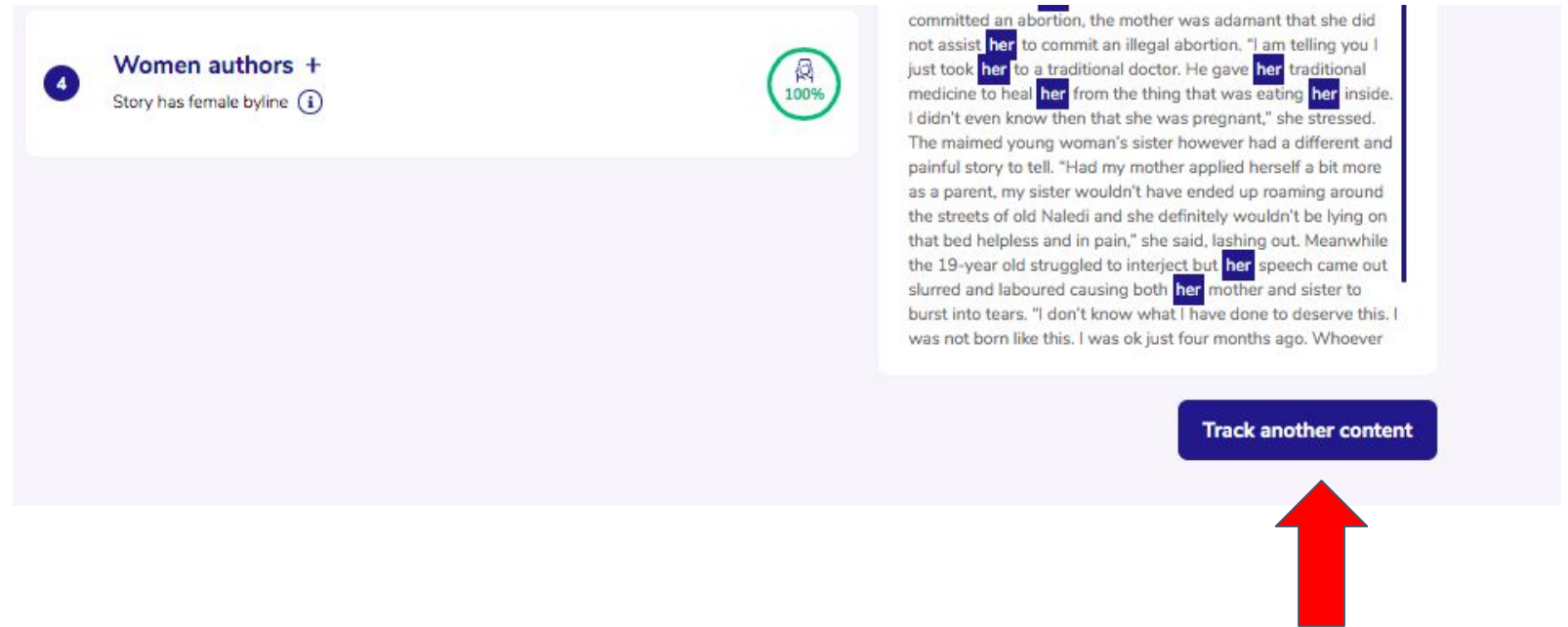
Story has female byline  ⓘ

A horrific history of rape and abuse has left a 19- year-old teenager from Old Naledi maimed, bed ridden and hopeless. In 2018, an unidentified man raped her but the case was not reported to the police. Earlier this year, another man raped the young woman and impregnated her. The identity of her abusers is unknown although the police had said they were investigating. What is in plain sight for all to see, however is the repercussions of the young woman's attempt to get rid of the unplanned and unwanted baby. Maimed and crippled by a botched back street abortion, she has been left with debilitating pain, regrets and a bleak future to deal with. Four months ago she was a bubbly young woman who liked to dress up and go out with friends to enjoy herself while she waited for form four school placement. Last week when The Voice visited her, the once beautiful young girl was a shadow of her former self, lying in bed, writhing in pain and in dire need of diapers and hospital care, something which her parents were unable to provide. Narrating her daughter's traumatic experiences, 46- year- old mother said, "I took her to a Traditional doctor. We were told she had eaten something that was eating her up inside (O ne a jelo sejeso)." The distraught and overwhelmed mother also told of how the traditional doctor, "removed a snake like creature" from her daughter's stomach as part of the treatment for the 'sejeso'. "That creature is the one which had stopped the baby from growing inside," said the mother. Quizzed on why the doctor's note for her child had indicated that she had committed an abortion, the mother was adamant that she did not assist her to commit an illegal abortion. "I am telling you I just took her to a traditional doctor. He gave her traditional medicine to heal her from the thing that was eating her inside. I didn't even know then that she was pregnant," she stressed. The maimed young woman's sister however had a different and painful story to tell. "Had my mother applied herself a bit more as a parent, my sister wouldn't have ended up roaming around the streets of old Naledi and she definitely wouldn't be lying on that bed helpless and in pain," she said, lashing out. Meanwhile the 19-year old struggled to interject but her speech came out slurred and laboured causing both her mother and sister to burst into tears. "I don't know what I have done to deserve this. I was not born like this. I was ok just four months ago. Whoever did this to me

[Track another content](#)

# Tracking more content

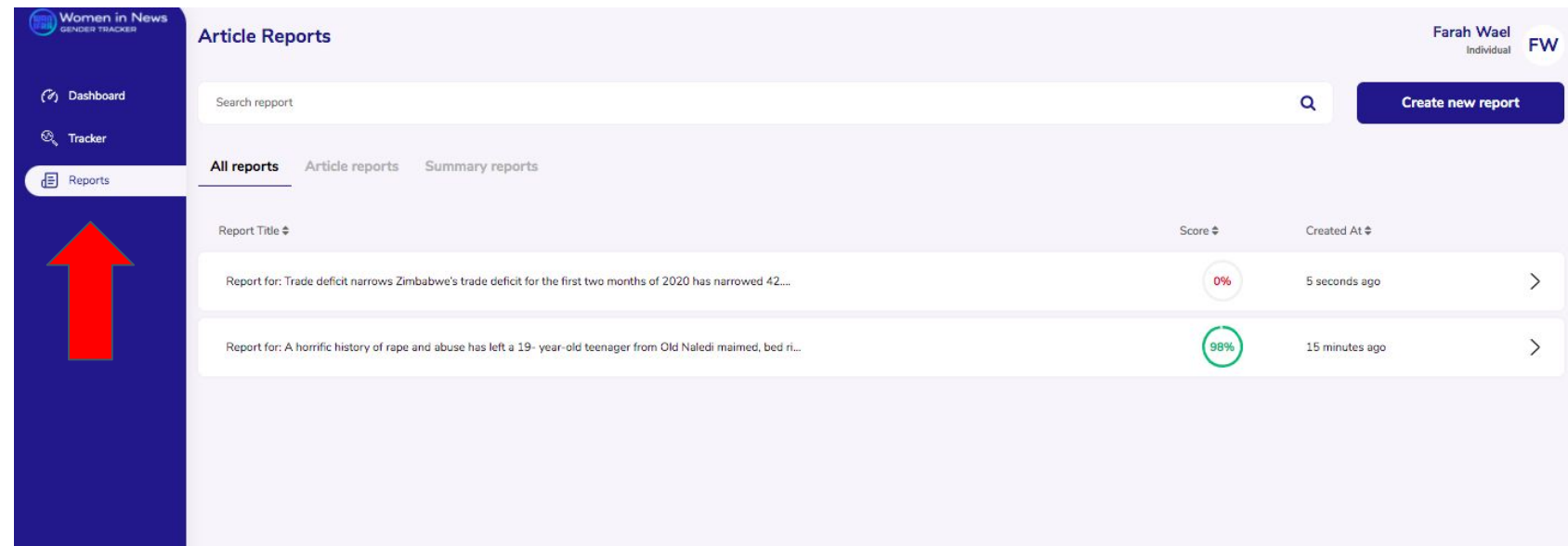
If you want to track another piece of content, click on the **“Track another content”** button at the bottom of your report to be directed to a new Tracker page. Repeat the same process outlined earlier.



The screenshot displays a report interface. On the left, a white box contains the text "Women authors +" with a plus sign, a small blue circle with the number "4", and "Story has female byline" with an information icon. To the right of this box is a green circular icon with a car and "100%". The main content area shows a text snippet with several instances of the word "her" highlighted in blue. At the bottom right of the report, a dark blue button labeled "Track another content" is highlighted with a red arrow pointing upwards.

# All Reports

If you want to review all your reports, click on the **“Reports”** button on the left menu. This page will show you all the content you have tracked over time, and allows you to access the reports at any time.

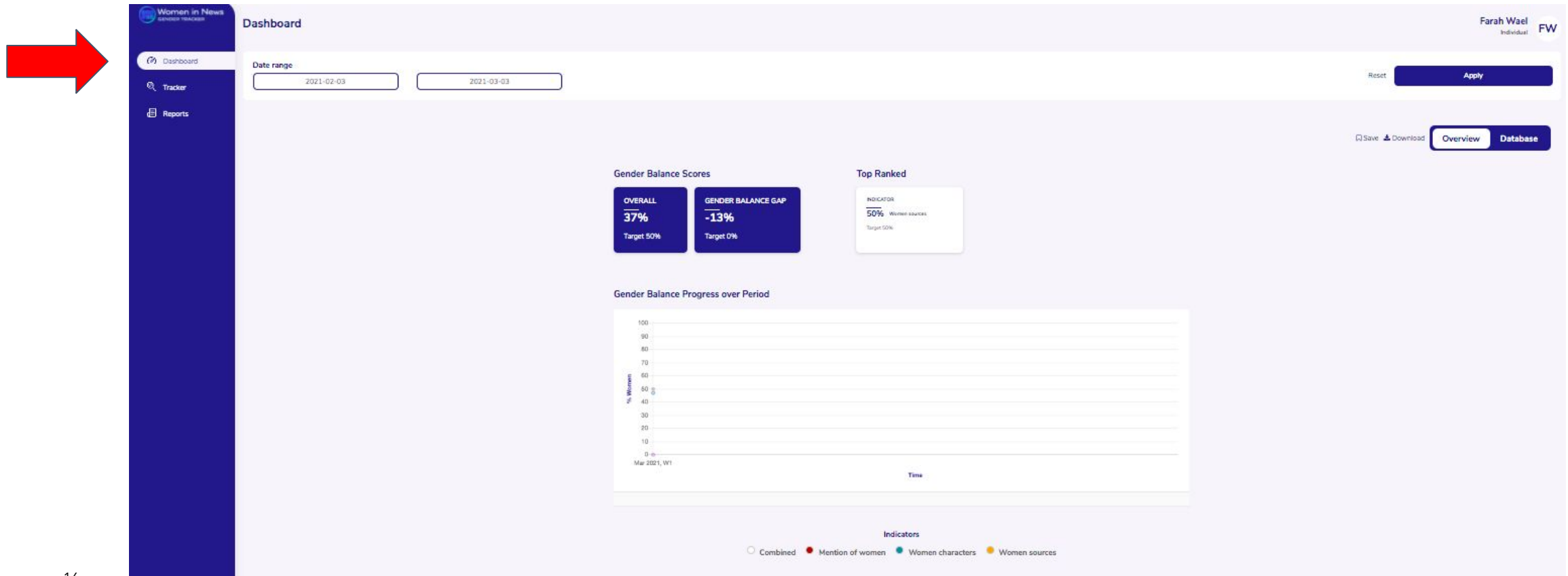


The screenshot shows the 'Article Reports' interface. On the left, a dark blue sidebar contains a menu with 'Dashboard', 'Tracker', and 'Reports' (highlighted with a red arrow). The main content area has a search bar and a 'Create new report' button. Below, there are tabs for 'All reports', 'Article reports', and 'Summary reports'. A table lists reports with columns for 'Report Title', 'Score', and 'Created At'.

Report Title	Score	Created At
Report for: Trade deficit narrows Zimbabwe's trade deficit for the first two months of 2020 has narrowed 42...	0%	5 seconds ago
Report for: A horrific history of rape and abuse has left a 19- year-old teenager from Old Naledi maimed, bed ri...	98%	15 minutes ago

# Dashboard

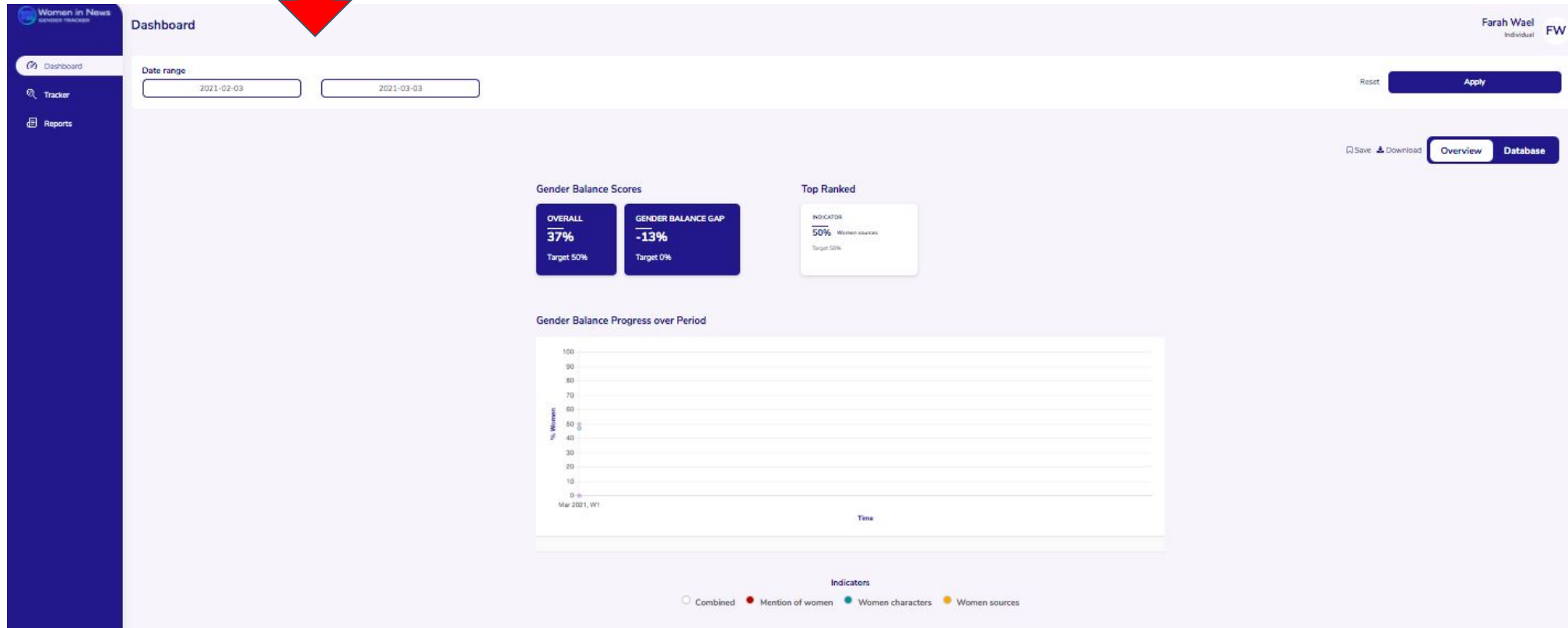
Your Dashboard is accessible through **the main menu on the left**, and provides an **overview of your analysed content over time**.





# Dashboard

Using your Dashboard, you can generate **reports from a finite period of time** by determining the time range needed



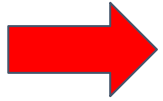
# FAQ and Feedback

If you have any questions about Gender Balance, or the tool, **please visit the FAQ page**. You can also send us your feedback **through the form found on the same**

The screenshot displays the Gender Tracker user interface. On the left is a dark blue sidebar with navigation options: Dashboard, Tracker, Reports, Manage Account, and FAQ. A red arrow points to the FAQ option. The main content area is divided into two columns. The left column is titled 'FAQ' and contains a list of questions with expandable plus signs: '+ What do we mean by gender balanced content test?', '+ What metrics does the Gender Tracker use?', '+ What additional metrics are in the pipeline?', '+ The Gender Tracker uses a % score. What does this mean?', '+ Why do the Gender Tracker metrics have target scores of 50+%?', '+ What tech tools does the Gender Tracker use?', '+ How does the Gender Tracker assign gender to names?', '+ Is the Gender Tracker an English language tool only?', '+ How can I make my content more gender balanced?', and '+ I've spotted an error or omission - what should I do?'. The right column is titled 'Technical Documents' and contains a 'Send us your feedback' form. The form includes a 'Type' dropdown menu (set to 'Support'), a 'Reference Link' input field (placeholder: 'Enter Your Link'), and a 'Message' text area. A blue 'Submit' button is located at the bottom right of the form.

# FAQ and Feedback

You can also access the FAQ page and feedback form by **scrolling further down on the homepage**



## Find out more

Check out our [FAQs](#) to find out more about the Gender Tracker.

Visit our website to know more about [Women in News](#).

## Try the tool for free

Ready to start using the Gender Tracker Tool?

[Register](#)

## Questions and Contact

# THANK YOU!

If you have any questions, please contact:

[Farah Wael](#),

Manager, Research & Digital,  
Women in News