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She Changes News Media

Gender representation & portrayal in news coverage of
COP26 leadership team

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ABSTRACT

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The underrepresentation and the stereotypical portrayal of women in the news media is an enduring matter. This thesis examines the gender representation and portrayal in news coverage of the underrepresentation of women at the United Nations' 26th Conference of Parties (COP26). As frame of reference, the theories watchdog journalism, representation, feminist media, and homophily are used. The study conducts a manual content analysis on news reports and news tweets concerning the topic. The analysis focuses on four categories of women; reporters, sources, women who advocate for better representation at COP26, and women in relation to climate change. Previous research shows that women are underrepresented as reporters and sources in political news. However, this study concludes that women are highly represented in the news coverage of this topic, while men are almost totally absent. Furthermore, the study concludes that the women in the stories are portrayed in stereotypical ways. Women's role as celebrities is highlighted and thereby other roles occupied by women are downplayed. Also, the stereotypical portrayals of women as victims and saviours in relation to climate change impacts are present in the analysed news reports and tweets. Further research is suggested in gender representation in media coverage of gender unequal representation.

Keywords: Representation, Portrayal, Feminist Media, Gender representation, Climate Change policymaking

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List of abbreviations

COP:	Conference of Parties
EU:	European Union
e.g.:	for example
et al.:	and others
GMMP:	Global Media Monitoring Project
i.e.:	that is, namely
n.d.:	no date
para.:	paragraph
UK:	United Kingdom
UN:	United Nations
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNFCCC:	United Nations Framework Convention on Climate Change

Introduction

There are only two kinds of journalism - good and bad. Good journalism involves fair and accurate representation, and a search for diversity and balanced reporting on subject matter, perspectives, and points of view. Women constitute half of the world population and they are an important part of the media consumers. Yet, women still do not constitute half of the media images and voices, nor media messages address half of women's interests and concerns. (UNESCO 'Women Make the News', 2011, para. 1 & 2)

This statement by the UNESCO dating back to 2011 remains relevant today. The statement regards the importance of fair representation in journalistic media, in this case specifically women's representation. The underrepresentation of women in media is both caused by and a cause of gender inequality and discrimination (UNESCO, 2011). There is a lack of female sources, female reporters, and even women as newsworthy topics (Franks, 2013). Annually, The Global Media Monitoring Project (GMMP) publishes their collected data and findings regarding gender in news media, for example women's representation and stereotyping. GMMP monitors and researches the media worldwide and has a membership network of 120 countries (Whomakesthenews, 2021). The preliminary results of 2020 demonstrate the slow development of gender equality in news media. The results indicate a remaining invisibility of women as subjects and sources in news. GMMP 2020 sheds light on substantial gender discrimination, which displays the absence of women and women's voices in global news coverage. The project advocates for an active approach to tackle this issue, starting with more women in leadership positions in the media industry (WACC.org, 2021). The matter of the underrepresentation of women is not only existing in the media industry, for example the political environment also confronts a gender disparity. There is a lack of presence of women in all ranks of policy and decision-making worldwide. Gender equality in leadership and participation in the political sphere is far from achieved (UNwomen.org, 2021)

A recent event that exemplifies this enduring issue is the underrepresentation of women at the United Nations meeting, the 26th Conference of Parties (COP26). In September 2020, The Guardian exposed that all appointed political hosts of the COP26 were men. Also, a group of 450 women united in the action group SHEChangesClimate wrote a letter to the UK government that advocates for more women at the summit. This occurrence led to media coverage in both news reporting and the Twitter debate.

This study conducted a content analysis on women's representation and portrayal in the news media coverage of the lack of women at the COP26 leadership team. It examines 15 English written news(paper) reports and 15 tweets in the period from September 2020 till March 2021. A fair and accurate media representation and portrayal of women is important for the public's

understanding of the role's women can hold in society (Byerly & Ross, 2008). Furthermore, this study is relevant as it researches women's representation in media practice specifically in the media coverage that addresses women's underrepresentation in another sphere.

The following part will give background information about the COP26 and the matter of women's underrepresentation at the event. Thereafter, the aim and research questions are given. Followed by a literature review concerning women's representation, women's portrayal, news reports & news tweets, and an explanation of the research gap. Furthermore, the study is conducted through the lenses of the following theories: watchdog journalism, representation, feminist media and homophily. After the establishment of the theoretical part, the methodology and the content analysis are elaborated, followed by a discussion and conclusion.

Background

In 1992, The United Nations Framework Convention on Climate Change (UNFCCC) was established. Its aim is to act against global climate change threats, which is done through intergovernmental negotiations and global implementation of climate action plans. The UNFCCC is an international framework whereby various nations cooperate, the universal membership includes 197 parties. The UNFCCC implemented the Kyoto Protocol in 1997, and more recently the Paris agreement in 2015. The overarching purpose is "to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system, in a time frame which allows ecosystems to adapt naturally and enables sustainable development." (UNFCCC.int/about-us, 2021). One key decision-making body of the UNFCCC is the Conference of Parties (COP), in which all parties are represented. This body evaluates the implementations of the convention and reviews the national operations of the parties. The COP first annual meeting was held in 1995 (UNFCCC.int, 2021). The 26th COP will take place in November 2021 in Glasgow, Scotland. All the signatories of the UNFCCC will attend the conference. The 2021 meeting is significant because it is the first revision of the Paris Agreement (Ukcop26.org, 2021). Furthermore, it is significant since the United States president Joe Biden re-joined the Paris Agreement in January 2021 after a gap of one year, which ensures U.S.A's participation.

Since Scotland is hosting the summit, United Kingdom's government appointed the team of politicians and negotiators presenting the conference. In September 2020, the Guardian was the first media outlet that highlighted that all appointed political hosts of the COP26 were men in the article titled 'UK plan to use all-male team to host UN climate summit angers observers'. The article published the comments of prominent female leaders in response to the lack of female representation in the leadership team for COP26 (SHEChangesClimate, 2020). This led to further actions from other prominent women, including a letter to the British Prime Minister

Boris Johnson signed by 450 women. The signatories of the letter initiated by the campaign called 'SHEChangesClimate' consist of several women who are Nobel Prize laureates, scientists, heads of academic institutions, politicians, economists, business leaders, environmentalists, activists, campaigners, actors, artists, authors, writers, and more. The letter advocates for accountability and more transparency on the women and men balance at the COP26's leadership team (SHEChangesClimate, 2020).

Aim and research questions

This study aims to examine the representation and portrayal of women in news articles and twitter coverage that respond to the underrepresentation of women in the COP26 leadership team. It is important to study media's representation and portrayal of women because the media has a significant role in impacting the public's understanding of the role's women can hold in society (Byerly & Ross, 2008). Women's voices, interests and experiences need to be included in news coverage to fairly represent the half of the world population (UNESCO, 2011).

Three categories of women's representation are considered in the study of the news reports. First, those who contributed towards the production of the news report, i.e. the authors and the sources. Second, the women who can be seen as the protagonist within the stories, i.e. the signatories of the letter who advocate for female leaders at COP26. Lastly, the portrayal of women in general and their relationship with climate change and policymaking are considered.

The research questions for the news reports and tweets are separated. The following research questions will lead the analysis of the news reports:

'How are women represented and portrayed in news coverage of the underrepresentation of women in the COP26 leadership team?'

- Who (gender, position, country) are the authors of the stories related to COP26 leadership team?
- Who (gender, position, country) are used as sources in the stories related to COP26 leadership team?
- How are the signatories of the letter, that advocate for more female leaders in COP26, portrayed based on their professions?
- What arguments are given for the need of more women in climate change policymaking, and COP26 in specific?

In the analysis of the tweets, similar categories of women's representation are examined. First, those who posted the tweets. Second, the portrayal of the signatories of the SHEChangesClimate letter. Lastly, the portrayal of women's relationship with climate change

and policymaking is considered. The following research questions will lead the analysis of the tweets:

‘How are women represented and portrayed in Twitter ‘coverage’ of the underrepresentation of women in the COP26 leadership team?’

- Who (gender, position, country) are participating in the twitter debate related to COP26 leadership team?
- How are the signatories of the letter, that advocate for more female leaders in COP26, portrayed based on their professions?
- What arguments are given for the need of more women in climate change policymaking, and COP26 in specific?

Literature review

Representation of women

The representation of women in media plays a significant role in influencing the public’s view on women’s places, lives, and roles (Byerly & Ross, 2008). The media have a crucial responsibility in framing gendered discourses. Media reports should include women’s view by using women as sources and reporters to represent the various roles women hold in society. When the media fails to voice the female perspective in different roles, the public’s perception of women does not match reality in which women actually hold various prominent roles and careers (Byerly & Ross, 2008). The media are expected to represent reality, which makes it reasonable that an improved representation of women in public life will simultaneously increase media representation of women (Courtney et al., 2020). However, Courtney et al. (2020) demonstrate that media does represent the reality of gender equality development. The study analyses political journalism and sports journalism, both are stereotypical masculine fields. It concludes that the failure to represent women in media has its origin in the interface of the media process itself and the institutions in society. The research displays that newsrooms lack interest in gender, which systematize journalists’ implicit gender biases. Journalists’ default to correct their own implicit attitudes impacts the coverage of women in media (Courtney et al., 2020). It is therefore important to examine who are represented as journalists, to understand the implicit biases and attitudes existing in journalistic reports.

Women as reporters

Women surpass men not only in journalistic education and training, but also choose journalism as their profession in larger numbers. Nevertheless, men tend to occupy more prominent roles within the industry and the salary gap between female and male journalists

continues to be large (Franks, 2013). A reason for this discrepancy is that the traditional family responsibilities of women usually influence whether they hold prominent managerial posts. Combining other responsibilities with high-level jobs, e.g. senior editor, is difficult. These traditional motherhood responsibilities not only influence women opting for higher roles, it also makes that women are bypassed by their managers when considering promotion. The women who do manage to climb the careers ladder are more likely than men to be free from family responsibilities (Franks, 2013). Another reason according to Chambers et al. (2004) is “The fact that women were taught to write specifically as women and for women perpetuated the myth that to be a 'real' journalist, dealing in hard news, you had to be male.” (p.81). Which seems a plausible reason concerning the gender inequality in job levels and in the topic/genre division.

There are only few women who fill a role in the higher-level jobs in journalism. Those who reach managerial levels mostly work in the ‘feminine’ genres such as the soft, lifestyle and feature journalism (Franks, 2013). Female journalists are allocated topics that traditionally have a lower status, in comparison with male journalists who are assigned to the ‘high-status’ matters as business, economics or (hard) politics. The power relations in the professional hierarchy make it demanding for female reporters to write about something else than ‘feminine’ and ‘sensible’ topics (Franks, 2013). An essay on gender and power in Swedish journalism reviews the historical context, by analysing the development of gender in the journalistic field from the 1900’s until 2017. The observation concluded that women have held greater space in journalism through the years. In Sweden the gender division among journalists evolved from a low percentage of women in the beginning of the century to a fifty-fifty division 100 years later. Important to note is that Sweden has a relatively high level of gender equality at large (Djerf-Pierre, 2007). However, the historical review displays that gender equality is not as existing in the positions of power. Women and men have been placed in different roles and positions in the field of journalism, the field holds hierarchical structures and gender segregation. This has prevailed throughout the history of journalism, but the way how gender causes disparity has varied throughout the years. What is considered as female and male journalism changed overtime, for example investigative journalism used to be women dominated but later became a male domain. Even though gender disparity in journalism is in constant flux, a basic pattern persists. This pattern, referred to as ‘gender logic in journalism’, demonstrates that the public sphere is considered as masculine journalism, and the private sphere or everyday life is seen as feminine (Djerf-Pierre, 2007).

The presence of women in journalism at all levels is vital to represent a great variety of voices. “At the moment, there is a disproportionate lack of female sources, female experts, and even women considered as newsworthy subjects (except when they are victims or royal).” (Franks,

2013, p.5). Furthermore, the gender disparity in journalistic practice remains to be repetitive. The gender distinction in the assigned news topics further extends the inequality of gender representation in the newsroom, since journalists writing about soft topics are considered unambitious and therefore unlikely to get a promotion (Gallagher, 2001). Therefore, the unequal opportunities for women and men are caught in a repetitive circle, the lack of women in high-level jobs reporting about high-status topics preserves over the years. This issue also influences another aspect in the journalistic operations since the identity of the journalist impacts the source selection process. Journalists are inclined to select sources who are like themselves and share the same beliefs and values (Byerly & Ross, 2008). Since the majority of journalist and other high-status careers are usually men, the source selecting process remains prone to a repetitive circle whereby male journalists are selecting male sources (Byerly & Ross, 2008). This repetitive practice of journalists selecting sources that are similar to themselves, can be understood by the theoretical principle of homophily which suggests that individuals tend to associate and interact with those who are like them (Lazarsfeld & Merton, 1954). This makes male journalists prone to approaching male sources over female sources.

Women as sources

Ross (2007) argues that the use of sources in news stories is a significant part of not only the creation of the narrative but also of the views and beliefs underpinned in a story. Whose voices are given room in the news articles implies who 'counts' in society. There is an existing bias towards elite sources, which means that not much attention is paid to voices of minority groups such as women. Ross' (2007) results shows that women are less likely to be cited as sources, only one-third of all analysed sources in local British newspapers were women. This finding, which shows the significant gender disparity in sources, is confirmed by most studies e.g. Shoemaker and Reese (1996) concluded that men are twice as probable to be presented as source in newspaper articles, also Everbach (2013) concluded that one-third of the news stories' sources are constituted by women. Furthermore, a later study by Ross & Carter (2011) showcases that the presence of women's voices compared to those of men's remained at 1:3. Which infers that, according to news journalism, men's lives are considered three times as important as women's lives (Ross & Carter, 2011). Journalists tend to depend on a small variety of sources, the majority of whom are "white, middle-classed and middle-aged professional males" (Armstrong, 2004; Ross, 2017; Ross & Carter, 2011, p.1150). It is problematic that men are featured more in news stories than women because "If what we see and read and hear are men's voices, men's perspectives, men's news, then women continue to be framed as passive observers rather than active citizens..." (Ross, 2007, p.487).

Another relevant research is the study on Norwegian newspapers, which investigates how women's voices are featured in news media and which topics are reported by the female voice.

Moreover, the study analyses which structures in the media landscape facilitate diversity in the media. The analysis includes a manual as well as a computational content analysis, which displays that 32.9% of the total data set (N=9,131) used female sources. Various content categories are determined within the operationalisation in order to distinguish the source types and the assumed role of the source, for example 'politicians', 'ordinary citizens' and 'sports sector'. The underrepresentation of women exists in every source category, except for the category that includes female sources that appear as children, friends, or family. The frequency of female voices in media is not equal to the occurrence of male voices in media (Sjøvaag & Pedersen, 2019). However, women tend to be better represented in local news and tabloid press and female sources and voices appear to be more assigned to softer news genres (Desmond & Danilewics, 2010), such as culture and lifestyle (Sjøvaag & Pedersen, 2019) and human-interest stories (Armstrong, 2004).

Furthermore, there is not only an inequality in frequency of female and male sources, also the placement of the sources differs within a news story depending on gender (Armstrong, 2004). The study also analysed the relationship between the gender of the concerned reporter and the frequency and placement of the source. The study conducted a content analysis of 889 stories in newspapers, the analysis addresses two variables 'attention' and 'emphasis'. Attention refers to the number of mentions of each gender in the stories. The variable 'emphasis' refers to the placement of the gender within the text, as the position indicates the considered importance of that gender. The results display that women score negatively in terms of representation on both variables, women are mentioned less frequently than men, and women are placed in less prominent positions in the text. In other words, newspapers offer more attention and emphasis to men than to women. As mentioned before, the discrepancy in both the amount of attention and emphasis that men and women receive, seems to be influenced by the gender of the reporter. Reporters are likely to include people with the same gender as them in their stories (Armstrong, 2004; Byerly & Ross, 2008). This means that not only the repetitive circle of male journalist choosing male sources sustains (Byerly & Ross, 2008), this circle also influences and upholds the disproportion of attention to and emphasis on female sources (Armstrong, 2004).

Portrayal of women

Women are often portrayed in stereotypical roles, which often present undervalued positions. When women emerge in news journalism, they are usually portrayed as victims of (sex) crimes and as partners or mothers of prominent men. Women in power or leadership roles, such as politicians, are commonly portrayed based on their appearance and gender rather than on their leadership qualities. Furthermore, news stories often characterise women by their gender, for example 'a female doctor' (Everbach, 2013). In this study, two types of portrayal are relevant,

namely stereotypical labels of women as being feminists and women in relation to climate changes.

Women as feminists

The stereotypical negative portrayal of feminists are angry women, who hate men (Hooks, 2000). Yet, multiple studies found negative as well as positive depictions of women who advocate for gender equality. Negative characteristics are aggressive, forceful, stubborn, and tense. Contrary, positive characteristics are intelligent, knowledgeable, ambitious, and productive (Berryman-Fink and Verderber, 1985; Hall & Rodrigue, 2003; Twenge and Zucker, 1999). Since feminists have both negative and positive connotations, the depiction of who speaks up for gender equality differs. However, multiple studies (e.g. Casey & Watson, 2017; Jackson, 2020; Keller & Ringrose, 2015; Taylor, 2014) have shown that celebrities are often the face and voice of feminism in the media.

In recent years, mass media has spread popular feminism which includes celebrity feminism. This kind of feminism refers to the way celebrities deploy their role, status, and capital to amplify feminist beliefs. Celebrities (e.g. Taylor Swift; Emma Watson; Beyonce) use their authority to express and promote the importance of gender equality (Taylor, 2014). Feminist media scholars have richly researched the capacity of celebrity feminism in media to stimulate the public's understanding and interest in feminism (Jackson, 2020; Taylor, 2014). Celebrity feminism is both functional and harmful. It is useful to spark people's interest and involve them in feminism. Furthermore, celebrity feminism makes that feminism is mediated to a larger audience and it shapes the public understanding of feminism (Casey & Watson, 2017; Taylor, 2016). On the other hand, celebrity feminism is potentially harmful since it lacks depth and centres on the trendy aspects of feminism. Scholars criticise celebrity feminism as being apolitical since celebrities often just talk about feminism rather than taking real political actions. A study of the audience's interpretation of mediated celebrity feminism confirms that the spectators also perceive it as apolitical (Jackson, 2020). Furthermore, research concluded that celebrities are perceived as figures that are portrayed in sexualised ways. These sexualised images of celebrities make it difficult to understand how these depictions represent feminism (Keller & Ringrose, 2015).

Women in relation to climate change

Climate change effects are not perceived equally across social identities. Factors such as poverty, race and gender determine the significance of climate change impact. Climate change is disproportionately impacting women and girls since they make up the majority of the world's poor (MacGregor, 2010). Even though, women are impacted by climate change to a greater extent, they are often excluded from climate change decision and policy making (Arora-

Jonsson, 2011). The portrayal of women and climate change can be categorised in a few common assumptions, stereotypical labels are used in gender and environmental discourses to describe this interrelation. MacGregor (2010) argues that women are classified in three categories in context to climate change: women as 'vulnerable victims' and 'saviours' (MacGregor, 2010). Arora-Jonsson (2011) uses similar labels to describe links between gender and climate change. The paper examines assumptions about women's vulnerability and virtuousness, and how the focus on these two assumptions distract the attention from the real issue, which are the inequalities in decision-making processes (Arora-Jonsson, 2011).

Women in developing countries are mostly portrayed as the vulnerable victims of climate change (MacGregor, 2010; Arora-Jonsson, 2011). The stereotypical imagery of climate victims used in popular media are vulnerable South Asian women standing in rising flood waters. Although, it has been established that climate change affects women to a greater extent, it is extremely harmful to depict women as the vulnerable and passive victims. By presenting women of the global south as victims, they are perceived as helpless, and voiceless. This gives the assumption that climate change issues are problems for 'them' and not for 'us' in the global North (MacGregor, 2010), which makes the problem geographically distant. Also, by presenting women's vulnerability 'their' universal problem, it strengthens the difference between men and women and suggests that the gender unequal effects of climate change are an unchangeable women's issues (Arora-Jonsson, 2011).

Another depiction of women in relation to climate change is the image of women as innated natural caretakers of the planet (Stearney, 1994), who are closer to nature and more ecologically conscious than men (Arora-Jonsson, 2011). The maternal role of women is used as justification for the belief that women are the 'saviours' (MacGregor, 2010), which imposes women the responsibility to solve the climate crisis (Arora-Jonsson, 2011). It is a paradox that women are seen as the 'saviours' in the climate change debate while climate policy-making is primarily influenced by men. Women are not only a minority when it comes to the creation of the climate policies, they are also absent within the policy reports itself. Gender analysis is lacking in policy documents, research reports and other discourses on climate change (MacGregor, 2010).

News reports and news tweets

News reporting practice knows various standardised forms of structuring news stories, in terms of the order and the placement of the reported information. A commonly used technique in news writing is the 'inverted pyramid'. This method asserts that the most important information is stated in the beginning of a text, the information is given in decreasing order of importance. Content communicated at the end of a report is considered least relevant (Pöttker, 2003). Another considerable element when analysing the structure of news reports is the headline. Readers process news reports by scanning headlines and selecting the stories based on the headlines (Garcia and Stark, 1991; Stamm & Jacobovitch, 1980). Furthermore, the construction of headlines might reflect the beliefs and values put forward by the journalist and its news organisation (Dijk, 1988). Headlines are even more significant in the digital news media. In digital news, the headlines serve even more as a selecting instrument since readers intently choose stories by clicking on the link to get access to it (Valentino et al., 2009). The so-called clickbait headlines aim to attract new audiences (Scacco & Muddiman, 2016). Various tactics can be applied to formulate headlines that engage readers. Research for instance found that celebrity names and celebrity related words affect the attractiveness of headlines. However, this is dependent on the context in which the name is used. For example, names of famous football players are certainly more relevant in sport journalism than in political journalism (Kim et al., 2016).

Besides news reports, Twitter is widely used for information and news sharing (Subašić & Berendt, 2011). Twitter is partly used for (quasi-) journalistic activities since it is both a social platform and a news source. Therefore, activities on Twitter are significant for journalism (Bruns & Burgess, 2012). A study on trending topics demonstrates that the majority (over 85%) of the trending tweets are news topics (Kwak et al., 2010), which makes Twitter a form of news media (Sedhai & Sun, 2014). Lastly, news coverage on Twitter also contributes to the news debate since it contains the users own perspectives and comments on news topics (Subašić & Berendt, 2011; Bruns & Burgess, 2012). Thus, to have a complete understanding of the representation in news reporting both news articles and tweets need to be considered. Unlike in news reports, the textual structure is irrelevant in news tweets since they only contain 140 characters. Nevertheless, information in tweets can be constructed through other elements such as hashtags, hyperlinks, tagging and pictures. An empirical study on the ranking of tweets demonstrates that tweets with an informative purpose usually contain hyperlinks to webpages (Duan et al., 2010). Additionally, informative hyperlinked tweets can be accompanied using hashtags. This is useful in news tweets to understand the information in the right context and assists in promoting the news topic (Sedhai & Sun, 2014).

Research gap

As elaborated in this literature review, various scholars have examined the representation of women as reporters and sources, also the portrayal of women in relation to climate change and the depiction of women as feminists are present in existing research. However, no research was found that analyses both representation and portrayal of women, conducted on media content that specifically addresses gender representation in another sphere. Which makes this master thesis unique since it analysed the gender representation and portrayal in news media that specifically report on gender representation in a political sphere. Furthermore, this research is significant because it interconnects feminist media studies and environmental/sustainable communication studies, which is done by both examining the representation in news media practices, and the portrayal in the communicated content regarding climate change policymaking. The combination of these fields of research is highly valuable because of its focus on combining issues of climate change (policymaking) and gender (MacGregor, 2010; Arora-Jonsson, 2011).

Theoretical frame and concepts

Watchdog journalism

Theoretical concepts can be useful tools for understanding the functions, practices, and meanings of journalism. Nevertheless, it is important to take in account that not one theory can possibly encompass everything. A useful theory for this study is the notion of the press as a Fourth Estate, the term stems from the traditional European concept of the three estates of the realm. In the modern society better known as 'the separation of powers'. The press and news media are labelled as the Fourth estate to refer to its power and ability to report on political issues (Cole & Harcup 2009; Hampton, 2010). Journalism fulfils a role as 'watchdog' of the government. Journalism functions as the eyes and ears of the readers (Cole & Harcup, 2009), and as guardians on behalf of political values by exposing violations of political norms, values, and rules (Hampton, 2010). Watchdog journalism is often associated with investigative journalism reports that expose scandalous misbehaviour of political organisations and characters. In fact, watchdog journalism can also occur as discrete journalistic activities in everyday reporting. This kind of everyday watchdog journalism can have major impacts and is a great contribution to democracy. Even though it seems to be a small journalistic practice (Hampton, 2010).

The theory of watchdog journalism is relevant for the current study as this thesis addresses news journalism that report about the political sphere. The analysis is there for conducted from the theoretical perspective that suggest the role of journalism as watchdog of political matters,

i.e. the eyes and ears of the audience. Nevertheless, the traditionally idea of the media as watchdog is according to Meijer (2001) not an all-encompassing theory, because the media has broader social and political function to fulfil. Journalism is a key source of citizens common sense and their conceptions of the contemporary society. It is not only the media's obligation to serve as the public's eyes and ears but also to represent the public in all its diversity (Meijer, 2001). Hence, the perspectives of representation theories are also applied.

Representation

To understand representation in context of this research, the definition from Oxford dictionary Lexico is used. Lexico states two relevant meanings of the word 'representation'.

1. The action of speaking or acting on behalf of someone or the state of being so represented.
2. The description or portrayal of someone or something in a particular way (Lexico, n.d).

Both the action of speaking on behalf and the portrayal of someone are considered in this study. However, when representation is viewed in the context of media theories. Representation is usually defined like the second meaning suggested by the dictionary. For example: 'Representation is the production of meaning through language.' (Hall et al., 2013, p. 14). The concept of gender representation in media merges the 'women in the media profession' and 'images of women in the media' together (Gallagher, 2003). Existing representation theories do not differentiate who is represented and how a person is portrayed. In contrast, this study considers them to be two different concepts. In the current study, representation is seen as the action of operating and communicating on behalf of others. For example, the female authors of news stories are speaking on behalf of the female media audience. Furthermore, portrayal refers in this case to the particular way of describing and depicting a person or a group of people. The portrayal of people in a particular way is done by emphasising certain characteristics of a person and by pushing other personal identities of this person to background (Dyer, 1977). For example, the description of women based on the stereotypical role's they occupy in society.

Since the current study examines both representation and portrayal, a clear division needed to be made between those two concepts. Nevertheless, due to the lack of theories that make this distinction, the lens of representation theory that suggests the connection of representation and language is used, as it provides a usable theoretical frame of reference to study media portrayal and stereotyping.

The process of representation, according to Hall (1997), is the creation of meaning through language. The use of language is needed to interact and to understand the meaning of the

communicated matter. In order to communicate and make sense we must go through the complex practice of representing our thoughts. The practice of representation is constructed by the 'code', which is our language system and facilitates the ability to link a particular meaning to a particular word. The codes refer to a specific concept, which makes it possible to translate the language into constructed things. However, the meaning of linguistic codes can never be completely fixed. The meaning of codes needs to be fixed to a certain extent to make sense of language, yet meanings and codes can transform over time (Hall, 1997). Hall identifies three theories of representation. The reflective approach, intentional approach, and constructionist approach. The *reflective approach* suggests that meaning reflects the real world. The objects, people and events that are prevailing in the real world are directly related to words (signs/codes). Within this approach linguistic codes serve as a mirror. There is a certain truth in this approach, however there are also many signs that represent fictional or fantasy concepts that lead to misunderstanding this approach. The second approach indicates that the writer or speaker imposes his or her meaning through the use of language. This so-called *intentional approach* focuses on what the author intends to communicate. Personal intended meanings must merge with the shared rules and codes in our language system to be understood. The third approach argues that meaning is constructed by utilizing concepts and signs in the representational process. This *constructionist approach* emphasizes that the process of meaning, representation and language is a symbolic practice, and therefore not identical to the material world. It is the system of representation that constructs meaning and conveys meaningful communication. The creation of meaning is not done by the material world, it is done by the use of representation system like linguistics (Hall, 1997). The constructive perspective connects three different things: the conceptual world (things, people, events and experiences); people's mental concepts; and languages which communicates these concepts (Hall et al., 2013). A system of 'codes' is necessary to understand which word to use to describe a particular concept. Meaning is created by actively producing these codes, also called 'encoding'. The encoder utilises language to send a message which will be understandable for the receiver or decoder. The process of interpreting a received message is referred as 'decoding' (Hall, 1980).

We are capable of decoding by connecting the code to general classification in our head. For example, we are able to decode a flat object on four legs as a 'table' since we link this to our general category type 'table'. Meaning is created by linking things to wider categories (Dyer, 1977). This process is also significant when understanding something about a person, referred to as the representational practice called stereotyping. We know who a person is by connecting them to different types: the role they occupy (e.g. parent), their membership in various groups (e.g. race, gender), and their personality type (e.g. happy). When people's characteristics get simplified to easy and widely understood types, it is called stereotyping. Furthermore, the

strategy of stereotyping deploys a division between the normal and the abnormal. A stereotype consists of fixed boundaries in terms of what is included in the stereotype and it excludes all the characteristics which do not belong (Dyer, 1977). Stereotypes are likely to occur in situations where inequalities of power are present. Power in context of representation should be understood as symbolic practice. It refers to the power to represent somebody in a particular way, which can be both negative and positive (Hall et al., 2013).

In the current study the representation theory is utilized to specifically examine female representation and portrayal. Since the study is specified on women in media, a gendered media perspective is needed for a comprehensive understanding. The following theory, feminist media theory, is an applicable lens for this matter.

Feminist media theory

Feminist media theory applies feminist principles, perspectives, and politics to research in media practice and organisation, regardless whether the content of the analysed media addresses feminist matters. This theoretical approach is explicitly political and confronts the operation of power in the media. Media and feminism are interrelated because gender is socially constructed, and the media has a great contribution in the formation of social constructions (Steiner, 2014). The interest of feminist media studies is to analyse, deconstruct, and criticise the ideas about gender communicated in mediated texts (McIntosh & Cuklanz, 2014). The starting point of feminist media theory occurred in the late 1970s and early 1980s. The main focuses addressed in the early feminist media studies were 'women in the media profession' and 'images of women in the media'. Gradually, these two concerns have merged in the concept of representation (Gallagher, 2003). "The question of how women are "spoken for" or "spoken about" is at the heart of the feminist critique of media content and its implication in the construction of gender." (Gallagher, 2003, p.25). The characteristic feminist media research in the 1970s conducted content analysis of gender roles and stereotypes. The research has moved on since then. Nevertheless, such type of analysis remains significant in investigating the basic aspects in very complex situations (Gallagher, 2003).

Applying a feminist perspective to media is an act of social justices and contributes to the understanding of which ideologies of gender are embedded in the stories. Feminist media scholars seek to discover the muted voices and perspectives that are pushed to the background (McIntosh & Cuklanz, 2014). The media tend to talk about women rather than speaking through a women's voice, or to ignore women entirely. There is a lack of women's voices in the media and little attention is paid to women's stories (Gallagher, 2003). Feminist media research is a commitment to the uncovering of these gender inequalities and imbalances within a mediated discourse (McIntosh & Cuklanz, 2014).

Feminist media theory is relevant for the aim of the current study as it criticises how women are 'spoken for' and 'spoken about'. This perspective is in line with the current study that considers both the representation ('spoken for') of women in the journalistic practice and the portrayal ('spoken about') of women in the news stories.

Homophily

The theory of homophily is used to understand who are represented and speaking on behalf of others in the news stories. As elaborated in the literature review, previous research concluded that a repetitive circle of journalists selecting sources that are like themselves is existing in journalistic practices. Journalists are for example prone to selecting sources with the same gender as them (Byerly & Ross, 2008). To understand the possible connection between the gender of the reporters and the gender of the sources in the current research, the perspective of homophily is utilised.

Homophily is a theoretical principle that implies that connections between similar individuals occurs on a higher rate than among dissimilar individuals (McPherson et al., 2001). People tend to associate and interact with people who are like themselves (Lazarsfeld & Merton, 1954). This principle applies to various relationships between people, varying from marriage to work relationships. Moreover, homophily exist in various dimensions of similarity, for example similarities in race, gender, values, or perspectives (McPherson et al., 2001). Lazarsfeld & Merton (1954) differentiate two categories on which the similarity is based: *status homophily* and *value homophily*. Status homophily contains similarities based on status of the individuals, may it be informal, formal or ascribes statuses. This includes sociodemographic aspects plus ascribed and acquired characteristics like race, gender, religion, or occupation. Value homophily on the other hand includes more discrete similarities. This dimension of homophily suggests that attraction and interaction between people is based on attitudes, abilities, beliefs, and aspirations. Examples of value homophily are intelligence and political preferences (Lazarsfeld & Merton, 1954). The consequence of the social pattern of homophily is that people's networks are homogeneous in respect to many qualities and characteristics (McPherson et al., 2001). These homogeneous networks are an important matter since it leads to largely segregated social groups, which has profound consequences for the distribution of information and behaviours (Jackson, 2010).

Homophily can be caused by both opportunity and by choice (Jackson, 2010), or in other terms homophily can be distinguished in *baseline homophily* and *inbreeding homophily* (McPherson et al., 2001). Baseline homophily refers to the expected chance of homophily due to the given existence of uneven distribution of diverse individuals (McPherson et al., 2001). People's demography impacts their opportunities to form ties across similar others. The

composition of people's social and living area inevitably results in a certain amount of homophily (Jackson, 2010; McPherson et al., 2001). Contrarily, inbreeding homophily regards the amount of homophily above the expected change of homogeneous ties. This is due to the explicit tendency of people to select people that are like themselves (Holzhauer et al., 2013; McPherson et al., 2001). Inbreeding homophilic relationships are based on personal choices and preferences (Jackson, 2010). Homophily in the workplace is among other things shaped by the composition of the organisation, also a person's job status or title is strongly influential in networks (Ibarra 1997; Brass, 1985). Employees tend to have connections with others who occupy the same job level and have the same gender. In general, relationships formed in the workplace tend to be more homogeneous on gender than relationships elsewhere. Therefore, networks formed in the workplace display a noteworthy amount of baseline homophily on gender (McPherson et al., 2001). The tendency to have a gender homophilic network is stronger amongst men, women have more heterophilic networks especially in an environment where they are the minority gender (Ibarra 1997; Brass, 1985).

Method and material

The study considers a combination of news articles and tweets and is conducted through a manual content analysis. According to Krippendorf (2019) "content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matters) to the contexts of their use" (p.24). The analysis enhances the researcher's understanding of a particular text (Krippendorf, 2019), the technique assists to reduce the text to relevant classified parts of data (Weber, 1990), and the tool is useful for describing a communicative text (Allen, 2017). Analysing mass-media materials, such as newspaper articles, requires much reading and therefore needs a framework and an analytical focus to assist the researcher in conducting a structured analysis. Content analysis is commonly used in mass-media research to categorise and describe how certain matters are 'depicted', 'covered', 'portrayed' or 'represented' in the media. Furthermore, the method assists to determine patterns of certain categories (Krippendorf, 2019).

As every other research method, content analysis has advantages and disadvantages. Content analysis is a structured and safe process for investigating messages, however the method can be time-consuming and demands precision. One benefit is that the research process is not dependent on human participants since it obtains the data solely from the media content. However, this also excludes the possibility for input, feedback, or reflection from the authors and communicators. Researchers are therefore reliant on their own interpretations, which might be problematic when the intentions and meanings of a text are misinterpreted (Allen, 2017). Another challenge may emerge when coding units are too narrow or too broad and

incoherent with the formulated research questions and hypotheses. The coding units should be valid and measure what the codes are supposed to measure, hence remaining attentive to the formulation of the coding units is necessary (Allen, 2017). Nevertheless, content analysis is suitable for this study due to its ability to structurally describe and quantify representation and portrayal in text.

Intercoder reliability

The intercoder reliability describes to what extent independent coders can analyse the same discourse by applying the same coding scheme and reach the same results. It is important to define the intercoder reliability to display the consistency of the content study. Also, it is a factor to determine the validity of the study by testing the appropriateness of a certain code to measure a particular variable (Allen, 2017). During this research, that data was coded by one person, which eliminates the issue of inconsistency in data coding and interpretation.

Sample design

The sample consists of two types of data, namely 15 newspaper articles and 15 tweets (see Appendix 1). The analysis of the news reports aims to determine the representation and portrayal constructions in the concerned news articles. Additionally, the content analysis of tweets is conducted to examine how and by whom the news regarding the underrepresentation of women at COP26 was tweeted. Both sample elements are relevant and complimentary to the research, to analyse representation in news coverage and news debate.

The 15 newspaper articles were selected based on language, date, and topic. All English written articles published worldwide in the period from September 2020 till March 2021, that addresses the specific topic of the female underrepresentation at the COP26 were selected for the sample.

First, the report required to be written in English. Also, reports published all over the world, both print and digital, were appropriate for the study. English was chosen as language since this study is part of an English spoken master program. Moreover, English written news reports have the biggest and the widest impact and they reach a worldwide audience as they are written in a universal language. Furthermore, the sample was limited to a certain period, determining a time is required since news communication occurs on an ongoing base (Riffe, Lacy, Fico & Watson, 2019). The article in the Guardian in September 2020, that revealed the lack of female representation first, was used as starting point. The determined end date of the time frame is March 30th 2021, the month before this master thesis research officially started. Lastly, the selected articles specifically report about the topic concerning the underrepresentation of women at the COP26 in Glasgow. During the search, two search term

combinations were used: 'COP26 women' and 'COP26 leadership team'. The search terms resulted in multiple articles, among which a few irrelevant articles. Based on the title and/or a scan through the articles it was determined whether an article met the requirements.

To collect the applicable articles that meet the criteria mentioned above, two databases are used. ProQuest Central is accessed through the license of Jönköping University, via this platform the sub-databases 'International Newsstream', 'Canadian Newsstream' and 'U.S. Newsstream' are applied. These news streams were selected since they contain English written articles. Besides, these databases are the only databases available at Jönköping university that contain English written news reports. Moreover, 'PressReader' was used for collecting the data, access was granted through the public library in Jönköpings Kommun. When utilizing PressReader the language filter was applied, so the search merely concerned English written articles. The search in database resulted in six applicable news reports, while it was aimed to select at least 15 articles. In addition, a Google search was conducted to collect further reports to establish a sample of significant size. Thereby, the Google reports were critically selected, merely reports distributed on news(paper) platforms were utilized. Lifestyle websites (e.g. Marie Claire), blogs and niche websites (e.g. sustainability) were excluded from the sample selection. To ensure that no article on the topic was missed, the search in the databases and on google was executed twice. Also, the two database searches were conducted in different weeks, in case more articles on the topic are added in the databases.

It is important to mention that during the search four articles emerged that are identical in their body text and have the same author. These reports have different headlines and were distributed through different international news platforms, i.e. Reuters, Global Citizens, Bangkok Post, The Gulf Times. All four of the news reports are included in the sample since repetitive publication of the same content, results in a larger audience that is exposed by the idea's and ideologies put forward in the considered articles.

Lastly, the sample contains 15 top tweets selected based on the amount of likes and retweets. Also, the twitter sample is selected by criteria regarding language, date, and topic. Solely English tweets are included. Compared to the sample of the new reports, a wider time period is applied since the number of tweets was small. Tweets posted in the period after the first reveal of the news in the Guardian till the start of the Twitter analysis were included, this period is from September 2020 until the first of May 2021. To find tweets about the topic, the search was conducted by using the hashtags SHEChangesClimate, COP26, Women, and leadership team. The applicable tweets all used the hashtag SHEChangesClimate. In total 15 Tweets were selected, so the amount is proportional to the number of news reports selected.

Coding strategy

News reports

Corresponding with the research questions the coding scheme addresses two topics, namely ‘representation’ and ‘portrayal’. Representation refers to the people who are behind the text and in some way contributed to the production of the story. Representation was measured in the following sub-categories: ‘sources’, ‘author’ and ‘cited’. Frequency of women’s representation was measured for each of these categories.

To analyse how the characters in the stories are presented, the coding category portrayal was established. This category investigates the portrayal of two sub-categories of women. First, the female signatories of the SHEChangesClimate letter, these women are identified by their profession and roles. The aim of the analysis is to ascertain which professions are emphasised, which is done by determining the ‘profession of the signatories’ and ‘placement of signatories’. The criteria for the profession of the signatories were not established on forehand but generated through what is communicated in the utilized texts. Second, the portrayal of women in general in relation to climate change and climate change decision-making was analysed within this topic. This category investigates the sub-categories ‘given reasons for the need of women’s representation in COP26’ and ‘placement of given reasons’.

Table 1

Codebook news reports

Category	Sub-Category	Criteria
Representation	Author	0=no author; 1= woman; 2=man
	Source	0=no source; 1= woman; 2=man
Portrayal: <i>Portrayal of profession of signatories</i>	Profession of the signatories of the letter	Obtained from data
	Placement of signatories in the article	1=headline; 2=introduction; 3=body text; 4=conclusion
<i>Portrayal of women in relation to climate change policymaking</i>	Reasons for the need of women’s representation at COP26	Obtained from data
	Placement of Reasons in the article	1=headline; 2=introduction; 3=body text; 4=conclusion

News tweets

The codebook established for the analysis of tweets is similar to the codebook for the news reports, however a few practical aspects differ. First, the category ‘construction of the news tweet’ was added to this codebook, this category analysed whether the tweets included hyperlinks or hashtags. Second, the category representation includes only the author of the tweet since ‘sources’ is not applicable for tweets. In the category portrayal, both the professions of the signatories and the arguments given for women’s representation were taken into account. Unlike the news reports, the placement is irrelevant in the analysis of tweets since it only contains 140 characters.

Table 2

Codebook news tweets

Category	Sub-Category	Criteria
Construction news tweet	Hyperlink	1=yes; 2= no
	Hashtag	Obtained from data
Representation	Author	1= woman; 2=man
Portrayal <i>Portrayal of profession of signatories</i>	Profession of the signatories of the letter	Obtained from data
<i>Portrayal of women in relation to climate change policymaking/decision-making</i>	Reasons for the need of women’s representation at COP26	Obtained from data

Operationalisation

The following paragraphs describe and define the categories and sub-categories used. The operationalisation of the codebook based on definitions of categories is required to ensure that each unit is accounted for and measured by the same definitions and standards.

The key themes in this research are ‘representation’ and ‘portrayal’. In context of this study the following definitions are applied. Representation is the action of operating and communicating on behalf of others. Portrayal refers to the particular way of describing someone.

Representation

Author. The authors of the news reports and the tweets. The gender was determined based on the names plus a scan of their online profiles on the news platform, LinkedIn, and Twitter.

Source. This term in the codebook for the news reports, refers to people who are cited or interviewed. The sources mostly make relevant statements, regarding the underrepresentation of women at the COP26.

Portrayal

Profession of the signatories. The 450 signatories hold influential positions, the category examines which professions are emphasised and considered important by the authors of the reports and tweets. The criteria were obtained for the data, the possible professions were not determined beforehand. Repetitions in the frequency count are included, e.g. if the article refers to a signatory as actor in both the introduction and the conclusion, it was counted as two. Repetition in these cases means emphasis on a specific profession or role hold by women.

The reason for the need of female representation at COP26. Various reasons are given for the urge of women in the COP26 leadership team. The criteria were obtained for the data, the possible arguments were not determined beforehand. Same principle as in the previous category applies for repetition, repetition of arguments is included in the count. However, a coding rule needed to be made, to determine when mentions of similar arguments in a report had to be interpreted as repetition or as elaboration. Therefore, it was decided that if similar arguments are given in different paragraphs it is repetition. When the similar arguments are given in the same paragraph, it is seen as elaboration and counts as one in the frequency count.

Placement. For both the ‘portrayed professions of the signatories’ and the ‘given arguments for women’s representation’, the placement in the reports is analysed. Previous research demonstrates that placement of information in texts implies the considered importance of the topic (Pöttker, 2003).

News tweets

Hyperlinks and hashtags. The category ‘Construction of news tweet’ includes the sub-categories hyperlinks and hashtags. This category was created because previous research demonstrates that the use of hyperlinks and hashtags implies and potentially increases the informative character of the tweet (Duan et al., 2010; Sedhai & Sun, 2014).

Analysis and results

The research contains a content analysis of news articles and tweets that regard the underrepresentation of women in the COP26 leadership team. The first section of this chapter focuses on the analysis of the news reports and the second part will present the analysis of the tweets, followed by an overall summary concerning the results of both analyses.

Representation in news reports

The analysis contains 15 English written news reports, of which eight articles are published in the United Kingdom. Two reports are distributed globally, and one article is part of a pan-European news platform. Other countries of publication are India, United States, Qatar, and Thailand.

In the analysed sample, 12 articles are authored by women. Two news stories are authored by men, also one man is represented as co-reporter next to the main female author. The author of one report in the sample is unknown. Also, four of the articles on different news platforms are identical except for the title and are written by the same reporter. Therefore, 11 authors in total were examined regarding representation. The authors of the reports hold various roles, the role as climate correspondent/reporter or environment correspondent/report is hold by four of the authors. One author occupies a career as a journalist in humanitarian crises and women's rights. Furthermore, two of the authors are not reporters or journalists by occupation. One of them is a Scottish Member of the Parliament and the other holds a role as Chair in an NGO. The remaining authors are reporters and journalists but not necessarily specified in topics as gender, environment, or climate change policy.

Out of the 15 articles eight authors used sources to strengthen their stories, the remaining news stories did not include sources. In total there are 15 sources used in the over-all news coverage. Not all reports contain sources, and some articles include multiple sources. All the sources are signatories of the SHEChangesClimate letter, all of them are women. There is a great variety in the used sources, with regards to the background and role of the source. Also, only four reports used the same source. Namely, signatory Malina Mahra, Chief executive of parliamentary network GLOBE International and an Indian climate campaigner, is used as source in the four articles that are identical but published in different papers with different headlines. Furthermore, the sources are relatively diverse in sense of roles and occupations the sources hold. Five of the sources are presented as 'youth activists', 'youth climate striker' or 'youth ambassador'. Also, two academics and two lawyers serve as sources in the reports. Other than that, the roles of the sources vary from Former president of Ireland to British model.

In all cases, the sources are mentioned by their full name and roles and/or occupations, followed by their statements regarding the lack of women in the COP26 leadership team. These quotes are in most cases reasonings for the need for more women at COP26. Examples of these statements are:

Bella Lack, Youth ambassador Born Free foundation said the: “mindset of looking at nature and for it is one that I often find from women and girls seeking to protect and nurture. We need to take that protective instincts and apply it to the planet.” (Dartford, Euronews, December 2020)

Fellow signatory, professor Lorriane Withmarsh, director of the Centre for Climate Change and Social Transformations (CAST), said evidence shows “diversity in decision-making -including women and men- usually lead to better outcomes.” (Le Poidevin, BBC, December 2020)

The former president of Ireland Mary Robinson, twice a UN envoy on climate issues, said: “This diminishes the impact [the UK will have]. Gender divisions in climate are very significant. Having women in leadership is important to ensure these issues are enthusiastically taken up.” (Harvey, The Guardian, September 2020)

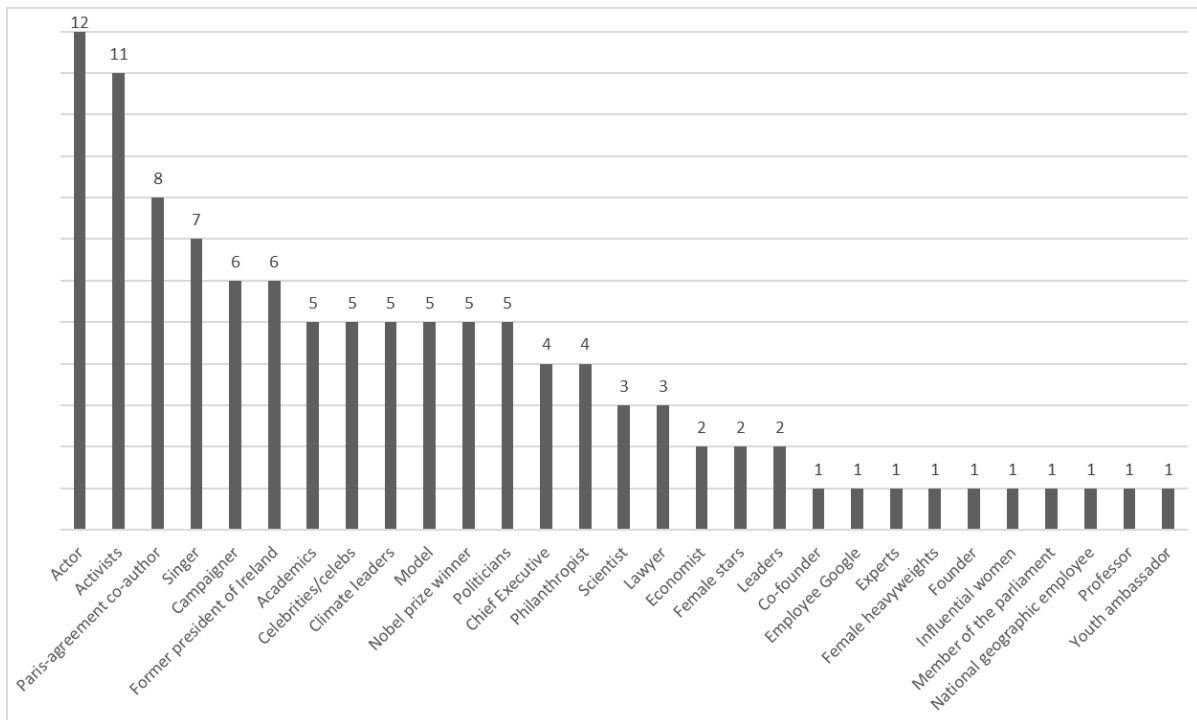
The used sources are not the only names mentioned in the reports. The following paragraphs address ‘the portrayal of the signatories’ and will elaborate on the remaining names mentioned in the stories. Furthermore, the quotes of the sources are not the only arguments given for the need for more women at COP26, the authors also included their own reasons. The analysis of all given arguments can also be found in the next section.

Portrayal in news reports

The letter by SHEChangesClimate is signed by 450 women who occupy various roles and professions. The analysis aimed to investigate how the signatories are portrayed by their roles and positions. Furthermore, it investigates which professions are highlighted. A total of 29 professions are mentioned in the analysed articles. The count also included the roles of the women who serve as sources, considering that their appearance in the stories contribute to the depiction of the group of signatories. Also, all repetitive mentions of the various professions are counted, repetition of the profession in the same report implies the importance and emphasis on this profession.

Figure 1

Frequency professions & roles signatories



Even though a diverse range of professions is mentioned, there are a few roles that receive more attention in the reports. As displayed in Figure 1, ‘Actor’ and ‘Activists’ are the most used terms to portray the signatories with a respective number of 12 and 11 mentions. Followed by the professions ‘Paris-agreement Co-author’, ‘Singer’, ‘Campaigner’, and ‘Former president of Ireland’. If the terms actor, singer, celeb/celebrity, and stars are gathered under the all-encompassing label ‘celebrities’, the analysis counts 36 mentions.

Furthermore, the analysis observed how frequent certain names of the signatories are mentioned. Names of sources are not included in this part of the analysis, it merely considers names that are mentioned without being interviewed, cited, or quoted. Multiple articles reported about the signatories by stating the full names and roles of individual participants of the letter. Signatory and Singer-Songwriter Ellie Goulding is mentioned ten times in total, and thereby the most mentioned of all 450 women. Actors Emma Thompson and Emma Watson are mentioned seven times each. Lastly, co-author of the Paris Agreement Laurence Tubiana and Former President of Ireland Mary Robinson are both declared six times. The remaining names are stated four times or less (see Appendix 2).

The roles and names of the signatories are mostly mentioned in the introduction and body text. There is no significant difference in the frequencies of placements. However, the professions actor, singer, politicians, academics, and activists are the most mentioned roles in the introduction. The headlines of the news reports utilize the word ‘celebrity’ or ‘celeb’ three

times. Also, the names of Ellie Goulding and Emma Watson are both mentioned two times in the titles. Considering that the term celebrity/celeb and the names of the celebrities can be classified as the same category, the frequency adds up to five mentions. Compared to a frequency of one mention for other roles referred to in the headline (scientist, climate leaders, politicians, experts, and activists).

The last category of investigation is the reasons given for the need for more female representation at the COP26. Multiple arguments for more women at COP26 are coded in the analysed reports, similar reasonings are found in the various stories. To count the frequencies of the arguments, six categories are created based on the gathered data (see Appendix 2). The categories and its frequency are presented in the following table.

Table 3

News reports: Arguments for the need of more women at COP26

Argument	Frequency
1. Women’s vulnerability to climate change	34
2. Representation of half of the world (50:50)	17
3. Women’s qualities for (climate) decision & policy making	12
4. Diversity (not merely in terms of gender, e.g. ethnicity)	6
5. Gender Action Plan United Nations	3
6. Women’s environmental awareness	3

Arguments that concern the vulnerability of women to the impacts of climate change is clearly the most frequent given reason. Out of the 15 reports, 12 mentioned women’s vulnerability as an argument for the need for more women. Reports that considered the matter of vulnerability, emphasised the argument by repeating it through different expressions in the stories, which leads to a total number of 34 mentions. Examples of these expressions are:

“According to the UN, women often face greater risks and burdens from the effects of climate change as they have limited access to resources and justice.” (Hodgson, Financial Times, 2020)

“Women worldwide are bearing the heaviest burden in dealing with the effects of the climate crisis while lacking the power to decide how to tackle it.” (AllAfrica.com, December 2020)

“Research shows women will suffer more from climate change.” (Cuff, Inews, March 2021)

Many arguments that consider vulnerability of women utilized the terms ‘shock absorbers’ and ‘disproportionately impacts’, since these phrases are conveyed in the SHEChangesClimate letter. ‘They are the ‘shock absorbers’ of climate change: impacts disproportionately hit their livelihoods and food security, drive up levels of the violence they experience, and hold them back from engaging in education and the green economy.’ (SHEChangesClimate, 2020).

Furthermore, the line of reasoning that regard the 50:50 gender representation is well respected in the reports. The news coverage advocates 17 times for a better representation of half of the world. For example:

“It is incomprehensible that half the planet is not represented in the senior leadership team.”(Kerr, The Sun, 2020).

“Women are half the population and must be half the top table,” she [signatory Malini Mehra] said.” (Batha, Reuters, December 2020).

Also, women’s qualities for decision and policy making is pointed out to display the importance of including women at COP26. Arguments of such are communicated 12 times.

“We need transformative action to unlock the unique capabilities, knowledge, skills and resource management experience that women possess to deal with the climate challenge.” (Nigam Sinha, Financial Express, March 2021).

“There is overwhelming evidence to suggest that an all-male leadership team will not be as respected and effective as a gender balance team, and that we need concerns, attitudes, talents and leadership of women represented.” (Richards, The National, December 2020).

Lastly, other arguments concern the need for diversity of voices in all terms (e.g. race, gender, expertise), and the reasoning that women have an innated awareness of environmental matters. Also, the UNFCCC’s Gender Action Plan (GAP), which promotes gender equality, is given as an argument three times.

Representation in news tweets

Besides the analysis of the news coverage, the public debate on twitter regarding COP26 leadership was studied. In total 15 tweets are analysed, all the tweets used the hashtag #SHEChangesClimate. Hyperlinks are used in 11 of the tweets, one URL links to a news report included in the research sample. Seven of the hyperlinks are the SHEChangesClimate website.

The remaining links refer to articles on lifestyle blogs and niche website about sustainability matters.

Among the tweets, eight of them are posted by Twitter users from the United Kingdom, the host country. Other countries as the United States (2), The Netherlands (2), India, and Spain are represented. The tweets included in the sample are posted by either female twitter users or twitter accounts of organisations. The group of 11 women who posted about the COP26 leadership team, includes seven signatories of the letter. The organisations involved in the twitter coverage are 'UN Women', 'Women in sustainability', 'Cambridge institute for sustainability leadership', and 'UK100'.

All the Twitter users, both individuals and organisations, have in common that they are actively addressing themes as sustainability, climate change, politics, and feminism. For example, the 'Executive director of Greenpeace' and an organisation named 'Women in sustainability' are two of the users who tweeted about the topic. Among the individual users various professions are represented. Examples are Member of the Parliament, and CEO's, directors, or founders of organisations, businesses, or foundations that concern sustainability matters. Moreover, journalists, writers, activists, and a student are occupations hold by the Twitter users posting about underrepresentation of women at COP26.

Portrayal in news tweets

Most of the tweets do not address the signatories of the SHEChangesClimate letter. Just one tweets refers to the signatories as scientists, business leaders, and campaigners. Also, two tweets mention the signatories as climate leaders.

Lucas, C. [@CarolineLucas]. (2020, December 10). *Pleased to join some amazing women scientists, business leaders, campaigners etc demanding 50:50 representation of men & women in @COP26 leadership team. Women are disproportionately impacted by climate change & must be at the top table #SHEChangesClimate* [Tweet].

Twitter <https://twitter.com/CarolineLucas/status/1337078641734381571>.

In contrast, all the tweets convey one argument for the need for more women at the COP26. Also, one tweet addressed two arguments. Similar arguments are given and are categorised in units based on topic (see Appendix). Table 4 displays the frequencies of the stated arguments in the analysed tweets.

Table 4

Twitter: arguments for the need of mor women at COP26

Argument	Frequency
1. Representation of half of the world (50:50)	6
2. Women’s qualities for (climate) decision & policy making	5
3. Diversity	4
4. Women’s vulnerability to climate change	2

The public debate on Twitter mostly advocates for a 50:50 gender representation since women make up half of the world’s population. Furthermore, argumentation that regard the qualities of women for decision making are relatively high respected with an occurrence in five tweets. Likewise, for the argument that addresses the importance of diversity in all terms, this is addressed four times. Women’s vulnerability to climate change impacts is not amplified, women are barely portrayed as victims in the tweets.

Examples of how the arguments are expressed in the Tweets:

Clinton, C. [@ChelseaClinton]. (2020, December 10) *Proud to support @sheclimate’s letter calling for a more diverse @COP26 leadership team. Women don’t just deserve a seat at the table, our experiences and views are essential to the entire process. #SHEChangesClimate* [Tweet].

Twitter <https://twitter.com/ChelseaClinton/status/1337156512272289794>.

Herbert, R. [@RebeccaH2030]. (2021, February 17). *Women make up close to half the world’s population Now more than ever enhancing women’s participation and leadership in the conversation around climate action will be critical to securing a healthy prosperous and sustainable future for us all #Tiredearth #COP26 #SHEChangesClimate*’ [Tweet].

Twitter <https://twitter.com/RebeccaH2030/status/1361956811646005248>.

Answers research questions

The following paragraphs will answer the research questions. The first part will answer the questions regarding the news reports, followed by the section that addresses the questions about the news tweets.

‘How are women represented and portrayed in news coverage of the underrepresentation of women in the COP26 leadership team?’

Authors: All the authors are women, they occupy various roles but five of them hold journalistic roles in relevant topics as climate change and sustainability. Most of them (8 out of 15) report for UK news platforms.

Sources: All the sources are women from the UK and signatories of the letter. Also, voice is given to the youth (5 out of 15 sources).

Signatories of the letter: The signatories are portrayed as actors, activists, Paris agreement co-author, singer, campaigner, and former President of Ireland. Roles that can be categorised as celebrities are mostly (36 times) used to describe the signatories. Singer-songwriter Ellie Goulding can be considered as figurehead of the signatories, her name is mentioned ten times. Five headlines included terms and names that refer to celebrities. Ellie Goulding and Emma Watson are both referred to in two titles.

Women and climate change: The following arguments are given for the need of women in climate change policymaking: women’s vulnerability, 50:50 representation, and women’s qualities for decision and policy making.

How are women represented and portrayed in Twitter ‘coverage’ of the underrepresentation of women in the COP26 leadership team?’

Twitter users: All the users are women or organisations, that address relevant themes in their daily work such as sustainability and gender equality. Seven of the Twitter users are signatories of the letter. Most of them (8 out of 15) are from the UK.

Signatories of the letter: The news coverage on Twitter barely pays attention to the signatories, they are only mentioned once.

Women and climate change: Twitter concentrate on the reasons that concern: 50:50 representation, women’s qualities for decision/policy making, and diversity.

Discussion

The analysis shows that the news regarding the underrepresentation of women at COP26 is mostly restricted to the news coverage and Twitter debate in the United Kingdom. This can partly be explained by the sample bias, since the sample solely included English written reports and Tweets. Since the sample is limited based on language it is hard to draw concrete conclusions about the distribution of the news in geographic sense. Nevertheless, it is noteworthy that other English-speaking countries that are parties of the UNFCCC, such as Canada and Australia, did not report about the topic. This is notable since COP26 is an international event, which is supposed to be 'Uniting the world to tackle climate change' (ukcop26.org, n.d). The meeting involves various governments and organisations from various countries. Moreover, discussions and negotiations that will take place at the COP26 will impact all parties of the UNFCCC. In other words, reports that provide news in respect of COP26 are significant for not only the UK but also for other countries.

The analysis further examined gender representation amongst the authors of the news reports. Previous research demonstrated that different topics are assigned to female and male journalists. Women are allocated to low-status genres, e.g. lifestyle, and genres that are considered the private sphere. Men on the other hand are assigned to high-status matters, e.g. politics, and the genres that are considered the public sphere (Djerf-Pierre, 2007; Franks, 2013). Based on these widely supported research findings, it is reasonable to assume that the news reports analysed in this research are written by men. Since the COP26 is a political event and the discussion regarding the need for more women can be considered part of the public sphere. Nevertheless, most of the reports are authored by women. A logical assumption is that the topic is considered feminine, even though it is political and regards the public sphere, just because the matter concerns an inequality problem that disadvantages women and not necessarily men. Moreover, the public debate and news coverage on Twitter is also merely carried by women.

Furthermore, previous research indicates that women are less likely to be featured as source in journalistic news reports. Women's voices are less present in the stories (Everbach, 2013; Ross, 2007; Ross & Carter, 2011; Shoemaker & Reese, 1996). The sources used in the analysed articles are all women, which is presumably connected to the fact that most of the reporters are women as well. This can be declared on the base of homophily theory that implies that people connect and interact with people like themselves. Homophilic connection also surfaces in the professional setting (Lazaerfeld & Merton, 1954; Mcpherson et al., 2001). The findings of this study are supported by results of previous research, which argue that reporters are prone to select sources with the same gender as them (Armstrong, 2004; Byerly & Ross, 2008)

Another interesting finding of the analysis is the emphasis in the news report on the celebrities amongst the signatories of the SHEChangesClimate letter. The occupation 'actor' is most frequently mentioned (12 times). But if the terms actor, singer, celeb/celebrity, and stars are gathered under the all-encompassing label 'celebrities', the analysis counts 36 mentions out of the 110 mentions of professions in total. Also, the top three signatories mentioned by name are singer song-writer Ellie Goulding (10 times), actor Emma Thompson (7 times), and actor Emma Watson (7 times). Celebrity related terms and names are also the most mentioned group in the headlines of the reports, five times compared to the one time mentions of other roles. This can be declared by previous research that asserts that celebrity names and celebrity related words are used in headlines to make it more attractive for the audience (Kim et al., 2016). It is arguable that the highlight on the celebrities is harmful in this matter since celebrity feminism is considered as apolitical by both scholars as media audiences (Jackson, 2020). The case of underrepresentation of women at COP26 is highly political. However, it should also be acknowledged that mentioning the celebrities has potential to spark people's interest in feminist concerns (Casey & Watson, 2017; Taylor, 2016). However, it is questionable if a political topic as such is appropriate to function as an entry for lay people to get involved in feminism. Besides, by highlighting the women's role as celebrities, the reporters missed the opportunity to present the diverse roles which women can potentially hold in society. Since the media has a significant part in influencing the audience's view on women's lives and roles (Byerly & Ross, 2008). For instance, it is noteworthy that the profession 'politicians' belongs to the middle group in terms of frequency. This is considered surprising since two of the COP26 leadership team members are politicians. The remaining two leadership team members occupy jobs as CEO and economist, also these professions are not highlighted in the depiction of the signatories. Even though, multiple signatories occupy such functions (SHEChangesClimate, 2021).

The last part of the analysis addressed the arguments given for more women at COP26. The news reports highly emphasised women's vulnerability to climate change impacts. This is corresponding with previous research that established stereotypical categories of women in relation to climate change. The classification of women as a vulnerable victim is a frequently used depiction (Arora-Jonsson, 2011; MacGregor, 2010). It is noteworthy that the argument of women's vulnerability is barely given in the news coverage on Twitter, while it is very prominent in the news reports. Another given argument that is conforming the established stereotypes, is the accent on women's qualities for decision and policy making. Especially, decision and policy making for climate change related matters. This argument is broadly conveyed in both the news reports as on Twitter. Women are portrayed as the saviours of the environment because of their gender specific qualities (MacGregor, 2010). These stereotypical depictions are harmful because focus on women's vulnerability and virtuousness distract the

attention from the core problem which is the systems that facilitates inequality in the decision-making processes. Furthermore, by portraying women's vulnerability as 'their' collective problem, it strengthens the gender dichotomy (Arora-Jonsson, 2011). Another surprising finding is that the Gender Action Plan (GAP) is three times given as an argument in the news reports, which is relatively low compared to the 34 phrases concerning women's vulnerability. The GAP is a noteworthy argument, since this plan is established at COP25. This agenda aims to put action into a gender equal world, one of the key focuses is 'Women's participation and leadership in politics and public life.' and the EU will lead by example (European Commission, n.d., p.1). It is therefore a paradox that COP26 does not act in line with the plan established in the previous summit.

Finally, the formation of a sizable sample for this research was demanding since not many reports and tweets could be found regarding the topic. This clearly displays the lack of attention paid to the underrepresentation of women at COP26. The little news coverage implies the failure of news media in this case to fulfil the role as watchdog of political misdoings. It is the role of journalism to function as eyes and ears of the audience and should therefore widely pay attention to political issues like the underrepresentation of women at COP26 (Cale & Harcup, 2009; Hampton, 2010). In the case of the news reports, all the newspapers/platforms only dedicated one article to this topic, no further reports are written about the underrepresentation of women at COP26 and how this matter further developed. Furthermore, the little news coverage showcases the lack of attention paid to female representation. Even though, the importance of female representation in decision making is widely acknowledged. The low media coverage confirms that there is not only a lack of women's voices in the media also little attention is paid to stories that regard women (Gallagher, 2003). As Franks (2013) said before: 'At the moment, there is a disproportionate lack of female sources, female experts, and even women considered as newsworthy subjects.' (Franks, 2013, p.5).

Conclusion

The study aimed to examine how women are represented and portrayed in the news reports and news tweets that cover the underrepresentation of women in the COP26 leadership team. Based on a manual content analysis of both news reports and news tweets, it can be concluded that women are highly represented as authors of the reports and tweets. Male authors are almost totally absent in the news coverage. The same conclusion applies for the representation of women in the used sources. This is surprising since findings of previous research suggest that women are barely represented in media concerning political topics. A possible explanation is that the subject is carried by female authors because the matter concerns an equality issue that disadvantages women and not necessarily men. However, further research needs to be

conducted on media representation on the coverage of unequal gender representation matters, to draw a substantial conclusion. Furthermore, the study concludes that the women in the stories are portrayed in stereotypical ways, by highlighting women's role as celebrities and downplaying other prominent roles women hold. Albeit, the signatories of the letter do hold a great amount of other occupations which could have been emphasised. Lastly, the stereotypical portrayals of women as victims and saviours in relation to climate change impact are also present in the analysed news reports and tweets. Noteworthy, the tweets barely depicted women as victims, while the traditional news reports victimised women to a great extent. The current study did not display a possible reason for this difference, hence this is an interesting matter for further studies.

This research clearly demonstrates significant findings, but it also raises the question if these findings are widely recognised in other cases. The sample size is relatively small since the news coverage of this topic was little. Also, more knowledge about the journalistic practice would have been valuable to discover why women in this case are well represented while they are regularly underrepresented in political media topics. Further research is suggested in the area of gender representation in media coverage of gender unequal representation. This will be valuable to discover whether this matter of inequality is merely a concern for women, and to find out if men are present in this media debate.

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Appendix 1: Selected data

News reports

Reports from the google search are hyperlinked.

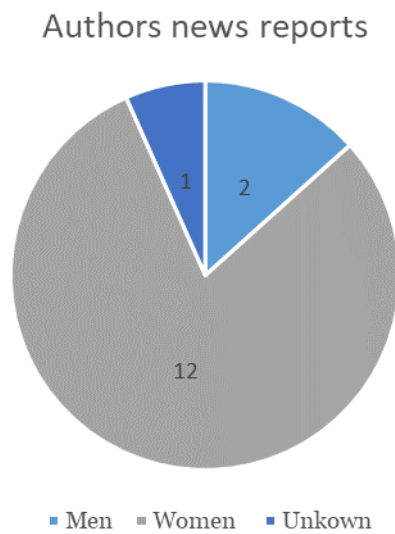
Headline	Newspaper/platform	Author
<i>Don't sideline women in climate talks, says scientist</i>	The independent	Daisy Dunne
<i>Lack of women leading UN climate talks fuels Outcry</i>	Financial Times	Camilla Hodgson
<i>Will UK Government Ensure Women's Voices Are Heard At Cop26 Climate Summit?</i>	Allafrica.com; Washington	Unknown
<i>Women must be heard at COP26</i>	The Herald	Douglas Chapman
<i>Celebrities call for more women on UK's climate summit team</i>	The gulf Times	Emma Batha
<i>Celebs call for more women on Britain's male-dominated UN climate summit team</i>	Bangkok Post	Emma Batha
<i>More than 400 female climate leaders call for COP26 gender equality</i>	Euronews	Katy Dartford
<i>COP26: Ellie Goulding and Emma Watson join call for climate talks change</i>	BBC	OliviaLe Poidevin
<i>UK plan to use all-male team to host UN climate summit angers observers</i>	The Guardian	Fiona Harvey (+ Severin Carre)
<i>'COP26 must have more women in top roles', global voices tell Boris Johnson</i>	The National	Xander Richards
<i>CLIMATE CALL Ellie Goulding and Emma Watson among 300 demanding more women be part of UN climate summit</i>	The Sun	Chloe Kerr
<i>COP 26: Time to place gender at the heart of climate mitigation efforts</i>	Financial Express	Vaishali Nigam Sinha
<i>COP26: Amber Rudd challenges Alok Sharma to balance genders at Glasgow climate summit</i>	Inews	Madeleine Cuff
<i>450 politicians, experts & activists call for more women on Uk's COP26 leadership Team</i>	The Global Citizen	Emma Batha
<i>Celebs call for more women on UK's male-dominated UN climate summit team</i>	Reuters	Emma Batha

Tweets

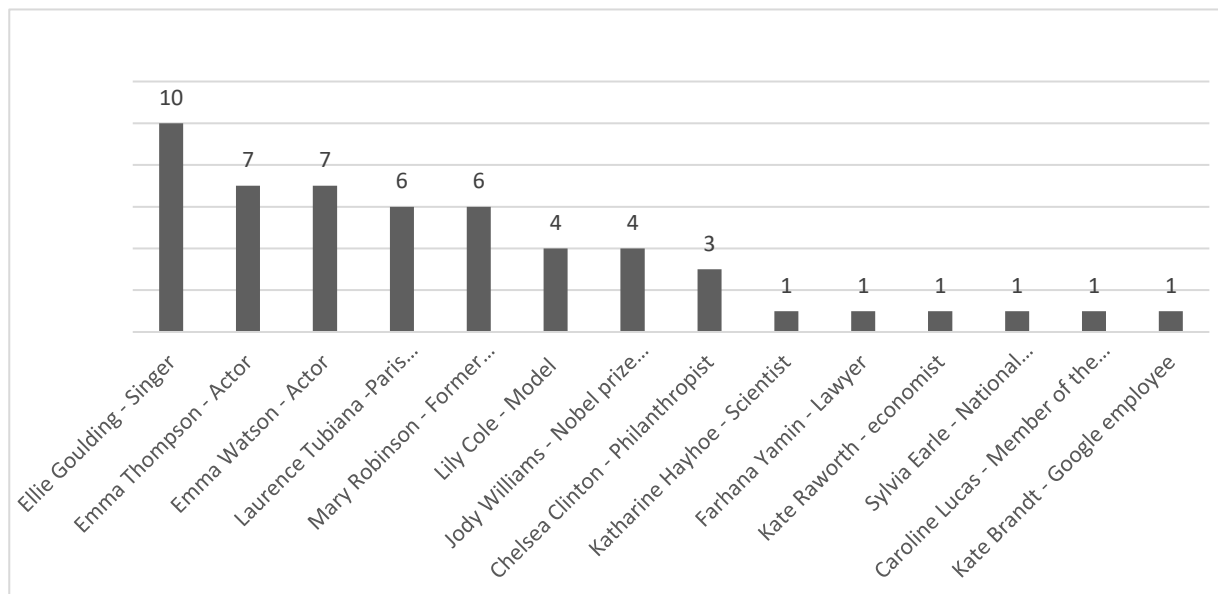
1. <https://twitter.com/CarolineLucas/status/1337078641734381571>
2. https://twitter.com/UN_Women/status/1338673895176593410
3. <https://twitter.com/ChelseaClinton/status/1337156512272289794>
4. <https://twitter.com/RebeccaH2030/status/1361956811646005248>
5. https://twitter.com/hl_clarkson/status/1337001073333121037
6. <https://twitter.com/SustWomen/status/1348238387363377152>
7. https://twitter.com/cisl_cambridge/status/1361717195399651332
8. <https://twitter.com/esmeraldadereth/status/1337054888921063438>
9. <https://twitter.com/DrKWilkinson/status/1337024953850474498>
10. https://twitter.com/UK100_/status/1337328983378157569
11. <https://twitter.com/climatemorgan/status/1336965258070675456>
12. https://twitter.com/Danielle_H_BE/status/1388478222795526151
13. <https://twitter.com/suepritch/status/1336953062850768898>
14. <https://twitter.com/malinimehra/status/1387907973331161090>
15. https://twitter.com/valls_martina/status/1363813783735586828

Appendix 2: Content analysis news reports

1. Gender authors



2. Frequencies mentioned names

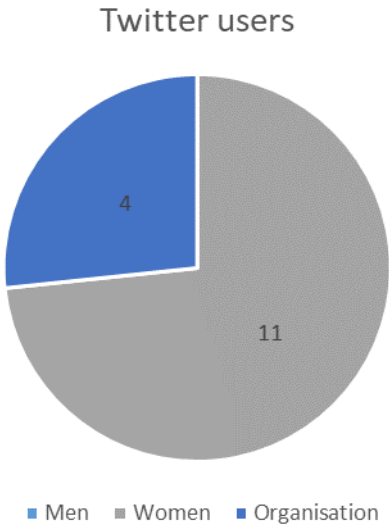


3. Arguments for more women at COP26

Diversity: 6	Female qualities for climate decision and policy making : 12	Half of the world needs to be represented: 17	Womens vulnerability to climate change : 34	GAP: 3	Womens more environmental aware: 3
<i>"Social science has shown us that the greater the diversity of voices that you have at the table – in terms of life experience, culture, knowledge, expertise, gender, race and other things – the bigger the range of possible solutions you're able to come up with."</i>	<i>"crucial for successful negotiations and decision-making that women were included at the top levels at the summit, known as Cop26;</i>	<i>"It is incomprehensible that half the planet is not represented in the senior leadership team;</i>	<i>*women often face greater risks and burdens from the effects of climate change as they have limited access to resources and justice</i>	<i>*GAP; t the last Cop in Madrid, governments approved a five-year GenderAction Plan, which included ensuring the "full, equal and meaningful participation of women" in climate talks.</i>	<i>*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>
<i>*The UK COP team did not reflect the diversity of modern UK;</i>	<i>*Role of women in critical in tackling the climate and ecological emergency</i>	<i>* This is the new template we're setting out, for future COPs, starting with this one 50:50 from president down</i>	<i>*Women worldwide are bearing the heaviest burden in dealing with the effects of the climate crisis while lacking the power to decide how to tackle it;</i>	<i>* "Gender Action Plan";</i>	<i>*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>
<i>*Diversity in decision-making -including women and men- usually leads to better outcomes.</i>	<i>*Role of women in critical in tackling the climate and ecological emergency</i>	<i>*half of the planet is not represented in the senior leadership team</i>	<i>*environmental shocks also play out differently for women and men</i>	<i>*Embrace women's equal participation and support gender equality (GAP). COP26 approach is transparent and accountable.;</i>	<i>*Role of w*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>
<i>*"Diversity: . We need a team of all talents, and that must be diverse in all respects."</i>	<i>*"Increase chances of succes and ensure a fairer decision-making process";</i>	<i>*Women are half of the population and must be half the top table</i>	<i>*the fact that environmental disasters are not gender neutral and we were showing some of the links between climate justiceand gender justice.;</i>		
<i>**"Effective climate action should bring everyone to the table while recognising the value of their knowledge and their potential as agents of change.";</i>	<i>*"Women in political leadership roles made a country more likely to enact positive environmental behaviours".;</i>	<i>*half of the planet is not represented in the senior leadership team</i>	<i>*Around the world, women are bearing the heaviest burden of climate change - of dealing with the after-effects of crises without being in the driving seat, without the power to make the decisions that could really make a difference. ;</i>		
<i>* Diversity</i>	<i>*"Gender divisions in climate are very significant. Having women in leadership is important to ensure these issues are enthusiastically taken up."</i>	<i>*Women are half of the population and must be half the top table</i>	<i>*Local women's organisations are often on the frontline responding to climate emergencies in their communities,</i>		
	<i>* There is overwhelming evidence to suggest that an all male leadership team will not be as respected and effective as a gender balance team, and that we need concerns, attitudes, talents and leadership of women represented.</i>	<i>* Gendered impacts of climate change means we must ensure an equal balance between men and women at all levels;</i>	<i>*given the disproportionate effects of climate change of women and girls</i>		
	<i>*"We need transformative action to unlock the unique capabilities, knowledge, skills and resource management experience that women possess to deal with the climate challenge."</i>	<i>*Ensure that women's voices and needs are heard</i>	<i>*Women are the shock absorbersAccording to the United Nations, women are 14 times more likely than men to suffer the direct consequences of natural disasters and climate breakdown..</i>		
	<i>*"There is conclusive evidence that a more gender diverse climate leadership results in stronger and more effective solutions."</i>	<i>* 50/50 gender balance;</i>	<i>*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>		
	<i>*Role of women in critical in tackling the climate and ecological emergency</i>	<i>*We need 50/50 women at the top lending</i>	<i>* Shock absorbers</i>		
	<i>omen in critical in tackling the climate and ecological emergency</i>	<i>*"It is incomprehensible that half the planet is not represented in the senior leadership team.;"</i>	<i>*Impact disproportionately</i>		
	<i>* Women bring heart and optimism into the fight for our lives;</i>	<i>*This failure to tap into half the world's brains trust is resulting in suboptimal solutions to a widening pre-existing inequality. *o tackle the climate crisis effectively, women, as the most affected group, should be adequately represented in decision-making processes and deserve an equal seat at the table.</i>	<i>*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>		
		<i>*half of the planet is not represented in the senior leadership team</i>	<i>* Shock absorbers</i>		
		<i>*Women are half of the population and must be half the top table</i>	<i>*Impact disproportionately</i>		
		<i>*half of the planet is not represented in the senior leadership team</i>	<i>* Women and girls are disproportionately affected by climate change</i>		
		<i>*Women are half of the population and must be half the top table</i>	<i>*about 80 per cent of people displaced by climate change are women as they have fewer resources and fewer formal rights</i>		
			<i>*Climate crisis was fuelling violence against women around the world</i>		
			<i>* "Women are also at much more risk when there are environmental crises";</i>		
			<i>*Gender divisions in climate are very significant. Having women in leadership is important to ensure these issues are enthusiastically taken up."</i>		
			<i>* Women in developing countries are among those worst and most immediately hit by climate breakdown, as they have fewer resources and fewer formal rights";</i>		
			<i>Women and children are 14 times more likely than men to suffer direct impacts of natural disasters and climate breakdown, yet are regularly shut out of the decision-making that's supposed to change things."</i>		
			<i>* " "Women and girls around the world are on the frontline of the fight for climate justice";</i>		
			<i>* Shock absorbers" of climate change, outlining how its "impacts disproportionately hit";</i>		
			<i>*gender and climate are cross cutting issues with women much more vulnerable to socio-economic and environmental shocks due to climate change";</i>		
			<i>*Climate action cannot continue to neglect the problems of those most affected and turn a deaf ear to their voices. Women must play a bigger role in climate dialogues and their needs and preferences integrated within adaptation and mitigation plans.</i>		
			<i>*o tackle the climate crisis effectively, women, as the most affected group, should be adequately represented in decision-making processes and deserve an equal seat at the table.</i>		
			<i>*Research shows women will suffer more from climate change, but they are underrepresented at international climate talks;</i>		
			<i>* Extensive research suggests women will suffer more from climate change than men</i>		
			<i>*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>		
			<i>* Shock absorbers</i>		
			<i>*Impact disproportionately</i>		
			<i>*Role of w*Women and girls are the brunt o f climate-related disasters and were generally more supportive of policies and lifestyles changes</i>		
			<i>* Shock absorbers</i>		
			<i>*Impact disproportionately</i>		

Appendix 3: Content analysis tweets

1. Gender twitter user



2. Arguments for more women at COP26

50:50 Representation	Womens' vulnerability to climate change	Diversity	Female qualities for decision and policy making concerning climate change
6	2	4	5
50:50 representation;	Women are disproportionately impacted by climate change	Diversity; our (women) experiences and views are essential to the entire process	Outcomes are better when women lead; women create an atmosphere for change
Women half of the world's population; 50:50	Women & girls are disproportionately affected by climate change but are often left out of climate action decision making	Divers leadership team;	female representation critical for success of cop26 and for the planet
Women's leadership is essential; gender equality		Diversity	female representation critical for success of cop26 and for the planet; Gender equality
half the chairs		Diversity; fairness; efficacy;	This is critical to the success & credibility of @COP26 #SheChangesClimate.
50-50 representation			A women's place is on the COP26 leadership team
50:50 balance of women at the top; Equal representation of women in all their diversity is vital for the leadership team and the planet			