

VWO5 ENGLISH INTERNATIONAL PROJECT

MEDIA

In this report, we'll present the findings of our research on gender inequalities in Dutch media. Our main source of information for this will be the internet. It's widely acknowledged that the media has a growing impact on gender norms. In the Netherlands, it is mostly women who are at a disadvantage when it comes to the influence of the media on gender stereotypes. Dutch media plays a significant role in the sexualisation of women and young girls ([source](#)) and in the shaping of beauty standards, for both women and men. Furthermore, a list of the [100 most powerful people in Dutch media](#) confirms that there's an evident lack of female representation in the Dutch media.

The Netherlands is a country of which its people don't have many restrictions on their freedom of expression and their freedom of press. This gives people the opportunity to go online and say whatever they want. However, the law ([Article 1](#)) also states that discrimination, on any ground whatsoever, is prohibited. This means that giving your opinion is very well possible, but discrimination is where the line is drawn. However, discrimination is still very common online, especially against celebrities. This [website](#) gives a couple of examples in which famous Dutch women received unpleasant comments on their Instagram. One of these women, Georgina Verbaan, was asked to show more skin.

Dutch politicians are significantly involved in issues like gender inequality and discrimination. <https://www.stemgendergelijkheid.nl/> gives an overview of parties in the House of Representatives which stand for and wish to achieve gender equality. There's also a lot of media coverage on this subject. According to an [article](#) published in 2020, algorithms contribute to gender inequality. Another [article](#) mentions that gender inequality in Europe has remarkably increased in the last five years.

There have been many efforts to overcome gender inequality in the Netherlands. There are numerous petitions which are in support of the feminist movement, including this [one](#). On the 8th of March, also known as International Women's Day, protests are held to make notice of gender inequality in all kinds of different areas. UN Women has also organized different online [campaigns](#) against gender inequality.