

Gender Bias Bingo: Non-Fiction Media

Women asked how they "juggle" career and family. Men aren't asked about family at all	Coverage of anger in a public figure; Women are "emotional" Men are "powerful"	Reference is made to woman being mother/childless when not relevant to topic being discussed	Male perpetrator of violent crimes has character defended (e.g. "neighbours say he was a good bloke" narrative)	The expert consultant brought on for commentary on any given issue is a man
Woman is younger and more attractive than her male counterpart	Man interrupts woman and/or attempts to explain something she already understands	Reference made to men in woman's life; husband, coach, etc Same not done for male counterpart	A woman being interviewed is asked questions about sex, dating or her appearance Men not asked same	Media for pre-teen girls promotes appearance; boys promotes adventure
Products are marketed to women as "safe" but marketed to men as "fun"	Male sports commentators can be funny and relaxed. Female commentators must remain professional		Challenges issued to reality TV contestants reinforce gendered stereotypes and roles	News or event panel does not have an equal, or close to equal, gender split
Ad promoting non-sexual product or service features a sexualised woman	If watching male sporting event, try and find equivalent media coverage for female event	A normal product is "gendered" as being for men or women through specific colour and adjectives	Female characters in reality shows will cry and perform emotions. Male characters will not, unless angry.	Cleaning and children's products advertised to women
Grown, adult woman/women are referred to as "girls"	A woman who is single will be characterised as having a problem. Men who are single are happy bachelors	Discussion of a woman mentions her clothes, hair or appearance when it's not relevant to topic	Coverage of sexual assault of women will focus on the character or actions of the victim, not the assailant	Mothers are depicted as stern and responsible, fathers as fun and adventurous

#GenderBiasBingo



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Gender Bias Bingo Guide

How To Play

1. Grab your friends, family or housemates and a copy of this bingo card for everyone that's playing.
2. Watch the news, reality TV, sports coverage, ads, or read a magazine. Engage with any kind of non-fiction media.
3. Every time someone sees one of the options on the card appear in the media, they get to cross out that square.
4. The first person to cross out five squares in a row wins.
5. The middle "Marie Stopes" square is a free space that you can use to call out any gender bias you see that isn't already included on the bingo card.
Not sure if it's a gender bias? Ask yourself how often you see the situation with the genders reversed. If the answer is "basically never" it's probably a bias.

BONUS: Instead of aiming to get "Bingo" you can award each player a point, or a gold star, or a sip of a drink each time they get a square. The player with the most points, gold stars or emptiest glass at the end of the show or media is the winner.

Gender Bias

Gender bias is something that we're all exposed to on a daily basis, regardless of our own gender identity. We see it in movies, on television shows, in our sports coverage, on our news, on the web and in magazines.

The examples given on this bingo card are only a sample of some of the "tropes" present across media. Some of them might not seem too bad, but a helpful exercise is to ask yourself how often you see them in reverse.

For instance, for every example of a younger woman alongside older man, how often have you seen a man 10 or 20 years younger than his female co-star?

It's important to recognise gender bias in the media that we consume. The only way to dismantle harmful gender stereotypes is by acknowledging when we see them, and demanding better from the media we engage with.

We encourage you to call out gender bias when you see it. Post about it on social media, point it out to others and help them recognise it. Engage in conversations about representation, because we all deserve better.

What We Do

Marie Stopes Australia is a reproductive and sexual health provider that advocates for less stigma and better access to contraception, vasectomy and abortion.

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