

2022 - 2023



LGBTI+ AND TRANS MEDIA MONITORING REPORT



2022 - 2023

LGBTI+ AND TRANS MEDIA MONITORING REPORT

Published By

Pink Life LGBTI+ Solidarity Association

Prepared By

Tuveyç Timur



Pink Life LGBTI+ Solidarity Association

contents

METHODOLOGY OF THE RESEARCH	5
KEY FINDINGS AND STATISTICS	11
1. Monitoring of Internet News Published in 2022	12
Headlines of the News.....	12
Discourse Analysis of the Visuals used in News: Categories and Representations.....	13
Thematic Diversity in the News.....	16
Ratio of LGBTI+ and trans identities in the News.....	17
Ratio of Identities in the News.....	18
How are LGBTI+ Persons Defined in the News?.....	19
Analysis of Negative Representations in the News.....	20
Analysis of Positive Representations in the News.....	22
Are the written contents of the news prepared in line with the standards of rights-based journalism?.....	24
2. Monitoring of Internet News Published in 2023	24
Headlines of the News.....	25
Discourse Analysis of the Visuals used in News: Categories and Representations.....	26
Thematic Diversity in the News.....	28
Social Representation of Subjects in the News.....	29
Ratio of LGBTI+ and trans identities in the News.....	30
How are LGBTI+ Persons Defined in the News?.....	31
Analysis of Negative Representations in the News.....	32
Analysis of Positive Representations in the News.....	33
Are the written contents of the news prepared in line with the standards of rights-based journalism?.....	35
3. What kind of changes occurred within 2 years?	36

METHODOLOGY OF THE RESEARCH



The purpose of this report is to systematically monitor, compile, analyze the news, which are specifically on LGBTI+ and trans persons published on websites providing news in Turkey in 2022 and 2023, aiming to identify the differences between these periods; at the same time, and to identify how trans people are defined in the media and how this representation is provided or is altered.

Monitoring Period: 1 January 2022 - 31 December 2023 (2 years)

Source of the News: The news websites having more than 12,000 visits per month, which AjansPress scanned their daily news in accordance with the priorly identified key concepts

Key Concepts: LGBTI+, trans, trans individual, transgender, trans man, trans woman, transvestite

Content Filter of the News: The news that is not directly related to the specific key concepts has not been included in the classification provided herein.

Data Collection-Sorting Tools: News scanned daily by AjansPress and news websites having more than 12,000 visits per month were manually reviewed.

The news were sorted by the parameters created on Google Forms.

The Parameters

Thematic Parameters:

- Subject of the news
- Headline of the news
- Content of the image

- › Identity to which the news relates
- › Role of the persons mentioned in the news
- › Positive and negative indicators in the news
- › Assessment in line with the standards of rights based journalism

Discursive Parameters

For news having transphobic content:

- › Having a rhetoric denying trans people's gender identity
- › Existence of negative/discriminatory discourses
- › Criminalization
- › Having elements that reinforce stereotypes
- › Use of hate speech and having hateful content
- › Violation of privacy and civil rights
- › Existence of factors that promote violence against trans people

For news having homophobic content:

- › Having a rhetoric denying LGBTI+ people's gender identity
- › Existence of negative/discriminatory discourses
- › Criminalization
- › Having elements that reinforce stereotypes
- › Use of hate speech and having hateful content
- › Violation of privacy and civil rights

For news content with positive indicators:

- › The rhetoric of the news affirms/supports LGBTI+ persons.
- › The news is respectful to LGBTI+ rights.

- The news covers the achievements/personal stories of LGBTI+ persons.
- The news is respecting the privacy and civil rights of LGBTI+ persons.
- Violations of rights experienced by LGBTI+ persons (in education, labor life, health, housing, social life) were included in the news
- The news draws attention to the problems and needs of LGBTI+ persons
- The rhetoric of the news affirms/supports trans persons.
- The news is respectful to the rights of trans people.
- The news covers the achievements/personal stories of trans people.
- The news is respecting the privacy and civil rights of trans people.
- Violations of rights experienced by trans people (in education, labor life, health, housing, social life) were included in the news
- The news draws attention to the problems and needs of trans people
- Opinions of LGBTI+ organizations and experts were included.

Visual Parameters

The images of the news were analyzed in terms of both LGBTI+ persons and trans people separately and assessed by the following parameters:

- The image depicts LGBTI+/Trans people as positive figures and/or the images used are supportive
- The image depicts LGBTI+/Trans people as negative figures and/or the images used are discriminatory
- There is photo use associated with the sex assigned at birth
- Neutral visual content use related to LGBTI+ and trans people
- Not containing elements related to LGBTI+ and trans people

How can you benefit from the report?

Media and News Organizations can shape their own news policies by addressing the news content from various perspectives in order to provide their news contents in a more balanced and comprehensive way. In line with the analysis in the report, they can understand the strengths and risks they may cause to LGBTI+ community with their newsmaking in terms of representing LGBTI+ and trans people. This information may be used to promote diversity in the media sector, to create social awareness and to prevent violations of rights.

Activists or non-governmental organizations can benefit from the data of the report on positive and negative discourses aimed at assessing and improving the representation of LGBTI+ and trans people in the media, in order to have a strong basis for their advocacy studies and efforts. Findings of the report can be used for raising awareness about trans and LGBTI+ people and raising awareness on gender and diversity issue as well as for preparing action plans in that regard.

For academics and researchers, thematic analyses and various dataset in this report can be used as a source for academic studies on gender identity and studies on media engagement. The changes over time can be observed to understand the evolution of rhetoric and representations in media.

For government and public policymakers, the report can guide the formulation of public policies by assessing the role and impact of the media on gender issues. It can contribute to the design of preventive and protective policies by identifying negative effects of media on trans and LGBTI+ people.

Other readers can learn about the way the media represents trans and LGBTI+ people, the discourse and interactions in that regard. By assessing the approaches of different media sources on this issue, they can shape their news consumption habits.

KEY FINDINGS AND STATISTICS



Within the scope of the monitoring study behind this report, 12,275 news were analyzed in total which are directly specific to LGBTI+ and trans people published on news websites in Turkey in 2022 and 2023.

1. Monitoring of Internet News Published in 2022

This section focuses on the significant data and stats obtained by the monitoring study conducted for this report on the internet news published in 2022.

In this monitoring study, 4.494 news published in 2022 on news websites with having more than 12.000 visits per month were analyzed by resorting to the key concepts identified priorly.

Headlines of the News

The main findings obtained from the news headlines published in 2022 are as follows:

57% of news headlines contain a statement describing LGBTI+ persons by using a negative and/or discriminatory discourse. 3.3% of news headlines contain a statement describing trans people by using a negative and/or discriminatory discourse.

12.6% of the headlines contain directly the statement of the subject of the news, who commented on LGBTI+ and/or trans people with a discriminatory or negative discourse.

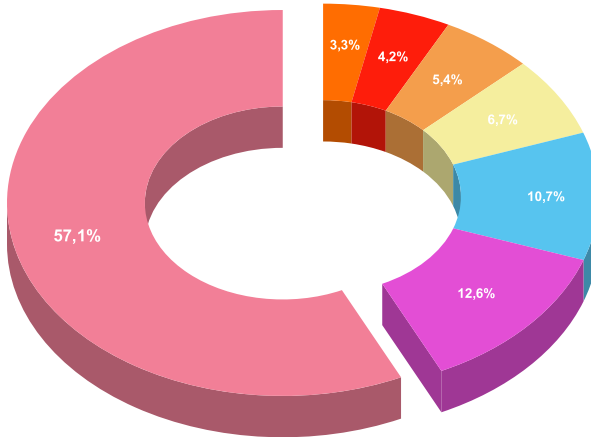
The ratio of the news headlines having a supportive rhetoric about LGBTI+ persons is 6.7%, the ratio of the news headlines having a supportive rhetoric about trans people is 4.2%.

10.7% of the news headlines have a neutral approach, meaning that the headline does not contain any supportive or discriminatory discourse about LGBTI+ and/or trans people.

The ratio of the news headlines on a general topic that are not related to LGBTI+ and trans people is 5.4%.

71.8 out of each 100 news contains a negative/discriminatory discourse about LGBTI+ and trans people.

Main findings from 2022 news headlines



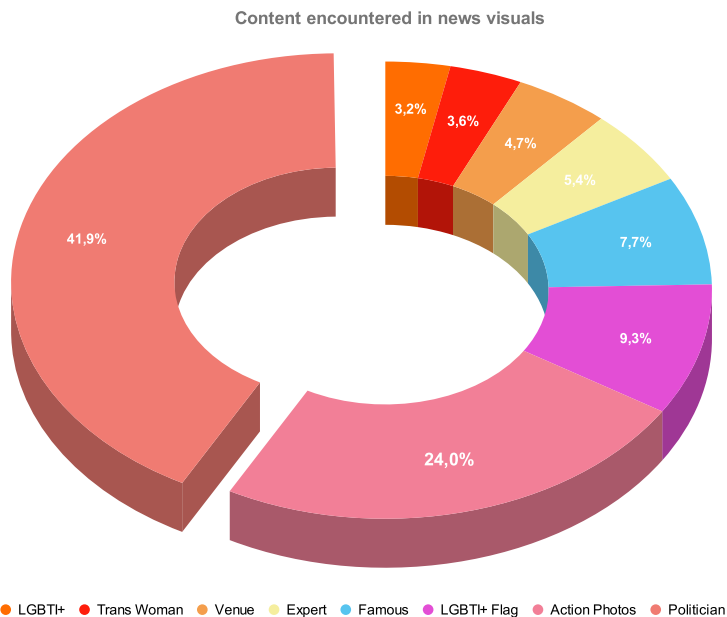
- Characterizes trans people in a negative and/or discriminatory manner
- LGBTI+ and/or transgender people are not included.
- News headlines that use language supportive of trans people
- News headlines using a language supportive of LGBTI+ persons
- Images that characterize LGBTI+ people in a negative or discriminatory way
- A discriminatory or negative statement made by the subject of the news item against LGBTI+ and/or transgender people
- Describes LGBTI+ persons in a negative and/or discriminatory language

Discourse Analysis of the Visuals used in News: Categories and Representations

Categories

We have categorized the contents of the visuals of the news as “politician, venue, photo from a meeting, trans woman, trans man, LGBTI+, LGBTI+ flag, trans flag, celebrity, expert, sportsperson”.

Among these categories, the highest ratio is 41.9%, of the visuals contain the photo of a politician. The visuals contain a photo from a meeting ranks the second highest with 24%.



Representations

In this section, how the visuals of the news represent trans people and LGBTI+ persons have been analyzed. The difference between positive and supportive representations and negative or discriminatory representations was addressed.

Visuals Used in the News About LGBTI+ persons:

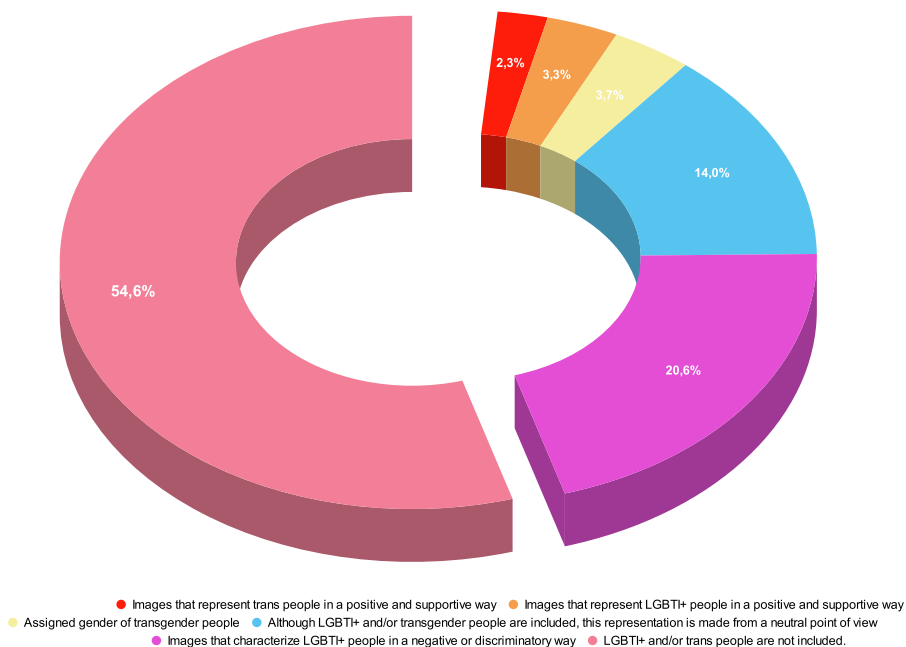
- **Positive and supportive:** 3.3% of the news analyzed contain visuals that represent LGBTI+ persons in a positive and supportive way.
- **Negative or discriminatory:** 20.6% of the news analyzed contain visuals that represent LGBTI+ persons in a negative or discriminatory way.

Visuals Used in the News About Trans People:

- **Positive and supportive:** 2.3% of the news analyzed contain visuals that represent trans people in a positive and supportive way.
- **Negative or discriminatory:** 16% of the news analyzed contain visuals that represent trans people in a negative or discriminatory way.
- **Sex assigned at birth:** In 3.7% of the news analyzed, there is the photo use associated with the sex assigned at birth
- **Neutral:** 14% of the news analyzed contain visuals representing LGBTI+ and/or trans people with a neutral point of view.

54.7 out of each 100 news contain visuals where LGBTI+ and/or trans people were not included.

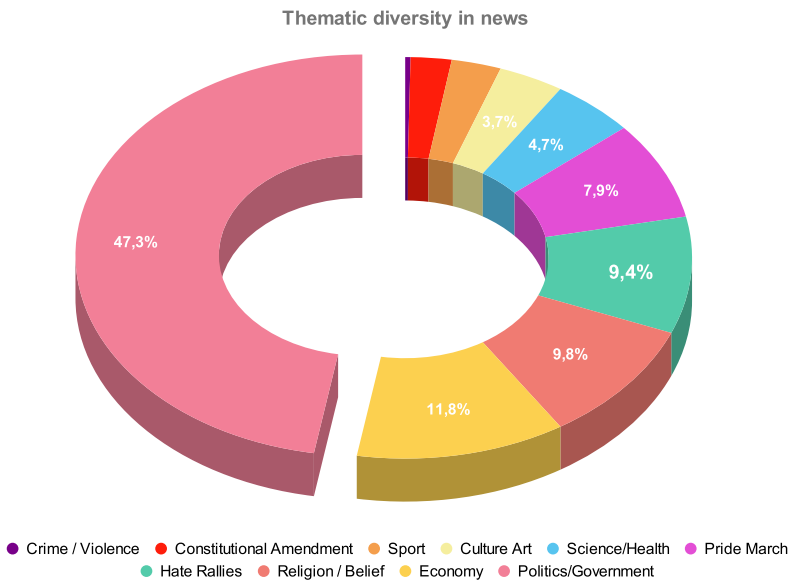
How the visuals represent trans and LGBTI+ persons



Thematic Diversity in the News

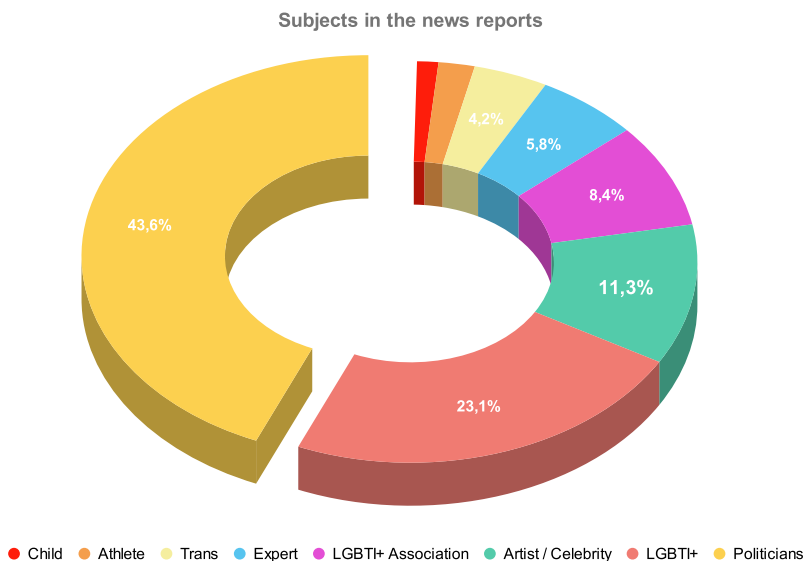
Thematic diversity in the news was addressed by diverging them into 11 different categories (Politics/Government, Celebrity/Magazine, Religion/Faith, Science/Health, Crime/Violence, Economy, Culture & Arts, Sports, Pride March, Hate Rallies, Constitutional Amendment).

The prominent theme is **“Politics/Government”** with the highest ratio of 47.3 %.



Ratio of LGBTI+ and trans identities in the News

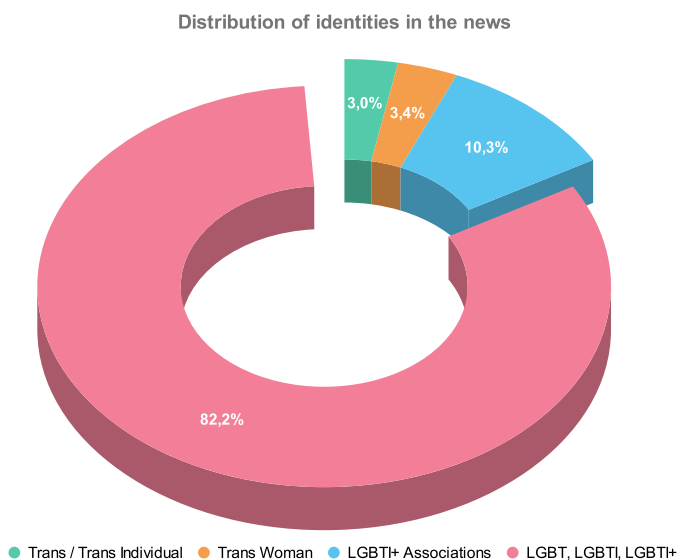
The subjects in the news were addressed by diverging them into 8 different categories. The prominent subject is the “Politicians” with the highest ratio of 43.6 % in the news about LGBTI+ and trans people. Other categories consist of; LGBTI+ persons (23.1%), Artist/Celebrity (11.3%), LGBTI+ Association (8.4%), Expert (5.8%), Trans Person (4.2%), Sportsperson (2.04%), Child (1.2%).



Ratio of Identities in the News

In the pie chart below, which shows the distribution of the news analyzed by identities specifically for LGBTI+ persons and trans people, there are the identity categories to which the news is directly associated (*LGBT/LGBTI/LGBTI+, Trans Woman, Transsexual, Trans/Transgender/Trans Individual, Transvestite, Trans Man, LGBTI+ Associations*).

The news consisting of LGBT, LGBTI, LGBTI+ has the highest ratio of 82.2% in that regard. LGBTI+ Associations has the second highest ratio with the ratio of 10.3%. The least mentioned identity is trans man category with the ratio of 0.1% according to this distribution.

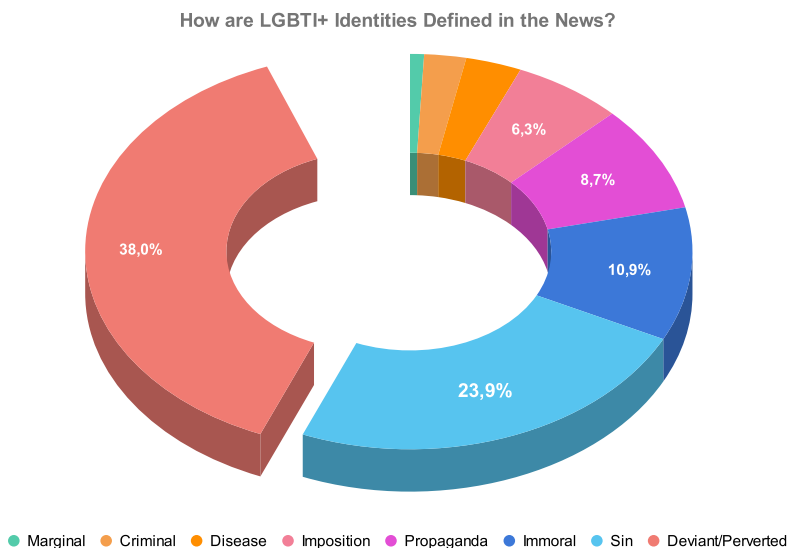


How are LGBTI+ Persons Defined in the News?

In this section, the data set we obtained provides an overview to how LGBTI+ identities are defined in the news. The definitions used in the news monitored are listed as “Erratic/Pervert, Immoral, Marginal, Terrorist, Criminal, Propaganda, Lobby, Imposition, Sickness, Sin”

- **The most common definition encountered is “erratic/pervert”, which has the highest ratio of 38% with the largest slice.**
- **The second highest is “sin” with the ratio of 23.9%.**
- **In the 4494 news monitored in 2022, it is seen that LGBTI+ identities were defined by negative, discriminatory and stigmatizing statements for 5193 times.***

**This difference indicates the fact that some same news are addressed by more than one category, and some news consist of such negative definition more than once.*



Analysis of Negative Representations in the News

- From the news published in 2022, 80.68% of them were assessed as homophobic, 43.92% of them were assessed as transphobic. This shows that **69.1% of the news monitored were either homophobic and/or transphobic.**
- While analyzing the negative representations in the news, the news having a homophobic rhetoric are categorized by using the following parameters.

The most encountered negative indicators among these parameters are: “negative/discriminatory discourses were used against LGBTI+ persons” (73.5%), “LGBTI+ persons were referred by hate speech and rhetoric in a way that could lead to misrepresentation” (69.91%), “it consists of the criminalization of LGBTI+ persons” (67.63%).

These data show that there is the widespread use of a negative discourse, misrepresentation and hate speech, criminalization; and show that there is a widespread use of negative approach and discrimination. This can reiterate the prejudices and can reinforce negative perceptions towards LGBTI+ people among a wide range of people in society.

Other negative parameters are listed as “it reinforces the stereotypes related to LGBTI+ persons” (44.33%), “its rhetoric does not affirm the gender identity of LGBTI+ persons” (55.13%), “It urges violence against LGBTI+ persons” (14.21%), “the privacy and civil rights of LGBTI+ persons were violated” (3.98%).

About the trend in these data, we can observe that the media can often reinforce the widely accepted prejudices about certain gender identities or sexual orientations; it can make it difficult for LGBTI+ people to attain social acceptance and understanding; and it can play a role that may contribute to the increase in violence against LGBTI+ persons in society.

- *We also analyze the news having transphobic rhetoric while analyzing the positive representations in the news according to the same parameters. This dataset reflects an effort to analyze negative trends in the media’s representation of trans people and it provides a detailed analysis of the representations.*

The most encountered negative indicators among these parameters are; “trans people were referred by hate speech and rhetoric in a way that could lead to misrepresentation” (41.54%), “negative/discriminatory discourses were used against trans people” (39.17%), “its rhetoric does not affirm the gender identity of trans people” (33.23%).

➤ **IMPORTANT NOTE**

These data, obtained specifically on trans people in both 2022 and 2023, do not show that trans representation in the news is better compared to LGBTI+ representation. The fact that positive or negative news about trans people find less space especially on mainstream news websites known for their support to the political power, reveals that the “invisibility” of trans people is reinforced. In other words, we can see that positive or negative news about trans people generally find more space on alternative news websites. This can be interpreted as the data obtained provides an indication not to that there is a less negative representation than LGBTI+ representation, but rather to that trans people are not visible enough in the media.

Other negative parameters regarding trans people are listed as: “the privacy and civil rights of trans people have been violated” (30.27%), “it consists of the criminalization of trans people” (29.08%), “it reinforces stereotypes about trans people.” (21.36%), “trans people are referred by their deadnames” (19.88%), “it urges violence against trans people” (3.56%).

The trend in these data points to an element that may negatively affect the social and psychological health of trans people, as well as that may escalate discrimination and marginalization against trans people in society. Such representations can stigmatize trans people in society as untrustworthy or dangerous community, can risk the safety and well-being of trans people, as well as can pose a serious threat to their fundamental rights along with the violations of their privacy.

Analysis of Positive Representations in the News

In the news about LGBTI+ persons monitored; it is observed that only 4.66% of them have affirmative/supportive approach while referring to LGBTI+ persons. This indicates that the general approach of the media does not have a positive trend. Similarly, only 5.14% of the news was reported as respecting the rights of LGBTI+ persons.

The **positive indicators in the news** we monitored in line with the parameters we identified are; “the news covers the achievements/personal stories of LGBTI+ persons” (0.93%), “the news is respecting to the privacy and civil rights of LGBTI+ persons” (2.21%), “violations of rights experienced by LGBTI+ persons (in education, labor life, health, housing, social life) were included in the news” (2.45%) “the news draws attention to the problems and needs of LGBTI+ persons” (3.03%).

Percentages in these parameters indicate that positive attitude towards LGBTI+ persons can be seen in limited amount of the media contents. Within the news in total, the ratio of the news where “the opinions of LGBTI+ organizations and experts were included” is 4.69 %.

- *In the analysis of positive representation, news about trans people are also analyzed according to the same parameters. This dataset reflects an effort to analyze positive trends in the media's representation of trans people and it provides a detailed analysis of the representations.*

The **most encountered positive indicators** among the news we monitored about trans people are; “the news is respectful to the rights of trans people” (56.08%), “rhetoric of the news affirms/supports trans persons” (35.31%), “the news is respecting the privacy and civil rights of trans people” (28.78%).

The other positive indicators among the news we monitored about trans people are; “the news covers the achievements/personal stories of trans people” (2.37%), “violations of rights experienced by LGBTI+ persons (in education, labor life, health, housing, social life) were included in the news” (15.43%), “the news draws attention to the problems and needs of trans people” (16.02%).

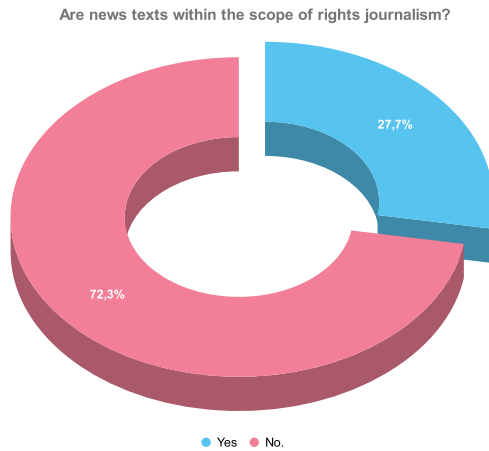
If we compare the positive parameters we analyzed specifically for trans people with the total number of news we analyzed in 2022: we can see a change in rates as follows:

“The news is respectful to the rights of trans people.” (4.20%), “rhetoric of the news affirms/supports trans persons” (2.64%), “the news is respecting the privacy and civil rights of trans people” (2.15%), “the news draws attention to the problems and needs of trans people” (1.2%), “violations of rights experienced by trans people (in education, labor life, health, housing, social life) were included in the news (1.15%), “the news covers the achievements/personal stories of trans people” (0.17%).

Are the written contents of the news prepared in line with the standards of rights-based journalism?

72.3 % of news covering LGBTI+ and trans people throughout 2022 (3249) were against the standards of rights-based journalism. 27.7 % of these are assessed as conforming to the standards of rights-based journalism.

We identified in these contents that the fundamental rights of LGBTI+ and trans people are violated and these include hate speech and/or contain discriminatory discourse or these feed prejudices against LGBTI+ people. This shows, the media, to a considerable extent, lacks in having an approach conforming the standards of the rights-based journalism when they publish news on LGBTI+ and trans people.



2. Monitoring of Internet News Published in 2023

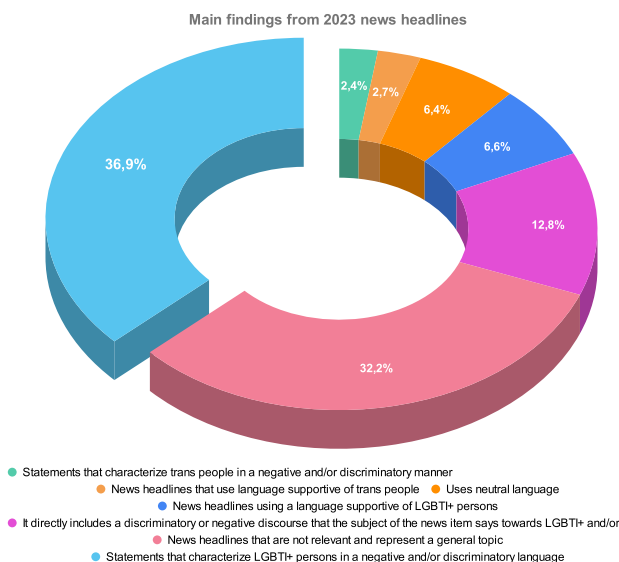
This section focuses on the significant data and stats obtained by the monitoring study done on the internet news published in 2023.

In this monitoring study, 7,567 news published in 2023 on news websites with more than 12,000 monthly visits were monitored within the scope of the key concepts identified priorly.

Headlines of the News

The main findings obtained from the news headlines published in 2023 are as follows:

- 36.9% of news headlines **contain a statement describing LGBTI+ persons by using a negative and/or discriminatory discourse.** 2.4% of news headlines **contain a statement describing trans people by using a negative and/or discriminatory discourse.**
- 12.8% of the headlines **contain directly the statement of the subject of the news, who commented on LGBTI+ and/or trans people with a discriminatory or negative discourse.**
- The ratio of the news headlines **having a supportive rhetoric about LGBTI+ persons** is 6.6%, the ratio of the news headlines **having a supportive rhetoric about trans people** is 2.7%.
- 6.4% of the news **headlines have a neutral approach**, meaning that the headline does not contain any supportive or discriminatory discourse about LGBTI+ and/or trans people.
- The ratio of the news **headlines on a general topic that are not related to LGBTI+ and trans people** is 32.2%.
- **52.1 out of each 100 news contains a negative/discriminatory discourse about LGBTI+ and trans people.**

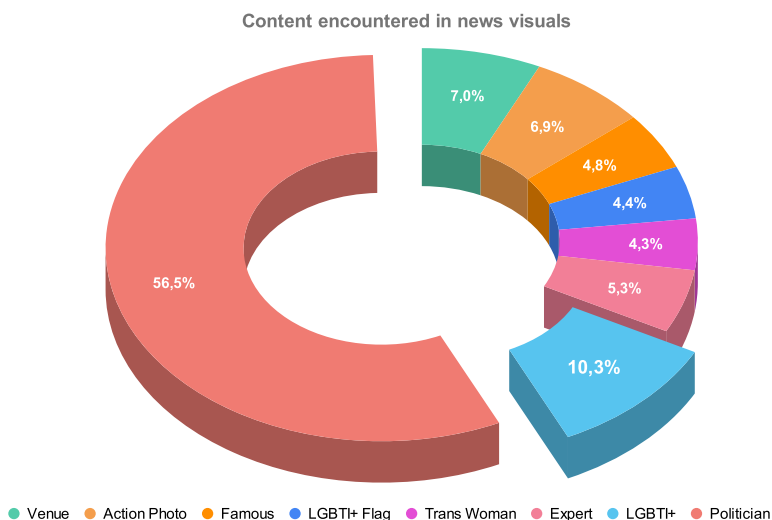


Discourse Analysis of the Visuals used in News: Categories and Representations

Categories

We have categorized the contents of the visuals of the news as “politician, venue, photo from a meeting, trans woman, trans man, LGBTI+, LGBTI+ flag, trans flag, celebrity, expert, sportsperson”.

Among these categories, the highest ratio is **56.5%, of the visuals contain the photo of a politician.** The **visuals about LGBTI+** ranks the second highest with 10.3%.



Representations

In this section, how the visuals of the news represent trans people and LGBTI+ persons have been analyzed. The difference between positive and supportive representations and negative or discriminatory representations was addressed.

Visuals Used in the News About LGBTI+ persons:

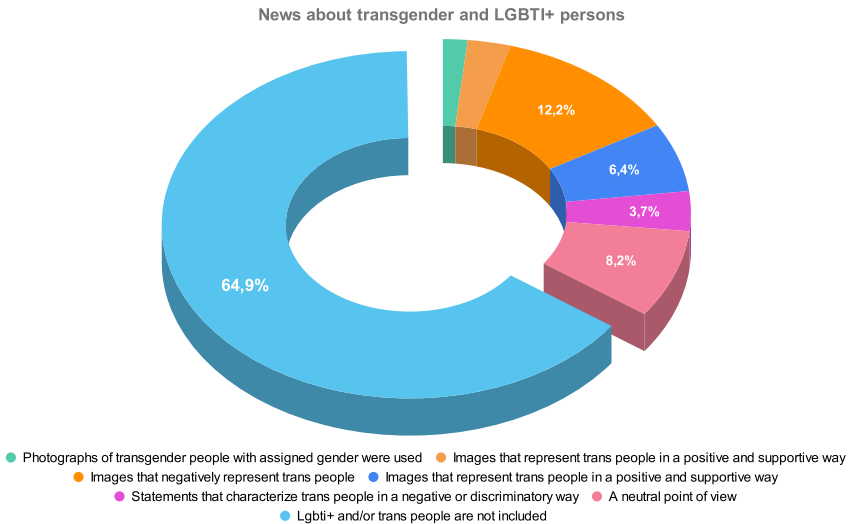
- **Positive and supportive:** 6.4% of the news analyzed contain visuals that represent LGBTI+ persons in a positive and supportive way.

- **Negative or discriminatory:** 12.2% of the news analyzed contain visuals that represent LGBTI+ persons in a negative or discriminatory way.

Visuals Used in the News About Trans People:

- **Positive and supportive:** 2.8% of the news analyzed contain visuals that represent trans people in a positive and supportive way.
- **Negative or discriminatory:** 3.7% of the news analyzed contain visuals that represent trans people in a negative or discriminatory way.
- **Sex assigned at birth:** In 1.6% of the news analyzed, there is the photo use associated with the sex assigned at birth
- **Neutral:** 8.2% of the news analyzed contain visuals representing LGBTI+ and/or trans people with a neutral point of view.

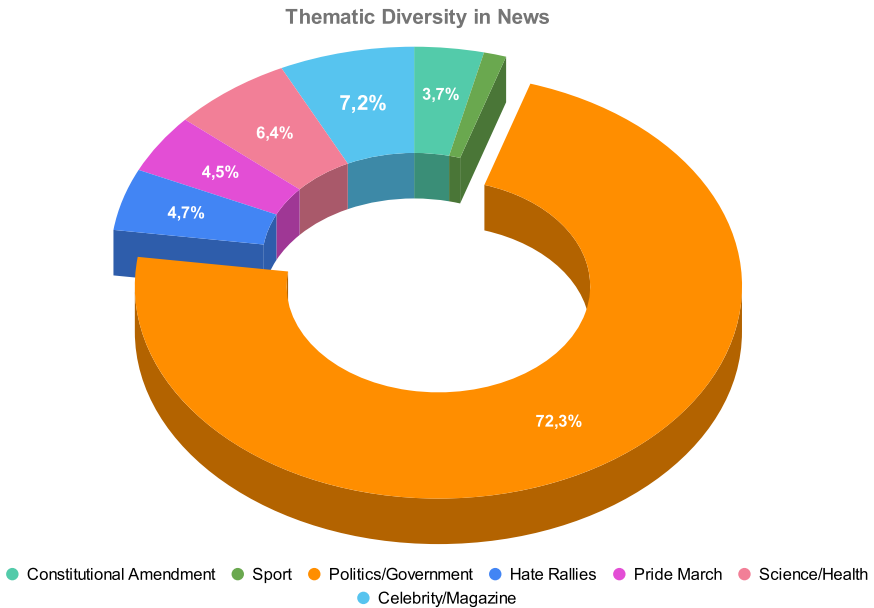
64.9 out of each 100 news contain visuals where LGBTI+ and/or trans people were not included.



Thematic Diversity in the News

Thematic diversity in the news was addressed by diverging them into 11 different categories (Politics/Government, Celebrity/Magazine, Religion/Faith, Science/Health, Crime/Violence, Economy, Culture & Arts, Sports, Pride March, Hate Rallies, Constitutional Amendment).

The prominent theme became “Politics/Government” with the highest ratio of 72.3 %.

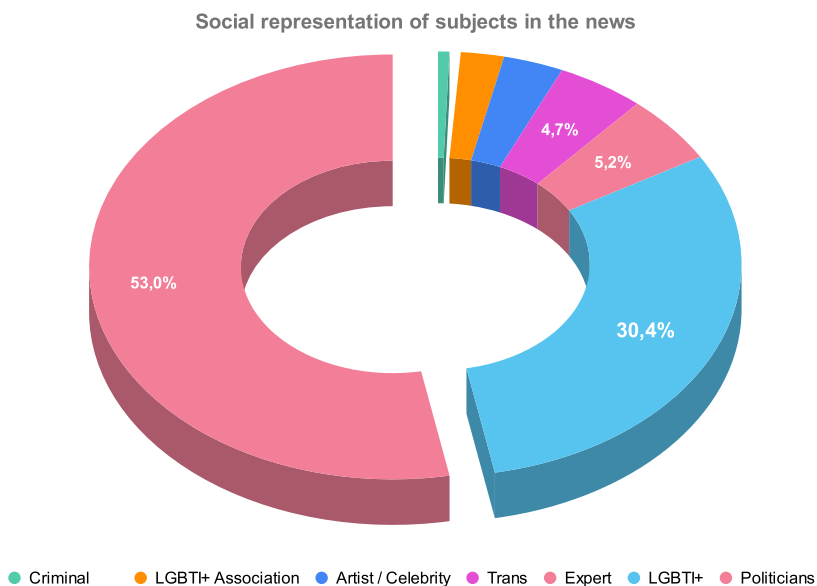


Social Representation of Subjects in the News

The subjects in the news were addressed by diverging them into 8 different categories.

The prominent subject is the “Politicians” with the highest ratio of 53% in the news about LGBTI+ and trans people.

Other categories consist of; LGBTI+ persons (30.4%), Expert (5.2%), Artist/Celebrity (3.2%), LGBTI+ Association (2.3%), Criminal (0.6%). Sportsperson (0.4%).



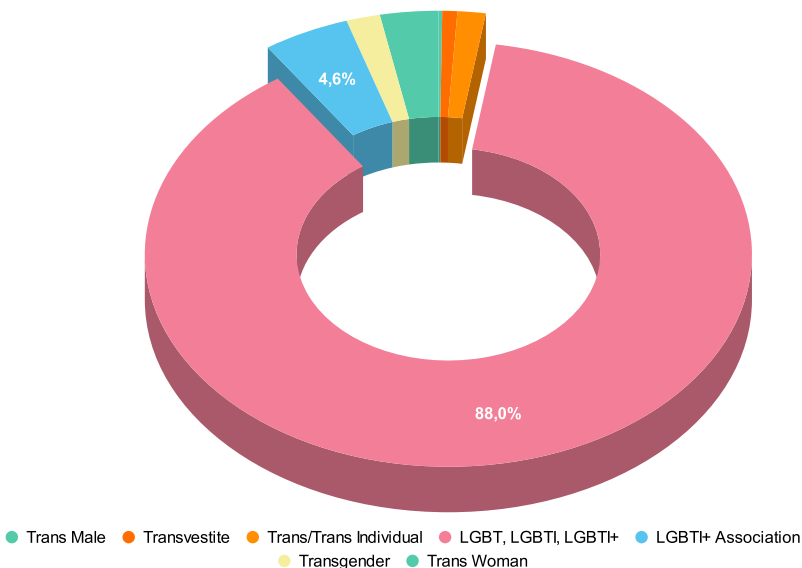
Ratio of LGBTI+ and trans identities in the News

In the pie chart below, which shows the distribution of the news analyzed by identities specifically for LGBTI+ persons and trans people, there are the identity categories to which the news is directly associated (LGBT/LGBTI/ LGBTI+, Trans Woman, Transsexual, Trans/Transgender/Trans Individual, Transvestite, Trans Man, LGBTI+ Associations).

The news consisting of LGBT, LGBTI, LGBTI+ has the highest ratio of 88% in that regard. LGBTI+ Associations has the second highest ratio with the ratio of 4.6%.

The least mentioned identity is trans man category with the ratio of 0.2% according to this distribution.

Distribution of LGBTI+ and trans identities in the news



How are LGBTI+ Persons Defined in the News?

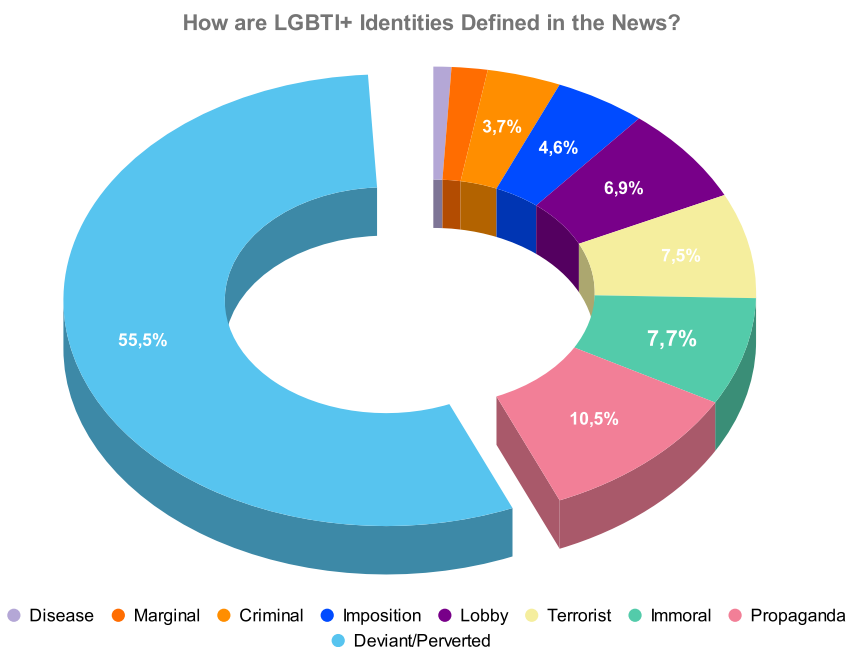
In this section, the data set we obtained provides an overview to how LGBTI+ identities are defined in the news. The definitions used in the news monitored are listed as “Erratic/Pervert, Immoral, Marginal, Terrorist, Criminal, Propaganda, Lobby, Imposition, Sickness, Sin”

The most common definition encountered is “erratic/pervert”, which has the highest ratio of 55.5% with the largest slice.

The second highest is “propaganda” with the ratio of 10.5%.

In the 7567 news monitored in 2023, it is seen that LGBTI+ identities were defined by negative, discriminatory and stigmatizing statements for 9222 times.*

**This difference indicates the fact that some same news are addressed by more than one category, and some news consist of such negative definition more than once.*



Analysis of Negative Representations in the News

- From the news published in 2023, 73.1% of them were assessed as homophobic, 32.4% of them were assessed as transphobic . This shows that **70.2% of the news monitored were either homophobic and/or transphobic.**
- *While analyzing the negative representations in the news, the news having a homophobic rhetoric are categorized by using the following parameters.*

Other negative parameters are listed as “it reinforces the stereotypes related to LGBTI+ persons” (39.7%), “its rhetoric does not affirm the gender identity of LGBTI+ persons” (37%), “It urges violence against LGBTI+ persons” (5.8%), “the privacy and civil rights of LGBTI+ persons were violated” (4.3%).

About the trend in these data, we can observe that the media can often reinforce the widely accepted prejudices about certain gender identities or sexual orientations; it can make it difficult for LGBTI+ people to attain social acceptance and understanding; and it can play a role that may contribute to the increase in violence against LGBTI+ persons in society.

- *We also analyze the news having transphobic rhetoric while analyzing the positive representations in the news according to the same parameters. This dataset reflects an effort to analyze negative trends in the media’s representation of trans people and it provides a detailed analysis of the representations.*

The most encountered negative indicators among these parameters are; “its rhetoric does not affirm the gender identity of trans people” (32.4%); “negative/discriminatory discourses were used against trans people” (30.6%), “trans people were referred by hate speech and rhetoric in a way that could lead to misrepresentation” (29%).

▶ IMPORTANT NOTE

These data, obtained specifically on trans people in both 2022 and 2023, do not show that trans representation in the news is better compared to LGBTI+ representation. The fact that positive or negative news about trans people find less space especially on mainstream news websites known for their support to the political power, reveals that the “invisibility” of trans people is reinforced. In other words, we can see that positive or negative news about trans people generally find more space on alternative news websites. This can be interpreted as the data obtained provides an indication not to that there is a less negative representation than LGBTI+ representation, but rather to that trans people are not visible enough in the media.

Other negative parameters regarding trans people are listed as: “it consists of the criminalization of trans people” (26.5%), “it reinforces stereotypes about trans people.” (23.7%), “trans people are referred by their deadnames” (21%), “the privacy and civil rights of trans people were violated” (19.9%) “it urges violence against trans people” (2.1%).

Analysis of Positive Representations in the News

In the news about LGBTI+ persons monitored; it is observed that only 15.8% of them have affirmative/supportive approach while referring to LGBTI+ persons. 25.10% of the news was reported as respecting the rights of LGBTI+ persons.

The positive indicators in the news we monitored in line with the parameters we identified are; “the news covers the achievements/personal stories of LGBTI+ persons” (3%), “the news is respecting to the privacy and civil rights of LGBTI+ persons” (1.9%), “violations of rights experienced by LGBTI+ persons (in education, labor life, health, housing, social life) were included in the news” (4.1%), “the news draws attention to the problems and needs of LGBTI+ persons” (4.2%).

Within the news in total, the ratio of the news where “the opinions of LGBTI+ organizations and experts were included” is 4.5%.

➤ *In the analysis of positive representation, news about trans people are also analyzed according to the same parameters. This dataset reflects an effort to analyze positive trends in the media’s representation of trans people and it provides a detailed analysis of the representations.*

The most encountered positive indicators among the news we monitored about trans people are; “the news is respectful to the rights of trans people” (67.5%), “rhetoric of the news affirms/supports trans persons” (53.1%), “the news is respecting the privacy and civil rights of trans people” (16%).

The other positive indicators among the news we monitored about trans people are; “the news covers the achievements/personal stories of trans people” (2.37%), “violations of rights experienced by LGBTI+ persons (in education, labor life, health, housing, social life) were included in the news” (15.43%), “the news draws attention to the problems and needs of trans people” (16.02%).

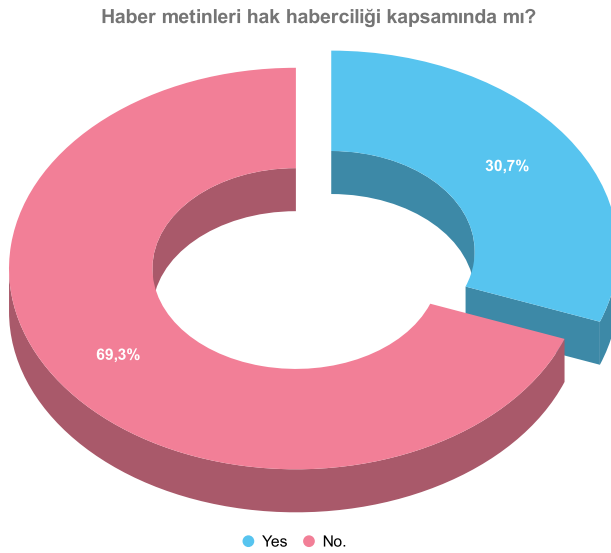
If we compare the positive parameters we analyzed specifically for trans people with the total number of news we analyzed in 2023: we can see a change in rates as follows:

“ the news is respectful to the rights of trans people.” (5%), “rhetoric of the news affirms/supports trans persons” (3.9%), “the news is respecting the privacy and civil rights of trans people” (1.1%), “the news draws attention to the problems and needs of trans people” (4%), “ violations of rights experienced by trans people (in education, labor life, health, housing, social life) were included in the news (2.6%), “the news covers the achievements/personal stories of trans people” (0.29%).

Are the written contents of the news prepared in line with the standards of rights-based journalism?

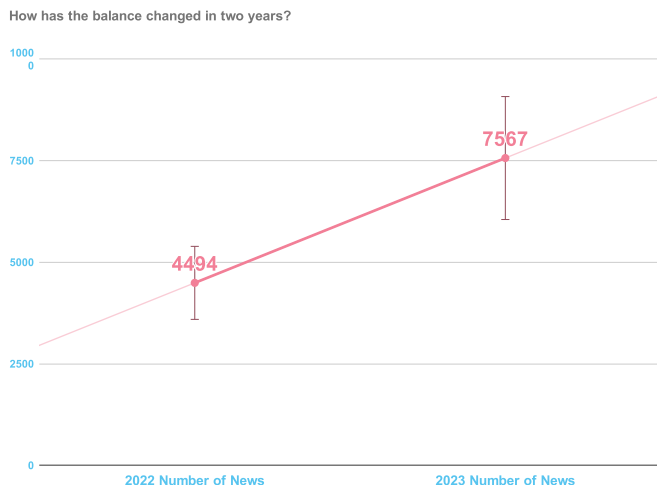
69.3% of news covering LGBTI+ and trans people throughout 2023 (5244) were against the standards of rights-based journalism. 30.7% of these are assessed as conforming to the standards of rights-based journalism.

We identified in these contents that the fundamental rights of LGBTI+ and trans people are violated and these include hate speech and/or contain discriminatory discourse or these feed prejudices against LGBTI+ people. This shows, the media, to a considerable extent, lacks in having an approach conforming the standards of the rights-based journalism when they publish news on LGBTI+ and trans people.



3. What kind of changes occurred within 2 years?

There is 68% increase in the number of news analyzed in 2023 according to the priorly identified parameters, in comparison to the number of such in 2022.



From the news on LGBTI+ persons published in 2022 that we analyzed, 71.7% of them were assessed as homophobic, 43.9% of them were assessed as transphobic . This shows that **69.6% of the news monitored were either homophobic and/or transphobic.**

From the news on LGBTI+ persons published in 2023, 73.1% of them were assessed as homophobic, 32.4% of them were assessed as transphobic . This shows that **70.1% of the news monitored were either homophobic and/or transphobic.**

Considering **the section “How are LGBTI+ Persons Defined in the News?”** where the definitions used in the news monitored are listed as “Erratic/Pervert, Immoral, Marginal, Terrorist, Criminal, Propaganda, Lobby, Imposition, Sickness, Sin”; it is seen that there has been **an increase of 77% from the data of 2022 to 2023** regarding the discriminatory, stigmatizing and marginalizing discourse.

Considering the news spreading hate speech about LGBTI+ and trans people published in 2022 and 2023; it is observed that the most of them were published by Yeni Akit (www.yeniakit.com.tr). Yeni Akit's ratio regarding the news spreading hate speech about LGBTI+ and trans people was 9.9% in 2022, it has increased to 11.2% in 2023.

The ratio of the news including the President Recep Tayyip Erdogan's hate speech towards LGBTI+ people in 2022 was 4.5 percent, this rate increased to 16% in 2023.

We can see that there is a difference in 2023 in that regard, 3.5 times more than that of 2022.

The most covered theme in the news in 2022 and 2023 was Politics/Government. While the theme of Politics/Government had the ratio of 47.3% in the news in 2022, it became 72.3% in 2023. The main reason for the increase in the number of the news on Politics/Government in Turkey in 2023 is the presidential and general elections took place in May 2023. The news on the Presidential and 28th Term Parliamentary General Elections that took place in May 2023 constitutes 13% of the news under the Politics/Government category. The other reason is political parties and leaders frequently talk about LGBTI+ people in order to mobilize their own voters.

The ratio of the news contains visuals that represent LGBTI+ persons in a negative or discriminatory way in 2022 is 25.2% whereas it became 17% in 2023. Within these data, it is possible to compare the decrease in the number of the news that contains visuals that represent LGBTI+ persons in a negative or discriminatory way; with the increase in the number of news not containing elements related to LGBTI+ and trans people. From the news containing visuals analyzed in this monitory study herein, 54.7% of them does not contain any elements related to LGBTI+ and trans people. In 2023, this ratio became 64.9%. According to these data, it can be said that there is an apparent decrease in the use of visuals directly related to LGBTI+ and trans people in the news.

While the rate of hate speech in the news in 2022 was 64.5%, in 2023 this rate became 67%. These high rates of hate speech complemented by such an increase in one year show the prevalence and extensity of the rights violations faced by LGBTI+ persons.

The top 20 news websites publishing news about LGBTI+ and trans people in 2022 and 2023 are as follows:

The Website	Number of news in 2022	Number of news in 2023
yeniakit.com.tr	445	855
yenisafak.com	242	406
aydinlik.com.tr	229	321
ulusal.com.tr	189	142
haber7.com	182	218
haberler.com	149	242
odativ.com	133	146
beyazgazete.com	119	163
dogruhaber.com.tr	117	186
t24.com.tr	108	127
star.com.tr	105	178
takvim.com.tr	99	131
sondakika.com	98	169
milligazete.com.tr	96	234
abcgazetesi.com	96	205
bianet.org	88	175
haberturk.com	84	83
sabah.com.tr	82	201
dirilispostasi.com	82	90
cumhuriyet.com.tr	81	159

Among the twenty news websites that producing the highest number of contents, there are websites providing their news in line with the standards of rights-based journalism such as T24, Bianet and Cumhuriyet. Their journalism are pioneers since they committed to making the rights of LGBTI+ and trans people visible.

On the contrary, the news websites such as Yeni Akit, Yeni Şafak and Aydınlık became the leading websites in targeting LGBTI+ and trans people while spreading hate. These news websites often provided content that has an offensive approach against to the existence of LGBTI+ and trans people while broadcasting and spreading hate. Among the top 20 news websites, these three news websites having hate rhetoric accounted for 32.6% in 2022 and for 35.7% in 2023 of the total content produced.



PEMBE HAYAT LGBTI+ DAYANISMA DERNEGI

WWW.PEMBEHAYAT.ORG
MEDYA@PEMBEHAYAT.ORG