**Chapter Four**

**Data Representation and Analysis**

This chapter focused on the presentation of data findings as well as its analysis and subsequent discussion. The data was presented using single percentage tables using SPSS (Statistical Package for the Social Sciences) to work out the percentages. The data analysis was based on the research questions.

**4.1 Data Presentation**

The study’s primary focus was the representation of women in the sphere of Nigerian politics by the media, using the Nigerian newspapers: The sun, Vanguard, Daily Trust,in terms of frequency of coverage, types of activities reported, dominant images portrayed and the prominence given to such stories as case studies. The contents of the 276 editions of the selected newspapers (92 editions for each newspaper) between the periods of 29th May, 2013 to 30th November 2013 which were analyzed saw the researcher unable to find eight editions of the newspaper that fell within the sample dates (5 editions of daily trust and 3 editions of vanguard news) and therefore had the researcher use 268 editions instead.

The presentation of the data was done using the category structure stated in the third chapter under research instrument. The total number of published stories on the class of women under study by the three was first analyzed under three themes: hard news stories, editorials and features. The researcher did not observe any variation on covering women in politics in terms of location but found that those who occupied a higher position in government and all round higher social status in the society enjoyed higher coverage.

**Table 1: Presentation of Coded Story Categories**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Themes | Vanguard | Sun | Daily Trust | Frequency | Percentage |
| News | 109 | 116 | 71 | 289 | 62 |
| Editorials | 8 | 13 | 5 | 26 | 5 |
| Features | 43 | 68 | 42 | 153 | 33 |
| Total | 153 | 197 | 118 | 468 | 100 |

From table 2 above, it can be seen that a total of four hundred and sixty (468) stories centering women in politics were published by all three newspapers within the stated period under review under the three major themes. A closer look at the table above shows that of the 468 publications, 153 stories were made by vanguard newspaper, 197 stories by the Sun and 118 stories by Daily trust with the least amount of female representation. Furthermore, the table shows that 109 out of 153 stories published by vanguard came as straight news stories, 43 were published under features and a meager eight were published as editorials. For the Sun and Daily Trust, a total of 116 and 71 respectively were hard news, 13 and 5 were respectively were tutorials while 43 and 68 respectively were feature stories.

**Table 2: Frequency/ Quantity of Reportage**

|  |  |  |
| --- | --- | --- |
| Newspaper | Frequency | Percentage (%) |
| Vanguard | 153 | 33 |
| Sun | 197 | 42 |
| Daily Trust | 118 | 25 |
| Total | 468 | 100 |

Table 3 shows that Vanguard had a total of 153 (33%) publications representing women in politics, the Sun had 197 (42%) publications, and Daily Trust which was the least of the three had 118 (25%) publications out of the total of the three newspapers publications.

**Table 3b: Frequency/ Quantity of Reportage in Comparison to their Male Counterparts**

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percentage (%) |
| Male | 10599 | 69 |
| Female | 468 | 31 |
| Total | 1527 | 100 |

Table 3b above shows that out of a total of 1527 stories on people in politics published across all three newspapers within the period under study, 1059 publications, a staggering 69% were focused on the males while a paltry 468 (31%) were on women.

**Table 4: The Capacity in Which the Women in Nigerian Politics are reported**

|  |  |  |
| --- | --- | --- |
| Activities Reported | Frequency | Percentage (%) |
| Official | 162 | 35.1 |
| Socio-cultural | 107 | 22.9 |
| Domestic/Personal | 147 | 31 |
| Others | 52 | 11 |
| Total | 468 | 100 |

Table 4 shows that of a total of 468 publications, all three newspapers had 162 (35.1%) publications reported on female politicians based on the offices they held, there were 107 (22.9%) publications that centered on the socio-cultural aspects of the female politicians, the domestic or personal life of the female politicians had a publication report of 147 (31%) and others which covered aspects that weren’t covered in the earlier stated activities had the lowest reportage at 52 (11%) reports.

**Table 5: The Dominant Image of Nigerian Women in Politics Portrayed by Nigerian Newspapers**

|  |  |  |
| --- | --- | --- |
| Image Portrayed | Frequency | Percentage (%) |
| Competent and Experienced | 64 | 13.70 |
| Courageous and bold | 46 | 9.8 |
| Strong and unemotional | 40 | 8.5 |
| Independent and Assertive | 33 | 7.0 |
| Corruption and Fraudulent | 17 | 3.6 |
| Incompetent and inexperienced | 67 | 14.06 |
| Lacking in Courage | 43 | 9.4 |
| Weak and Emotional | 52 | 11.0 |
| Dependent and Passive | 58 | 12.14 |
| Others | 48 | 10.3 |
| Total | 468 | 100 |

The table above shows the diverse image in which females in politics are reported in the three newspapers. A brief study of the table shows that a combination of all three papers published a total of 64 (13.70%) contents that painted women in politics as competent and experienced, 46(9.8%) described women as courageous and bold, 40 (8.5%) saw women as courageous and bold, 33 (7%) publications described women as independent and assertive, 17 (3.6%), described women as corrupt and fraudulent, 67 (14.06%) saw women as incompetent and inexperienced, 43(9.4%) spoke of women as lacking in courage, 52 (11%) saw women as weak and emotional, 58 (12.14%) saw women as dependent and passive and others which did not fall under any of the above stated purview had a reportage of 48 (10.3%).

**Table 6: Prominence Attached to Stories on Women in Politics**

|  |  |  |
| --- | --- | --- |
| Story Position | Frequency | Percentage (%) |
| Cover Page | 21 | 4.5 |
| Back Page | 13 | 2.7 |
| Center Spread | 47 | 10.0 |
| Full inside Page | 125 | 26.7 |
| Others | 262 | 56.1 |
| Total | 468 | 100 |

Table 6 shows that female politicians graced the cover page of all three newspapers a total of 21 (4.5%), the back page a total of 13 (2.7%), the center spread had 47 (10%), the full inside page had 125 (26.7%) and others that did not include any of the aforementioned had the highest at 262 (56.1%).

**4.2 Data Analysis**

The researcher used the research questions as a basis for the data analysis presented in the above tables and a total of four research questions were used for analysis.

The research question tried to ascertain the frequency of reportage of women in politics using several benchmarks therefore, from the 276 (268 accounting for the missing editions from all three papers) editions of all three papers analyzed, a total of 468 stories under the various stated benchmarks surrounding women in politics. A detailed breakdown of the figure seen in figure 3 above seemed to the researcher that the representation of women in politics was Fair enough owing to the fact that the number of women in paled in comparison to the number of their male counterparts. According to the table data shown in table 3, vanguard had 33% representation, with the Sun and Daily Trust each having 42% and 25% respectively further lending credence to the opinion of the researcher. Furthermore, taking a look at the number of women elected into the National Assembly in 2011, the result showed that only 7 were women out of 109 members of the senators and 19 were women out of the 360 members of the House of Representatives, a 26 to 469 difference in number

**Research Question 1:**

In what capacity do women in politics feature in newspapers? With a reference to table 4, it becomes quite clear what the answer to the question could be. Analyzing the data from the table shows that of the 468 stories analyzed, 192 stories reported women in their official capacities, this is against the assumption that greater attention is paid by the media on trivial issues concerning such women such as physical appearance and gender roles.

The researcher did however observe that most of the reports were on social outings/visits by the women in question. This means that such representations lacked the depth and more serious analysis they deserved. For instance, in many editions of the newspapers sampled, some female ministers and senators were only featured in stories that had them commissioning a project under their ministries or among the entourage of the president in attendance of meetings and other official engagements (Daily Sun newspaper, June 19th 2013, p.24; Vanguard, October 14th 2013, p.46).

A particular edition of Sun newspaper featured a number of these women in a full page article, displaying and discussing unimportant issues like their hairstyles as opposed to issues relating to the offices they hold.

**Research Question 2:**

What is the predominant image of women in politics as evident in the reports? During the course of the study, the researcher discovered that the predominant image portrayed by all three newspapers with a figure of 67 was that women in politics were incompetent and lacking in experience even though there was almost an insignificant difference between this variable and its opposite which at a figure of 64 saw women as competent and experienced. All the publications that negatively reported female politicians as dependent and passive, lacking in courage, incompetent and inexperienced had noticeably higher figures than those showed them in a positive light, for example, a Vanguard newspaper October 8th report on the achievements of the petroleum ministry attributed their success to the competence of the team working under the then minister of petroleum, Diezani Allison Madueke, without actually highlighting her leadership role in achieving said success(Nwachukwu 2013, p.26), also, on page 46 of the same newspaper, in the story titled “Stella Oduah’s Act of God” saw the newspaper place the blame of the frequent plane crashes on her incompetence as the minster of aviation (Ochereome 2013, p.46). The result also showed that a very small number of publications saw women as corrupt and/or fraudulent.

**Research Question 3:**

The researcher sought to assess the degree of importance attached to stories on women in public offices.

The importance of stories in media publications are usually measured by the degree of prominence accorded to such issues. This is usually known simply by the placement of such stories, that is, if the story is found on the front or back cover page, center spread, full page and the like, with the front page being considered most important. Stories that appear on the front page are stories that make headlines and there weren’t many of such stories on the category of women under study. Table 6 showed that only 21 out of 468 stories made it to the front page with 125 given full pages but hidden in the inside pages of the newspapers while as much as 262 stories were published without much importance attached to them, hence, they were hidden inside the pages that do not often get much attention from readers because such stories are considered less than important.

**4.3 Discussion of Findings**

The number of editions of newspapers analyzed may be much but the researchers reasoning behind this move was to analyze the topic of study thoroughly and with a fine toothed comb. The researcher discovered that there were more stories on men in politics than there was on their female counterparts, an occurrence which seemed like the norm, but owing to the small number of women in politics at 31%, the researcher felt this representation to be fair.

The researcher further observed that such representation do not follow a regular trend. In a few cases, the researcher scanned through the pages of some newspapers and found not a single trace of stories relating to the category of women under study. Table 4 showed that women made greatest news in relation to the political positions/offices they occupied but some of the stories weren’t necessarily serious assessment of their performance in office. In some cases, the women were mentioned in passing members of the president’s or some other high ranking official’s entourage in attendance of some functions such as commissioning of projects, rallies and the like, especially when such events fell under their portfolio.

Although most of the stories published reported women as incompetent and inexperienced as stated in table 5, a significant percentage of the publication regarded them as being competent and experienced. People like the late Professor Dora Akunyili and Professor Okonjo Iweala were at the forefront while in some of the reports, there were negative publications which were mostly surrounded by issues surrounding their offices. It was discovered that most of these women were seasonal where they gained high reportage only when there were issues relating to their offices at other times, they tend to be completely forgotten by the media.

The variables in table 5 were broadly classified under negative, positive and neutral views. In the table, 1-4 were presented as positive attributes, while 5-9 served as the negative variables. Stories that presented the women as neither positive nor negative were classified as neutral and had the variable listed as the tenth on table 5. The reports found that the negative variables had more values than the positive. Although the numbers are higher on the negatives, this does not empirically conclude that women are reported more in the negative, for instance, a story on the vanguard newspaper dated November 1st, 2013 spoke about the aviation minister as one who “came to office with a template on how to transport the Nigerian aviation sector, a feat that seemed impossible for past regimes.” (Nwandu 2013, p.19). An August 11th, 2013 issue of Daily Trust newspaper, featured the then finance minister, Ngozi Okonjo Iweala commending her efficiency and competence in the ministry.

As regards the prominence given to stories on female politicians in Nigeria, table 6 provides detailed data which showed only 21 stories gracing the front cover and most of the stories being tucked away in the inside pages. The theme of the stories surrounding these women showed that they were mostly featured in hard news, followed by features and rarely on the editorial pages in which most serious issues are discussed.