

# Trends in Media pluralism



**THE AVAILABILITY OF MEDIA CONTENT** has dramatically increased, largely through sharing and user-generated content on social media



**ALGORITHM-RANKED** search results and social media news feeds have contributed to the creation of **'echo chambers' and 'filter bubbles'**, where people reinforce their beliefs rather than dialogue across differences



**RATING**

**THE PRACTICE OF 'ZERO-RATING'** has increased pluralism in terms of access, but it has raised concerns about limiting net neutrality



**Percentage of individuals with access to the internet\***



34%

2012



48%

2017

**NEARLY HALF THE WORLD'S POPULATION** now has access to the internet

**WOMEN REMAIN UNDERREPRESENTED IN MEDIA\*\***, making up only:



**1 IN 4 MEDIA DECISION-MAKERS**



**1 IN 3 REPORTERS**



**1 IN 5 EXPERTS INTERVIEWED**



**NEWSPAPER CIRCULATION\*\*\*** has fallen in all regions, except in Asia and the Pacific