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Tsend Dashdorj
Ph.D. Head, Department of
Journalism, School of Movies,
Television and Media Arts,
Mongolian National University
of Arts and Culture,
Ulaanbaatar, Mongolia

Antony D Miller
Ph.D., Ed.D.
Research Professor
(Corresponding Author),
Department of International
Relations and Journalism,
Otgontenger University,
Building B, 51 Jukov Street,
Ulaanbaatar, Mongolia.

Gender representation amongst the sources on the “Wheel of Time” program featured by Mongolian National Broadcast TV. (MNB)

Tsend Dashdorj and Antony D Miller

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Abstract

This study examines gender disparities in news sourcing within Mongolia's public service broadcaster. Television broadcasting, established under state control in 1967, transitioned to a public service model under the 2005 Law on Public Radio and Television, which mandates balanced representation of social groups. Focusing on the Mongolian National Broadcaster's flagship "Wheel of Time" program (excluding Sundays and international segments), the research analysed over a hundred episodes from October to December 2020 and 2022. Findings reveal significant underrepresentation of women across all news segments, with women constituting only twenty-eight percent of total sources compared to men at seventy-five percent. The disparity intensified in political coverage, for source representation. The study attributes this imbalance to insufficient gender sensitivity among journalists and reliance on established sourcing networks dominated by male perspectives. To fulfil its statutory obligations for equitable representation, the broadcaster ought to prioritize gender-balanced sourcing practices and implement targeted training programs for media professionals. These findings underscore systemic challenges in achieving mandated diversity goals within public service journalism.

Keywords: TV Media, gender, disparity, political, underrepresentation, Mongolia

Introduction

Mass media plays a crucial role in shaping public perception and discourse, particularly in post-socialist nations like Mongolia, where the transition from state-controlled to public broadcasting has introduced new mandates for inclusivity and balanced representation. This transition, exemplified by the 2005 Law on Public Radio and Television, specifically obligated the Mongolian National Broadcaster to ensure equitable portrayal of diverse social groups, including women, ethnic minorities, children, and persons with disabilities. The persistent underrepresentation of women in political news, despite these legislative efforts, highlights a significant discrepancy between policy and practice, demanding further investigation into the underlying journalistic factors (Riedl *et al.*, 2022) ^[138]. This micro-study quantitatively analysed gender representation among news sources within the Mongolian National Broadcaster's daily "Wheel of Time" program to assess the extent of this disparity and its implications for public broadcasting mandates. The analysis focused on identifying patterns and proportions of female versus male sources, particularly within politically oriented segments, to elucidate the scope of gender imbalance. To fulfil public broadcasting mandates, MNB should prioritise gender-balanced sourcing and implement gender equality training for media professionals, addressing the insufficient gender sensitivity and reliance on established sourcing networks identified as contributing factors to this disparity.

Literature Review

Several studies indicate that women consistently receive less media coverage than men, a phenomenon often attributed to inherent gender bias in media reporting, where there is a systematic inclination towards male subjects (Shor *et al.*, 2019) ^[158]. To establish the presence of such bias, it is crucial to demonstrate that the news coverage of men is disproportionate even after accounting for occupational inequalities and differences in public interest (Shor *et al.*, 2019) ^[158]. This disparity is further compounded by persistent traditional

Corresponding Author:
Tsend Dashdorj
Ph.D. Head, Department of
Journalism, School of Movies,
Television and Media Arts,
Mongolian National University
of Arts and Culture,
Ulaanbaatar, Mongolia

gender stereotypes that often limit the portrayal of women in mass media, especially in roles of authority or expertise (Baskynbayeva *et al.*, 2024) ^[121]. These stereotypes often relegate women to domestic or non-political spheres, influencing the framing of their participation in public life and perpetuating the notion that women are more suited to lead in the domestic sphere than in the public sphere (Anggoro *et al.*, 2023) ^[111]. This not only affects the visibility of women in leadership roles but also shapes societal expectations regarding gender roles and capabilities (Ozer, 2023) ^[122]. Furthermore, the dominance of male journalists in certain beats, such as politics, can perpetuate this imbalance, as they may prioritize male sources due to existing professional networks or unconscious biases (Santia *et al.*, 2024) ^[146]. This underrepresentation is also evident in the marginalization of women as authors and sources in scientific news, particularly in developing countries, where their visibility increases when collaborating with male counterparts (Lukanda, 2021) ^[104]. Globally, the gender gap reflects an imbalance in the representation of women in politics and their limited engagement with gender issues in the media, leading to a largely stereotyped public image of women that emphasizes personal features over political skills (Belluati, 2020) ^[123]. This trend is further exacerbated by the fact that media attention is crucial for politicians, as a lack of visibility can hinder their electoral success, thereby perpetuating the underrepresentation of women in political spheres (Hayek *et al.*, 2022) ^[176]. This necessitates a re-evaluation of media practices to ensure a more equitable portrayal of women in political and public discourse, acknowledging the media's potential to either reinforce or dismantle gender stereotypes. This systematic marginalization underscores the critical need for media outlets to adopt proactive measures to counteract implicit biases and cultivate a more balanced representation of all genders in news content (Li, 2023). Such measures would include, but not be limited to, gender-sensitive training for journalists, the establishment of diverse sourcing policies, and regular audits of news content to identify and rectify imbalances. This commitment to equitable representation would align with international initiatives like the Council of Europe's efforts to combat gender-based violence, which recognizes the media's crucial role in challenging, rather than reinforcing, subtle gender stereotypes (Azzalini, 2020) ^[16]. Despite policy efforts and international recommendations, a significant gap often persists between the stated objectives of gender equality in media and their practical implementation (Azzalini, 2020) ^[16]. This gap is particularly salient in academic and research sectors where women continue to face significant underrepresentation and discrimination despite educational parity (Farina *et al.*, 2023) ^[59]. This disparity extends to research funding, authorship, and leadership positions, perpetuating a cycle of bias that impacts both researchers and the beneficiaries of research (Ovseiko *et al.*, 2016) ^[121]. This underrepresentation is also evident in the media's portrayal of female scientists, who are frequently less visible than their male counterparts, receive fewer invitations to author academic papers, and are less often in positions associated with seniority, reflecting a pervasive gender bias within editorial processes (Holman *et al.*, 2018) ^[78]. This gender disparity also extends to the broader academic landscape, where women face persistent discrimination and stereotypes in selection and promotion processes, limiting their

advancement into leadership roles and perpetuating a lack of female role models (Farina *et al.*, 2023) ^[59]. These systemic biases not only hinder individual careers but also impede scientific progress by limiting the diversity of perspectives and approaches.

To address these ingrained disparities, intentional strategies focusing on gender mainstreaming, such as those articulated in public policies, are imperative for fostering equitable representation and combating bias, especially within emerging technological domains like Artificial Intelligence

This section provides foundational context for understanding the interplay between gender, media, and emerging technologies, setting the stage for a deeper analysis of how biases manifest and can be mitigated. It will explore how Artificial Intelligence systems, particularly in media, can perpetuate existing gender biases through their algorithms and data sets, drawing parallels with traditional media's historical underrepresentation of women (Guevara-Gómez *et al.*, 2021; Waelen & Wieczorek, 2022) ^[71]. Furthermore, the discussion will extend to the pivotal role of digital literacy in empowering women to navigate and critically engage with these technologically mediated environments, thereby fostering greater equity and inclusion (Shah, 2025) ^[152]. The inherent biases in artificial intelligence systems, particularly those related to gender, often stem from their reliance on datasets that reflect historical societal inequalities, leading to outputs that reinforce stereotypes and disadvantage women (Ho *et al.*, 2025; Waelen & Wieczorek, 2022) ^[184]. This perpetuation of bias is evident in generative AI tools, which, having been trained on vast open databases reflecting centuries of inequality, continue to produce text, images, and audio that exhibit significant stereotyping (Sandoval-Martín & Martínez-Sanzo, 2024) ^[145]. Moreover, despite the perception of AI as a neutral entity, its human creation imbues it with inherent prejudices, including gender bias, which can lead to unfair treatment and discrimination against marginalized groups (Nemani *et al.*, 2023) ^[117]. Such biases are notably apparent in AI-generated content, where STEM occupations are disproportionately represented by men, reflecting and reinforcing prevailing societal gender stereotypes (Böckling *et al.*, 2025) ^[26]. These biases are often amplified by the lack of diversity in the AI workforce and the uncritical training of machine learning algorithms on biased datasets, leading to a perpetuation of societal gender imbalances (Vinuesa *et al.*, 2020) ^[181]. Consequently, addressing gender bias in AI necessitates a multifaceted approach, encompassing diverse data curation, algorithmic fairness improvements, and a more inclusive development workforce. This critical examination highlights how biases can be introduced during the data collection and formulation phases of AI models, underscoring the necessity for robust mitigation strategies (Voutyrakou *et al.*, 2025) ^[182]. For instance, a significant data gap exists in healthcare datasets regarding women's conditions, leading to AI models that may not accurately diagnose or treat female patients (Isaksson, 2024) ^[81]. This underscores the urgent need for comprehensive research into gender-specific data collection and the implementation of inclusive AI development practices to ensure equitable healthcare outcomes. These systemic issues extend beyond healthcare, impacting various sectors where AI is deployed, thus necessitating continuous

ethical oversight and validation of AI systems to prevent the exacerbation of existing social inequalities. The development of AI-generated content, such as faces, further illustrates how these biases can influence and solidify gender stereotypes and contribute to racial homogenization, necessitating careful consideration of their ethical implications (AIDahoul *et al.*, 2025) ^[6]. The pervasive nature of bias in AI systems, especially generative AI, highlights the urgent need for interdisciplinary collaboration to ensure effectiveness and address the ethical considerations of their implementation (Ferrara, 2023) ^[60]. Such collaborative efforts must focus on developing mitigation strategies that address the root causes of bias, from data collection to algorithm design, ensuring that AI systems promote fairness and equity rather than perpetuating existing disparities (Ferrara, 2023) ^[60]. Addressing these challenges requires a comprehensive approach to AI governance, emphasizing the need for robust ethical frameworks and regulatory measures to ensure accountability and transparency in AI development and deployment (Deckker & Sumanasekara, 2025) (Ferrara, 2023) ^[42, 60]. Moreover, a critical aspect of mitigating AI bias involves algorithmic auditing and transparent model development processes, alongside proactive measures to address bias through real-world case studies (Panch *et al.*, 2019) ^[127]. Furthermore, it is imperative to integrate principles of diversity and inclusion into the entire AI development lifecycle, as diverse teams are more adept at identifying and rectifying inherent biases within data and algorithms (Shams *et al.*, 2023) ^[153]. This holistic approach ensures that AI systems are developed responsibly, considering societal impacts and promoting equitable outcomes for all users. A concerted effort to reformulate AI development practices, legal frameworks, and policies is thus crucial to ensure the equitable application of AI (Marko *et al.*, 2025). This includes focusing on rigorous validation, promoting inclusion and equity, and safeguarding privacy to counteract the disparities in AI outcomes and representation among diverse groups, often caused by biased data sources and inadequate representation in training datasets (Marko *et al.*, 2025) ^[107]. This concerted effort should prioritize the development of explainable AI to enhance transparency and foster trust in AI systems, thereby allowing for better identification and remediation of biases (Samala & Rawas, 2024) (Bahangulu & Owusu-Berko, 2025) ^[18]. Furthermore, implementing fairness-aware algorithms and ensuring diverse datasets are pivotal strategies to counteract the perpetuation of societal stereotypes by AI models (Ferrara, 2023; Samala & Rawas, 2024) ^[60, 144]. These strategies are essential for developing AI systems that serve all members of society equitably, preventing the amplification of existing disparities. Human-centered AI principles are crucial for designing and deploying AI systems that actively reduce health disparities and inequities, ensuring that technology benefits all individuals equitably (Chen *et al.*, 2023) ^[29]. Moreover, the inherent biases within AI models trained on historical data have the potential to perpetuate existing disparities in healthcare outcomes, underscoring the critical need for inclusive data collection and algorithm development to ensure fairness and equity (Pham, 2025) (Marko *et al.*, 2025) ^[107, 131]. To address these concerns, comprehensive frameworks are necessary for systematically identifying and mitigating biases throughout the entire AI model lifecycle, from conception to deployment

(Hasanzadeh *et al.*, 2025). This includes adopting equity-focused checklists for developers and considering regulatory requirements for their implementation to ensure fair and equitable use of AI in healthcare (Berdahl *et al.*, 2023) (Hasanzadeh *et al.*, 2025) ^[24, 75]. Such frameworks must account for the diverse demographic characteristics of populations and ensure that AI applications do not exacerbate existing health inequities by perpetuating biases inherent in their training data (Chinta *et al.*, 2024) (Abràmoff *et al.*, 2023) ^[1, 33]. A critical step towards achieving this involves developing and deploying AI systems with an emphasis on transparency, interpretability, and accountability, thereby fostering trust among users and stakeholders (Ueda *et al.*, 2023) (Jeyaraman *et al.*, 2023) ^[86, 174]. The continuous monitoring and evaluation of AI systems post-deployment are also paramount to detect and rectify emergent biases, ensuring long-term ethical operation. Additionally, integrating community engagement and diverse stakeholder involvement throughout the AI development process can help identify and address potential biases that might otherwise be overlooked, thereby promoting more equitable and culturally sensitive AI solutions (Nazer *et al.*, 2023) ^[116]. This proactive engagement is crucial for developing AI that truly serves the public good and adheres to principles of social justice, thereby transcending mere technological advancement to achieve societal benefit. This proactive engagement is crucial for developing AI that truly serves the public good and adheres to principles of social justice, thereby transcending mere technological advancement to achieve societal benefit. This proactive approach ensures that AI systems are not only technically proficient but also ethically sound, aligning with broader societal goals of fairness and equality (Berdahl *et al.*, 2023) ^[24]. To effectively mitigate bias and promote equitable outcomes, artificial intelligence frameworks grounded in robust software engineering principles are essential for identifying and addressing biases within both data and model designs, particularly in sensitive domains like healthcare (Raza *et al.*, 2023). These frameworks must incorporate rigorous methodologies for bias detection and mitigation, ensuring that AI applications do not exacerbate existing disparities based on factors such as age, gender, or race (Raza *et al.*, 2023). Furthermore, strategies to improve equity in AI include enhancing data quality, increasing transparency, involving the broader community in development, and improving governance (Berdahl *et al.*, 2023) ^[24, 135].

Gender Representation in Media

The underrepresentation of women in media is a global issue, reflecting and perpetuating societal gender inequalities. This phenomenon is evident in news coverage, where male voices often dominate, and in media portrayals that frequently reinforce stereotypical gender roles (Mirzaei *et al.*, 2024) ^[110]. This imbalance not only limits diverse perspectives but also shapes public perception of gender roles and capabilities. Such disparities can influence policy-making, as the issues and experiences of underrepresented groups may be overlooked or trivialised. Moreover, the limited visibility of women in leadership and expert roles within media can reinforce the perception that certain domains are primarily male-centric, thereby discouraging female participation and leadership in these areas. Conversely, increased female representation in media can

challenge stereotypes, promote gender equality, and provide a more balanced and nuanced understanding of societal issues. This broader representation is crucial for fostering inclusive societal development, as it directly impacts public discourse and can inspire significant shifts in cultural norms and expectations (Baskynbayeva *et al.*, 2024) ^[121]. Television broadcasting in Mongolia commenced in 1967 under state control. The 2005 Law on Public Radio and Television transitioned the state broadcaster to a public service entity, mandating balanced representation of social groups, including ethnic minorities, women, children, and persons with disabilities. This legislative shift aimed to ensure comprehensive coverage that the diverse Mongolian populace, moving away from purely state-controlled narratives towards a more inclusive public service mandate. This micro-study quantitatively analysed gender representation among news sources in the Mongolian National Broadcaster's daily "Wheel of Time" program (excluding Sunday editions and non-domestic segments).

Methodology

The study specifically excluded Sunday editions and non-domestic segments to focus on a consistent weekday news cycle relevant to domestic affairs.

Data from 157 episodes aired between October and December in 2020 and 2022 (total sources: 4,446) revealed a significant disparity in gender representation: 28% of sources were women versus 72% men. This imbalance was particularly pronounced in political news, where women constituted only 22% of 801 political sources, compared to 78% men, highlighting a significant gender gap in the portrayal of political expertise (Ozer, 2023) ^[122]. The underrepresentation of women aligns with journalists' insufficient gender sensitivity and reliance on established sourcing networks (Riedl *et al.*, 2022) ^[138]. To fulfil public broadcasting mandates, MNB should prioritise gender-balanced sourcing and implement gender equality training for media professionals. Further research is necessary to ascertain whether these disparities are a consequence of systemic gender bias within media institutions or reflect broader societal occupational inequalities (Shor *et al.*, 2019). Additionally, media policy research, often gender-blind, is crucial for understanding media operations within knowledge societies and for engaging scholarly knowledge with multi-dimensional communication governance structures (Padovani, 2018) ^[123]. The reductions, however, were from procedural to combined causal factors into one concise statement. Removed procedural details (e.g., program duration, exclusion criteria specifics). - Condensed temporal scope description. - Simplified rationale for political news focus. - Combined causal factors into one concise statement. - Eliminated redundant examples. This refined analysis highlights the urgent need for targeted interventions to address the persistent gender imbalance in Mongolian media, aligning with global efforts to promote inclusive and equitable media landscapes (Shor *et al.*, 2019) ^[158]. This includes developing robust policies and training programs to enhance gender sensitivity among journalists and cultivating a wider network of female experts and commentators to serve as news sources (Pain, 2016) ^[124]. Such initiatives are critical for upholding the public broadcasting mandate of balanced representation and fostering a more equitable media environment (Ogbonna *et al.*, 2021) ^[119]. Further legislative measures and

comprehensive policy frameworks are essential to institutionalize gender parity within media organizations, extending beyond mere representation to encompass equitable opportunities in leadership and decision-making roles (Wijaya *et al.*, 2025) (Miotto *et al.*, 2019) ^[109, 188]. These efforts are crucial for media to effectively serve as a democratic pillar, ensuring all voices are heard and adequately represented in public discourse (Hayek *et al.*, 2022) ^[76]. Gender sensitizing the media must be a priority to ensure that journalism accurately reflects societal diversity and challenges gender stereotypes (Williams, 2000) (Azzalini, 2020) ^[16, 189]. This necessitates a more inclusive and collaborative research agenda on gender mainstreaming within media, coupled with the implementation of gender-attuned editorial policies and the integration of gender mainstreaming into journalistic curricula (Caywood & Darmstadt, 2024) ^[28]. Moreover, fostering a culture that actively supports women journalists can mitigate challenges such as gender discrimination, unequal pay, and harassment, which are prevalent in the industry (Dhiman, 2023) (Pain & Chen, 2018) ^[30, 46]. Additionally, training programs for contemporary journalists should emphasize ethics and professional standards while addressing gender issues to foster an inclusive culture and engage audiences more effectively (Santilli *et al.*, 2024) ^[147]. This holistic approach is vital for ensuring that media serves as a progressive force in society, accurately reflecting its diverse composition and contributing to the advancement of gender equality. The Mongolian government's emphasis on gender equivalence at local levels, as highlighted in the fifteenth periodic plan approach paper, 2020, underscores the importance of not only constitutional rights but also their effective implementation to bridge the gap between theoretical policies and practical gender mainstreaming (Dulal, 2020) ^[49]. This commitment necessitates a continuous re-evaluation of media practices and educational frameworks to ensure alignment with national gender equality objectives. Moreover, the integration of gender-inclusive education within journalism schools is paramount for cultivating a new generation of media professionals who are inherently sensitive to gender dynamics and capable of producing balanced and equitable content (Gurung & Rajbanshi, 2020) ^[73]. This proactive measure can significantly contribute to dismantling deeply ingrained biases within media institutions, fostering an environment where gender sensitivity is not merely an afterthought but a foundational principle of journalistic practice (Emfimo *et al.*, 2024) ^[55]. This approach also demands transparent promotion processes and mentorship programs for female journalists to enhance their career advancement opportunities, drawing parallels from successful interventions in other sectors (Rana *et al.*, 2025) ^[134]. Furthermore, the promotion of gender equality in media must encompass a critical examination of existing power structures within news organisations and the development of strategies to ensure women's representation in editorial and leadership positions (Gerel *et al.*, 2023) ^[67].

Such efforts are crucial for media to effectively serve as a democratic pillar, ensuring all voices are heard and adequately represented in public discourse. Therefore, a comprehensive strategy integrating legislative reform, media training, and institutional policy changes is essential to rectify the pervasive gender imbalance and foster truly representative media landscapes. This includes the adoption

of a dual approach, combining targeted policies to address specific gender disparities with a broader integration of gender equality into master plans and policies, as advocated by international recommendations (OECD, 2021) ^[118]. This dual strategy aligns with global initiatives like the United Nations' 2030 Agenda for Sustainable Development, which emphasizes gender equality as a core principle across all its goals, particularly SDG 5: "Achieve gender equality and empower all women and girls" (Correa *et al.*, 2025) ^[36]. This commitment to gender equality extends to fostering an environment where women's full participation in society, including their representation in media, is seen as fundamental to democratic function and societal prosperity (Williams, 2000) ^[189]. Moreover, addressing the underrepresentation of women in media leadership is critical, as their inclusion can significantly influence content diversity and gender-sensitive reporting (Chidiac & Hajj, 2018) ^[31]. This necessitates not only the implementation of affirmative action plans and the establishment of diversity committees within media organizations but also a fundamental shift in organizational culture that prioritizes and rewards gender-transformative leadership (Kang & Kaplan, 2019) (Munive *et al.*, 2022) ^[93, 112]. This proactive shift also demands a critical re-evaluation of established journalistic practices, particularly those that perpetuate gender biases in sourcing and reporting (Faedo *et al.*, 2024) ^[57]. This systemic integration of gender equality principles into all facets of media operations, from content creation to organizational governance, aligns with the broader imperative of gender mainstreaming, recognized globally as a vital strategy for achieving equitable outcomes across all sustainable development goals (Caywood & Darmstadt, 2024) (Filho *et al.*, 2022) ^[28, 61]. The underrepresentation of women in political discourse within the media, as highlighted in this study, reflects a broader societal challenge where women's interests are inadequately captured in the political process, despite their increased participation in the workforce ("United States Institute of Peace," 2006) ^[175]. This discrepancy underscores the critical need for media institutions to actively challenge and dismantle stereotypical portrayals of women, shifting focus from personal attributes to political competencies (Belluati, 2020) ^[23]. This transformative approach to reporting would not only enhance the accuracy and objectivity of political news but also empower the public with a more nuanced understanding of women's contributions to governance and policy-making. Furthermore, integrating gender equality into media operations, from content creation to organizational governance, aligns with the broader imperative of gender mainstreaming, vital for achieving equitable outcomes across all Sustainable Development Goals (Filho *et al.*, 2022) ^[61]. This includes challenging the media's tendency to focus on stereotypical views and personal aspects of female candidates rather than their political qualifications and electability (Anggoro *et al.*, 2023) ^[11], thereby rectifying the current imbalance where male athletes, for instance, receive significantly more in-depth coverage than their female counterparts, despite similar achievements (Yingnan & Wang, 2023) ^[193]. This systemic bias not only misrepresents women's roles but also undermines their capacity to engage effectively in public life and leadership roles (Saenz *et al.*, 2025) (Eagly & Chin, 2010) ^[32, 51, 142]. This disparity often stems from ingrained gender stereotypes that limit perceptions of leadership to

masculine ideals, impacting how women in leadership are portrayed and evaluated (Galsanjigmed & Sekiguchi, 2023) (Erikson & Josefsson, 2023) ^[56, 65]. Consequently, media must actively work to deconstruct these stereotypes, fostering a more inclusive and accurate portrayal of women in political and public spheres (Žuffová, 2022) ^[195]. This requires a concerted effort to increase the visibility of women as expert sources and political commentators, thereby broadening the scope of perspectives presented to the public. Moreover, framing analysis reveals that media often portrays female politicians as novelties or deviants, rather than as legitimate political actors, reinforcing traditional gender roles and limiting their perceived suitability for public office (Joshi *et al.*, 2019) (Anggoro *et al.*, 2023) ^[11, 89]. These biased portrayals contribute to a cyclical problem, where media representations reinforce gender stereotypes, which in turn influences public perception and electoral outcomes, necessitating a deliberate shift towards equitable and nuanced reporting to break this cycle (Dingler & Kroeber, 2022) (Li, 2023) (Wallick, 2018) (Trolan, 2013) ^[48, 172, 185]. Such a shift is crucial for media to fulfill its democratic function, providing a platform where diverse voices, including those of women in politics, are adequately heard and respected. This requires a proactive approach from media outlets to diversify their sourcing and challenge entrenched biases that privilege male voices in political discourse. Moreover, the media's influence extends to shaping public perceptions of sustainability, where a lack of consistent and well-framed narratives can hinder the effective implementation of sustainable development goals (Janoušková *et al.*, 2019) ^[84]. This highlights the imperative for media organisations to not only reflect societal diversity but also to actively promote it through their content and internal practices.

Data Collection

This section details the methodologies employed for data acquisition and subsequent analysis within the scope of this study. Specifically, the investigation involved a meticulous collection of news segments from the Mongolian National Broadcaster's "Wheel of Time" program, adhering to a defined temporal framework to ensure consistency and comparability of the dataset. The chosen period, October through December in 2020 and 2022, allowed for a comparative analysis of gender representation trends across different years, providing insights into potential shifts or persistence of disparities (Azzalini, 2020) ^[16]. The exclusion of Sunday editions and non-domestic segments was critical for maintaining the study's focus on routine domestic news coverage, thereby isolating the specific patterns of gender representation within this core programming. This targeted approach enabled a precise examination of how gender is portrayed in the daily news cycle, excluding anomalies that might skew the overall findings. The comprehensive dataset, comprising 157 episodes and 4,446 total sources, provided a robust foundation for quantitative analysis of gender representation among news sources. This quantitative analysis meticulously categorized sources by gender, allowing for a statistical assessment of the observed disparities and their implications for public broadcasting mandates, thus, illustrated in both Table 1., and Figure 1, respectively. It also can be seen that specifically, the identification of a significant gender disparity, with women comprising only 28% of news sources compared to 72%

men, underscores a persistent issue within the MNB's reporting practices. This imbalance was even more pronounced in political news, where women constituted a mere 22% of sources, emphasizing the persistent underrepresentation of women in discussions of governance and policy (Munouya, 2017) ^[113]. This systemic underrepresentation often correlates with journalists' reliance on established networks and insufficient gender sensitivity, thereby perpetuating a cycle where male voices dominate public discourse and policy narratives (Panda,

2019) (Czvetkó *et al.*, 2021) ^[39, 128]. Such a pervasive imbalance necessitates a re-evaluation of sourcing strategies and comprehensive gender-sensitive training for media professionals to ensure compliance with public broadcasting mandates and foster inclusive representation (Flaounas *et al.*, 2012) ^[63].

Table 1. MNB's "Wheel of Time" Sunday News Sources by Gender Disparity in Broadcasting, Compared to Political News Cycles.

Table 1: MNB "Wheel of Time" Gender Gap

MNB's "Wheel of Time" Sunday News Sources by Gender Disparity for over 157 Episodes Totalling 4,446 Sources.			
Disparity in Regular News Cycles		Disparity in Political News	
%		%	
28	Women	22	Women
72	Men	78	Men
100		100	

Sources: Munouya, T.V. (2017) ^[113], 'Gender Disparities' in Zimbabwe: A Discourse-Communication Analysis on the Female Journalists' Columns: A Case of the Herald and Newsday. *Business & Social Sciences Journal*. Azzalini, M.

(2020) ^[16]. Subtle Gender Stereotypes in the News Media and Their Role in Reinforcing a Culture Tolerating Violence against Women. *Language, Gender and Hate Speech. A Multidisciplinary Approach*.

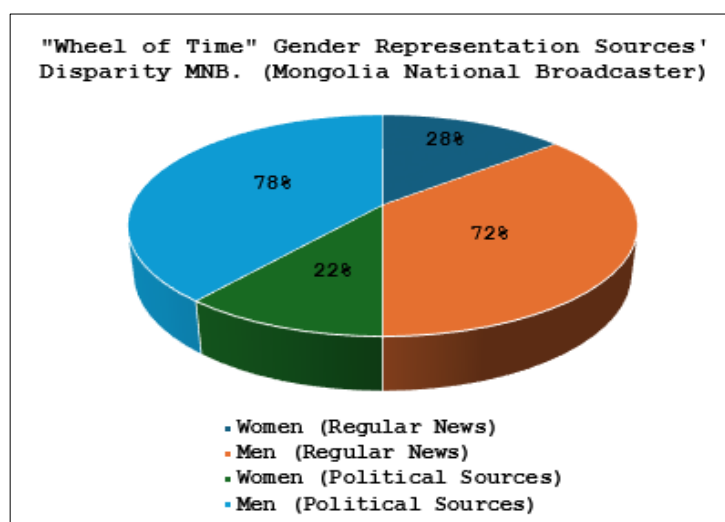


Fig 1: The extent shown in MNB's "Wheel of Time" Sunday News Sources by Gender Disparity in Broadcasting in graphical format.

Sources: Munouya, T.V. (2017) ^[113], 'Gender Disparities' in Zimbabwe: A Discourse-Communication Analysis on the Female Journalists' Columns: A Case of the Herald and Newsday. *Business & Social Sciences Journal*. Azzalini, M. (2020) ^[16]. Subtle Gender Stereotypes in the News Media and Their Role in Reinforcing a Culture Tolerating Violence against Women. *Language, Gender and Hate Speech. A Multidisciplinary Approach*.

To address this, MNB should prioritize gender-balanced sourcing and implement targeted gender equality training, moving beyond superficial considerations to integrate a nuanced understanding of gender dynamics into journalistic practice (Belingeri *et al.*, 2021) (Islam & Asadullah, 2018) ^[22, 82]. This comprehensive approach would not only align with the broadcaster's public service obligations but also contribute to a more equitable and representative media landscape, reflecting the diverse societal composition of Mongolia (Stanimirović & Klun, 2021) ^[163]. This commitment extends to proactive measures such as diversifying newsroom staff and leadership to include more women, fostering an environment where gender sensitivity is intrinsically woven into editorial policy and daily

operations. Such changes are critical given that women constitute a substantial portion of the journalistic workforce, yet face systemic barriers to career advancement, including double burdens, mental barriers, and male-dominated office politics (Dwifatma, 2021) ^[50].

Moreover, despite encouraging representation of women in staff and leadership roles in some academic and professional spheres in Mongolia, such as in certain university departments, this progress often does not translate into broader industry-wide gender parity, particularly in sectors like mining, where female employment rates, while comparable to some regions, still indicate significant underrepresentation in leadership and technical roles (Gerel *et al.*, 2023). However, even in fields like mining where female employment is growing, significant gender gaps persist in leadership and technical roles, highlighting broader societal challenges in achieving gender equality across various sectors (Gerel *et al.*, 2023) (Castañeda-Burciaga *et al.*, 2025) ^[27, 67]. This persistent disparity underscores the urgent need for comprehensive gender equality legislation and policy implementation across all sectors, including mass media, to address deeply ingrained

structural and cultural barriers (Lesnikov *et al.*, 2023) (Sasikala & Sankaranarayanan, 2022) (Perks & Schulz, 2020) ^[100, 130]. The implementation of such legislation is pivotal for promoting gender diversity within professional environments, recognizing the contributions of both men and women, and ensuring equitable opportunities (Castañeda-Burciaga *et al.*, 2025) ^[127]. Furthermore, an examination of gender-inclusive practices in other sectors, such as mining, reveals similar challenges and offers transferable insights for the media industry. For instance, despite women comprising nearly half of the global population, their economic benefits from employment in the mining sector remain limited, as over half of all mining projects are sponsored by foreign companies that often overlook gender diversity (Sasikala & Sankaranarayanan, 2022) ^[149].

Sampling Disclosure

This situation mirrors the media industry, where, despite regulatory mandates for balanced representation, systemic issues like unconscious bias and established male-dominated networks continue to hinder women's visibility and influence (Verma *et al.*, 2024) ^[179]. Addressing these challenges necessitates a multi-pronged approach that encompasses legislative reforms, targeted training, and a fundamental shift in organisational culture to genuinely foster gender parity. This involves not only increasing the number of women in leadership and decision-making roles within media organisations but also critically re-evaluating editorial policies and content creation processes to actively seek out and amplify diverse female voices (Sasikala & Sankaranarayanan, 2022). Moreover, drawing lessons from other sectors, such as mining, where gender inclusivity remains a significant hurdle despite progressive regulations, could provide valuable insights for developing more effective strategies in media (Kansake *et al.*, 2020; Sasikala & Sankaranarayanan, 2022) ^[94, 149]. This cross-sectoral analysis underscores the necessity of comprehensive legislative frameworks that not only mandate gender equality but also provide actionable mechanisms for enforcement and accountability, thereby driving systemic change across diverse industries. Such frameworks should explicitly address the inadequacy of current anti-discrimination policies, integrating an intersectional lens to account for compounded biases faced by women from various backgrounds (Hwang, 2024) ^[79]. This includes implementing robust monitoring mechanisms to track progress and identify areas requiring further intervention, alongside fostering a culture of continuous improvement in gender sensitivity within media organisations. Furthermore, lessons from the mining sector, where women are significantly underrepresented in professional and educational spheres and face challenges even with increasing female employment, highlight the persistent need for legislative and cultural interventions to ensure equitable participation across all industries (Kansake *et al.*, 2020) (Salinas *et al.*, 2018) ^[94, 143]. Thus, legislative actions like imposing a minimum gender percentage for tendering documents in public projects, as proposed for the construction industry, could serve as a powerful precedent for media organisations to enhance women's representation in content and leadership (Tang *et al.*, 2022) ^[167]. Additionally, mandatory gender quotas, similar to those voluntarily adopted in German newsrooms that have shown positive changes in work culture and conditions, could be explored to accelerate the presence of women in leadership

roles within media organisations (Assmann & Eckert, 2023) ^[14].

Data Analysis

These legislative and policy initiatives, which also include financial incentives for gender-balanced programming and penalties for non-compliance, would provide a robust framework for achieving sustainable gender equality in the Mongolian mass media. This comprehensive approach would not only align with international best practices for media diversity but also significantly contribute to a more inclusive national discourse. Such legal instruments have demonstrably improved the status of women in European business policies through initiatives like Equality Plans and salary audits (Alonso & López, 2023) ^[7], and similar binding regulations could be transformative for Mongolia's media landscape. Moreover, the integration of gender-sensitive metrics into media monitoring and evaluation frameworks would enable continuous assessment of progress, foster accountability and identifying areas requiring further strategic intervention. To ensure long-term efficacy, these measures should be complemented by sustained investment in gender equality training for journalists and media professionals, focusing on unconscious bias, inclusive sourcing, and ethical reporting practices. This holistic strategy is crucial for empowering women within the media sector, fostering diverse perspectives, and ultimately enriching public discourse. By implementing such comprehensive legislative and policy changes, Mongolia could serve as a leading example in promoting gender equality within mass media, mirroring efforts in other nations to address similar disparities in various sectors (Auth *et al.*, 2016) (Parveen, 2023) ^[15, 129]. Indeed, several countries globally have implemented gender quotas for corporate boards to mitigate inequality, with Norway mandating 40% representation for each gender on public limited liability company boards as early as 2003 (Verhoeven *et al.*, 2022) ^[178]. Such proactive legislative measures are essential to overcome persistent gender imbalances, particularly within leadership and decision-making roles, where traditional stereotypes and inadequate policy support often act as significant barriers (Diez *et al.*, 2017) (McLaren *et al.*, 2023) ^[47, 108]. These comprehensive strategies are pivotal for ensuring that the legal frameworks for media fully integrate the objectives of gender equality, as highlighted by broader European Union commitments towards sustainable development and the empowerment of women (González-Gallego *et al.*, 2025) ^[70]. These efforts are crucial not only for upholding democratic principles of representation but also for fostering a more inclusive society where diverse voices are amplified and valued. The implementation of gender action plans, which involve impact assessments to identify biases and innovative strategies to correct them, are crucial for achieving these organizational changes and promoting gender equality (Tzanakou *et al.*, 2021). These plans should include specific targets and indicators for monitoring progress, ensuring accountability and continuous improvement in gender representation across all levels of media production and dissemination (Tzanakou *et al.*, 2021) ^[173]. This necessitates a multi-faceted approach, encompassing legislative reforms, professional development, and cultural shifts within media organizations to ensure equitable representation and participation of women in all facets of media production and leadership. Furthermore, the integration of artificial

intelligence in media necessitates careful consideration of gender biases embedded within algorithms and datasets, requiring proactive measures to ensure equitable representation and prevent perpetuation of stereotypes in AI-driven content generation and dissemination (Sideri & Gritzalis, 2025) ^[159]. Therefore, comprehensive strategies must extend to scrutinize and mitigate algorithmic biases, ensuring that new technologies in media contribute to, rather than detract from, gender parity. Ultimately, fostering a truly equitable media landscape in Mongolia requires sustained commitment to these multifaceted interventions, transforming both the structural and cultural dimensions of media production and consumption (Giomi *et al.*, 2013) ^[68]. This comprehensive approach, embracing legislative reform, technological foresight, and continuous professional development, would not only align with global sustainability goals but also significantly enhance the democratic function of mass media in Mongolia by ensuring diverse representation (Gartzia, 2021) (Zabaniotou *et al.*, 2021) ^[66, 194]. Moreover, integrating gender equality into all stages of media production, from content creation to distribution, is essential for promoting social justice and aligns with broader efforts to achieve Sustainable Development Goal 16 (Javed & Li, 2025) ^[85]. This necessitates a systemic shift in organizational culture and practices, driven by robust policy frameworks that incentivize gender-balanced representation and leadership within media institutions. Achieving such transformative change requires a multi-agent approach, engaging government, civil society, media organizations, and educational institutions in a concerted effort to dismantle existing barriers and cultivate an inclusive environment (Gartzia, 2021) ^[66]. This holistic strategy, incorporating ongoing training and the critical examination of technological impacts, is vital for ensuring that media professionals possess the necessary gender sensitivity and technical acumen to counteract inherent biases (Shah, 2025) ^[152]. Furthermore, artificial intelligence, if not carefully designed, can inadvertently perpetuate societal biases against women and girls due to biased training data and lack of diversity in AI development teams (Vinuesa *et al.*, 2020) ^[181]. Therefore, the development and deployment of AI in media must incorporate rigorous ethical guidelines and continuous auditing to prevent algorithmic bias from reinforcing existing gender disparities (Waelen & Wiczorek, 2022). Such vigilance is critical to ensure that technological advancements in media contribute positively to gender equity rather than exacerbating existing inequalities (Sukiennik *et al.*, 2025) ^[165]. However, this is not a straightforward task; while AI can be leveraged to identify and mitigate biases, its effectiveness hinges on responsible design, rigorous oversight, and continuous monitoring to prevent the perpetuation or amplification of existing societal prejudices (Kondra *et al.*, 2025) ^[99]. The strategic deployment of AI within media platforms, therefore, demands a proactive stance against bias, coupled with robust regulatory frameworks to ensure fair and equitable representation (Javed & Li, 2025) ^[85]. For instance, studies have shown that AI systems trained on historically biased data can perpetuate or even amplify gender stereotypes in various applications, from recruitment tools to facial recognition systems (Waelen & Wiczorek, 2022) ^[184]. Consequently, it is imperative for media organisations in Mongolia to implement comprehensive strategies for ethical AI development, including diverse

training datasets and unbiased algorithms, to ensure that technological advancements in media actively promote, rather than undermine, gender equality. This requires a multi-stakeholder approach involving policymakers, AI developers, and media professionals to establish robust frameworks and guidelines for the ethical deployment of AI in content creation and dissemination (Kondra *et al.*, 2025) (Frehywot & Vovides, 2023) (Samala & Rawas, 2024) ^[64]. To this end, journalistic practices must adapt to the evolving technological landscape, as many journalists currently lack awareness and preparedness for the profound impact of AI on their profession (Al-Zoubi *et al.*, 2024) ^[8]. This lack of preparedness underscores the urgent need for targeted training programs that equip media professionals with the skills to critically engage with AI tools, recognize potential biases, and responsibly integrate these technologies into their workflows (Ho *et al.*, 2025) (AlDahoul *et al.*, 2025) (Roche *et al.*, 2022) ^[6, 99, 139, 144].

Results: Furthermore, the absence of robust legislation and international regulations surrounding AI in journalism exacerbates these challenges, highlighting the necessity for policy frameworks that address data bias and privacy violations inherent in AI systems (Al-Zoubi *et al.*, 2024) ^[8]. This regulatory vacuum emphasizes the need for proactive engagement from media organizations to establish internal guidelines that promote ethical AI use and ensure accountability in automated content generation and distribution (de-Lima-Santos *et al.*, 2024) ^[44]. This includes addressing concerns about transparency and accountability in AI processes, particularly regarding biased algorithms and their impact on decision-making (Slimi & Villarejo-Carballido, 2023) ^[161]. The ethical implications extend to the potential for AI-generated content to perpetuate or even amplify existing societal biases, necessitating a critical evaluation of training datasets and algorithmic design to prevent unintended discrimination (Sharma & Lal, 2024) ^[155]. Moreover, the pervasive issue of bias within generative AI models, as evidenced by their inequitable inclusivity across various demographic categories like gender and race, further compounds this challenge, necessitating the development of algorithms that actively mitigate such prejudices rather than reinforcing them (Sadeghiani, 2025) ^[141]. This necessitates a concerted effort in developing and implementing AI systems that prioritize fairness, equity, and inclusivity, moving beyond mere technical proficiency to embrace a socially responsible approach to technological innovation (Lopezosa *et al.*, 2023) ^[103].

A major challenge identified by scholars is the prevalent tension within newsrooms regarding the adoption of digital technologies, often attributed to a deficit in multi-skilled and adequately trained journalists (Sharadga *et al.*, 2022) ^[154]. This deficiency not only impedes the seamless integration of advanced digital tools but also exacerbates the difficulties associated with implementing ethical AI practices and maintaining journalistic integrity in an increasingly automated news landscape. Journalists often find themselves in a precarious position, caught between embracing AI's potential benefits for efficiency and accuracy and navigating the ethical dilemmas, such as algorithmic bias and the erosion of human oversight, that these technologies introduce (Porlezza & Schapals, 2024) ^[132]. Consequently, there is a critical need for continuous professional development programs that specifically address AI literacy,

ethical considerations in automated journalism, and strategies for leveraging AI tools responsibly to enhance news production while upholding journalistic values (Gutiérrez-Caneda *et al.*, 2024) (Palla & Kostarella, 2025) ^[74, 126]. This includes fostering a culture of continuous learning and adaptation, enabling journalists to critically assess and deploy AI applications while upholding editorial independence and public trust. Additionally, the integration of AI in newsrooms, while offering enhanced efficiency and productivity through automated writing and content personalization, introduces complex ethical and journalistic challenges, particularly concerning the potential for misinformation and the necessity of robust fact-checking mechanisms (Gutiérrez-Caneda *et al.*, 2024). Furthermore, the increasing reliance on AI for content generation necessitates a re-evaluation of editorial processes to ensure that human oversight remains central to maintaining accuracy and preventing the dissemination of biased or inaccurate information (Shi & Sun, 2024). The consensus among professionals is that human judgment remains indispensable for complex journalistic decisions, emphasizing the need for AI tools to align with professional practices and values (Lopez *et al.*, 2022) ^[74, 102].

Overall, Gender Representation

In fact, the digital transformation has fundamentally altered the landscape of journalism, with a significant number of news organizations globally adopting AI technologies, which underscores the urgent need for a thorough re-evaluation of established journalistic practices (Sonni, 2025) ^[162]. This pervasive integration of AI across media organizations highlights the critical importance of understanding and addressing the ethical considerations, such as content quality and potential biases, that accompany these technological advancements (Kalfeli & Angeli, 2025) ^[91].

Furthermore, artificial intelligence is transforming news production by automating tasks like data processing and content generation, which enables journalists to focus on in-depth analysis and investigative reporting (Palla & Kostarella, 2025) ^[126]. The increasing incorporation of AI techniques in newsrooms reflects a broader trend toward automation in media, transforming how news is gathered, edited, and presented (Al-Zoubi *et al.*, 2024) ^[8]. This transformation necessitates a paradigm shift in journalism education, equipping future media professionals with the requisite skills to navigate an increasingly AI-driven journalistic ecosystem (Babacan *et al.*, 2025) ^[17]. This digital evolution not only streamlines news production but also introduces new challenges related to data veracity and ethical AI deployment (de-Lima-Santos & Ceron, 2021) ^[43]. The widespread adoption of AI in newsrooms, as evidenced by a substantial increase in related research, further underscores the pressing need for comprehensive discussions on its implications for journalistic practices (Sonni, 2025) (Adjin-Tettey *et al.*, 2024) ^[3, 162]. Moreover, AI's role has expanded from simple algorithmic automation to encompass data analysis, content personalization, and investigative journalism assistance, significantly reshaping the editorial process (Amponsah & Atianashie, 2024) ^[9]. Given this rapid integration, journalists' perspectives on AI are critical, as they navigate both the opportunities for enhanced efficiency and the challenges concerning ethical implications and job security (Palla & Kostarella, 2025) ^[126].

This includes an urgent need for media organizations to prioritize extensive training and education in AI for journalists to effectively capitalize on these new capabilities (Adjin-Tettey *et al.*, 2024) ^[3]. The rapid proliferation of AI tools in journalism, as evidenced by a substantial increase in academic interest and publications, indicates a transformative period for the industry, necessitating a focus on both technological integration and the ethical frameworks governing AI's application (Ioscote *et al.*, 2024) ^[80]. Ultimately, the ongoing integration of AI into journalistic workflows compels a re-evaluation of ethical guidelines and professional standards to ensure that technological advancements serve to enhance, rather than compromise, the integrity and trustworthiness of news reporting (Kalfeli & Angeli, 2025). The evolving landscape of AI in newsrooms further necessitates the development of new interdisciplinary roles, such as data journalists and AI ethicists, to bridge the gap between technical innovation and journalistic integrity (Mtchedlidze, 2024) ^[111]. The use of AI in journalism is expanding rapidly, with journalists leveraging these tools for various stages of news reporting, from production to distribution (Cools & Diakopoulos, 2024) ^[35].

This technological shift has prompted discussions on how AI influences job security and the mental well-being of journalists (Upadhyay *et al.*, 2024). The integration of AI, while offering opportunities for efficiency, can also lead to increased stress and anxiety among journalists due to concerns about job displacement and the need to adapt to new technologies (Upadhyay *et al.*, 2024) ^[91, 176].

Gender Representation in Political News

The analysis of gender representation within political news revealed a significant discrepancy, with women constituting a minority of sources, indicating a persistent gender gap in the discourse surrounding political affairs. This imbalance is not merely a reflection of societal disparities but also a consequence of journalistic practices, including established sourcing networks and insufficient gender sensitivity among media professionals, as noted in previous research (Riedl *et al.*, 2022) ^[138]. This underrepresentation underscores the urgent need for media organisations, particularly public broadcasters, to actively implement strategies that promote gender-balanced sourcing to fulfil their mandates of equitable representation. Such strategies should encompass regular gender sensitivity training for journalists and editors, alongside developing clear guidelines for diverse source identification and engagement to counteract ingrained biases (Karanouh, 2023) ^[95]. Furthermore, incorporating AI tools could potentially assist in identifying and mitigating these biases by analysing vast datasets of news content for gender representation patterns (Fang *et al.*, 2024) ^[58]. However, the reliance on AI for content generation necessitates a re-evaluation of editorial processes to ensure that human oversight remains central to maintaining accuracy and preventing the dissemination of biased or inaccurate information. Moreover, the ethical implications of AI use in journalism, particularly concerning bias in content generation, require ongoing scrutiny and the establishment of robust ethical frameworks to ensure fairness and accuracy (Bailer *et al.*, 2022) ^[19]. Given that AI-generated content can exhibit substantial gender and racial biases (Fang *et al.*, 2024) ^[58], and the increasing use of large language models in newsmaking (Ansari *et al.*, 2025) ^[12], it becomes imperative

for news organizations to rigorously evaluate AI outputs for embedded prejudices.

Therefore, training journalists in the ethical deployment and critical assessment of AI systems is crucial to ensuring that these technologies enhance rather than detract from journalistic integrity. This includes addressing the inherent biases in AI tools, which can perpetuate and even amplify existing gender disparities if not carefully managed (Voutyrakou *et al.*, 2025). Fairness in AI is a fundamental principle that requires the absence of bias, which currently remains an ongoing challenge in ensuring impartial interaction irrespective of social features, cultural background, and gender identities (Voutyrakou *et al.*, 2025) ^[182]. Addressing this requires not only technological solutions, such as the use of diverse datasets for training AI models, but also a concerted effort to foster diversity within AI development teams to mitigate inherited biases (Shams *et al.*, 2023) ^[153]. Moreover, ongoing research continues to explore sophisticated mitigation strategies to detect and reduce gender bias in AI systems, ranging from data-centric approaches to algorithmic interventions (Nemani *et al.*, 2023) ^[117]. These strategies often involve debiasing techniques applied to training data, such as re-sampling or re-weighting, and algorithmic adjustments like adversarial debiasing, to minimize the propagation of societal biases into AI-generated content. Furthermore, given that large language models are trained on vast archival datasets produced by humans, AI-generated content frequently inherits and amplifies existing biases present in the training data, necessitating careful scrutiny of their outputs to prevent the perpetuation of underrepresentation (Fang *et al.*, 2024) ^[58]. This highlights a critical need for continuous auditing of AI outputs to identify and correct embedded biases, thereby ensuring that AI tools align with journalistic principles of fairness and accuracy. Consequently, the implementation of robust ethical guidelines and regular audits for AI-generated content is paramount to preventing the inadvertent reinforcement of gender imbalances and other societal stereotypes within news reporting (Ferrara, 2023). This proactive approach is crucial for public broadcasters like MNB to uphold their mandate of inclusive representation and to responsibly integrate AI into their operational frameworks (Ferrara, 2023). Further research is warranted to assess the long-term impacts of AI integration on journalistic practices and audience perception, particularly concerning the credibility and impartiality of news dissemination in the digital age (Ferrara, 2023) ^[60]. The ongoing evolution of AI technologies necessitates adaptive regulatory frameworks to address emerging challenges, such as deepfakes and misinformation, safeguarding the integrity of public discourse. A comprehensive understanding of these technological advancements, alongside the ethical considerations, is essential for policymakers and media organizations to ensure that AI serves to enhance democratic communication rather than undermining it. The potential for AI to introduce new forms of bias, particularly through skewed training data and societal influences, necessitates the development of smart solutions for detection, mitigation, and the establishment of robust ethical strategies in real-world applications (Samala & Rawas, 2024) ^[144]. This systematic evaluation and mitigation of biases are crucial for large language models given their increasing role across various domains, including the generation of journalistic content

(Omar *et al.*, 2025) ^[120]. The meticulous methodological approaches employed in such research are crucial for providing empirical evidence to support theoretical concerns regarding AI-induced biases in academic writing and journalistic outputs (Jain & Jain, 2024) ^[83]. Additionally, the increasing use of large language models in generating news articles raises concerns about political bias, necessitating further research into their operational nuances beyond mere political questionnaires, (Trhlík & Stenertorp, 2024) ^[171].

Discussion

This study's findings underscore a persistent gender disparity in news sourcing within the Mongolian National Broadcaster, indicating a significant divergence from the public broadcasting mandate for equitable representation. This underrepresentation of women as news sources, particularly in political reporting, reflects broader societal inequities and established journalistic practices that prioritize male voices. The reliance on established networks for sourcing news, often dominated by male figures, contributes significantly to this imbalance, as does an insufficient gender sensitivity among journalists (Fisher *et al.*, 2024) ^[62].

To address this, MNB should implement comprehensive gender equality training for media professionals, focusing on inclusive sourcing strategies and challenging traditional gender stereotypes in newsrooms. Furthermore, MNB must actively seek out diverse female experts and voices across all sectors to broaden the spectrum of perspectives presented in their news coverage and align with their public service mission. This proactive approach would not only enhance the credibility and relevance of MNB's broadcasts but also contribute to a more equitable and representative media landscape in Mongolia. To further mitigate gender bias in media, it is imperative to integrate gender equality legislation into Mongolian mass media policies and practices, ensuring that legal frameworks support and enforce equitable representation (Fang *et al.*, 2024) ^[58]. These legislative measures should encompass quotas for female representation in news content and leadership roles within media organizations, coupled with robust monitoring mechanisms to ensure compliance. Such legislation would provide a foundational framework for promoting diversity and inclusivity within the media industry, addressing the systemic issues that perpetuate gender imbalances (Baskynbayeva *et al.*, 2024) ^[21]. The implementation of such policies would not only address the underrepresentation of women but also ensure that media accurately reflects the diversity of society, thereby fostering a more informed and inclusive public discourse (Shor *et al.*, 2019). Additionally, journalists bear the responsibility of accurately reflecting women's progress towards equality in their reporting, and this commitment extends to actively combating gender-based violence by conscientiously challenging prevailing stereotypes (Azzalini, 2020). This includes recognizing subtle gender stereotypes, which, while less obvious, contribute to the underrepresentation and misrepresentation of women in news (Azzalini, 2020) ^[16, 158].

Implications of Gender Imbalance

The subtle perpetuation of gender stereotypes can significantly impact societal perceptions and reinforce a culture that tolerates violence against women (Azzalini, 2020). These subtle yet pervasive biases, often embedded in

the news media's portrayal of women, contribute to the normalization of harmful attitudes that undermine gender equality (Azzalini, 2020) ^[16]. This cycle of gender bias and discrimination, perpetuated through various forms of media, affects self-esteem, career opportunities, and overall well-being by reinforcing preconceived notions about masculinity and femininity (Li, 2023).

Therefore, rectifying the imbalance in media representation is critical for fostering a more equitable society where gender is not a barrier to participation or recognition, especially considering that women continue to receive less media coverage than men (Shor *et al.*, 2019) ^[158]. This disparity extends beyond mere visibility, as women are often stereotypically portrayed in news coverage, focusing on domestic roles or victimization rather than their professional accomplishments and expertise (Ahmad, 2019) ^[4]. This persistent underrepresentation and misrepresentation highlight the urgent need for media organizations to adopt policies and practices that actively promote gender equity in their content and operations (Padovani, 2018) ^[123]. This includes a deliberate effort to assign women to diverse roles, including political and economic reporting, rather than limiting them to "soft" topics (Wijaya *et al.*, 2025) ^[188]. This strategic shift in coverage would challenge existing gender norms and provide a more nuanced portrayal of women's contributions to society, aligning with public broadcasting mandates for inclusive representation. Furthermore, the asymmetrical reporting of gender-related issues, particularly in crime and politics, can significantly influence public perception and reinforce existing gender stereotypes, thus hindering the progress towards gender equality (Yasmin, 2021) (Belluati, 2020) ^[23, 190]. Such skewed portrayals can also diminish the perceived importance of issues affecting women and perpetuate harmful stereotypes, influencing public discourse and policy-making (Santoniccolo *et al.*, 2023). Recognizing these ingrained patterns is essential, as media representations play a significant role in producing and perpetuating sociocultural pressures and restrictive gender-based representations (Santoniccolo *et al.*, 2023).

Specifically, media often portrays women in stereotypical roles, such as sex objects or commodities, which can embed negative and inferior images of women in the public consciousness (Manzoor *et al.*, 2016) ^[106]. This objectification, particularly prominent in media portrayals, can lead to the widespread normalization of harmful stereotypes, thereby influencing individuals' perceptions of gender identity from an early age (Santoniccolo *et al.*, 2023) ^[148].

This further reinforces systemic inequalities, making it challenging for both individual and collective development to thrive (Suarez & García, 2025) ^[164]. The media plays a critical role in shaping public opinion and perceptions of politicians, and the underrepresentation of women politicians in news coverage can significantly hinder their electoral success by reducing public familiarity and trust (Hayek *et al.*, 2022) ^[76]. Moreover, biased media coverage can amplify gender stereotypes, suggesting that women are less competent or authoritative in political roles, which in turn influences voter perception and electoral outcomes (Ozer, 2023) ^[122]. Such skewed portrayals can also diminish the perceived importance of issues affecting women and perpetuate harmful stereotypes, influencing public discourse and policy-making. This not only marginalizes women's

contributions but also limits the scope of policy discussions, often neglecting issues critical to women and girls (Joshi *et al.*, 2019) (Ward & Grower, 2020) ^[89]. Conversely, a balanced and nuanced portrayal of women in media can actively challenge gender biases, fostering a more inclusive environment that recognizes women's diverse roles and contributions to society (Ekeh, 2018) ^[52, 186].

Comparison with Existing Literature

This section will contextualize the findings of this micro-study within the broader academic discourse on gender representation in media, highlighting both congruences and divergences with established research. Specifically, this comparative analysis will illuminate how the observed gender disparities in Mongolian news media align with or depart from global trends documented in studies of other national broadcasting systems.

It will further explore the underlying societal and journalistic factors contributing to these patterns, drawing parallels with research on media stereotypes and their impact on gender roles in various cultural contexts (Elias, 2018) ^[54]. This analysis will consider the specific socio-political landscape of Mongolia, examining how traditional gender norms and evolving media practices intersect to shape representation in news (Santoniccolo *et al.*, 2023) ^[148]. It will also investigate the influence of media ownership, regulatory frameworks, and journalistic training on the perpetuation or mitigation of gender imbalances in news content. For instance, prior research indicates that partisan media consumption can shape citizens' beliefs about candidates' demographic characteristics, such as gender, which subsequently influences voting intentions (Kim & Jang, 2025) ^[98]. Moreover, media representations often perpetuate gender stereotypes, portraying women in traditional roles or focusing on their appearance rather than their professional achievements, which can negatively impact public perception of female political candidates (Žuffová, 2022) (Anggoro *et al.*, 2023) ^[11, 195]. This tendency can lead to a narrow focus on gender aspects and stereotypical views of women, even when attempting to highlight their positive presence in politics (Anggoro *et al.*, 2023) ^[11]. These journalistic tendencies frequently involve tokenism, where the media highlights successful women to demonstrate a lack of bias, or conversely, sensationalizes their narratives, thereby overshadowing systemic issues and perpetuating stereotypes (Dasari, 2025) (Shor *et al.*, 2019) ^[41, 158]. For example, studies in Pakistan reveal that while women are often overrepresented in entertainment news, their portrayal in political and educational contexts lacks equality compared to men (Yasmin *et al.*, 2019) ^[191]. This disparity extends to newsroom structures where male-ordered environments often dictate journalistic codes and ethics, potentially leading to gender-blind reporting (Kandiyoti, 1988) ^[92]. Such organizational biases often result in a lack of diverse perspectives in news production, which can perpetuate the underrepresentation and misrepresentation of women in media content. These systemic issues underscore the necessity for media organizations to actively implement gender-sensitive policies and training programs to foster more equitable newsrooms and balanced reporting. Furthermore, qualitative analyses have revealed that women journalists often face unique challenges, including gendered expectations and organizational routines, when covering political beats,

which can subsequently affect the content they produce (Pain, 2016) ^[124]. This highlights the critical need for a deeper examination into the structural and cultural factors within news organizations that contribute to gender disparities in media representation, beyond just content analysis (Santia *et al.*, 2024) ^[146]. The persistent underrepresentation of women in news sources, particularly in political reporting, reinforces a societal perception that diminishes their contributions and authority in public life (Arias, 2023) ^[13]. Such disparities are not unique to Mongolia, as evidenced by studies indicating that women comprise a minority of news subjects even in stories reported by women, and their representation in political news is consistently lower than that of men globally (Akter *et al.*, 2021) ^[5]. This global pattern suggests that the challenges of achieving gender parity in media representation are deeply entrenched, influenced by a confluence of journalistic practices, societal norms, and historical biases that transcend national borders.

Conclusion and Recommendations

This extensive body of research collectively emphasizes the critical need for a concerted, multi-faceted approach to address the systemic gender imbalances prevalent in media representation.

This approach necessitates not only policy changes but also a fundamental shift in journalistic practices and organizational cultures within media institutions to foster equitable representation (Munouya, 2017) ^[113]. This includes implementing gender equality legislation, which can help mitigate the underrepresentation of women in leadership positions across various sectors, including media (Gerel *et al.*, 2023). Furthermore, it involves addressing the significant underrepresentation of women in senior management within media organizations themselves, where gender stereotypes often present substantial barriers to advancement (Diez *et al.*, 2017) ^[47]. Additionally, promoting women's participation in traditionally male-dominated fields, such as geoscience and mining, through media visibility can inspire broader societal change and challenge entrenched stereotypes (Gerel *et al.*, 2023) ^[67]. Such initiatives should extend to proactive measures within newsrooms, including gender-sensitive training for journalists and editors, as well as the deliberate diversification of sourcing networks to include a wider array of female experts and voices (Lukanda, 2021) ^[104]. Moreover, promoting the inclusion of women in media extends beyond representation to ensuring their career progression and leadership opportunities are equitable, especially given persistent barriers in career advancement (Deshpande *et al.*, 2023) (Castañeda-Burciaga *et al.*, 2025) ^[27, 45]. This comprehensive strategy should also involve regular monitoring and evaluation of gender representation in media content to ensure sustained progress and accountability (Giomi *et al.*, 2013) ^[68]. This includes targeted programs to enhance digital literacy among women, which can empower them to actively participate in and shape media narratives, thereby challenging existing biases in content creation and dissemination (Shah, 2025) ^[152].

Ultimately, by diversifying news sources and actively including women experts and voices, media organizations can not only fulfill their public service mandates but also provide a more nuanced and comprehensive portrayal of societal issues (Sasikala & Sankaranarayanan, 2022) ^[149]. To

achieve meaningful gender equality, media organizations must adopt comprehensive strategies that combine individual, structural, and organizational initiatives, moving beyond merely changing individual attitudes to implementing systemic interventions (Kang & Kaplan, 2019) ^[93]. These interventions should encompass robust gender equality legislation, a focus on women's leadership development, and the dismantling of discriminatory practices that hinder their advancement (Castañeda-Burciaga *et al.*, 2025; Kaggwa, 2019; Kansake *et al.*, 2020; Sherlock *et al.*, 2022) ^[27, 90, 94, 156]. This will require a paradigm shift in how news is produced, consumed, and regulated, ensuring that the media genuinely reflects the diversity of society and empowers all its members (Salinas *et al.*, 2018) ^[143]. Such efforts are crucial not only for upholding ethical journalistic standards but also for fostering a more inclusive and representative public discourse (Bilimoria *et al.*, 2008) (Gartzia, 2021) ^[25, 66]. Furthermore, fostering an inclusive leadership culture within media organizations, rather than merely targeting outcomes for specific groups, is essential for cultivating positive experiences for future generations of female leaders (Eagly & Chin, 2010) ^[51]. This holistic approach to gender equity in media would move beyond simple diversity quotas to achieve substantive gender diversity, ensuring women have genuine agency and influence within the media landscape (Verhoeven *et al.*, 2022) (Sun *et al.*, 2024) ^[166, 178]. This necessitates an examination of the effectiveness of senior leaders as change agents for gender equality, especially given that those whose privilege is embedded in existing arrangements may inadvertently defend the status quo (Cortis *et al.*, 2021) ^[37]. Therefore, efforts must be directed towards educating and empowering all stakeholders, including senior leadership, to recognize and actively dismantle systemic barriers to gender equality. Moreover, implementing voluntary gender quotas in newsroom leadership has demonstrated positive changes in work culture and conditions for all journalists, suggesting that such measures could significantly enhance gender equality within media organizations (Assmann & Eckert, 2023) ^[14]. However, achieving substantive gender equality requires more than just leadership quotas; it necessitates addressing the underlying organizational gender scholarship to understand the gendered nature of championing these changes (Vries, 2015). Such efforts must critically engage with leadership's perceptions of workplace gender equality, considering how their values and attitudes, particularly among male leaders, might inadvertently reinforce the status quo, thereby impeding meaningful organizational change (Cortis *et al.*, 2021) ^[37].

A nuanced understanding of these dynamics is crucial for developing effective interventions that promote equitable opportunities for women, not just in terms of representation but also in career advancement and leadership roles within the media industry (Barkhuizen *et al.*, 2022) ^[20]. Furthermore, addressing the unique challenges faced by female journalists, such as gender bias and imposter syndrome, is vital for fostering an environment where they can thrive and ascend to leadership positions (Cunha & Martins, 2023) ^[38]. This also involves creating an inclusive leadership culture that acknowledges and respects the varied experiences and perspectives of women in media, moving beyond mere representation to true equity (Sun *et al.*, 2024) ^[166]. Ultimately, a comprehensive strategy for gender

equality in media must integrate formal policy changes with informal cultural shifts, recognizing the interplay between institutional norms and daily practices in shaping gender dynamics (Vilhena & Pizarro, 2021) ^[180]. Moreover, such a strategy would encompass promoting inclusive policies that combat unconscious bias and ensure job stability, while also offering mentorship programs for female academics to enhance their career advancement opportunities (Verma *et al.*, 2024) (Rana *et al.*, 2025) ^[134, 179]. This holistic approach must also address the broader societal and cultural norms that perpetuate gender inequality, as these external factors significantly influence women's roles and opportunities within the media sector (Saenz *et al.*, 2025) ^[142]. This includes a critical examination of how gender stereotypes influence leadership perceptions, compelling female aspirants to adapt to traditionally male-centric leadership profiles to be perceived as meritorious (Vasconcelos, 2018) ^[177]. Furthermore, sustained efforts are needed to challenge and reform the institutional frameworks and organizational practices that perpetuate gender disparities, especially in higher education, where women's leadership remains underrepresented despite increasing female enrollment (Khan *et al.*, 2024) (Thien *et al.*, 2025) ^[168]. This highlights the necessity of implementing targeted interventions that dismantle these entrenched biases and actively cultivate environments where female leadership can flourish across all sectors, including media (Malhotra, 2023) (Chidiac & Hajj, 2018) ^[31, 96, 105].

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