Gender Tracker User Guide

For Individual Users
User Guide

This User Guide will provide you with a step-by-step manual on how to use WIN’s Gender Tracker tool.

This Guide will show you how to use:
- The Quick Tracker
- The Individual Tracker
Homepage

Visit [https://gendertracker.womeninnews.org/](https://gendertracker.womeninnews.org/) from your desktop, tablet, or mobile device.

Is your content gender balanced?

Check how gender balanced your content is and what you need to change. It's a free tool for media organisations, reporters, anyone. Know it to change it!

Start Tracking  Read More
Quick Tracker
Where to Find it?

To find the Quick Tracker, scroll **further down the homepage** until you find the

**Quick Tracker**

Enter your text in **English** to be analysed.

Enter your text here...

Track content
How to Use it?

**The Quick Tracker** allows you to quickly check if your content is gender balanced, without requiring registration or logging in.

You can simply **copy and paste your text** into the Quick Tracker, and click **Track Content**.

The Tracker will then generate a report giving the content a **score out of 100**. The Quick Tracker report tracks the **Mention of Women**, **Main Characters**, and **Women Sources**.

You can **download the report**, or choose to **track another piece of content**.

**Note** that you **won’t be able to access your reports at a later date when using the Quick Tracker**. If you want to keep your reports, **make sure to download them**.
Individual Tracker
Register/Login

In order to access the Individual Tracker, you can either:

Click on Register/Login on the top right of the homepage

Scroll further down the homepage and choose “Individual App”

Is your content gender balanced?
Check how gender-balanced your content is and what you need to change. It’s a free tool for media organizations, reporters, anyone. Know it to change it!

Products

Quick Tracker
Quickly check how gender balanced your article is by pasting it into our simple tracking tool. It’s free and you don’t need to set up an account.

Individual Account
A free tool to track gender balance in all of your reporting over time. Analyse both unpublished and published content. Create and store reports.

Media Account
COMING SOON: A tool for media organizations to internally track gender balance across content on their news site over time. Please contact us to find out more.
Register/Login

Afterwards, you will be taken to the Register/Login page

If this is your first time using the Tracker, please sign up and create a new account

If you are a returning user, click on the Sign in button and enter your login details
Tracker

As soon as you register your new account, or login using your existing one, you will be taken to the Tracker page.
Tracker

On the Tracker page, please **copy and paste** the text of the article **including the title** into the “Text” area. Then please add in the **name of the author** of the article you want to analyse. Then you can click **Track Content**.
Things to keep in mind when uploading your text

- Make sure you haven't copied any text from an embedded advert
- Make sure you haven't copied any text or captions from embedded images or videos (unless you want to)
- To analyse videos or radio pieces, you can upload a transcript from the piece
Report

After you click Track Content on the Tracker page, a Report will be generated for your article, giving it a score out of 100. The Report tracks the Mention of Women, Main Characters, Women Sources, and Women Authors.
Tracking more content

If you want to track another piece of content, click on the “Track another content” button at the bottom of your report to be directed to a new Tracker page. Repeat the same process outlined earlier.
All Reports

If you want to review all your reports, click on the “Reports” button on the left menu. This page will show you all the content you have tracked over time, and allows you to access the reports at any time.
Dashboard

Your Dashboard is accessible through the main menu on the left, and provides an overview of your analysed content over time.
Using your Dashboard, you can generate **reports from a finite period of time** by determining the time range needed.
FAQ and Feedback

If you have any questions about Gender Balance, or the tool, please visit the FAQ page. You can also send us your feedback through the form found on the same page.
FAQ and Feedback

You can also access the FAQ page and feedback form by **scrolling further down on the homepage**

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**Find out more**
Check out our FAQs to find out more about the Gender Tracker.
Visit our website to know more about [Women in News](#).

**Try the tool for free**
Ready to start using the Gender Tracker Tool?
[Register]
Questions and Contact

THANK YOU!

If you have any questions, please contact:

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