This is a contribution from the South East European Network for Profession­alization of Media (SEENPM):

In 2021, our network conducted research on media trust and media gender issues in the Western Balkans, with some findings relevant to the topic of gendered disinformation. A [regional overview](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fseenpm.org%2Fresearch-regional-review-of-media-trust-in-the-western-balkans%2F&data=05%7C01%7Chrc-sr-freedex%40un.org%7C182110fde0344d22c84508db7e708aa3%7C0f9e35db544f4f60bdcc5ea416e6dc70%7C0%7C0%7C638242794047431877%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000%7C%7C%7C&sdata=3P1zlw0nUjP0XkaIzGQrLM9BDpHWB%2FRv6PxFgQQchAU%3D&reserved=0) provides links to national studies.

More recently, in Bosnia and Herzegovina, SEENPM member **[Mediacentar Sarajevo](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmedia.ba%2Fbs&data=05%7C01%7Chrc-sr-freedex%40un.org%7C182110fde0344d22c84508db7e708aa3%7C0f9e35db544f4f60bdcc5ea416e6dc70%7C0%7C0%7C638242794047431877%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000%7C%7C%7C&sdata=%2BE7BBPXu6pSh8ZW7T8D9B6yVetHdAqnEonOJ%2BjV0iIE%3D&reserved=0" \t "_blank)** monitored how different types of harmful narratives, including disinformation, about women politicians were being spread in the media and on social networks during the election campaign 2022. The monitoring focused on the ways gender and gender roles are used in election campaigns and how harmful narratives targeting women candidates can affect the election process.

The danger of such narratives lies not only in mere disinformation and manipulation of voters, and diverting attention from serious political issues, but also in the normalization of verbal violence against women in public space, Mediacentar specialists explain.

“This has unfathomable, long-term consequences for the position of women in society, it is a step back in the fight against gender-based violence”, says Maida Muminović from Mediacentar Sarajevo.

A comprehensive analytical report on harmful narratives based on several months of research will soon be published. In the meantime, Mediacentar Sarajevo presents the main research findings through [**infographics on its social networks**](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fmediacentarsarajevo%2Fposts%2Fpfbid0BzZPviobgSCxpdSZuhSWs3XR1RhQDHRhaPbUbw4qfkieUMCKkUYxyN5RDZmUCcDBl&data=05%7C01%7Chrc-sr-freedex%40un.org%7C182110fde0344d22c84508db7e708aa3%7C0f9e35db544f4f60bdcc5ea416e6dc70%7C0%7C0%7C638242794047431877%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000%7C%7C%7C&sdata=50%2BxyXD81WUbCQso93OjdfUpUtQQs1YPowPkB67V4j4%3D&reserved=0).

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