The Reporting of Rape in UK Online News: Examining the Potential Impact of the #MeToo Movement on News Framing

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Appendix A: Declaration Form

Master's Degrees Dissertation Declaration Form.

- 1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.
- 2. This dissertation is being submitted in partial fulfilment of the requirements for the degree of: MA EQUITY AND DIVERSITY IN SOCIETY
- 3. This dissertation is the result of my own independent work/investigation, except where otherwise stated. A reference list is appended.
- 4. I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.
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ABSTRACT

Rape remains one of the most underreported crimes, and the way it is framed in the news influences public perceptions and discourse (Layman, 2020). News representation shapes societal attitudes, impacts legal and policy responses, and can influence survivors' willingness to come forward (Schwark and Bohner, 2019). This dissertation aims to examine whether the #MeToo movement has catalysed a shift in the way rape is framed in online news by addressing the following research question: *Has the #MeToo movement catalysed a shift in how UK online news frame stories of rape*? To explore this, a thematic analysis was conducted from two major UK online newspapers, *The Guardian* and *The Sun*. The researcher performed a thematic analysis of 47 articles to identify recurring themes and framing techniques in the first six months of coverage.

The findings show that both newspapers still primarily rely on harmful stereotypes, sensationalising cases and prioritising perpetrator status over survivor experiences. However, both newspapers show evidence of some progress; some journalists are adopting a victim-centred and socially conscious framing, calling for reform. This study highlights the ongoing impact of news framing on societal attitudes toward rape, reinforcing the urgent need for ethical journalism. The findings suggest that while some progress has been made in destigmatising rape survivors in news coverage during #MeToo, problematic portrayals persist. Greater accountability and trauma-informed reporting are essential to ensuring that news fosters a more accurate and supportive narrative surrounding rape.

Keywords: #MeToo movement, online newspapers, news framing, rape, sexual violence, thematic analysis, qualitative data analysis, harmful stereotypes, news discourse, social change.

ACRONYMS

Domestic abuse	DA
Justice System	JS
Qualitative Content Analysis	QCA
Sexual Violence	SV

READER ADVISORY DECLARATION

This dissertation discusses sensitive topics related to rape. The content is intended to critically analyse the societal, news and legal framing of rape, with a particular focus on the impact of the #MeToo movement on news framing and journalism.

Due to the sensitive nature of this subject, some readers may find the discussions disturbing or upsetting. Particular descriptions or analyses may evoke distress or personal triggers. Readers should engage with this material introspectively and seek support if needed.

Resources and Helplines for Support:

If you are affected by the topics discussed in this dissertation, the following organisations offer confidential assistance:

Live Fear Free (Wales)
 Call: 0808 80 10 800
 Website: https://welshwomensaid.org.uk/

• Men's Advice Line (UK)

Call: 0808 801 0327

Website: https://mensadviceline.org.uk/

• National Society for the Prevention of Cruelty to Children

Call: 0808 800 5000

Website: https://www.nspcc.org.uk/

• New Pathways (Wales)

Call: 01685 379 310

Website: https://www.newpathways.org.uk/

• Rape Crisis England and Wales

Call: 0808 500 2222

Website: https://rapecrisis.org.uk/

• Welsh Women's Aid

Call: 0808 80 10 800

Website: https://welshwomensaid.org.uk/

Please remember that support is available - you do not have to face this alone. Support is immediate - just a call or internet search away.

1. INTRODUCTION

"We are not just talking about individual instances of abuse. We are talking about a systemic issue that affects us all."

– Tarana Burke, 2006 (Founder of #MeToo).

1.1: Background

In 2017, the #MeToo¹ movement "let the cat of out the bag" across social media platforms, bringing to light the "enormity" of sexual violence (SV) that impacts and traumatises millions of people daily (Bhattacharyya, 2024, p. 12). However, the phrase "Me Too" was initially introduced by Tarana Burke in 2006 as part of a "local, small-scale, grassroots project" (Boyd and McEwan, 2024, p. 3454) aimed at amplifying the voices of Black women and girls impacted by SV (Spallacci, 2021; Press and Tripodi, 2021). As Burke (2013) explained, the movement's purpose "was to address both the dearth in resources for survivors of sexual violence and to build a community of survivors..." (Burke, 2013, para. 3).

However, it was not until a decade later that #MeToo "exploded" into global consciousness (Fileborn and Loney-Howes, 2019, p. 12). The viral tweet by actress Alyssa Milano, which urged individuals to use the hashtag to share their experiences of SV, significantly propelled the movement into mainstream discussion (Gieseler, 2019; Chen, 2020). This surge in visibility coincided with groundbreaking investigative reports from *The New York Times and The New Yorker*, which exposed media mogul Harvey Weinstein's long history of sexual misconduct (Barlett *et al.*, 2019). These revelations appeared to catalyse a "significant outpouring" (Gjika and Marganski, 2020,

¹ For the purpose of this dissertation, "#MeToo" will be used as a shortened version for "the #Metoo Movement" to refer to the movement that emerged on Twitter, initiated by Alyssa Milano in 2017.

p. 164) of survivor testimonials, illuminating the pervasive and systemic nature of SV across diverse professional environments and fields of work (Julios, 2022; Baker and Rodrigues, 2022; Gilmore, 2023).

The emergence of #MeToo marked a "watershed moment" in the global fight against SV (Fileborn and Loney-Howes, 2019, p. 15). This movement may have prompted societies to examine the deep-seated culture of harassment and the sense of impunity that, according to some, continues to exist in workplaces, institutions, and communities (Tewari, 2023; Bartlett *et al.*, 2019). At its core, the movement sought accountability for individual perpetrators and the institutions - such as Hollywood, global corporations and government entities - that enable these abuses (Durham, 2021; Moitra et al., 2021). Academics have referred to #MeToo as a powerful "catalyst" (Rottenburg, 2019, p. 48), leveraging social media to circumvent traditional gatekeepers and elevate marginalised voices (Dick, 2021; Hindes and Fileborn, 2020). As a result, #MeToo reshaped the discourse surrounding SV, challenging deeply-rooted taboos and encouraging institutions to confront their complicity in perpetuating the status quo (Lampinen, 2020; Gerbrandt, 2020).

1.2: Research Focus

During a "major" shift in public consciousness, one key area of scrutiny has been the role of news journalism in shaping perceptions of rape (Onwuachi-Willig, 2018, p. 105). The way news coverage presents stories about rape has the potential to either dismantle or reinforce damaging stereotypes (Hayes, 2023; Moreno, 2024). It can sustain a broader culture of silence surrounding rape and abuse, by perpetuating fear and stigmatisation, which ultimately discourages survivors from speaking out and

contributes to the perpetuation of victim-blaming² narratives (Johnson, 2022). Some feminist scholars and media critics have argued that mainstream news reporting may inherently contain biases (Royal, 2019; Cox, 2021). Some academics argue that online news journalists often sensationalise incidents of rape, normalise SV, and place undue emphasis on survivors' actions or credibility (Cox, 2021). In some cases, this coverage appears to absolve perpetrators (Mulder and Bosma, 2022). Such reporting practices can contribute to the stigmatisation of survivors and impede efforts to transform societal attitudes toward rape, thereby maintaining a culture of silence and possibly allowing for impunity (Durham, 2021; Aretz, 2024) - an outcome that these narratives ostensibly claim to challenge (Maphosa, 2021; Impe, 2019).

#MeToo has been hailed as a powerful force of "hashtag activism", wielding immense influence in challenging and dismantling entrenched "patriarchal paradigms" (Simone, 2019, p. 44). By amplifying survivors' voices and advocating for institutional accountability, the movement may have contributed to a rethinking of journalistic approaches to rape (O'Halloran, 2022; Gerbrandt, 2020). This perceived shift may have prompted discussions on how news outlets can report on SV in an empathetic and inclusive manner, reflecting the complex structural forces - such as power imbalances, societal norms and institutional failures - that enable abuse (Durham, 2021; Sherman, 2024). Journalists have a responsibility to reassess their framing choices, as the use of sensationalism and victim-blaming language not only distorts public perception but also reinforces harmful narraives that disempower survivors (Taha, 2021; Marie, 2020).

² *Note: The researcher has chosen to refer to individuals who have experienced rape as "survivors", aligning with Tarana Burke's preferred terminology. However, the term "victim-blaming" will be retained in this study, as it is widely recognised in existing studies and remains an established term used to describe the phenomenon of attributing responsibility to those who have experienced rape (Cox, 2021).

Rather than perpetuating these damaging tropes, journalists should adopt traumainformed approaches that centre survivor agency, allowing them to reclaim their narratives and healing processes (Baker and Rodrigues, 2022; Durham, 2021; Moitra *et al.*, 2021).

However, despite ongoing discussions, changes to journalistic practices have not been universally observed or consistently implemented (Wilding *et al.*, 2018). In the UK, for example, the convergence of tabloid culture with the rapid expansion of digital news poses challenges for the reporting of rape (Boyle, 2022). Although some progress has been made, academics continue to debate whether these changes in news reporting truly reflect a substantive shift in perspective or if they are responding to public demands for accountability (Sreedharan *et al.*, 2024; Elnan, 2019). The raises critical questions regarding about the authenticity and significance of shifts in how rape is framed in the news (Beddows, 2022).

Moreover, academic research exploring the impact of #MeToo on news framing particularly within the UK - remains relatively limited (De Benedictis *et al.*, 2019). This gap highlights the necessity for further investigation into whether #MeToo has influenced the framing of rape in UK online news outlets and whether any resulting shifts in coverage have led to enduring cultural and structural change (Noetzel *et al.*, 2023; Vedvik, 2022). Given the role of online news and social media in "uniting people's voices" and demanding "social justice" (Pettyjohn et al., 2022, p. 21), it is important to evaluate whether these evolving dynamics have had an impact on news framing and the broader public discourse on rape.

1.3: Purpose of this Study

This dissertation seeks to address critical gaps in the existing literature by investigating how the framing of rape in UK online news coverage has evolved in the aftermath of #MeToo. The study will examine articles published between 15 October 2017 and 15 April 2018 - six months following actress Alyssa Milano's tweet that sparked the #MeToo movement. Given that this moment catalysed widespread discourse on SV, the timeframe provides an invaluable opportunity to examine whether and how news narratives may have shifted in response to #MeToo's influence. The study will examine whether there has been a discernible change in the reporting of rape by journalists throughout this decisive period. Through this analysis, this dissertation aims to answer the following central research question:

Has the #MeToo movement catalysed a shift in how UK online news frame stories of rape?

Sub-Research Questions:

- 1. What, if any, are the key characteristics of this shift in the framing after the emergence of #MeToo?
- 2. How have these shifts impacted public perceptions of rape and news journalism's role in driving societal change?

1.4: Researcher's Motivations

Given the significant role of news as a cultural product, the researcher highlights the pressing need to explore this subject (Liao, 2023). The framing of online news stories is instrumental in shaping public attitudes, and issues surrounding rape are no exception (Layman, 2020; Gavey, 2018). When online news perpetuates narratives that

misrepresent the realities of this crime, they risk reinforcing damaging rape myths, which in turn obstruct efforts to achieve justice (Phillips, 2016). These misrepresentations can significantly skew public perception, thereby raising concerns regarding the credibility of survivors while inadvertently exonerating perpetrators (Chen, 2020). In light of the cultural shift sparked by the #MeToo movement, it is imperative to assess whether contemporary news outlets contribute to or detract from the movement's objectives (Durham, 2021; Tuerkheimer, 2019). Consequently, it is imperative to establish a comprehensive set of guidelines for journalists to frame rape narratives in a responsible manner. The researcher's proposal for these guidelines, to be elaborated in Chapter Six, aspires to promote a more conscientious and responsible approach to the news framing of rape.

1.5: Outline of Research Methodology and Methods

This dissertation will begin with a comprehensive literature review, exploring the origins and evolution of #MeToo, the policy landscape surrounding the Violence Against Women and Girls strategy (VAWG) in the UK, and the intersection between online news and the framing of rape. This literature review will lay the groundwork for understanding the broader context within which news framing operates.

Following this, a detailed methodology chapter will outline the data collection and analytical framework, involving a thematic analysis of relevant news articles. The findings will be presented in a dedicated analysis chapter, assessing the extent to which #MeToo has shaped the news framing of rape. The results of this research indicate that substantial progress has been made in discourse surrounding rape, with **language becoming more nuanced. There is a discernible shift towards solidarity**, accompanied by a heightened focus on institutional and systemic change. Nevertheless, despite these advancements, instances of victim-blaming persist, which often undermines the survivor-centred narratives that the movement seeks to advocate and uphold.

The dissertation will conclude by synthesising the primary findings and offering concrete recommendations for journalists on how to report on rape in ways that prevent re-traumatising survivors and promote a culture of accountability. This research seeks to make a significant contribution to the ongoing efforts to reform journalistic practices related to the reporting of rape. It aims to enhance the understanding of the news' role in promoting cultural and structural change.

2. LITERATURE REVIEW

2.1 Chapter Overview

This chapter critically examines the scholarly research surrounding the rise and evolution of #MeToo, highlighting the pivotal contributions of Tarana Burke and Alyssa Milano. The literature review first explores the *UK's Violence Against Women and Girls (VAWG)* strategy, analysing how it supports women and girls while contextualising the legal definition of rape, providing a foundation for this study. The chapter then examines the impact of online news, tracing its historical development and current dominance in shaping public discourse. Finally, the review explores the intersection between #MeToo with the *portrayal of rape in online news*, considering the broader societal implications of these narratives.

2.2.1: Being Heard: The Development of the #MeToo Movement

The "*Me Too*" movement, founded in 2006 by Tarana Burke, emerged as a "revolutionary platform" aimed at amplifying the voices of Black women and girls - communities that are often marginalised in mainstream discourse on rape despite experiencing disproportionately high rates of victimisation (Illinskaya and Robinson, 2018; Mignogna, 2023). Burke, a survivor³ and youth worker, was deeply influenced by the personal accounts of abuse she encountered while working with young people, which spurred her to take action (O'Halloran, 2022). In response, Burke (2022) proposed a grassroots, survivor-led initiative designed to advocate for policy reform in the US and promoted collective healing within affected communities. This initiative aimed to establish safe spaces for survivors - environments where individuals could share their experiences, heal, and find solidarity without fear of judgment - while combating injustice and dismantling systems of oppression (Wiens, 2021; Ragan, 2023). Burke (2021, p. 7) described that *Me Too* could function as a way "for survivors to connect with each other and to make a declaration to the world."

Although people initially conceived *Me Too* as a grassroots initiative, it has since become a powerful global movement that seemed to contribute to discussions about systemic change, resources for survivors, and cultural transformation (Gerbrandt, 2019; Maier, 2024). Burke (2016 cited in Gieseler, 2019; Williams, 2021) reportedly framed the movement through an intersectional lens, particularly emphasising marginalised communities, including minority groups. Some scholars contend that these

³ ³ *Note: In line with the #MeToo movement's emphasis on empowerment, this dissertation adopts the term "survivor" in place of "victim" to describe individuals who have experienced sexual violence. This language shift reflects the cultural transformation driven by the movement, emphasising resilience, agency, and strength over victimhood, affirming the dignity and recovery of those affected (Brown, 2018).

marginalised groups, despite compelling evidence indicating a disproportionate exposure to abuse, have been systematically excluded from prevailing news narratives (Dunn, 2020; Nicholls, 2021). Furthermore, the movement has empowered individuals to transcend the self-blame often associated with SV, allowing survivors to reclaim their sense of agency and fostering their capacity to heal and lead more fulfilling lives (Sullivan, 2017).

However, academics such as Adetiba and Burke (2018) have recognised that while *Me Too* possesses significant transformative potential, it cannot, in isolation, eradicate SV or dismantle the pervasive structures of rape culture. Rather than framing *Me Too* as a complete solution, some researchers consider it a preliminary measure - one that facilitates deeper engagement with the complex societal structures underlying abuse (Wexler *et al.*, 2019).

2.2.2: The Rise of #MeToo: A Viral Moment

Me Too, which initially began as a grassroots movement, attained "unprecedented" visibility at 12:21 PM PST on October 15, 2017, when actress Alyssa Milano shared a tweet urging her followers to articulate their experiences of SH and SA through the hashtag #MeToo (Hirsh, 2023, p. 6). This tweet seemed to revitalise discourse surrounding the movement, emerging in the wake of investigative reports by *The New York Times* and *The New Yorker*, which exposed a long-standing pattern of sexual misconduct by Hollywood producer Harvey Weinstein (Gieseler, 2019).

Harvey Weinstein, a former film producer and co-founder of *Miramax*, was once esteemed as a pivotal figure in Hollywood, having significantly influenced the independent film industry with critically acclaimed productions such as *Pulp Fiction* (1994) and *Shakespeare in Love* (1998) (Martin, 2021; Perkins, 2017). Nevertheless, his professional legacy suffered irreparable damage following the emergence of numerous allegations against him, encompassing a litany of SH and SA claims (Hajkova, 2023). These allegations included inappropriate touching, non-consensual advances, rape, and the issuance of death threats (Gruber, 2023; Kantor and Twohey, 2017). Some accounts suggested that Weinstein used his power to suppress allegations through legal settlements and non-disclosure agreements, allowing his conduct to remain largely unchecked for years (Julios, 2022; Kantor and Twohey, 2019).

Reports by Rowena Chiu (2019), a former assistant to Weinstein, indicated that rejecting his advances often resulted in severe professional repercussions, including the risk of social ostracism or exile from the film industry. Although rumours regarding Weinstein's predatory conduct had "allegedly circulated" for several years (Kantor and Twohey, 2020, p. 154), the disclosures that emerged in 2017 functioned as a critical inflection point (Brand, 2023; Boyle, 2024; Hemel and Lund, 2018). These disclosures served as a catalyst for more expansive discourse on power dynamics, privilege, and sexual misconduct, which extended beyond the confines of Hollywood and engaged with broader societal implications (Khorasani, 2019; Scutt, 2020).

2.2.3: A Global Call for Justice

Milano's tweet ignited a broader conversation, empowering survivors from diverse backgrounds to share their experiences on social media, demonstrating that #MeToo was not confined to Hollywood but resonated as a global movement (Hirsh, 2023; Ulanova, 2020). The tweet's rapid virality, combined with Milano's celebrity status and

Twitter's extensive reach, significantly increased global awareness of SV (Burns, 2023; Loney-Howes, 2022).

Within 24 hours, thousands of comments and retweets flooded the platform, with survivors worldwide sharing their experiences (Levy and Mattsson, 2023; Ramona, 2020). Noteworthy public figures, including *Lady Gaga* and *Viola Davis* lent their voices to amplify the movement's message (Hirsh, 2023; Ulanova, 2020). However, scholars argue that the "true power" of #MeToo lies beyond celebrity testimonies (Brunner and Partlow-Lefevre, 2020; Ramona, 2020). The voices of women who operate outside the public sphere – such as mothers, daughters, sisters, and wives – possess the potential to profoundly reshape dialogues around SV and the mechanisms of accountability associated with it (Brunner and Partlow-Lefevre, 2020; Williamson *et al.*, 2020).

For countless survivors, the movement provided a powerful sense of solidarity and connection (Stockdale, 2021; Strauss Swanson and Szymanski, 2020). Research indicates that #MeToo established a platform for survivors to share their personal experiences, confront stigma, and promote collective healing (O'Halloran and Cook, 2024; Alaggia and Wang, 2020). What began as a Hollywood-centric movement quickly grew into a global outcry for justice and accountability (Jimenez, 2021), with social media platforms, particularly Twitter (now X), playing a significant role in mobilising the movement and amplifying historically silenced voices (Matthews, 2022; Caren *et al.*, 2020).

2.2.4: The Broader Implications: Addressing Power and Privilege

Although #MeToo appeared to gain traction in response to the Weinstein allegations, it has since been interpreted as a catalyst for social justice, particularly regarding power dynamics, gender inequality, and institutional accountability (Marano, 2023; Stone and Vogelstein, 2021; Luo and Zhang, 2022; Tuerkheimer, 2019). While early discussions often centred on individual cases of injustice, some scholars argue that the movement has facilitated a critical analysis of systemic factors that enable such behaviours to endure (O'Halloran, 2022). Rather than being perceived as isolated events, Weinstein's alleged actions have been contextualised as part of a larger pattern of privilege and power imbalances (Durham, 2021; Tally, 2021). Individuals situated within power imbalances have the capacity to extort and coerce others' livelihoods by perpetuating substantial power differentials between industry leaders and those under their control (Cheng, 2018). In many cases, individuals in positions of authority are accused of minimising, dismissing, or overlooking allegations, raising important questions regarding the role of power, influence, and social hierarchies in shaping institutional responses (Epstein and Goodman, 2018; Pease, 2021).

Some academics contend that #MeToo has significantly increased awareness of the global prevalence of SV, thereby shaping societal perceptions regarding the magnitude of the survivor population (Bowen, 2021; Ragan, 2023). As the movement expanded in both scope and influence, it became more closely linked to calls for structural reform in various sectors, notably in entertainment, politics and business, where longstanding power dynamics may have enabled the persistence of misconduct (Wiens, 2021; Hernandez Froio, 2022).

While some scholars consider #MeToo a pivotal movement for justice and accountability, others contend that its true significance lies in its capacity to expand discussions around gendered power structures and institutional failings (Gilmore, 2023; McDonnell, 2024). By fostering public discourse on historical patterns of impunity, the movement has arguably played a role in shifting societal perspectives of sexual misconduct and its repercussions (Nicholls, 2021; Durham, 2021).

2.2.5: A Global Movement for Change

Since its inception, #MeToo has emerged as a powerful symbol of the growing "global sisterhood" (Ghadery, 2019, p. 252), transcending its US roots to confront deeply ingrained global norms surrounding rape, patriarchy, and institutional corruption (Jackson, 2020). Some studies indicate that the movement has offered survivors a valuable platform for liberation, enabling them to share their experiences, release feelings of shame, and find strength through solidarity (Verma, 2021; Everhart, 2020). Many believe that this shift has been pivotal in challenging the longstanding stigma surrounding survivors of rape (Moreno, 2024; Pollino, 2023). The movement has reframed societal perceptions of survivors, emphasising that society should never blame them for their experiences (Shelton, 2020; Chandra and Erlingsdottir, 2020). The movement's global impact is evident in the rise of similar campaigns around the world, including #MeTooIndia, #YoTambien (Spain), and #QuellaVoltaChe (Italy), reflecting a broader international commitment to addressing issues of gender-based violence and accountability (Fahmy, 2020). These campaigns have been associated with efforts to introduce policy reforms, strengthen workplace protections and improve legal frameworks, suggesting that #MeToo has shaped institutional responses to SV (Tuerkheimer, 2019; Sweeny, 2020).

In response to increased awareness, some organisations and corporations have implemented mandatory training programmes focused on SH prevention (Forman, 2024). Companies like *Google* and *McDonald's* have launched initiatives to educate employees on issues of consent, workplace boundaries, and reporting procedures (Forman, 2024). In the UK, the government has enacted legal amendments to the *Equality Act (2010)* aimed at strengthening protections for survivors, actively responding to the growing recognition of survivor rights and reflecting an evolving legal landscape that seeks to offer more support and justice (Busby, 2024). Moreover, high-profile legal proceedings, such as the criminal convictions of figures like Harvey Weinstein and Jeffrey Epstein, have been referenced as indications of a changing societal attitude on SV (Derschowitz, 2019; Stewart, 2021). Academics have suggested that these cases illustrate a growing societal intolerance for such behaviours (Derschowitz, 2019; Stewart, 2021).

2.3 Defining Rape: Legal Definitions and the Violence Against Women and Girls (VAWG)⁴ Strategy

2.3.1: Subchapter Overview

A clear understanding of how rape is legally defined, alongside policies such as the VAWG strategy, is fundamental to interpreting its portrayal in online news (Barker and Jurasz, 2020). The legal framework surrounding rape, coupled with national strategy, not only shapes public perceptions but also heavily influences how news outlets report

⁴ While Wales follows the Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) strategy (Welsh Government, 2025), this research aligns with the Violence Against Women and Girls (VAWG) strategy (HM Government, 2021), which provides a wider framework for addressing gender-based violence. It is important to note that Wales adopts a slightly different approach in its legislative and policy response.

on this crime (Phillips, 2016). As rape is both a criminal act and a deeply entrenched social issue, its legal definition plays a pivotal role in discussions, prosecutions, and news framing, especially during significant cultural moments such as the #MeToo movement (Durham, 2021; Abrams, 2017). There is, however, some uncertainty about whether these legal definitions are truly sufficient in addressing the complexities of rape in society (McGregor, 2019; Alcoff, 2018).

2.3.2: The Legal Definition of Rape in the UK

Rape might be considered one of the most egregious violations of "sexual autonomy," encompassing the "right to choose sexual activities, sexual partners, places, timing..." (Harduf, 2021, p. 363). Such an assault not only targets the individual but also undermines fundamental societal values of dignity, respect, and justice (McJunkin, 2023; Kalra and Bhugra, 2013). Consequently, the legal definition of rape carries immeasurable significance. Legal definitions are not merely formalities but essential mechanisms for ensuring justice, upholding survivors' rights, and making the legal system as an active ally (Adoch, 2022; High, 2021). The law's interpretation of rape has the potential to determine when an act constitutes rape, and this could ultimately set the stage for the entire legal process that follows (McGregor, 2017; Piha, 2024)

The UK's history of rape laws too raises serious concerns (Smith, 2018). For years, some academics, legal experts, and advocates have widely criticised SV laws for their restrictive definitions (Smith, 2018; Gavey, 2018). They argue that these definitions fail to capture the full complexity of survivors' experiences, which could indicate a persistent gender bias in the interpretations and applications of the law (Daly, 2022; Randall, 2010; Gavey, 2018). Prior to the reforms implemented in 2003, the law narrowly defined rape to instances of penile-vaginal penetration without consent,

thereby excluding other forms of SV, such as oral or anal penetration and various other coercive acts (Meek, 2023). The previous legal definition of rape had profound implications for survivors, which often led to a heightened fear of social rejection (Pearson and Barker, 2018). Many individuals struggled to recognise their experiences as rape due to societal misconceptions and the narrow legal definition that failed to account for the complexities of coercion and power imbalances (Reed *et al.*, 2020; Wilson and Newins, 2022). This internal conflict, exacerbated by the treatment survivors received within the criminal justice system, further reaffirmed their feelings of doubt and isolation (Hudspith, 2022; Hahn *et al.*, 2020). It also played a role in shaping societal understandings of rape and its framing in news reporting (Bourke, 2022; Durham, 2021).

In response to these criticisms, the *Sexual Offences Act 2003* ushered in substantial legislative reform (Spohn, 2020; Taylor, 2018). Many perceived these reforms as an effort to modernise and expand the definition of rape, potentially encompassing a wider range of abusive acts that had previously been omitted from legal scrutiny (Gash and Harding, 2018; Bourke, 2015). *Section 1* of the *Sexual Offences Act 2003* redefined the legal definition of rape, with the new definition reading as follows:

"a) he intentionally penetrates the vagina, anus or mouth of another person, b) B does not consent to the penetration, and c) A does not reasonably believe that B consents" (UK Government, 2003).

While some may argue that this redefinition represents progress, there is still the lingering question: has the law genuinely adapted to reflect the complexity of rape in modern society? (Dowds, 2022).

This legal shift places a stronger emphasis on consent and the perpetrator's belief in consent, clearly departing from the previous focus on physical force and reflecting a more nuanced understanding of rape (Antonsdottir, 2020; Reid, 2023). For the first time in UK legal history, the law recognised that non-consensual acts could occur without overt coercion, broadening the definition of rape to include situations where the victim is incapacitated or manipulated (Dowds, 2020; Hornle, 2018). This paradigm shift may have been vital in emphasising that consent is not merely a physical act but a fundamental right that necessitates both the freedom and capacity to make informed, autonomous decisions (Adoch, 2022; High, 2021; Dowds, 2022). Current legal frameworks seemingly provide essential protections for individuals who are unable to consent due to factors such as intoxication or age (Dougherty, 2024; Angel, 2022; Turim and Waldman, 2023), striving to safeguard some of the most vulnerable members of society (Fennell and Green, 2024; Featherstone *et al.*, 2024).

2.3.3: Introduction to the UK's VAWG

The VAWG framework, a pivotal response to gender-based violence, addresses a range of issues, including rape, domestic abuse, sexual harassment, and trafficking (Kilvington, 2022). While gendered violence had, to an extent, been acknowledged in policy frameworks prior, the 2009 VAWG Strategy marked a crucial turning point by spearheading a concerted government effort to reform the national approach to supporting survivors (Coy, 2017; Beetham *et al.*, 2022). The strategy laid out what could be considered a comprehensive framework for empowering survivors and preventing violence (Home Office, 2016). It stressed, above all, the need for a coordinated, multi-sectoral response spanning law enforcement, healthcare, education, and social services (Home Office, 2016).

A fundamental aspect of addressing VAWG is the commitment to holding perpetrators fully accountable under the law, enforcing stringent standards of justice (Fulu *et al.*, 2014; Graca, 2017). This strategy seeks to cultivate a safer society for women and girls by enhancing survivor protection, strengthening legal safeguards and support structures, and dismantling the systemic misogyny that often fuel abuse (Kensit, 2024; Wiper, 2018). It is important to note that the VAWG framework primarily addresses gender-based violence, yet it does not overlook the existence of male survivors or the possibility of female perpetrators (Aldridge, 2021; HM Government, 2022). The overarching goal of the strategy is to provide a fair and accessible support system that upholds justice for all survivors, irrespective of gender (HM Government, 2022). Although the strategy focuses on gendered violence, its commitment to victim protection and justice is designed to be universal (Fitz-Gibbon and Walklate, 2023).

Consequently, this dissertation concentrates on the representation of women and girls as survivors in online news, while also acknowledging the broader implications of the VAWG framework for all survivors of gender-based violence.

2.4. The Evolution and Scope of Online News on Gender-Based Violence Reporting

2.4.1: Subchapter Overview

Technological advancements and changing audience expectations have profoundly shaped the evolution of news (Akpan *et al.*, 2024; Kovach and Rosenstiel, 2021). From print media to broadcast television and the digital revolution, each new phase has expanded journalism's reach, scope, and global influence (Salaverria-Aliaga, 2019;

Hardy, 2021). Online news represents the latest transformation, defined by real-time reporting and interactive engagement (Glebova *et al.*, 2023; Cheng *et al.*, 2024). This subchapter, then, aims to explore the historical trajectory of news, focusing on the transition to digital platforms and its impact on issues like gender-based violence. It will, in turn, explore how online news has reshaped content dissemination and public reception.

2.4.2: A Brief History of News

News originated in the 17th century, with print journalism emerging through early publications such as *The Oxford Gazette* (Rivere-De Franco, 2024; Raven, 2020). By the 19th century, newspapers had firmly established themselves as the primary source of information, providing coverage of political, social and cultural events (Vella, 2020; Slauter, 2021). Print media had dominated for centuries and was valued for its credibility and investigative reporting (Youvan, 2024; Okwara, 2024). However, early print coverage of rape often remained minimal, sensationalised, or marred by gendered assumptions and societal taboos (Aroustamian, 2020; Kane, 2021).

In the early 20th century, radio emerged as the dominant medium, followed by television in the mid-20th century (Guven, 2024; Pertierra, 2021). Broadcast media has arguably revolutionised how news is disseminated, offering immediate access to breaking stories (Pavlik, 2021; deLima-Santos *et al.*, 2024). However, in their quest for mass appeal, news outlets often resorted to oversimplified and sensationalised portrayals of rape (Boyd, 2023; O'Leary, 2021), limiting opportunities for nuanced discussions and marginalising survivor perspectives (Cattaneo *et al.*, 2021; Noetzel *et al.*, 2023). The digital revolution of the late 20th century marked a paradigm shift (Thompson, 2021; Ali, 2023). The Internet ushered in an era of instantaneous updates and multimedia storytelling, breaking down the temporal and geographical barriers that had once confined news (Kern, 2024; Gazi *et al.*, 2024). By the early 21st century, traditional newspapers had transitioned to digital platforms, transforming into online hubs that offered global, local and topic-specific coverage (Milligan, 2022; Kramp, 2018). The rise of social media, further accelerated this change, making news consumption ever more dynamic and interactive, with users now serving as both consumers and contributors (Xia *et al.*, 2020; He *et al.*, 2024).

2.5: The Intersection of Rape and Online News Media: Framing Rape

2.5.1: Chapter Overview

#MeToo has undoubtedly reshaped the discourse surrounding rape, providing survivors with a platform and compelling journalists to confront their ethical responsibilities (Tuerkheimer, 2019; Boyle, 2024; McMasters, 2021; Andersson, 2023; Baker and Rodrigues, 2022). However, despite these strides, it could be argued that news portrayals of rape continue to perpetuate harmful stereotypes, leading to incomplete or misleading depictions of both survivors and perpetrators (Boux and Daum, 2015; Rosario-Lebron, 2019). Online news outlets play a significant role in shaping public perception, often distorting rape narratives by exaggerating details for dramatic effect or oversimplifying complex issues to fit the fast-paced demands of modern news cycles (Easteal *et al.*, 2015; Scczepan, 2024).

The rise of "clickbait culture," fuelled by the drive for rapid engagement and profit maximisation, seems to have intensified sensationalism in news reporting (Youvan, 2024). Online news often exploit provocative headlines and emotionally charged content, which can reduce grave cases of SV to spectacles for public consumption (Hewa, 2024; Radford, 2022). Perhaps even more disturbingly, this sensationalism not only commodifies the trauma of survivors but also risks trivialising systemic issues of SV, reinforcing harmful stereotypes and desensitising audiences to the gravity of these crimes (McCallum *et al.*, 2023; Hoareau, 2021). In such a landscape, the pursuit of profit often seems to overshadow the ethical obligation to report rape with the sensitivity and respect it deserves (Foreman *et al.*, 2022; Ali *et al.*, 2020). The following section explores how these distorted news frames might contribute to the proliferation of rape myths, raising questions about whether the news can ever truly represent the complexity and gravity of rape responsibly.

2.5.2: Rape Myths

The accelerated pace of online news cycles exacerbates misinformation and oversimplified rape narratives, which, unfortunately, reinforce harmful rape myths (Giansiracusa, 2021; Fine and Turner, 2023). These myths are commonly understood as "prejudicial, stereotyped or false beliefs about rape, rapists and rape victims" (Burt, 1980: 217), distorting public understanding and perpetuating misconceptions (McMillan, 2024). Often rooted in cultural norms and hegemonic masculinity, these myths may serve to trivialise rape and perpetuate damaging stereotypes (Payne et al., 1999; Brownmiller, 1975; Burt, 1980; Bohner *et al.*, 2009).

Lonsway and Fitzgerald (1994, p. 134) argue that rape myths not only trivialise the crime but, perhaps even more insidiously, "justify male sexual aggression against women." The news, it seems, often perpetuates these myths, establishing a narrow archetype of the "real" survivor and delegitimising those who do not conform to this standard (Estrich, 1987; Presser, 2018). This understanding fosters a culture where survivors' testimonies are routinely disbelieved, contributing to the widespread scepticism about their accounts (Herman, 2023; Washington, 2022).

Empirical studies show that repeated exposure to online news can reinforce harmful rape myths, shaping public perceptions and obstructing efforts to cultivate a more informed and equitable response to rape (Merken and James, 2020; Bohner et al., 2013; Loxton and Groves, 2022). As a result, these myths minimise the seriousness of rape, sustaining a culture that diminishes the experiences of survivors and silences their voices (Decker, 2024; Bourke, 2022). The influence rape myths can extend to the handling of cases by police, prosecutors and juries, potentially leading to scepticism toward cases that do not align with the misleading misconceptions associated with rape (Parratt and Pina, 2017; McMillian, 2018).

2.5.3. Myth 1: The "Violent Stranger" Narrative

A prevalent myth in news portrayals of rape is the "violent stranger" narrative, which frames rape as a crime typically committed by an unknown, violent assailant (Durham, 2021; Barton, 2017; Haygarth, 2018). It depicts rape as a random, predatory act carried out by a faceless, dangerous perpetrator (Morton, 2021; Merken and James, 2020). In online news, journalists often depict the perpetrator as a "monster" or "sociopath," someone entirely detached from the ordinary⁵ population (Friis-Rodel *et al.*, 2021; O'Neal and Spohn, 2017). Such caricatures evoke fear by reinforcing the image of women being vulnerable to malevolent strangers lurking in dark alleys, further entrenching the idea that the violation of women's chastity is uniquely horrifying compared to other forms of SV (Hyden, 2023; Chowdhurt *et al.*, 2024).

This myth persists because it offers a simplified, emotionally charged narrative, framing rape as an act of violence committed by an outsider (Seisier, 2018; Gurnham, 2016). In reality, most rapes are committed by individuals known to the survivor, including intimate partners, family members, or acquaintances (Mason and Monckton-Smith, 2008). Official statistics from the Office for National Statistics (2021) reveal a startling and sobering reality. Between March 2017 and March 2020, a current or former partner committed half of all reported rapes in England and Wales, and a staggering 6 out of 7 rapes against women were perpetrated by someone they knew (ONS, 2021). This challenges the common myth perpetuated in the news that rape is predominantly committed by strangers, as statistics clearly show otherwise.

2.5.4. Myth 2: "They Were Asking For It"

Another harmful myth is the belief that survivors are responsible for their assault due to their appearance, behaviour, or choices (Greenhorn, 2022; Durham, 2021). Online news often reinforces, both subtly and overtly, the narrative that suggests survivors "invited" their victimisation through actions or choices (Mulupi, 2024; Garza and Fraklin, 2020). Phrases such as "they were asking for it" or "they led him on" are

⁵ The term "ordinary" is used to highlight incidents involving individuals who are not famous or influential in the public eye (Jackson et al., 2020).

commonly found in online news reporting; these expressions shift the blame from the attacker to the survivor and contribute to a culture that normalises rape undermining the survivor's autonomy (George *et al.*, 2022; Martini *et al.*, 2022).

Online news frequently fixates on a survivor's appearance, alcohol consumption, or behaviour before an assault; this not only detracts from the culpability of the perpetrator but also reinforces the toxic and misguided notion that survivors are in some way responsible for their assault (Haygarth, 2018; Rahman, 2021). Women, in particular, who defy traditional gender expectations - by drinking alcohol or engaging in casual dating, for example - are disproportionately blamed for their victimisation (United *et al.*, 2012; Wegner *et al.*, 2015). Meanwhile, men's alcohol consumption is often framed as a natural aspect of masculinity, which is then used to excuse reckless or aggressive behaviour as an inevitable consequence of intoxication (James-Hawkins *et al.*, 2019; Bergenfeld *et al.*, 2020). This double standard not only silences survivors who fear judgment or dismissal, but also fosters an environment where pursuing justice, support, or healing becomes increasingly difficult (Song *et al.*, 2021; Childress *et al.*, 2022).

The reality is undeniable: no choice, action, or appearance can *ever* justify rape (McGregor, 2017). The responsibility for such acts lies squarely with the perpetrator, who *must* be held accountable for their behaviour (Rennie, 2023; Borgogna *et al.*, 2022; Gavey, 2018). The discourse *must* shift back to the fundamental issue: the undeniable responsibility of perpetrators to respect boundaries and to obtain explicit, unambiguous consent before engaging in any sexual act (Jeffrey, 2024; Ward, 2020).

2.5.5. Myth 3: The Hierarchy of Survivors and Perpetrators

Online news appears to have a troubling tendency to perpetuate a pernicious hierarchy in its portrayal of survivors and perpetrators, where some survivors seem to receive more empathy, legitimacy, and attention than others, while certain offenders are granted leniency based on their perceived status (Phillips, 2016; Murray *et al.*, 2023). High-profile individuals, particularly those in politics or the entertainment industry, are often framed as having merely committed "mistakes" or "misconduct", terms that significantly reduce the severity of their behaviour (Tanner, 2024; Knight et al., 2001; Gravelin *et al.*, 2024). This selective framing minimises the harm caused by powerful perpetrators and reinforces the idea that their status entitles them to public redemption or absolution (Hayes, 2023; Nyul *et al.*, 2018).

Meanwhile, survivors - especially those without power or fame - are subjected to greater scrutiny and victim-blaming (Maryn and Dover, 2023; Moro, 2021). Victimblaming occurs when blame is shifted from the perpetrator to the survivor, who is held wholly or partially responsible for the harm they endured (Beddows, 2022; Taylor, 2020). In online news, this manifests through a persistent scrutiny of survivors' actions, decisions, and credibility - subtly implying that they contributed to their own victimisation (Morton, 2021; Durham, 2021).

Moreover, high-profile perpetrators are often framed as "fallen stars", with their actions portrayed as outliers or exceptions to an otherwise respectable career (Fritz, 2023; Jordan, 2022; Widanaralalage *et al.*, 2022). This narrative distorts the reality that rape is not an isolated transgression, but a systemic problem rooted in power imbalances (Pilipchuk, 2021; Reed, 2021). As a result, many survivors experience confusion and a

sense of powerlessness as they struggle to understand the legal proceedings surrounding their cases (Epstein and Goodman, 2018; Herman, 2023). Survivors are often given little explanation for their trial adjournments or the ongoing uncertainty surrounding their unresolved cases (Laghari *et al.*, 2023). This lack of transparency can deprive them of both justice and closure, all while leaving them to face profound emotional and psychological impacts that can take a long-lasting toll on their mental well-being (Moroz and Dinisman, 2024).

2.5.6. Myth 4: Men Never Intend to Do It

The fourth myth perpetuated in existing literature pertains to the notion that men do not possess an actual intent to commit acts of rape but rather succumb to uncontrollable sexual urges (McKeever, 2019; McGregor, 2017). This narrative frames rape as a momentary lapse in judgement or an impulsive act, conveniently absolving perpetrators of any responsibility (Oza, 2022). The portrayal of rape as an instinctive and involuntary act rather than as a conscious and deliberate violation fundamentally distorts the true nature of the crime, erasing the premeditated and calculated dimensions inherent in acts of rape (Hansen, 2024; Mardorossian, 2014).

The prevalence of such rhetoric regrettably, contributes to the cultivation of a toxic culture of denial, wherein perpetrators are exonerated, and misleading narratives unjustly burden survivors (Sered, 2019; Kelley, 2024). It normalises predatory behaviour by framing rape as an inevitable consequence of male sexuality rather than a conscious choice rooted in power, entitlement, and control (Taylor, 2021). The framing of this issue serves to entrench dangerous stereotypes, reinforcing the

erroneous belief that men lack the agency to regulate their behaviour, while simultaneously placing the onus on survivors to prevent their own victimisation (Roberts et al., 2019; Gilson, 2016).

2.6 Conclusion

In conclusion, Chapter Two has explored the rise and evolution of the #MeToo movement, tracing its transformation into a powerful force of digital activism. The chapter then analysed key UK policies and legislation related to rape, providing an understanding of how these laws shape public and news discourse. Finally, the discussion illustrated how the #MeToo movement intersects with framings of rape, showing how these narratives can mislead the public and perpetuate harmful myths, ultimately undermining survivors' experiences and the fight for justice.

3 METHODOLOGY

3.1: Chapter Overview

This chapter outlines the research design, philosophical foundations, and methodological approach employed to explore whether the #MeToo Movement has catalysed a shift in the online news framing of rape. This study's ontological and epistemological stance, rooted in a critical feminist framework, informs its methodological choices and data collection methods. By positioning the research within this framework, the chapter sets the stage for examining the extent to which the #MeToo movement has influenced the framing of rape in online news. The chapter concludes with a discussion of the ethical considerations inherent in this study, addressing the potential risks posed to both the reader and researcher when tackling such a sensitive topic.

3.2: Research Philosophy

Engaging with the foundational debates about the nature of knowledge is essential in academic research, as these discussions shape the study's design, execution, and analytical approach (Bunniss and Kelly, 2010; Blaikie and Priest, 2019). These debates take place within a research paradigm - a structured set of philosophical and theoretical beliefs that guide the research process, from formulating research questions to interpreting findings (Khatri, 2020; Omodan, 2024). A research paradigm encompasses four interrelated components: ontology, epistemology, theoretical perspective, and methodology, each influencing how the research is conceptualised and conducted (Crotty, 1998; Gannon *et al.*, 2022). The relationship between ontology and sources is elucidated within a well-defined framework, providing the reader with insight into the researcher's foundational methodical approach.

Ontology concerns "the nature of our beliefs about reality," specifically how we define what exists and the structure of that reality (Richards, 2003, p. 33). It forms the foundation of any research study, shaping its methodological choices and approach to knowledge production (Singh, 2015). Within critical theory, the ontological stance asserts that reality is socially constructed and heavily influenced by power relations and social structures (Jenkins, 2023; Fuchs, 2021). Critical theory posits that our understanding of reality is not an objective or neutral process; instead, it is shaped by historical, cultural, and institutional forces that influence how researchers perceive the world and their role within it (Giroux, 2023; Habermas, 2021).

3.2.2: Epistemology

Epistemology examines the nature of knowledge: how we know what we know and what constitutes valid knowledge (Kelly, 2021; Hannon, 2021). This study adopts a critical epistemological stance, rejecting the idea of objective, neutral truth (Omodan, 2024). Critical theory contends that knowledge is inherently shaped by power dynamics and social contexts, privileging dominant voices while marginalising others (Phillips, 2023). This perspective emphasises the importance of centring marginalised voices, particularly those of survivors and historically oppressed communities, as essential contributors to the understanding of issues related to rape (Benn-John, 2021). By acknowledging knowledge as socially constructed, this study validates lived experiences as essential to understanding rape, highlighting the roles of gender, power, and oppression in shaping these narratives (Gerrard-Abbott, 2023).

3.2.3: Theoretical Perspective

A theoretical perspective provides the analytical lens through which researchers interpret and engage with their data (Ravitch and Carl, 2019). This study adopts a critical feminist research paradigm which fundamentally challenges dominant power structures, including patriarchy, capitalism, and institutional hierarchies (Fraser and Jaeggi, 2018). Rooted in the Frankfurt School tradition, critical theory interrogates these power structures, particularly those that sustain social injustices like rape (Allan and Briskman, 2020). Within this context, #MeToo emerges as a counterforce to these entrenched systems of oppression, demanding accountability and reshaping public consciousness around rape culture (McGee and Pettit, 2019; Collins, 2000). Within this framework, #MeToo serves as a focal point for investigation, facilitating an exploration of whether news framings of rape challenge or perpetuate gendered power hierarchies.

3.2.4: Methodology

Methodology refers to the overarching approach and reasoning that guides the research process, including the principles, strategies and rationale for choosing specific research methods for data collection and analysis (Ravitch and Riggan, 2016; Lim, 2024). In line with the principles of critical theory, this study adopts a qualitative research design, which is particularly effective for exploring complex, socially constructed phenomena, such as rape (Omodan, 2024). Qualitative methods enable an in-depth examination of context, subjectivity, and the socio-cultural meanings embedded within discourse (Creswell, 2013).

This study aims to investigate the impact of #MeToo on news framing by conducting a thematic analysis (TA) of online news articles. Unlike traditional TA, which primarily identify patterns, themes and news frames, TA interrogates how language, representation, and discourse reinforce or challenge dominant power structures (Braun and Clarke, 2022). This methodological approach ensures that news narratives are not only recounted but also critically analysed in the context of overarching societal ideologies and systems of power. Such an approach allows for a deeper understanding of how online news narratives frame and are shaped by cultural and political dynamics.

3.3: Methods

3.3.1: Subchapter Overview

This subchapter outlines the research methods used to collect and analyse data for this dissertation, which examines whether #MeToo has impacted the framing of rape in UK online news. This study employs TA as its primary analytical tool, chosen for its ability to systematically identify patterns, themes, and news frames within large volumes of textual data (Riffe *et al.*, 2023; Kuckartz and Radiker, 2023). This subchapter details the application of TA, the sampling strategy and measures taken to ensure research reliability and validity, while acknowledging potential limitations.

3.3.2: Selection of News Sources

A deliberate and methodical approach was adopted to select online news articles for this study. The *Newsbank* database, a widely recognised and expansive resource recommended by UWTSD, was chosen for its extensive archive of UK newspaper articles. *Newsbank* provides a wide range of perspectives on current events over time (Buntain *et al.*, 2023). The study aimed to accomplish two primary objectives in its selection of newspapers: to reflect a diverse array of perspectives and to provide detailed coverage of the framing of rape. To this end, the researcher purposively selected two high-circulation publications, *The Guardian* (a centre-left broadsheet) and *The Sun* (a right-leaning tabloid), in order to capture ideological diversity and varying socio-political viewpoints. This selection facilitates a comparative analysis of how different online news outlets, with distinct editorial stances, frame rape in the context of #MeToo (Vedvik, 2022).

3.3.3: Temporal Scope

The study focused on the first six months following the emergence of #MeToo (15 October 2017 - 14 April 2018). This period was chosen for its significant impact on public discourse around rape, providing an opportunity to examine how news framing may have evolved in direct response to the movement. The literature review provided the foundation for understanding how rape was framed in the news before #MeToo, creating a basis for comparison and enabling a more detailed analysis of potential changes in its representation.

3.3.4: Sampling Strategy

The researcher designed a sampling strategy aimed at examining shifts in the framing of rape within UK online news articles, particularly in relation to #MeToo. A systematic sampling approach was employed to ensure representativeness while keeping the study manageable (Chapman, 2021). Systematic sampling is a method where researchers select articles according to a predetermined strategy, ensuring that the sample remains unbiased and comprehensive (Kalton, 2019). This sampling technique entails the systematic selection of every nth item from a larger dataset (Mostafa and Ahmad, 2018). Following Lohr's (2021) recommendation for rigorous TA, this study selected every 10th article on the topic of "rape" from the *NewsBank* database for *The Guardian* and *The Sun*. This methodological decision effectively balanced thoroughness with practicality, ensuring that the dataset was appropriate for master's level research while remaining manageable in conjunction with the researcher's other commitments (Naeem *et al.*, 2023).

The present study focused exclusively on web-based news articles published in English. It is important to note that promotional content - like teasers and brief snippets encouraging readers to purchase the entire newspaper - were intentionally excluded from the analysis, as they did not align with the study's primary objective. This rigorous methodology resulted in a carefully curated corpus of relevant articles (see Appendix D). The chosen articles were downloaded in Word document format, which facilitated the process of manual coding.

After identifying relevant articles, the researcher conducted a rigorous screening process to ensure that each article substantively engaged with the topic of rape. The researcher exercised discretion in evaluating the relevance of articles that mentioned rape only briefly and in passing. For instance, an article from *The Guardian* discussing an arrest at a tree-felling protest briefly referenced a rape alarm. However, it did not meaningfully address the issue of rape itself, so the researcher excluded it from the study.

3.3.5: Thematic Analysis and Coding Scheme

With the dataset finalised, TA was employed as the primary method for identifying, analysing, and interpreting patterns within the data (Flick, 2022). As a widely used qualitative research method, TA allowed the researcher to systematically examine textual data, uncovering recurring themes and implicit meanings (Liebenberg *et al.,* 2020; Xu and Zammit, 2020). This structured approach enhanced the consistency and replicability of findings, ensuring a clear connection between data, interpretation, and the study's conclusions (Lim, 2024; Roberts *et al.,* 2019).

This research adopted a hybrid approach to TA, integrating deductive (theory-driven) reasoning and inductive (data-driven) reasoning (Xu and Zammit, 2020). Pre-existing theoretical frameworks guided the deductive approach, the research aims, and insights from the literature review (Roberts *et al.*, 2019; Lim, 2024). This approach facilitated the formulation of pre-empirical codes (Swain, 2018) grounded in existing thematic constructs, such as victim-blaming, power dynamics and perpetrator-centred narratives. Conversely, Hayre's (2021) work informed the inductive approach, which involved generating post-empirical codes that emerge organically from the data. This approach enabled the research to identify new patterns, themes, and discourses that existing theoretical models may not have anticipated (Cassell and Bishop, 2019). Thus, while existing theory served as a "precursor" to data analysis, it is important to remain open to new insights, ensuring that the findings reflect both existing knowledge and emerging shifts in news discourse (Swain, 2018, p. 7).

By integrating top-down theoretical coding with bottom-up emergent coding, this iterative approach ensured a reflexive, nuanced analysis that both tested established theories and allowed for innovative contributions to the field (Byrne, 2022; Ozuem *et al.*, 2022). The final codebook, once refined, served as a guide for TA, ensuring that the study remained responsive to emerging patterns (Faulkner and Atkinson, 2024). This study followed Swain's (2018) hybrid TA model, which provided a flexible yet rigorous framework for analysing qualitative data through iterative, reflective and organic thematic development.

Swain's (2018) hybrid approach to TA offered a methodically structured yet contextually adaptable framework that synthesised both pre-empirical and post-

empirical coding strategies. The initial phase of this analytical process involved the systematic preparation and organisation of data (Swain, 2018). To facilitate the handling of raw data, the researcher utilised a spreadsheet to categorise and organise the information, improving its accessibility and ease of management for later analysis. This initial step was critical in ensuring a methodical approach, avoiding data fragmentation and preserving analytical coherence throughout the research (Walther *et al.*, 2017).

Following data organisation, the second phase entailed the development of preempirical codes. These predefined codes were informed by existing theoretical frameworks, prior research, and the study's research question, establishing a foundational structure to guide the initial stages of analysis (Naeem et al., 2023). Subsequently, the researcher engaged in an immersive reading process, repeatedly reviewing the dataset to ensure a deep contextual understanding of the material. This critical engagement allowed for the identification of post-empirical codes that emerged naturally from the data rather than being predetermined (Roberts et al., 2019; Lim, 2024). The post-empirical coding phase reflected the inductive nature of the analysis, capturing unanticipated patterns, themes, and insights that may not have been evident during the initial coding phase (Hayre, 2021). The iterative nature of TA required continuous refinement of both pre-empirical and post-empirical codes. As new insights surfaced, the researcher re-evaluated, modified, and expanded the coding framework, ensuring it accurately represented the complexity and richness of the data. These codes were systemically integrated into the spreadsheet and summarised for clarity, consistency and ease of reference.

In the final analytical stage, the researcher engaged in thematic mapping, identifying interconnections and patterns among the various codes. A key aspect of this process is identifying and grouping related codes into thematic "families" (Swain, 2018, p. 22). These families represented clusters of interrelated codes, allowing for a more cohesive thematic synthesis of findings (Williams and Moser, 2019). This process was instrumental in structuring the results and discussion chapters of this study, ensuring that the research provides a robust, theoretically grounded, and empirically rich analysis of the news framing of rape in the #MeToo era.

The researcher assessed inter-coding reliability to enhance the clarity and reliability of the coding system. This process involved both an independent researcher and another master's student applying the same coding framework to the data (Elliot, 2018). The resulting coded data were compared to evaluate the level of agreement and consistency between coders (MacPhail *et al.*, 2016; Locke *et al.*, 2022). After reviewing the findings, the researcher confirmed that the results aligned with those of the other researcher, thereby reinforcing the methodological rigour and reliability of the coding process.

3.3.6: Validity and Reliability

This study employed TA, a qualitative method that inherently challenges traditional validity and reliability measures due to its dependence on subjective interpretation rather than quantifiable testing (Khoa *et al.*, 2023; Lim, 2024). The researcher implemented transparent coding procedures to maintain methodological rigour and credibility, while actively reflecting on potential biases. Given the subjectivity of qualitative coding, conducting research as a solo researcher carried the risk of observer

bias. Personal interpretations, experiences, and assumptions could inadvertently shape the findings (Lim, 2024; Karunarathna *et al.*, 2024). To address this concern, the researcher implemented a detailed coding manual, which ensured that interpretations were firmly grounded in the empirical data rather than personal subjectivities. This methodology enhanced transparency and enabled validation by future researchers (Naeem *et al.*, 2023).

The time-intensive nature of TA further compounded the potential for human error, particularly when managing large datasets (Preiser *et al.*, 2021; Mattimoe *et al.*, 2021). Owing to the exhaustive process of data immersion, repeated readings and intricate coding, inconsistencies in code application increase over time (Nicmanis, 2024; Elo *et al.*, 2014). To mitigate this risk, the researcher continuously refined the coding framework, allowing for adaptability as new themes emerged. Despite these challenges, TA remains a valuable method as it enables researchers to systematically identify and analyse themes within the data (Braun and Clarke, 2023; Finlay, 2021).

3.3.7: Ethics

This research conducted an analysis of publicly available news articles related to the sensitive and pressing issue of rape (Wegrzyn *et al.*, 2023). Ethical considerations were of utmost importance, and this study adhered to the British Psychological Society's Ethical Codes of Conduct (2017), having received approval from the UWTSD Research Ethics Committee. This ensured compliance with ethical standards, particularly concerning the use of publicly available data. As the study exclusively dealt with publicly available articles, traditional ethical concerns, such as

informed consent and confidentiality, were not applicable (Deacon *et al.*, 2021; Mourby *et al.*, 2019).

Given the sensitive nature of the topic, the analysis was carried out with care to avoid re-traumatising survivors. The research adhered to principles of integrity, empathy, and academic rigour, with a strong commitment to avoiding sensationalism (NASPGACRS, 2017). While the research is fundamentally academic, the emotional responses elicited by such a sensitive topic cannot be overlooked. To address this potential challenge, findings were communicated with sensitivity, prioritising an empathetic tone and refraining from dismissive or detached language.

In line with best ethical practices, a **Reader Advisory Statement** was included at the beginning of this dissertation to alert readers to the potential emotional impact of engaging with the research. This statement highlighted the availability of support resources such as helplines, counselling and university support, ensuring immediate access to support for those affected by the topic. To protect the researcher's well-being, a self-care strategy was implemented, including support from UWTSD Well-being Services, participation in support groups, managing their workload and monitoring stress levels. These precautionary measures helped maintain the researcher's emotional balance, preserving both well-being and objectivity throughout the research process.

This study is devoted to ethical responsibility, academic integrity, credibility, and respect for survivors (NASGACRS, 2017). It seeks to make a meaningful contribution to the wider academic discourse on the representation of rape in the news, while fully respecting affected communities and individuals. Reflexivity was integral, ensuring

acknowledgement of the researcher's positionality and potential biases. This approach reinforces the study's findings, making them robust, responsible and ethically sound (Rettke et al., 2018).

3.4: Conclusion

In conclusion, this subchapter has outlined the study's design, philosophical foundations, and methodology, while addressing the overarching research question. It has thoroughly engaged with the ethical framework underpinning the research, ensuring careful consideration of potential risks to both the reader and the researcher. The following chapter will present the results and analysis of the TA of online news articles from *The Guardian* and *The Sun*, providing a detailed examination of the data.

4: RESULTS AND ANALYSIS

4.1.1: Chapter Overview

The literature review critically explored the framing of rape in the news before the emergence of #MeToo. This study builds on this existing body of knowledge by examining how the discourse surrounding rape may have evolved in the initial six months following the launch of #MeToo. The chapter proceeds by outlining the profile of the sample selected for analysis, followed by an examination of the key themes that emerged from the TA of online news articles. The analysis focuses on how *The Guardian and The Sun* framed rape, as these two newspapers could be considered to have distinct editorial perspectives. The analysis identified four main themes, each

highlighting distinct facets of how rape was covered in the early months of the #MeToo movement.

4.1.2: Profile of Sample

Detailing the sample used in this analysis is essential to contextualise the findings. The following visual summary outlines the selection process for articles drawn from two prominent online newspaper archives, *The Guardian* and *The Sun*, during the first six months of #MeToo. The column to the right shows the total number of articles in the corpus, based on the established codebook rules and sampling criteria. A total of 47 articles were selected for analysis: 19 articles from *The Guardian* and 28 from *The Sun* (see Appendix D for a full list of articles).

Time Period	Newspaper	Total Articles	Articles Following Sampling Criteria (Every 10 th article)	Articles Selected Using Codebook Rules
15/10/2017 – 14/04/2018	The Guardian	573	57	19
15/10/2017 – 14/04/2018	The Sun	1240	124	28
		= 2985	= 298	= 47

Figure 1: Profile of Articles in Corpus

4.1.3: General Observations

The TA of articles from two major UK online newspapers revealed several dominant themes that shaped the framing of rape in news coverage. The subsequent visual representation delineates the four most salient themes identified through this analysis:

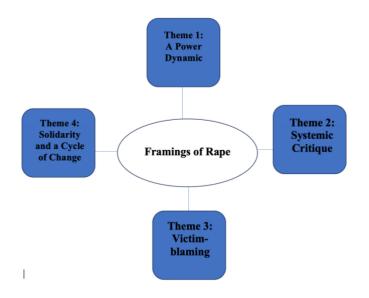


Figure 2: An Illustrative Example of Four Main Themes

Theme 1: Rape as a Power Dynamic

The first dominant theme that emerged was the role of power in both the perpetration and perception of rape. This framing suggested that rape is not simply am impulsive act, but rather a calculated exertion of control, often facilitated by status, authority, or influence (Phillips, 2016; Murray *et al.*, 2023). This shift in framing may have contributed to a broader public discourse, focusing less on individual perpetrators and more on the systemic complicity that enables their actions (Hayes, 2023; Nyul *et al.*, 2018). For example, a *Guardian* article by Levin (2017) reported on a class-action lawsuit filed by six women against Harvey Weinstein, which may have reinforced the notion that his alleged crimes were widespread and systematic rather than isolated incidents. The article alleged that key industry figures contributed to "facilitate and conceal his pattern of unwanted sexual conduct," demonstrating how institutional protection may have enabled his abusive behaviour (Appendix D, Article 16). Additionally, Weinstein's use of deception as a tool of coercion was evident in his false claim of having an affair with Gwyneth Paltrow. Moran (2017), writing for *The Sun*, described how he wielded this lie "as an assault weapon" to control and intimidate other women (Appendix D, Article 26).

Beyond the case of Weinstein, similar power dynamics have been evident in other high-profile situations. Wong (2017) explored allegations against hip-hop mogul Russell Simmons, emphasising how his industry influence may have shielded him from scrutiny for years (Appendix D, Article 46). The article framed how his managerial position could have deterred survivors from coming forward, as they faced the potential risk of professional or personal retaliation. Comparable patterns have also emerged in reports regarding individuals across various professional fields, including a cricketer (Appendix D, Article 9), a football scout (Appendix D, Article 20), and rugby players (Appendix D, Article 24; Article 28). This recurring framing underscored how power can be exploited to facilitate acts of rape and silence survivors (Roberts *et al.*, 2019; Gilson, 2016).

A parallel narrative unfolded in additional news coverage. Beal (2017), writing for *The Sun*, explored allegations against billionaire capitalist Shervin Pishevar, who

faced accusations of groping and kissing multiple women without consent (Appendix D, Article 5). The emphasis on his billionaire status suggested that his considerable wealth and influence might have insulated him from facing appropriate consequences (Appendix D, Article 5; Article 32; Article 41). In another article, O'Shea (2017) investigated claims against a political aide accused of raping a woman within the Houses of Parliament, highlighted how political power can foster impunity (Appendix D, Article 29). The article also detailed threats made against the survivor, reinforcing how perpetrators exploited their power to perpetuate rape and weaponised it to silence those who dared to resist (Wolmarans, 2024; James-Hawkins *et al.*, 2019).

This theme illustrated how *The Guardian* framed rape through a structural lens, emphasising institutional complicity and systemic patterns of abuse. In contrast, *The Sun* concentrated more on individual perpetrators, highlighting their power, deception, and influence to emphasise personal wrongdoing rather than addressing broader systemic failures.

Theme 2: Systemic Critique and Failure

A recurring theme in news coverage centred on systemic failure to confront rape, with nearly 60% of articles pointing to deficiencies in the criminal justice system, police negligence, and institutional whitewashing. These failures may have enabled perpetrators to evade accountability but also eroded public trust, potentially reinforcing a culture of impunity that discourages survivors from coming forward (Maryn and Dover, 2023; Moro, 2021).

The case of Liam Allan served as a stark example of institutional negligence. Liddle (2017) detailed how Allan was faced with 12 charges of rape before exculpatory

evidence - intentionally withheld by the police - was finally revealed (Appendix D, Article 17). This situation underscored concerns about prosecutorial misconduct that jeopardised the wrongfully accused and undermined justice for legitimate survivors. More broadly, Graeber (2017), reporting for *The Guardian*, argued that society's reluctance to confront the pervasive nature of rape might have contributed to its ongoing prevalence (Appendix D, Article 12).

Institutions often appeared to prioritise reputation management over accountability (Tanner, 2024; Knight et al., 2001; Gravelin *et al.*, 2024). Beal (2017) revealed how an Uber investor exploited legal avenues to suppress news coverage of his arrest (Appendix D, Article 5). In another instance, Sales (2017), writing for *The Sun*, reported that a survivor had to resort to crowdfunding a private prosecution after the Crown Prosecution Service abandoned her case (Appendix D, Article 37). This situation could highlight the systematic barriers survivors face in pursuing justice (Song *et al.*, 2021; Childress *et al.*, 2022).

Complicity may have extended beyond legal institutions to encompass broader societal structures. Levin (2017) described how Hollywood's "complicit producers" may have shielded Weinstein, sustaining an oppressive hierarchy that protected abusers at the expense of survivors (Appendix D, Article 16). This perspective was echoed in May's (2017) article for *The Guardian*, which offered a powerful critique of the Irish State's role in suppressing survivors (Appendix D, Article 21).

This crisis was exacerbated by the news' tendency to trivialise or dismiss rape allegations. In her 2017 article for *The Sun*, McAnally (2017) characterised rape as a "strange sexual fantasy [rather] than a serious threat," a framing that might invite scrutiny and criticism for trivialising the grave issue of rape (Appendix D, Article 22). Similarly, Brown and Slawson (2017) exposed how public figures, such as James Corden, made light of rape allegations (Appendix D, Article 8). This idea may reflect the ongoing normalisation of rape culture and societal indifference toward survivors (Hansen, 2024; Mardorossian, 2014). Such minimisation might also extend to the digital space, where Solon (2017) discovered a Reddit network that appeared to condone rape and dismiss it as a "made-up construct" (Appendix D, Article 40). These cultural narratives may have contributed to an environment where perpetrators are excused while survivors face scepticism, scrutiny, and even blame (Herman, 2023; Washington, 2022).

This theme illustrated how *The Guardian* framed systemic failures as a key enabler of rape, emphasising institutional negligence, legal barriers, and societal complicity in shielding perpetrators. In contrast, *The Sun* often focused on high-profile cases and sensational elements, at times trivialising rape allegations or portraying justice as an individual rather than a systemic struggle.

Theme 3: Victim-Blaming

A recurring theme in online news framing is the inclination to deflect responsibility onto survivors, particularly women, by scrutinising their actions, behaviour, or level of intoxication. This framing might reinforce harmful gendered dynamics that divert blame from perpetrators and onto their survivors (Haygarth, 2018; Rahman, 2021).

One recurring narrative in such cases is the emphasis on intoxication. Ackland (2017), reporting for *The Guardian*, described how the perpetrator denied that the survivor

was "significantly affected by alcohol," subtly shifting focus from his actions to her level of sobriety (Appendix D, Article 1). This framing might suggest that her level of intoxication played a determining role in the assault (Mulupi, 2024; Garza and Fraklin, 2020). For instance, McGowan (2018), reporting for *The Guardian*, persistently emphasised the survivor's inebriation, specifically noting her consumption of "rum, gin and sambuca" (Appendix D, Article 24). This framing may suggest that the assault was a direct consequence of her drinking, ultimately diminishing the responsibility of the perpetrator and portraying her as a passive victim rather than an intentional target of violence (Haygarth, 2018; Rahman, 2021). Additionally, this narrative may reinforce the stereotype that women who drink excessively invite risk or are perceived as less credible when recounting their experiences as survivors (United *et al.*, 2012; Wegner *et al.*, 2015).

Broader societal attitudes appeared to mirror this rhetoric. Bannon (2017) posed the question: "Is there no blame now to the person who puts themselves in danger?" (Appendix D, Article 3). Although the article later noted that the speaker retracted the statement, its initial framing reinforced the notion that survivors, rather than perpetrators, bear the burden of preventing rape (Wolmarans, 2024; James-Hawkins *et al.*, 2019).

This theme showed that *The Guardian* framed the victim-blaming as a problematic shift in focus, highlighting how narratives centred on a survivor's intoxication reinforced harmful gendered narratives. In contrast, *The Sun* tended to sensationalise details, at times trivialising the seriousness of the assault and framing the survivor's

actions or intoxication as central to the incident, further deflecting responsibility from the perpetrator.

Theme 4: Solidarity and The Cycle of Change

In the face of widespread systemic failures and victim-blaming, a compelling counternarrative has emerged - one centred on solidarity and collective action. Levin (2017), in a report for *The Sun*, highlighted how movements like #MeToo might have played a pivotal role in reshaping societal perceptions, offering survivors a platform to share their experiences and directly challenge the prevailing culture of impunity (Appendix D, Article 16). O'Mahony and Christodoulou (2018) emphasised how mass rallies and public outcry signalled an apparent cultural shift (Appendix D, Article 28). In a noteworthy departure from existing literature, Malik (2017), writing for The Guardian, noted that individuals once considered "untouchable" were now finally facing long-overdue consequences for their actions (Appendix D, Article 19). Another notable finding emerged in Boyd's (2017) article, which explored the growing collective strength of survivors, emphasising the importance of solidarity within #MeToo (Appendix D, Article 6). Rock (2017) expanded on this idea, observing that digital activism may have played a transformative role in accelerating this change, empowering survivors to hold institutions accountable on an unprecedented scale (Appendix D, Article 36). The continued momentum of survivorled movements could have proven instrumental in driving tangible social and cultural change. In their piece for The Sun, O'Mahony and Christodoulou (2018) discussed how public demonstrations, such as mass protests following the acquittal of two rugby players, might have become crucial in the fight for justice and accountability (Appendix D, Article 28).

This theme showed that *The Guardian* framed this counter-narrative by emphasising the broader cultural transformation and long-overdue consequences for those protected by power. In contrast, *The Sun* focused more on the collective strength of survivors, with an emphasis on how movements like #MeToo and public protests, such as mass protests following the acquittal of two rugby players, had become crucial in the fight for justice and accountability.

4.2 Conclusion

In conclusion, the TA identified four dominant themes in online news articles framed the issue of rape during the first six months of #MeToo: **power dynamics, systemic critique, victim-blaming, and solidarity and the cycle of change**. The findings indicate that rape often centres around power dynamics, with perpetrators leveraging their status and influence to evade accountability. Institutional failures, coupled with society's reluctance to confront the issue, may further entrench a culture of impunity. Furthermore, victim-blaming narratives persist, perpetuating harmful stereotypes that may shift responsibility away from perpetrators to survivors. However, the analysis also highlights a shift in news framing, demonstrating increasing solidarity among survivors and a growing societal push toward justice and systemic reform.

5 DISCUSSION

5.1 Chapter Overview

This chapter presents the unique findings of a qualitative TA study, offering a new perspective on how UK online news framed instances of rape during the first six months of #MeToo. By contextualising these findings within the broader research

literature reviewed in Chapter 2, this discussion evaluates the potential influence of #MeToo on news framing while addressing the persistence of harmful narratives and the emergence of new discourses. Additionally, the chapter acknowledges the study's limitations, identifies areas for future research, and emphasises the broader implications of these findings.

To address the overarching research question - *has the #MeToo movement catalysed a shift in how UK online news frame rape?* - this chapter investigates whether the traditional narratives, otherwise known as rape myths, identified in the existing literature have persisted, evolved, or shaped the news landscape during the first sixth months of following the emergence of #MeToo.

The following sub-research questions guide the discussion:

- What, if any, are the key characteristics of this shift in the framing after the emergence of #MeToo?
- How have these shifts influenced public perceptions of rape and the role of journalism in societal change?

This chapter engages with the complexities of news discourse on rape, shedding light on the underlying power dynamics and opportunities for journalistic reform. Furthermore, it considers how shifts in news framing can impact public perception, policy development and institutional responses to rape.

5.2 Interpretation of the Findings

Although individual articles varied in content, particularly in the details of each rape case, the TA consistently identified four predominant themes that shape news discourse. These themes are inherently evolving, intersecting, and remain dynamic across coverage, and the following subchapters will examine them in detail.

5.3.1: Theme One: Rape as a Power Dynamic

The results support the idea that rape is frequently framed as an assertion of power by strategically weaponising their status, authority, or influence to commit the act while evading justice (Van Rijswijk, 2024). Collectively, these findings suggest that news coverage emphasised a stark imbalance between survivors and perpetrators, reinforcing the reality that those in positions of power exploit their privilege with a tacit expectation of impunity. This study, drawing on articles from both The Sun and *The Guardian*, examines how each publication framed high-profile cases involving media moguls, politicians, and sports figures, frequently positioning them as archetypal examples of this narrative. Such portrayals may contribute to a discourse that simultaneously exposes and reinforces the structural protections afforded to the powerful (Hayes, 2023; Nyul et al., 2018). In this context, news outlets expose the mechanisms of power through scandals and investigations but may also, often unwittingly, reinforce them (Nicholls, 2021; Moreno, 2024). By framing rape in ways that obscure the underlying factors influencing outcomes within the legal system, these narratives can shape public perception in ways that ultimately favour the powerful, sustaining societal norms that shield influential individuals from accountability and perpetuate their unchecked influence (Van Rijswijk, 2024).

This framing aligns with the research reviewed in Chapter 2 (Phillips, 2016; Murray et al., 2023), which highlighted how online news constructed a hierarchy among survivors and perpetrators, amplifying elite cases while rendering the experiences of everyday survivors largely invisible. However, a notable exception emerged - while some articles acknowledge non-celebrity rape cases, they often frame these stories through a sensationalist lens, reducing survivors to provocative headlines rather than engaging in substantive discourse (Maryn and Dover, 2023; Moro, 2021). This form of coverage may have a dual impact - on one hand, it can elicit public outrage and sympathy and integrate 'ordinary' rape cases in mainstream news discourse; on the other, it risks trivialising or reinforcing stigma reducing their experiences to a spectacle rather than a serious violation (Morton, 2021; Durham, 2021). The relentless emphasis on cases involving elite perpetrators - celebrities, politicians, and industry leaders - by both The Sun and The Guardian marginalises the broader, pervasive nature of rape, cementing a news landscape where only the most sensational or scandalous cases are deemed newsworthy (Mendes et al., 2018). This selective focus on high-profile cases means that survivors without public recognition or media influence often struggle to have their voices heard, reinforcing a hierarchy of visibility where those already known in the media are more likely to attract attention and public sympathy, while countless 'ordinary' cases remain overlooked (Coleman and Ross, 2015). Such framing distorts public understanding of rape, shielding systemic patterns of abuse from scrutiny and reinforcing the dangerous illusion that rape is an anomaly, rather than a widespread societal crisis (Fritz, 2023; Jordan, 2022; Widanaralalage et al., 2022).

These findings highlight the persistent barriers survivors face, but also indicate the evolving trends in news framing. Notably, news discourse appears to construct redemption narratives for high-profile perpetrators, portraying them as figures capable of rehabilitation rather than focusing on the harm they inflicted (Marie, 2020). This aligns with existing literature that highlighted a growing tendency in online news to downplay the severity of crimes committed elite offenders, often framing their actions in ways that mitigate the damage to their reputations and careers (Tanner, 2024; Knight et al., 2001; Gravelin *et al.*, 2024). In this framing, powerful men are positioned as individuals deserving of a second chance, reinforcing systemic and gender bias in how rape cases are framed and adjudicated (Hayes, 2023; Nyul *et al.*, 2018). Alarmingly, these results suggest that, despite #MeToo's disruptive impact, it may have inadvertently contributed the news' construction of redemption arcs for certain perpetrators, reinforcing a troubling double standard in news discourse (Cary *et al.*, 2022; Pinedo, 2021).

However, due to the study's scope, one should cautiously approach these findings. The study focuses on a small sample size, relies on only two online newspapers, and examines a limited timeframe. A more expansive investigation, incorporating a wider range of news outlets and a prolonged period, could reveal deeper systemic patterns or potentially contradict the findings of this dissertation.

5.3.2: Theme Two: Systemic Critique

A dominant and deeply troubling theme that emerged from the analysis was the systemic failure to adequately address rape. These findings align with previous research, which consistently highlighted the institutionalised inadequacies within the criminal justice system, the news, and the broader societal structures (Maryn and Dover, 2023; Moro, 2021). The study found that the neglect and mismanagement of rape cases within these powerful institutions not only undermine the integrity of justice, but also betray the trust that survivors place in them (Herman, 2023; Darcy, 2022). This finding resonates with evidence found in the literature review, which emphasises how systemic flaws perpetuate rape by cultivating a culture of indifference and complicity (Roberts et al., 2019; Gilson, 2016). In these circumstances, survivors often face barriers to justice that extend well beyond the initial trauma (Herman, 2023; Darcy, 2022). The very systems designed to protect them frequently prolong their suffering through inaction or inadequate responses (Moroz and Dinisman, 2024).

In this study, *The Guardian* documented undeniable instances in which authorities handling rape cases egregiously disregarded exculpatory evidence that could have facilitated justice or a fair outcome. Building on existing literature, Moroz and Dinisman (2024) highlight that when decision-makers fail to grasp the complexities of rape and appear to be influenced by pervasive rape myths, they contribute to case attrition and systematically deny survivors the justice they deserve.

Aligned with prior literature, the findings from both *The Guardian* and *The Sun* suggest that institutions often prioritise safeguarding their reputation and maintaining power over genuine accountability, seeking to shield themselves from reputational damage to their power or status (Rennie, 2023; Borgogna *et al.*, 2022; Gavey, 2018). This phenomenon was especially evident in cases like that of Harvey Weinstein, where Hollywood producers and other industry leaders were complicit in a multitude

of sexual abuses (Gavey, 2018). Their actions reinforced a culture of silence that protected perpetrators, perpetrating a profoundly ingrained system that favoured the powerful while marginalising the voices of survivors (Rennie, 2023; Borgogna *et al.*, 2022; Gavey, 2018). These results suggest that rape is not as an isolated incident but part of a larger pattern where institutions routinely shield perpetrators and obfuscate the truth, leaving survivors to face disbelief, victim-blaming, and institutional apathy (Hewa, 2024; Vasko, 2015). This systemic failure may engender a cycle that emboldens the powerful while continually silencing survivors, potentially inflicting lasting damage on both the individuals involved and the overall functioning of society (Moroz and Dinisman, 2024; Herman, 2023; Washington, 2022).

The study also explored the role of celebrities, whose influence can often trivialise and undermine the seriousness of rape - a significant issue highlighted in the literature review (Herman, 2023; Washington, 2022). The findings support the argument that individuals with large followings serve as powerful gatekeepers in shaping public discourse; their dismissal of rape may contribute to its continued normalisation (Hindes, 2020; Ahmadi, 2023). This revelation highlights the concerning notion that, for some, rape is not viewed as a profound societal issue but rather as something unimportant or unworthy of serious consideration (Durham, 2021). The unwillingness of influential figures to acknowledge the severity of rape perpetuates rape culture, reinforcing harmful narratives that sustain victim-blaming and obstruct reforms in the societal attitudes, legal framework, or institutional responses necessary to address rape (Wolmarans, 2024; James-Hawkins *et al.*, 2019).

5.3.3: Theme Three: Victim-blaming

A profoundly concerning and recurring theme that emerged from both the existing literature and the TA was the pervasive victim-blaming frame that permeates news coverage of rape. The findings of this study indicate that both The Guardian and The Sun tend to emphasise the scrutiny and criticism directed at survivors, focusing primarily on their actions, choices and appearances, which reflects a troubling trend. Notably, the results of the TA, particularly evident in The Guardian articles, indicate a significant shift in victim-blaming narratives, with a strong emphasis on women's alcohol consumption as a focal point of blame. This shift contrasts with earlier studies, which predominantly focused on women's clothing and choice of attire (United et al., 2012; Wegner et al., 2015). While both publications misrepresent the true nature of rape, their emphasis on alcohol further diverts the attention away from the perpetrator. This framing unjustly places responsibility on the survivor's personal choices, implying that they are responsible for the violence inflicted upon them (Jeffrey, 2024; Wegner et al., 2015). This framing tactic deflects responsibility from the perpetrator to the survivor, reinforcing harmful stereotypes that uphold victimblaming rape myths that obscure the accountability of those who commit rape (Roberts et al., 2019; Gilson, 2016). By framing alcohol consumption as a justification for rape in many of these articles, these news outlets appear to obscure the fundamental issues of consent and perpetrator accountability (Jeffrey, 2024; Ward, 2020).

The results of this study resonate with prior rape myths discussed in Chapter 2, which highlighted a broader societal hesitation to confront the harsh realities of rape. News discourse consistently minimises the severity of rape, subtly deflecting blame from the perpetrator and diminishing the crime's impact (Roberts *et al.*, 2019; Gilson, 2016). This narrative amplifies society's hesitance to adequately address the issue (Mulupi, 2024; Garza and Fraklin, 2020). Instead of centring the voices of survivors and acknowledging their trauma and agency, the framing appears reflect a priority on external judgements regarding their actions, choices, and character (Decker, 2024; Bourke, 2022). This framing approach ultimately undermines the emotional and psychological ramifications of the assault, belittling the survivor's trauma while focusing on their suspected violations (George *et al.*, 2022; Martini *et al.*, 2022; Mulupi, 2024; Garza and Fraklin, 2020).

These results from both *The Guardian* and *The Sun* corroborate earlier studies, revealing how news framing perpetuates a culture that unfairly burdens survivors with the responsibility to justify and clarify their actions. In contrast, the criminal conduct of rapists often receives excuses, trivialisation, or outright neglect in coverage (Sered, 2019; Kelley, 2024). Despite the broader societal shifts driven by movements like #MeToo, the results of this study suggests that journalists continue to perpetuate elements of victim-blaming and rape myths. This indicates that, even within a cultural movement that promotes awareness and change, survivors' experiences are subjected to intense scrutiny, while the core issue of perpetrator accountability tends to be sidelined (Herman, 2023; Moreno, 2024).

5.3.4: Theme Four: Solidarity and the Cycle of Change

The analysis uncovered a significant new frame in online news, which was not discussed in Chapter 2. This shift could suggest that some journalists are changing how they frame rape in online news. This transformation highlights an evolving news

landscape where survivor solidarity is increasingly central, propelled by resistance to the longstanding failures in news representation. Previous studies proved that journalists were once complicit in perpetuating victim-blaming narratives, but there is now a discernible effort to centre survivor voices and expose the systemic injustices that have long silenced them (Fohring and Horsfield, 2023). This frame reflects a more nuanced and ethically responsible approach to reporting on trauma-related events, aligning with the principles of trauma-informed journalism (Cripps, 2022).

The results here diverge from those presented in Chapter 2, which depicted survivors as isolated individuals. Instead, some articles from both online news outlets reframe survivors as part of a collective movement demanding justice and recognition while actively working to dismantle entrenched societal structures that enable rape (Nicholls, 2021; Jordan, 2022). This evolving discourse may align with the shifting dynamics of #MeToo, which has amplified survivor solidarity and collective activism as powerful forces in challenging the stigma and shame that have historically placed on survivors of rape (Delker *et al.*, 2020; Moreno, 2024).

Previous research founded in Chapter 2 demonstrated that online news has often leaned on the "violent stranger myth", framing rape as a crime committed by powerful, predatory men lurking in the shadows, thus obscuring the reality that most assaults occur within familiar social contexts (Durham, 2021; Barton, 2017; Haygarth, 2018). The current findings suggest a paradigm shift that transcends rape myth narratives, emphasising the power of public outcry, mass mobilisation, and survivorled activism (Davies, 2021; Martinez-Aleman and Marine, 2023). However, this shift is not universal; many articles in the study's corpus still reinforce victim-blaming narratives and perpetrator-centred frames, as first discussed in Chapter 2. Nonetheless, the study provides strong evidence that journalists are increasingly framing rape from the survivors' perspective, emphasising their experiences and the lasting impact of the crime. As the Independent Office for Police Conduct (2024) asserts, this shift can reassure survivors that responsibility lies with the perpetrator, strengthens accountability, ensures that news coverage remains neutral, avoiding victim-blaming narratives, and signals that such cases are taken seriously. This theme reflects a shift in the framing of rape, moving away from viewing it as an isolated act of violence to recognising it as a widespread and undeniable issue - a systemic product of dehumanisation, commodification, misogyny, exploitation, and inequality (Wilz, 2019, McKeown, 2021). This marks an important step toward understanding how to dismantle this systemic issue (Ray, 2018). However, the articles also highlight that meaningful change is only possible through the efforts of survivors and their allies, who actively reshape public perception through collective resistance, advocacy, and large-scale demonstrations demanding long-overdue societal and institutional appraisal when handling rape and supporting survivors (Durham, 2021; Barton, 2017).

However, it is important to approach these results with caution, as the news articles still exhibit stereotyping and a clichéd narrative surrounding rape, often focusing on the perpetrator. Nonetheless, it could be argued that the role of digital activism through the #MeToo movement has had a small impact on the way UK online news journalists frame rape, as some articles indicate a shift in traditional news framing, portraying survivors not as passive subjects but as active agents of change who reclaim their narratives and demand justice (Herman, 2023; Serisier, 2022). This shift may reflect the ongoing evolution in discourse, where survivors challenge power structures and influential individuals (Taha, 2021; Moreno, 2024).

5.4: Chapter Conclusion

This study explored how online news coverage frames rape, specifically within the context of #MeToo. Through a TA of two UK-based online newspapers, this research has exposed the enduring power dynamics, highlighted systemic critiques, and illuminated the pervasive victim-blaming narratives that continue to shape public discourse. At the same time, the study also revealed the growing solidarity and collective resistance among survivors, signalling a transformative push for justice and accountability. The study affirms the pivotal role of news in shaping public perceptions of rape, emphasising the urgent need for continued efforts to deconstruct harmful stereotypes.

6: CONCLUSION AND RECCOMENDATIONS

The study set out to evaluate whether the #MeToo movement had influenced the framing of rape in UK online news outlets during the first six months of its emergence. Specifically, it sought to identify key shifts or continuities in news framing and to evaluate how these changes might have shaped public perceptions, attitudes, and discourse surrounding rape in the UK context. Utilising TA of two prominent UK-based newspapers, *The Guardian* and *The Sun*, the research investigated how framing of rape in the wake of #MeToo, focusing on shifts in rape

narratives and their potential impact on public understanding. The central research question guiding this study was:

Research Question: Has the #MeToo movement catalysed a shift in how UK online news frame stories of rape?

This study conducted a critical review of existing academic literature to provide context for the study, drawing on key theoretical frameworks, empirical research, and insights from legislation, policy, and journalistic practices. This review facilitated a comprehensive foundation for understanding the #MeToo movement, which, in turn, informed the analysis and interpretation of the data. Through TA, four key themes emerged that illustrate the evolving framing of rape in UK online news: **power dynamics, systemic critique, victim-blaming, and solidarity and the cycle of change.**

6.1: Key Contributions

The findings indicate that, while some deeply ingrained and harmful framing of rape persists, there are also compelling signs that #MeToo has instigated a shift in UK online news. Survivor-led activism and heightened public scrutiny seem to have contributed to a gradual move away from the prevailing narratives identified in Chapter 2, fostering a more critical discourse on institutional failures and systemic power imbalances. Nevertheless, the study also reveals inconsistencies in this shift, as some coverage continues to reinforce damaging stereotypes, obscure perpetrator accountability, and perpetuate victim-blaming tropes. This study makes a significant and timely contribution to the field by offering contemporary insights into #MeToo news discourse, illuminating the responses of UK news outlets to shifting societal attitudes toward rape in a novel way. Moreover, it emphasises the critical role of journalism in shaping public perceptions, emphasising the urgent need for ethical, responsible reporting that counter, rather than perpetuate, victim-blaming narratives. Ultimately, this study enriches the ongoing conversation on survivor representation in the news, advocating for journalistic practices that centre on survivor agency, dignity, and accuracy in reporting of rape.

Despite these contributions, the study acknowledges certain limitations that necessitate further exploration. The scope was confined to two online newspapers and a six-month period of #MeToo coverage, potentially limiting the findings' capacity to capture the full spectrum of news discourse on rape across other outlets and extended timeframes. Therefore, further examination by social scientists is warranted to provide a more comprehensive understanding of this critical issue.

6.2: Limitations and Recommendations for Future Research

The current study effectively met its research aims and objectives, offering a clear response to the question of how online news frames rape within the context of the #MeToo movement. However, several limitations must be acknowledged. The study was constrained by a strict six-month time frame, which limited the depth and breadth of the investigation. Moreover, the exclusive focus on the term "rape" during data collection narrowed the findings, potentially overlooking the complexities and nuances of related issues. While "rape" is widely used within feminist and progressive discourse (Gotell and Dutton, 2016), this narrow focus may have excluded alternative or more stigmatised terminology used in different contexts, limiting the study's ability

to capture the full range of discursive frames. Future research could be enhanced by broadening the range of search terms to capture a broader spectrum of language and perspectives surrounding the topic of rape.

Additionally, by focusing exclusively on the initial six months following the rise of #MeToo, this study does not account for longer-term shifts in news framing. As public conversations about rape change over time, future researchers could conduct a longitudinal analysis to observe changes in news narratives and their coverage of rape. This approach would help determine whether the initial momentum generated by #MeToo has led to sustained changes in these reports. While this study offers a valuable overview of the emergence of #MeToo news framing, it does not fully reflect its long-term implications for how rape is reported in online news.

Additionally, as a master's level project, the study was confined to an analysis of two UK-based online newspapers, which may not fully capture the diversity of news coverage on rape. A more extensive study that includes a wider array of news outlets, such as television, social media, and a various print and digital publications, could offer a more comprehensive understanding of how rape is framed across different platforms.

Despite these limitations, this study lays a strong foundation for future research. To build upon these findings, future studies should adopt a more expansive, comparative, and longitudinal approach, rigorously analysing a wider range of newspapers and considering additional media platforms. Given the complexity and evolving nature of the issue, doctoral-level research could yield deeper insights into the long-term impact of #MeToo on the framing of rape in online news.

6.3: Final Thoughts

This research ultimately calls for ongoing reflection and action. The way rape is framed in online news significantly influences public attitudes, survivor well-being and institutional accountability. Ethical and responsible reporting is essential in shaping informed, just, and survivor-centred narratives that challenge harmful stereotypes and promote societal change.

Moreover, these findings underscore the urgent need for policies and guidelines that prevent the misrepresentation of rape, ensuring news coverage that respects survivor dignity and avoids reinforcing damaging tropes and clichés. Based on a review of existing literature and the study's findings, the researcher recommends the following strategies for news outlets and journalists to improve the framing and reporting on rape *effectively*:

- Shift the language: Move away from sensationalism and clichés. Journalists should frame rape with accuracy and fairness, critically examining power dynamics and unequal relationships. As key architects of public discourse, journalists wield significant influence in shaping societal attitudes towards rape and, ultimately, in contributing to both its prevention and redress.
- Prioritise survivor agency: Involve survivors in the reporting process, ensuring transparency regarding the story's angle and the direction of publication.
 Empower survivors to define how they represent their experiences.

- Using non-biased, neutral language: Avoid loaded terminology that distorts reality, minimises harm, or subtly shifts blame onto survivors.
- **Contextualise rape and SV**: Offer comprehensive coverage that examines broader societal structures, legal frameworks, and cultural attitudes that perpetuate rape rather than isolating cases as standalone incidents.
- **Reject victim-blaming narratives**: Ensure that language and framing do not imply survivor responsibility or diminish perpetrator responsibility.
- Avoid euphemisms: Be direct and precise when reporting on rape, steering clear of ambiguous language that minimises the severity of the crime.

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8: APPENDICES

Appendix B: Ethics Form



PG2 / E1 FORM

APPLICATION FOR ETHICAL APPROVAL

RESEARCH STUDENTS

This form is to be completed by the student within **SIX** months for full-time students and **TWELVE** months for part time students, after the commencement of the research degree or following progression to Part Two of your course.

Once complete, submit this form via the MyTSD Doctoral College Portal at (https://mytsd.uwtsd.ac.uk).

This document is also available in Welsh.

RESEARCH STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to <u>pgresearch@uwtsd.ac.uk</u>, with the title 'Ethical Approval' followed by your name.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1		Full Name: Megan Morris						
2		Tick all boxes that apply:		Member of staff:		Honorary research fellow:		
		Undergraduate Student		Taught Postgraduate Student	\boxtimes	Postgraduate Research Student		

3	Institute/Academic Discipline/Centre:	IEH / Humanities and Social Sciences
4	Campus:	Carmarthen
5	E-mail address:	1818906@student.uwtsd.ac.uk



Y Drindod Dewi Sant University of Wales Trinity Saint David

7	Student Number:	1818906
8	Programme of Study:	MA Equity & Diversity in Society
9	Director of Studies/Supervisor:	Ken Dicks

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)		YES	NO	
				Da	te
2	If Yes, please indicate source of approval (and date where known):		nittee		
	Approval in principle must be obtained from the relevant source	Institute Research Comm	nittee		
	prior to seeking ethical approval Other (write in) Supervisor		or		

SECTION C: Internal and External Ethical Guidance Materials

	Please list the core ethical guidance documents that have been referred to during the cor this form (including any discipline-specific codes of research ethics, location-specific code research ethics, and also any specific ethical guidance relating to the proposed methodol Please tick to confirm that your research proposal adheres to these codes and guidelines add rows to this table if needed.	es of ogy).
1	UWTSD Research Ethics & Integrity Code of Practice	
2	UWTSD Research Data Management Policy	
3	[List any other relevant documents here]	

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution				
2	Contact person name				
3	Contact person e-mail address				
4	Is your research externally funded?		YES	NO	
5	Are you in receipt of a KESS scholars	hip?	YES	NO	
6	Are you specifically employed to undertake this research in either a	Voluntary	YES	NO	
7	paid or voluntary capacity?	Employed	YES	NO	
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	NO	



Carbon footprint	Desktop based no use of cars etc.	
(this box should expand as you type)	(this box should expand as you type)	

	Disclosure and Barring Service			
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?			
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
Not applicable
(this box should expand as you type)
Informed consent
Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
Not applicable
(this box should expand as you type)
Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
Not applicable

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.		Ø
	recordings of participants is considered to be personal data. If YES, provide a description of the data and explain why this data needs to be co	ollected:	

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9		(If YES attach copy) If NO the application cannot continue	YES		NO	
---	--	--	-----	--	----	--

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES		NO	
	If Yes, please attach a copy of any final approval (or interim ap may be a copy of an email if appropriate).	proval) fro	m the org	anisation	(this

SECTION E: Details of Research Activity

1	Indicative title:	Reporting of Sexual Assault and Rape in Online News Media in the UK: Examining the Potential Impact of the #MeToo Movement on Narrative Framing				
2	Proposed start date:	31/09/2024	Proposed end date:	31/03/2025		
		arch (maximum 300 words a <u>Non-Specialist Audienc</u>		ponse to the		
	Purpose of Research Activity Proposed Research Question Aims of Research Activity Objectives of Research Activity					
	Demonstrate, briefly, how Existing Research has informed the proposed activity and explain What the research activity will add to the body of knowledge How it addresses an area of importance.					
3	Purpose of Research Activity The purpose of this research is to critically assess the reporting of sexual assault and rape in online news media in the UK, with a focus on examining the potential influence of the #MeToo movement on narrative framing. The will analyse whether shifts have occurred in media representation, language, and tone when covering these issues, and explore how the movement may have shaped public discourse and journalistic practice in relation to sexual violence. Through this analysis, the research seeks to identify patterns of change in the portrayal of survivors, perpetrators, and the broader social context.					
4	(this box should expand as you type) Research Question • Has the #MeToo movement led to a shift in how the UK online news media frame stories of sexual assault and rape? (this box should expand as you type)					
5	(this box should expand as you type) Aims of Research Activity Critically evaluate the impact of the #MeToo movement on the narrative framing of sexual assault and rape in UK online news media, exploring changes in language, tone, representation and journalistic practices. Investigate how the #MeToo movement and changes in media framing of sexual assault and rape may have influenced public perceptions, attitudes, and discourse on sexual violence in the UK.					



-	To explore the different narratives from 2 years before and 2 years post the #MeToo movement (specifically from the Harvey Weinstein court case) in specific UK Tabloid and Broadsheet online news outlets through content analysis.
	(this box should expand as you type)
-	Objectives of Research Activity
6	To conduct a content analysis of online news articles in the UK to identify changes in the language, tone, and framing of sexual assault and rape reporting before and after the #MeToo movement. To investigate how the #MeToo movement has influenced the framing of key elements in sexual assault and rape narratives to assess whether these reflect broader societal changes or remain consistent over time.
	(this box should expand as you type)
	Proposed methods (maximum 600 words)
	Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here, but should instead describe how you intend to collect the data necessary for you to complete your project.
7	This research will utilise a content analysis approach to examine the narrative framing of sexual assault and rape in UK online news media. I will collect news articles from tabloid and broadsheet news outlets to assess the differing narrative framings of sexual assault and rape and to explore how their political orientations could influence reporting on these issues. Articles will be identified using search keywords related to sexual assault and rape within a clear sampling analysis – specific years/date/weeks for example. News articles will be retrieved using an online database like Nexis Uni, focusing on a balanced representation of news outlets that span the spectrum from tabloid, sensationalist media, to more serious, broadsheet, reputable journalism. I will aim for a representative sample, for a Maximum of 100 articles from each time period. Each year one article per month on a specific day for a single tabloid and a single broadsheet This would equate to: 4 years x 12 months = 48 48 x 2 news outlets/papers= 96 in total. The sampling frame will use the same date/week for each of the two news papers/outlets for each month. Following the identification of news articles, I will conduct a qualitative thematic analysis to identify shifts in language, tone and framing; position in the paper and percentage of page for example and images. This will involve coding, identifying and categorising recurring themes. (this box should expand as you type) Location of research activity
	Identify all locations where research activity will take place.
8	Place of residence and University. (this box should expand as you type)
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural

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and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.
9 Not Applicable
(this box should expand as you type)
Use of documentation not in the public domain: Are any documents NOT

10	Use of documentation not in the public domain: Are any documents NOT publicly available?		
	publicity available i	YES	
11	If Yes, please provide details here of how you will gain access to specific do in the public domain and that this is in accordance with the current data pro- country in question and that of England and Wales.		
	(this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO		
12	A prosperous Wales				
13	A resilient Wales				
14	A healthier Wales				
15	A more equal Wales				
16	A Wales of cohesive communities				
17	A Wales of vibrant culture and thriving Welsh language				
18	A globally responsible Wales				
19	If YES to any of the above, please give details:				
	 15) I believe that my research will contribute to a globally responsible and resilient Wales, in hopefully they project will expose the injustice and clear misogyny in news media journalism ways to report more appropriately and conditioning the way we discuss sensitive subjects lik domestic abuse. 16) this could inform young people about stigma and stereotyping in the media (this box should expand as you type) 	, to then	find		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?		
2	Use of interviews?		
3	Use of focus groups?		\boxtimes
4	Use of participant diaries?		
5	Use of video or audio recording?		Ø
6	Use of computer-generated log files?		

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7	Participant observation with their knowledge?		
'	Participant observation with their knowledge?		
8	Participant observation without their knowledge?		\boxtimes
9	Access to personal or confidential information without the participants' specific consent?		
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?		\boxtimes
11	Performance of any acts which may cause embarrassment or affect self-esteem?		\boxtimes
12	Investigation of participants involved in illegal activities?		\boxtimes
13	Use of procedures that involve deception?		\boxtimes
14	Administration of any substance, agent or placebo?		\boxtimes
15	Working with live vertebrate animals?		\boxtimes
16	Procedures that may have a negative impact on the environment?		\boxtimes
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.		
	Details of any other primary data collection method:		
	(this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?		
2	Adults (over the age of 18 and competent to give consent)?		\boxtimes
3	Vulnerable adults?		\boxtimes
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)		X
5	Prisoners?		\boxtimes
6	Young offenders?		\boxtimes
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?		
8	People engaged in illegal activities?		\boxtimes
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.		
	Details of any other participant groups:		
	(this box should expand as you type)		



PG2 / E1 FORM

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
How many participants are expected?	
Who will the participants be?	(this box should expand as you type)
	(this box should expand as you type)
How will you identify the participants?	(this box should expand as you type)
	Provide an estimate of the expe how will they be recruited? How many participants are expected? Who will the participants be? How will you identify the

	Information for participants:	YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?			
14	Will you tell participants that their participation is voluntary?			
15				
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?			⊠
17	If the research is observational, will you ask participants for their consent to being observed?			
18	Will you tell participants that they may withdraw from the research at any time and for any reason?			⊠
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?			
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?			⊠
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?			
22	If NO to any of above questions, please give an explanation			

	Information for participants:	YES	NO	N/A
24	Will participants be paid?			⊠
25	Is specialist electrical or other equipment to be used with participants?			
26	Are there any financial or other interests to the investigator or University arising from this study?			
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?			
28	If YES to any question, please provide full details			



SECTION H: Anticipated Risks

	Outline any anticipated risks that may adversely affect any of the participants, the					
	researchers and/or the University, and the steps that will be taken to address them.					
	If you have completed a full risk assessment (for example as required by a laboratory, or external					
	research collaborator) you may append that to this form.					
1	Full risk assessment completed and appended?		Yes			
'	Full risk assessment completed and appended?					
	Risks to participants	ional distance financial disclosure	nhusiaal	harm		
2	For example: sector-specific health & safety, emot transfer of personal data, sensitive organisational		physical	narm,		
	Risk to participants:	How you will mitigate the risk to participa	nts:			
		Not applicable				
	Not applicable (this box should expand as you type)	Not applicable				
	(this box should expand as you type) (this box should expand as you type)					
	If research activity may include sensitive, embarra					
	drug use) or issues likely to disclose information ro details of the procedures to deal with these issues			-		
3	numbers) to be offered to participants. Note that w					
	make it clear that if something potentially or actual		e of a pro	oject,		
	it may need to be disclosed to the proper authoritie	es				
	Not applicable					
	(this box should expand as you type) Risks to the investigator					
4	For example: personal health & safety, physical ha	arm, emotional distress, risk of accu	usation o	f		
	harm/impropriety, conflict of interest					
	Risk to the investigator:	How you will mitigate the risk to the inves	tigator:			
	Emotional distress	To mitigate emotional distress, I w	vill impler	nent		
		regular breaks during the review p				
		allow time for relaxation and ment By pacing the analysis work and r				
	(this box should expand as you type)	awareness of my mental well-beir		-		
		reduce the impact of distressing of				
		I can also seek counselling, if req	uired, fro	m		
		student services. (this box should expand as you type)				
5	University/institutional risks	(una box anouri expand as you type)				
5	For example: adverse publicity, financial loss, data					
	Risk to the University:	How you will mitigate the risk to the Unive	ersity:			
	Data protection	Compliance with data protection r	egulatior	ns,		
	p	enforce multi-factor authentication				
		back up procedures to ensure stre	onger see	curity.		
	Use of other sources	To ensure that I read the context	and use t	the		
		information inline with the focus of				
	(this box should expand as you type)	Which have abased as work to a t				
	Environmental risks	(this box should expand as you type)				
6	For example: accidental spillage of pollutants, dan	nage to local ecosystems				
	Risk to the environment:	How you will mitigate the risk to environm	nent:			

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Carbon footprint	Desktop based no use of cars etc.	
(this box should expand as you type)	(this box should expand as you type)	

	Disclosure and Barring Service			
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
7	Does your research require you to hold a current DBS Certificate?			
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	Not applicable
2	(this box should expand as you type) Informed consent
2	Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	Not applicable
	(this box should expand as you type)
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	Not applicable
	(this box should expand as you type)

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.		Ø
	If YES, provide a description of the data and explain why this data needs to be ca	ollected:	

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Prifysgol Cymru Y Drindod Dewi Sant University of Wales Trinity Saint David

2	(this box should expand as you type)		
	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	 "Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes), 		Ø
	If YES, provide a description of the special category data and explain why this d collected:	ata needs	to be
4			

myself as the researcher. (this box should expand as you type)

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO	
5	Manual files (i.e. in paper form)?			
6	University computers?			
7	Private company computers?			
8	Home or other personal computers?			
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?			
10	"Cloud" storage or websites?			
11	Other – specify:			
12	For all stored data, explain the measures in place to ensure the security of the da confidentiality, including details of backup procedures, password protection, encr anonymisation and pseudonymisation:		ed, data	
	I have put many security measures in place to protect my research. Following stringent regulations and best practices including GDPR, I have updated my laptop to include automated, regular backups to mitigate the chance of accidental deletion or corruption. Any documents will also be uploaded to UWTSD 'cloud' storage (with password) to ensure that it can be made recoverable in case of any damage to primary data storage systems. In access to these systems, they enforce strong password policies and multi-factor authentication to ensure access is controlled strictly by			

Data Protection Will the research activity involve any of the following activities: YES NO 13 Electronic transfer of data in any form? ⊠ Sharing of data with others at the University outside of the immediate research 14 team? 15 Sharing of data with other organisations? \boxtimes



17 Use 18 Pub 19 Use	oort of data outside the UK or importing of data from outside the UK? e of personal addresses, postcodes, faxes, emails or telephone numbers?			
18 Pub 19 Use	of personal addresses, postcodes, faxes, emails or telephone numbers?			
19 Use				
	lication of data that might allow identification of individuals?			
	e of data management system?			
20 Data	a archiving?			
21 acco	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):			
ema	Data will be transferred between student and Supervisor using password protected University emails.			
	List all who will have access to the data generated by the research activity:			
Sup Sec Exte	Student Researcher Supervisor Second Marker External Examiner (this box should expand as you type) List who will have control of, and act as custodian(s) for, data generated by the research activity:			
Stuc	Student Researcher Supervisor (this box should expand as you type)			
Give 24 whe	Give details of data storage arrangements, including security measures in place to protect the data,			
secu prote degr	In terms of data storage arrangements, all stored data will be encrypted to make sure it remains secure and protected. All data will be stored on the University OneDrive system with password protection and on my personal laptop. The data will be stored until the successful completion of my degree dissertation .			
25 Plea	ase indicate if your data will be stored in the UWTSD Research Data Reposit)	
Not (this	https://researchdata.uwtsd.ac.uk/). If so please explain. (Most relevant to academic staff) Not applicable (this box should expand as you type)			
	nfirm that you have read the UWTSD guidance on data management (see s://www.uwtsd.ac.uk/library/research-data-management/)	YES		
	nfirm that you are aware that you need to keep all data until after your earch has completed or the end of your funding	YES		



SECTION K: Declaration

	The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge is obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above nam research activity will meet the University's Research Ethics and Integrity Code of Practice which published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Megan Morris	Date: 23/10/2024

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Associate Professor C Lohmann-Hancock	Date: 24/12/2024
3	Signature:		

For STAFF Submissions:

	4	Academic Director/ Assistant Dean:	Date:
ſ	5	Signature:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

	I have read the guidance notes supplied before completing the form.	
	I have completed ALL RELEVANT sections of the form in full.	
I confirm that the research activity has received approval in principle		
	I have attached a copy of final/interim approval from external organisation (where appropriate)	
	 I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice. I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director. 	

RESEARCH STUDENTS ONLY

Once complete, submit this form via the MyTSD Doctoral College Portal at (https://mytsd.uwtsd.ac.uk).

RESEARCH STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

Appendix C: List of Deductive Coding Themes and Inductive Coding Themes

Red Bold – emerged from the literature review to develop codebook

'They were asking for it'

Men never intended to do it

Hierarchy between perpetrators and survivors

The Violent Stranger narrative

Gender ideologies

Trivialising the allegations

Blue Regular Type Face – emerged from thematic analysis of articles

Celebrity status Mention of alcohol Solidarity between survivors Scrutiny of the complainant Deconstruction of rape myths

Downplaying the severity of the case

Appendix D: News Articles

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