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Research summary

Media treatment of LGBTIQ+ issues in French-speaking Switzerland

DécadréE has conducted a research on the treatment of LGBTIQ+ issues in 22 French-speaking Swiss media. In total, 1,302 media coverages have been analyzed: 1,241 articles, 29 TV programs and 32 radio broadcasts, for an overall score of 0.21. This score is based on 14 criteria, each attributed a value between -1 and +1¹.



+1: Criteria addressed in an appropriate and correct way

0: Criteria addressed in a neutral and generic way

-1: Criteria addressed in an inappropriate and stereotypical way

¹ More information on the methodology in the complete research report (only in French):
https://decadree.com/wp-content/uploads/2025/11/2025_Rapport_LGBTIQplus.pdf

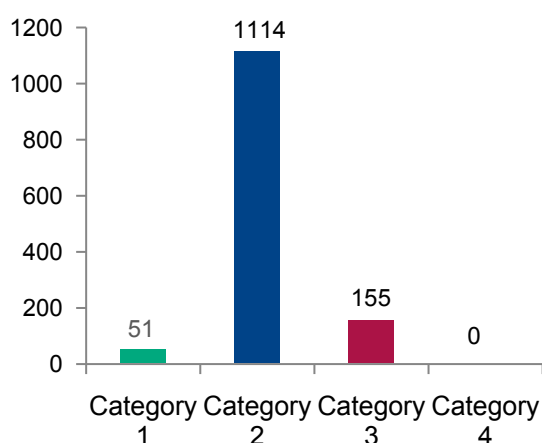
Since our last research, media treatment of LGBTIQ+ issues has improved. No media coverage has been classified in category 4, and fewer coverages have been sorted in category 3. Moreover, the number of coverages classified in category 1 remained roughly the same –51 in 2025 compared to 50 in 2023– despite the fact that there are half as many coverages analyzed in the present research.

Category 1 Media treatment is neutral, adequate and helps raise public awareness.

Category 2 Media treatment is neutral and adequate.

Category 3 Media treatment is inadequate and likely to perpetuate ignorance and stereotypes.

Category 4 Media treatment is problematic and helps justify discriminations against the LGBTIQ+ community



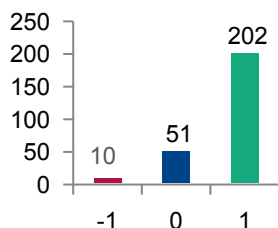
Main conclusions

The present research highlights an improvement in media treatment of LGBTIQ+ issues, especially regarding problematic media coverages.

- 1** Headlines, images, and introductory paragraphs are not particularly sensationalist... except when it comes to the treatment of trans* issues
- 2** Intersex topics are nearly nonexistent in the media
- 3** There is a glaring lack of representation of LGBTIQ+ people, as well as experts' contributions on these issues

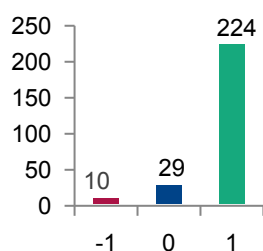
1 Headlines, images, and introductory paragraphs are not particularly sensationalist... except when it comes to the treatment of trans* issues

Appropriateness of headlines: headlines addressing trans* issues



Example of content rated -1: “Women change sex more often than men”

Appropriateness of headlines: introductory paragraphs addressing trans* issues

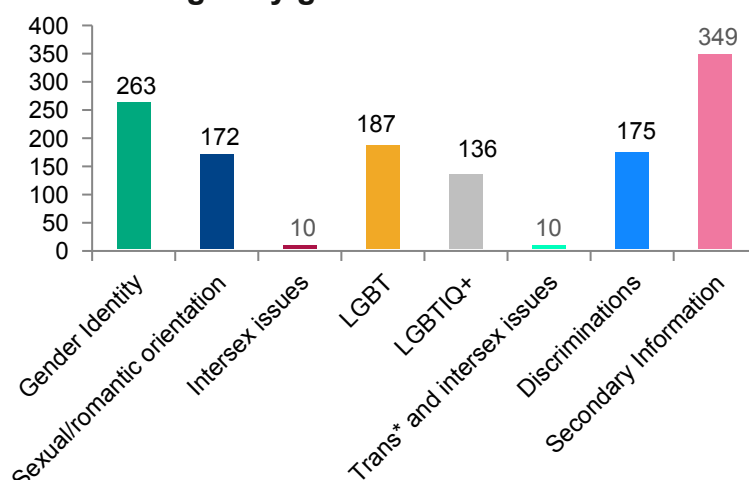


Analysis of headlines, images, and introductory paragraphs show that these elements are not particularly sensationalist in French-speaking Swiss media. However, it is interesting to note that among the 11 media coverages coded negatively for headlines and introductory paragraphs, 10 address trans* issues.

In particular, these coverages address topics of “transexuality”, “transformation” or “metamorphosis”. This media rhetoric brands trans* people as “others”, which does nothing for an adequate and equal representation in the public’s view.

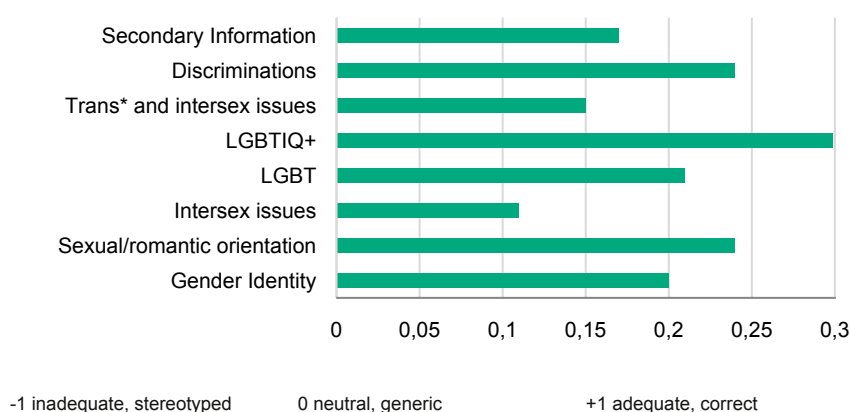
2 Intersex topics are nearly nonexistent in the media

Number of media coverages by general theme



Intersex issues are almost never addressed in the media: 10 coverages in total, which amounts to less than 1% of our sample. Issues most often addressed are gender identity topics, partly due to the international political context. Interestingly, LGBTIQ+ issues are treated as joint or secondary information in a quarter of the analyzed coverages. This shows that these issues are being normalized.

Average score based on general theme



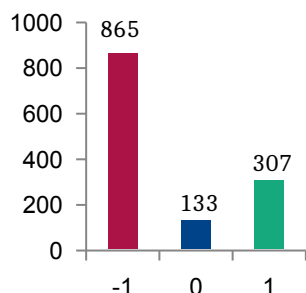
Intersex issues received the worst score in our study, probably because people remain largely ignorant on this topic. It is thus crucial to gather information on these issues to avoid circulating inadequate information.

Sexual and romantic orientations scored higher than gender identities, which are often seen as a more recent issue, and are less familiar to journalists.

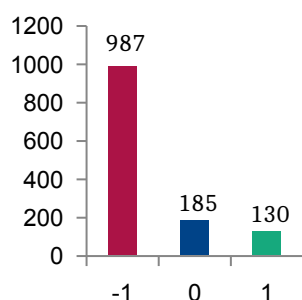
Finally, coverage on discrimination or using the LGBTIQ+ acronym received the highest scores; probably because they are produced by journalists with better knowledge of these issues.

3 There is a glaring lack of representation of LGBTIQ+ people, as well as experts' contributions on these issues

Including relevant points of views: LGBTIQ+ people



Including relevant points of views: experts' contributions



To properly inform the public, journalists have to include the points of views of LGBTIQ+ people, as well as to highlight different perspectives. However, LGBTIQ+ people are absent from 66.4% of the media coverage analyzed and direct quotes appear in less than 1 in 4 coverages (23.6%). Experts' contributions are absent from 75.8% of our sample and only 10% of media coverage features direct quotes. This lack of representation negatively affects the public's understanding of these issues, as they are not embodied.

The complete research report (only in French) is available on www.decadree.com

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