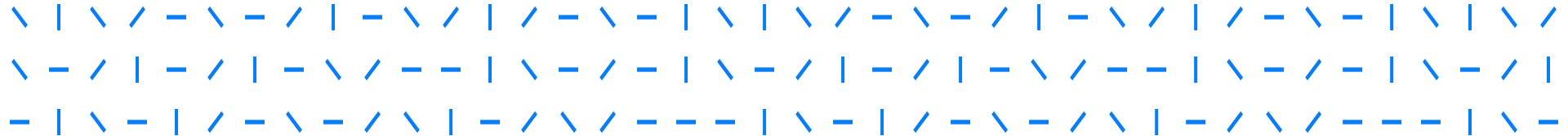




Baltic Centre for
Media Excellence



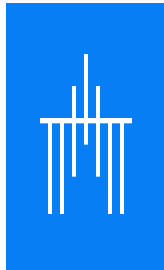
The role of media in the Baltics. To trust or not to trust?

Andres Jõesaar, Associate Professor, Tallinn University

Anda Rožukalne, Professor, Rīga Stradiņš University

Deimantas Jastramskis, Associate Professor, Vilnius University





Baltijas Mediju
izcilības centrs



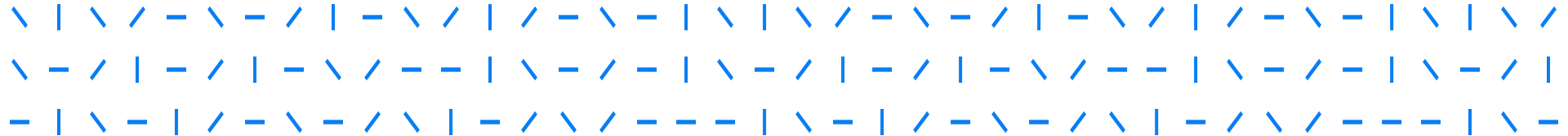
Methodology

- Representative sample 3 x n=1000
- Age 15-74
- 10% telephone interviews
- 90% web survey
- 18.10.-7.11.2021

QUESTIONNAIRE

16 BLOCKS OF QUESTIONS

- Media consumption
- Importance of information channels
- Reliability of information channels providing information on COVID
- Trustworthiness and performance of PSM
- Attitudes towards various sources of information and opinions on socio-political events
- Opinions on statements and assessments of the media and journalism observed in social media discussions



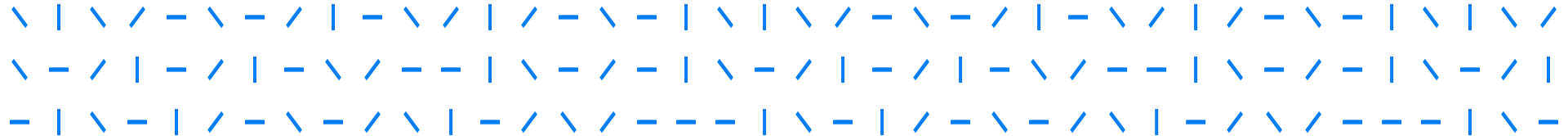
Part 1

MEDIA CONSUMPTION



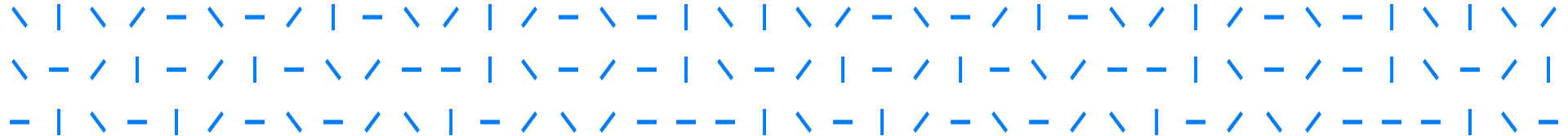
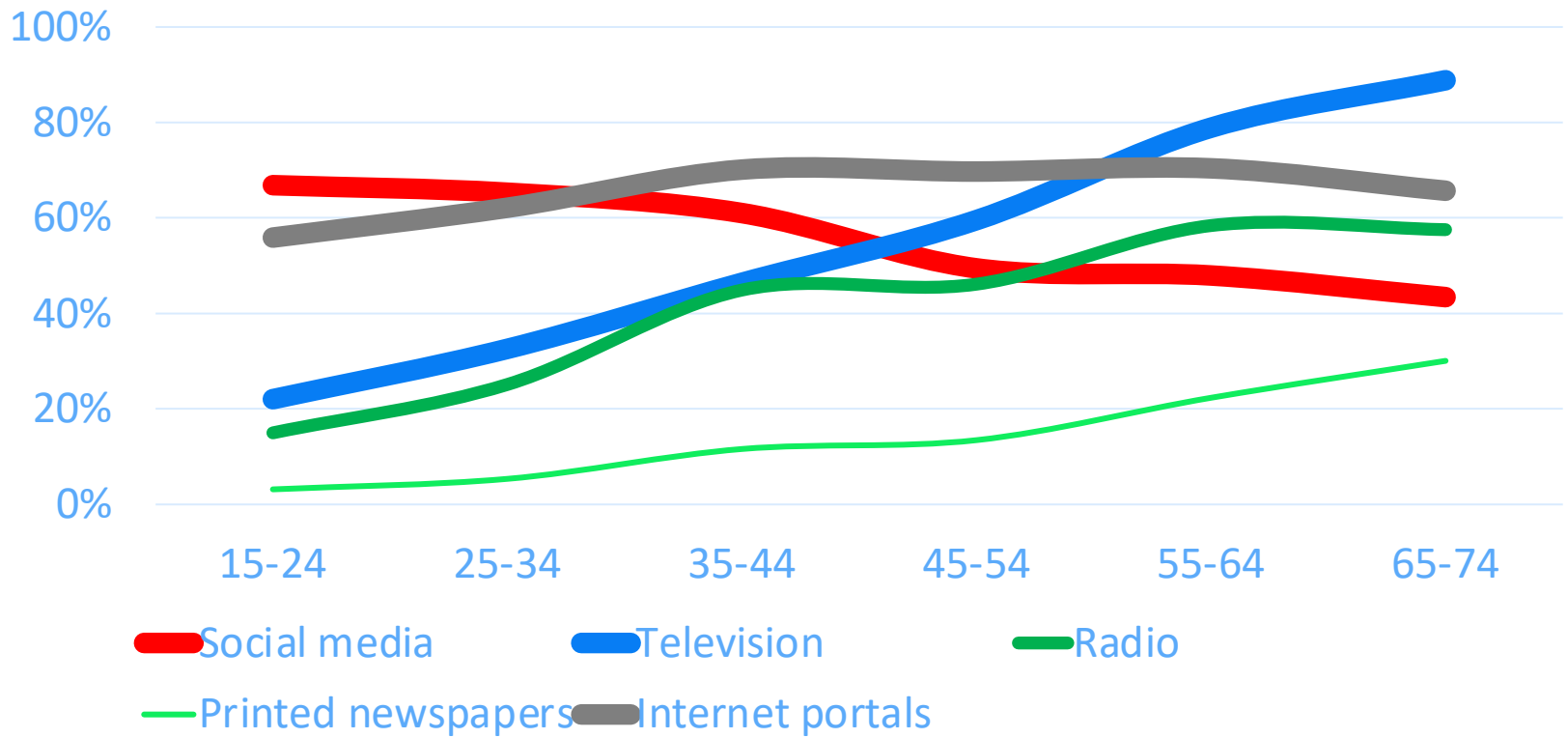
Following the news in the media channels by different age group.

At least one or more times a day



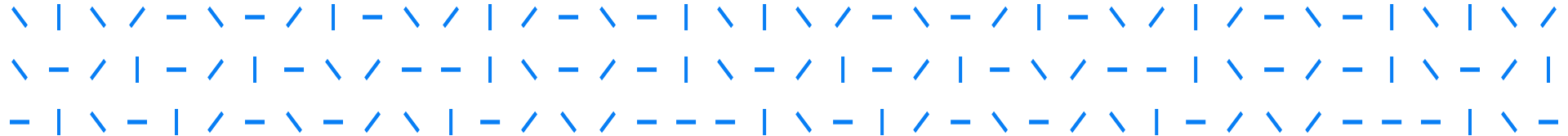
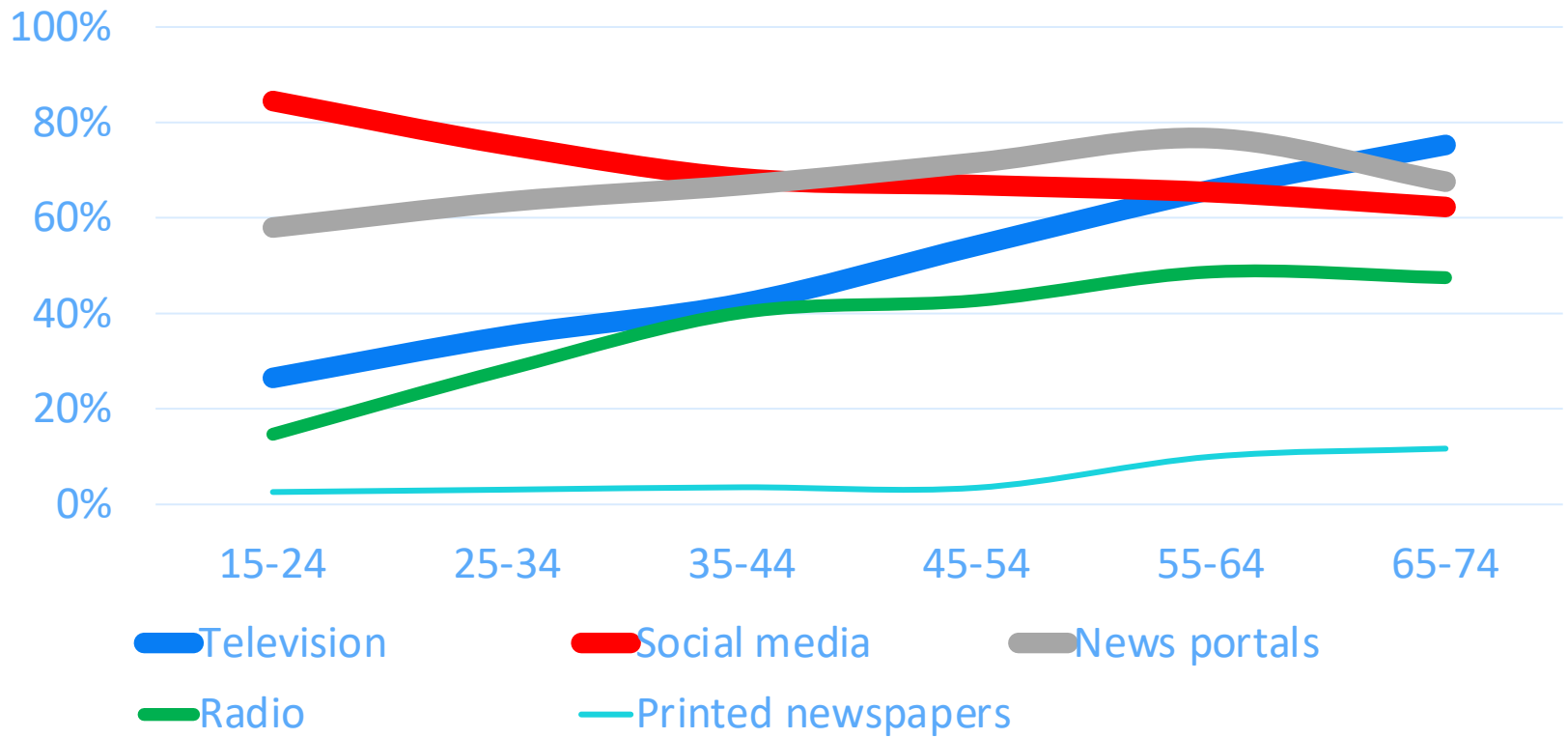
ESTONIA

n=1000, age 15-74



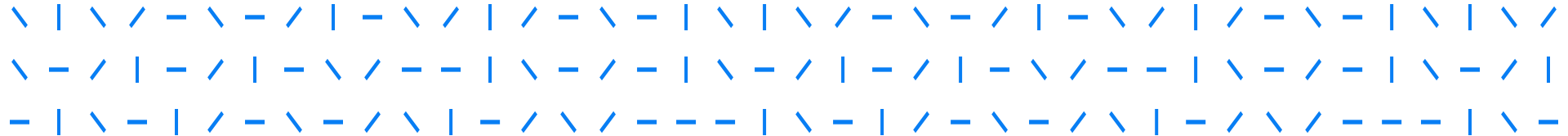
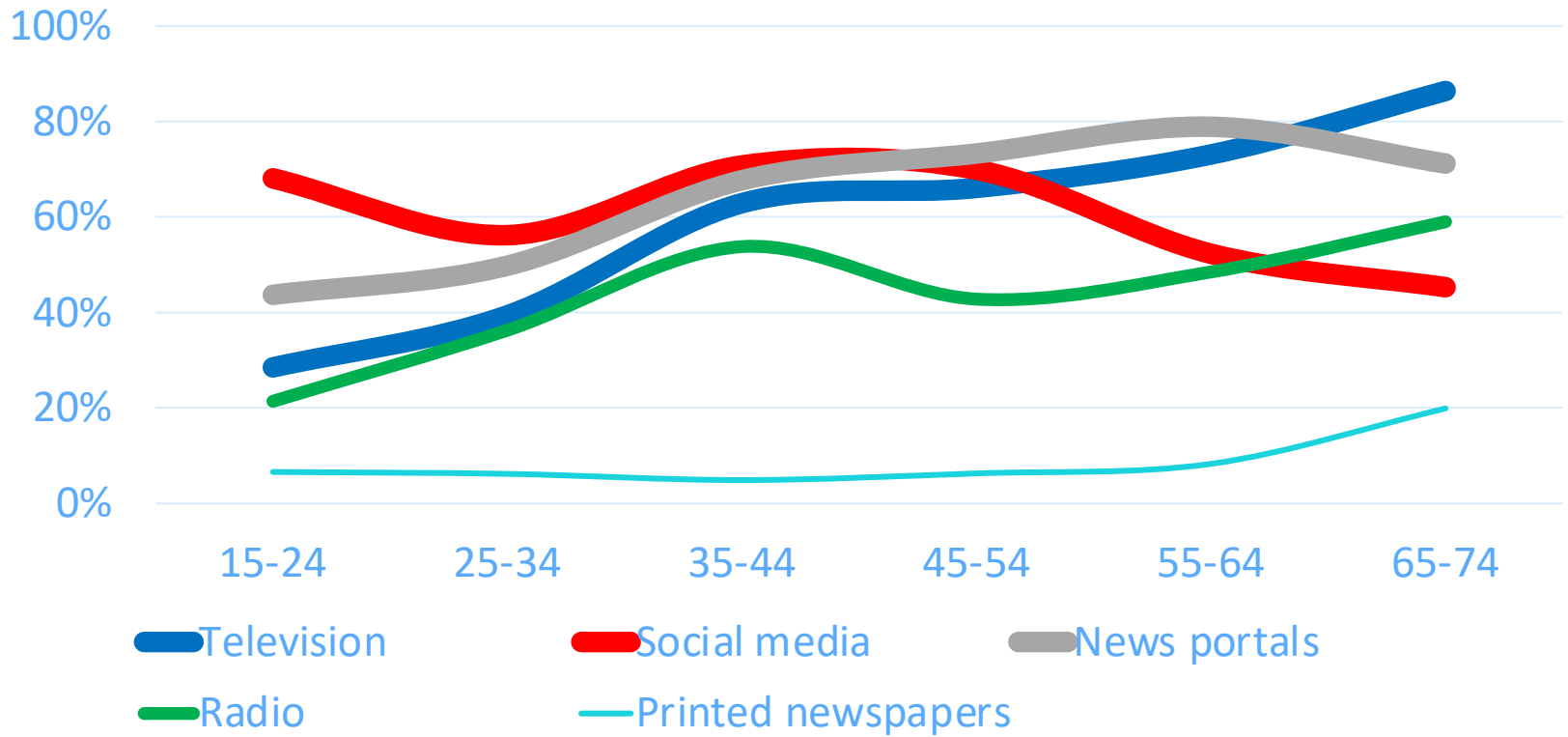
LATVIA

n=1000, age 15-74



LITHUANIA

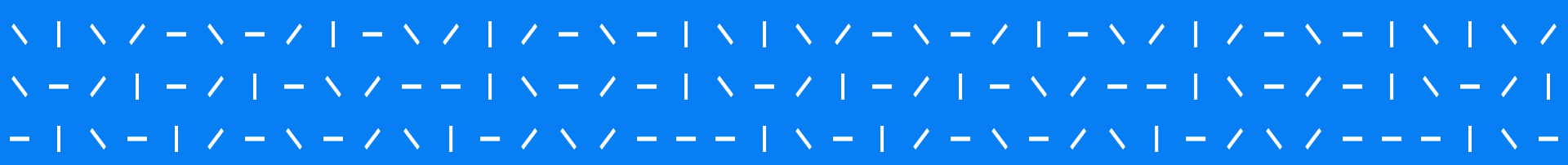
n=1000, age 15-74



Part 2
IMPORTANCE OF
INFORMATION CHANNELS



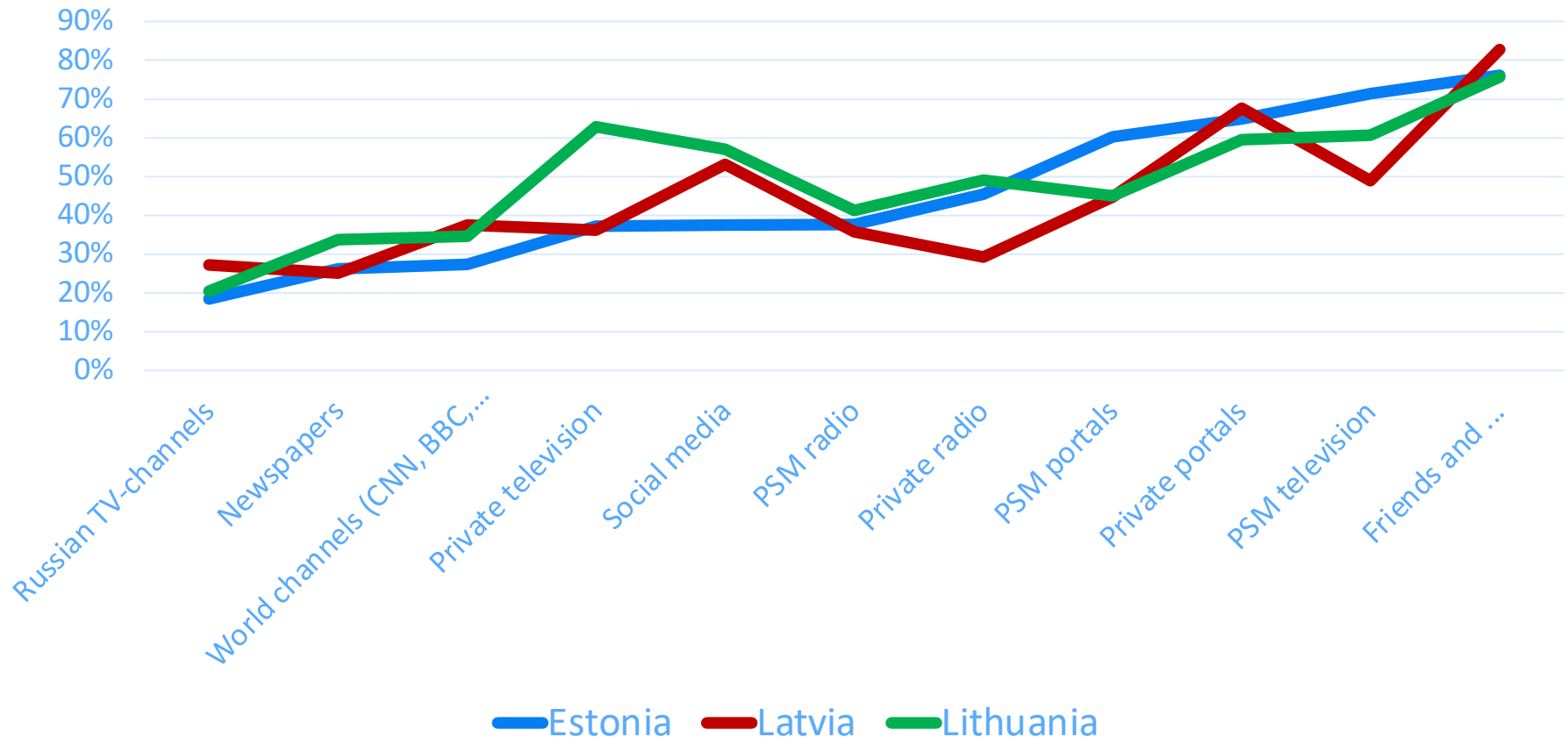
Q: Information on current events can be obtained from various sources. How important are the following information channels for you?



IMPORTANCE OF INFORMATION CHANNELS

A: Important and rather important

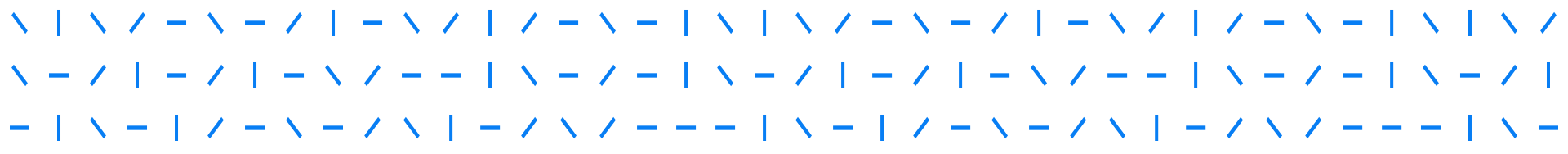
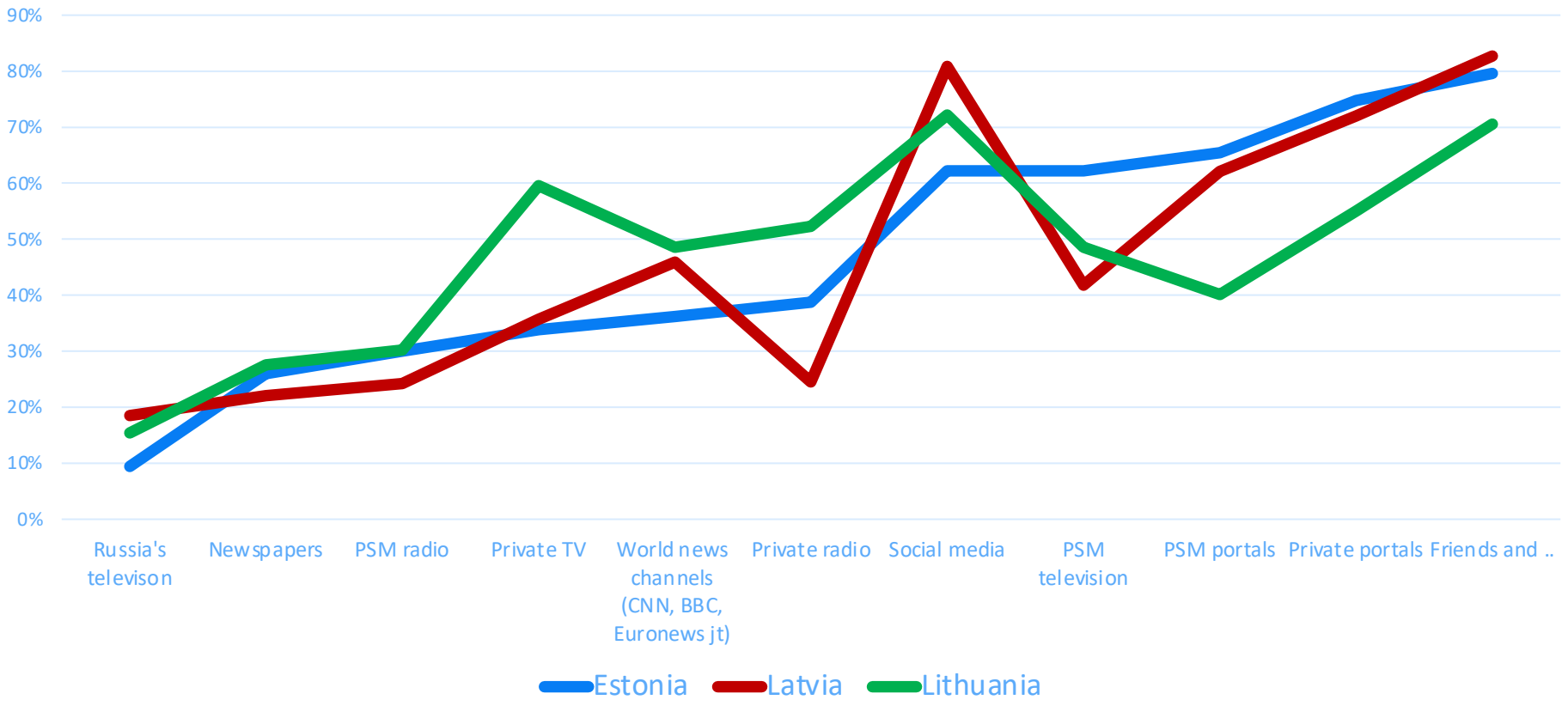
n=3000, age 15-74



IMPORTANCE OF INFORMATION CHANNELS

A: Important and rather important

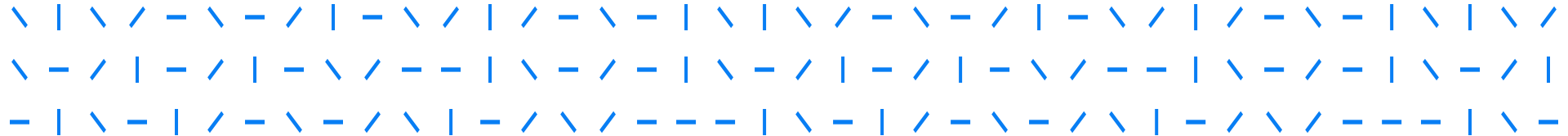
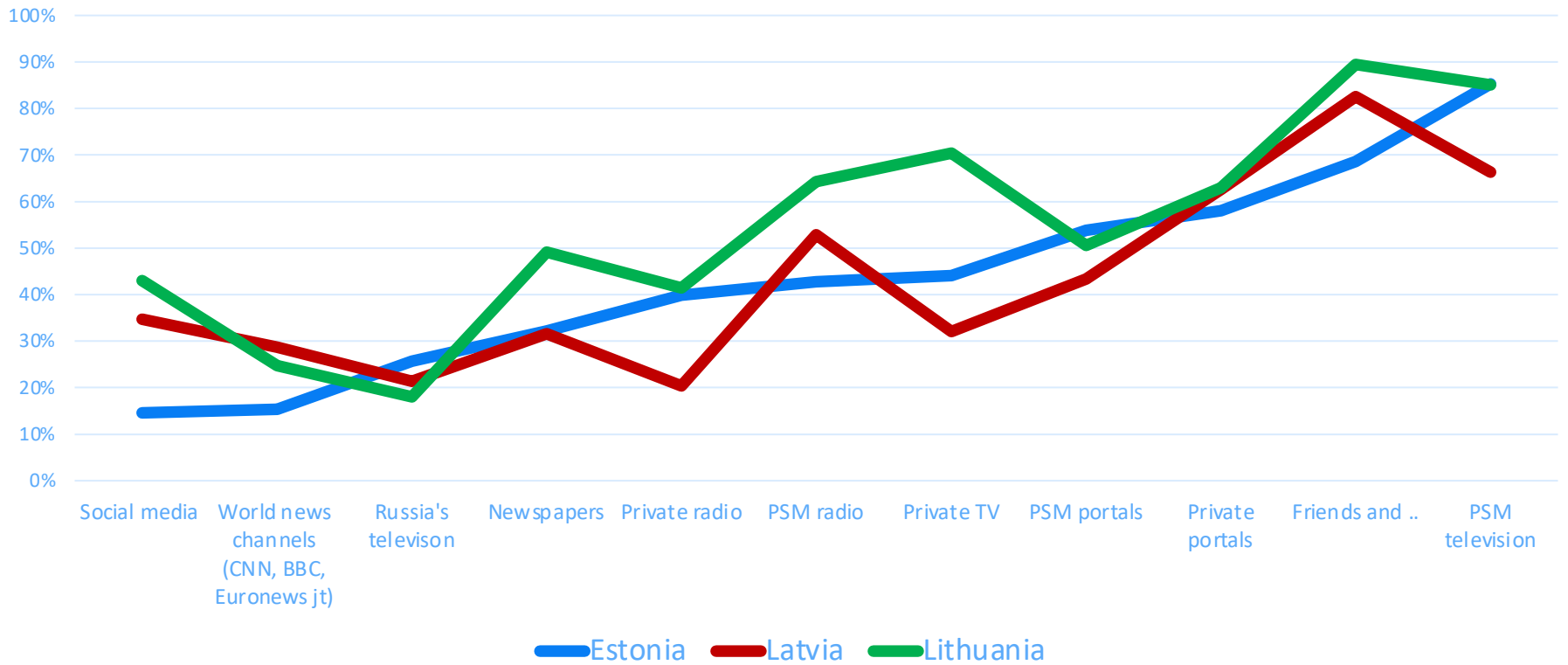
n=3000, age 15-24



IMPORTANCE OF INFORMATION CHANNELS

A: Important and rather important

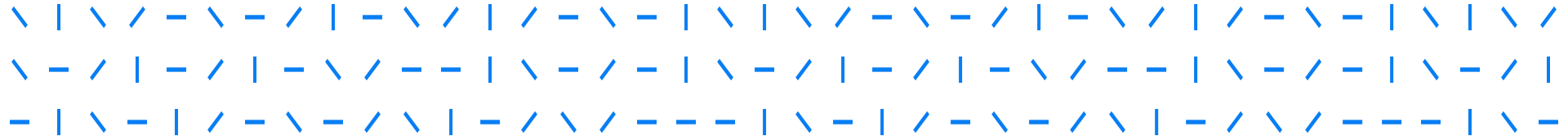
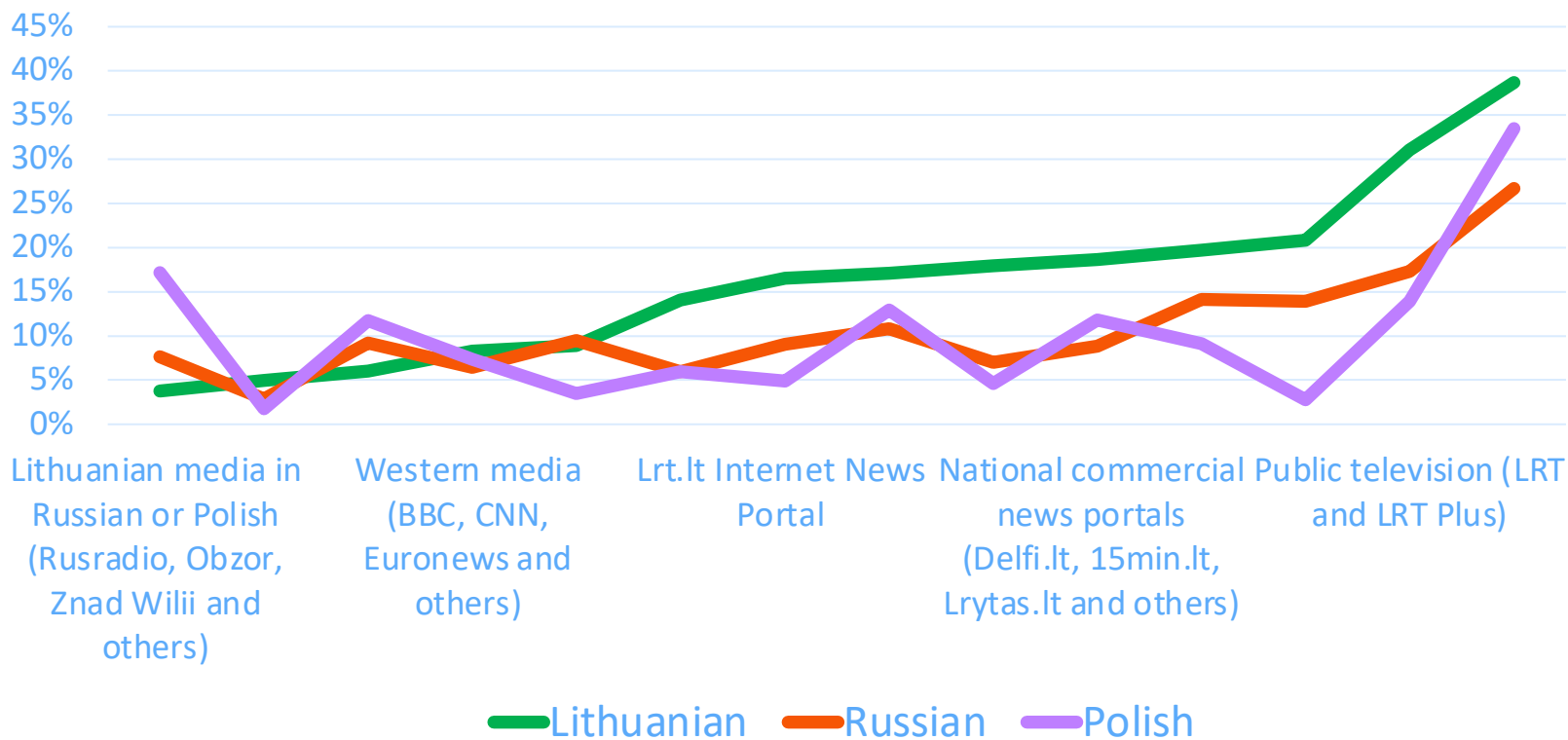
n=3000, age 65-74



IMPORTANCE OF INFORMATION CHANNELS

A: Important and rather important

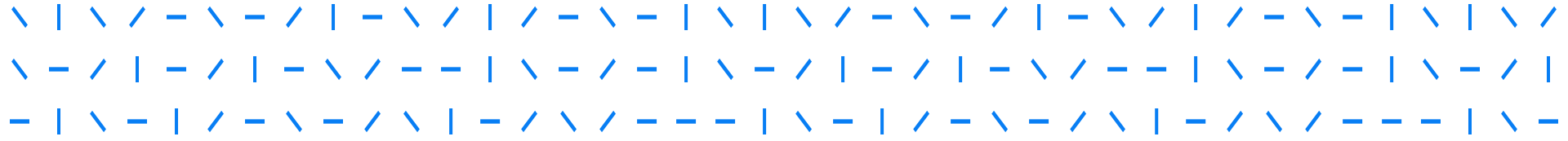
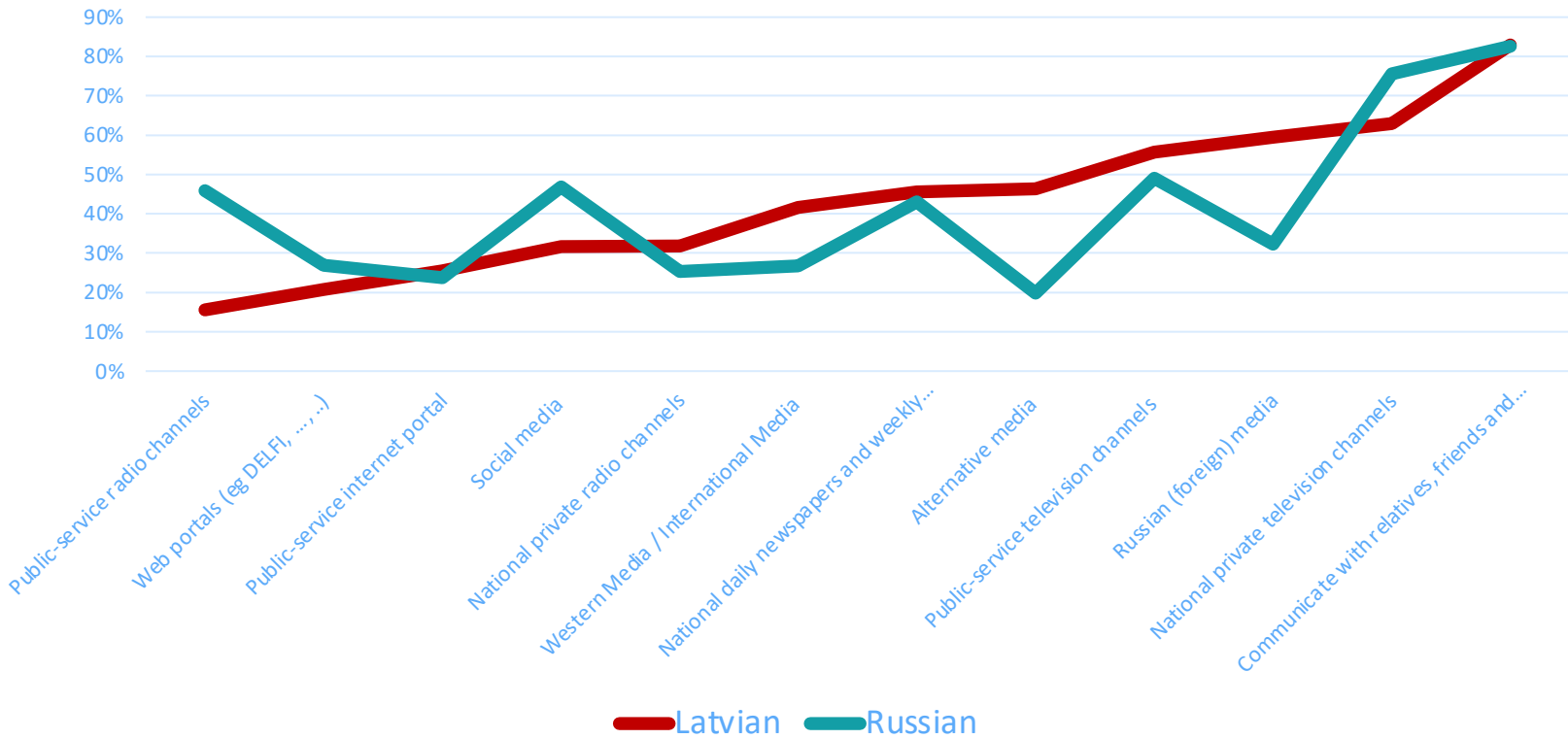
LITHUANIA, n=1000, LANGUAGE GROUPS



IMPORTANCE OF INFORMATION CHANNELS

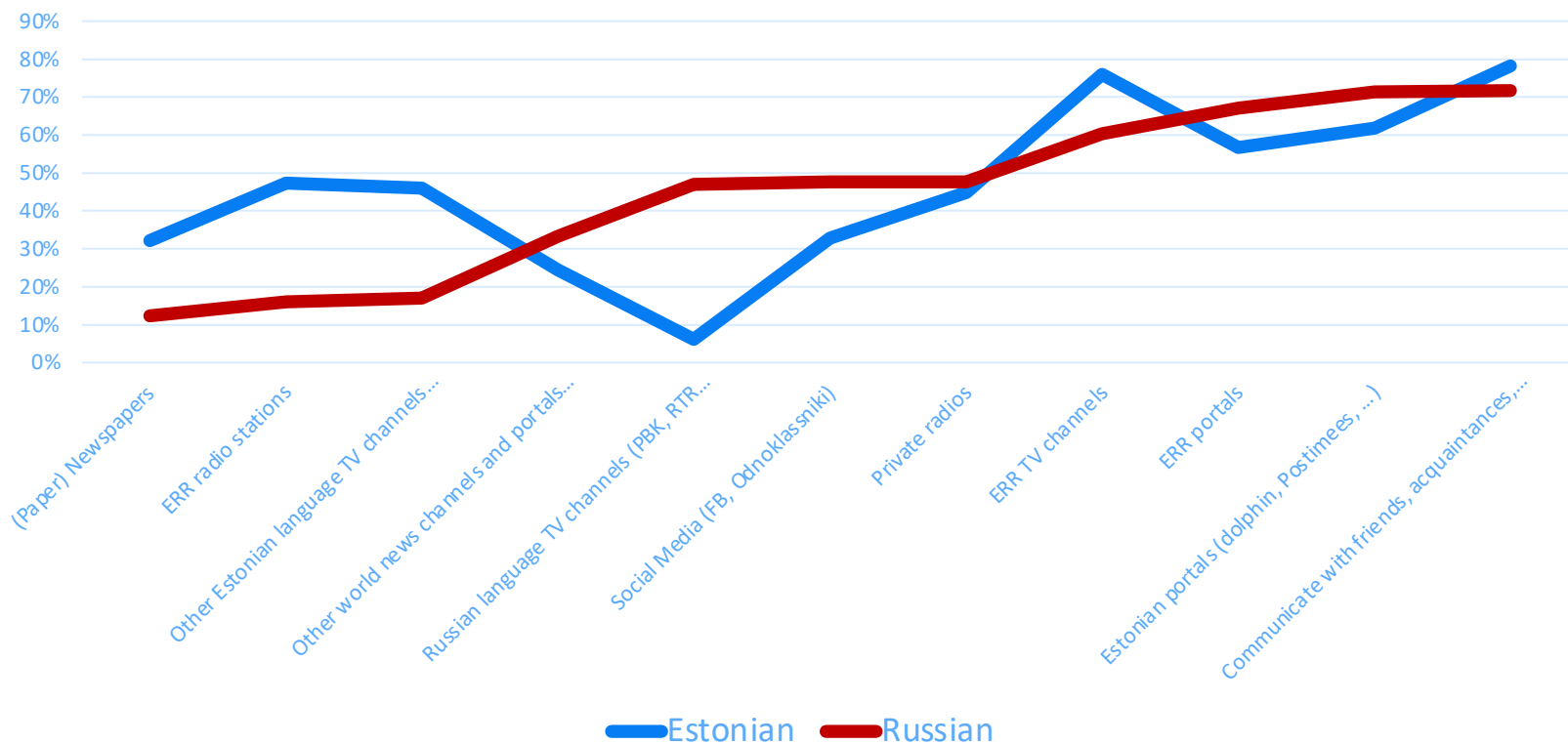
A: Important and rather important

LATVIA, n=1000, LANGUAGE GROUPS



IMPORTANCE OF INFORMATION CHANNELS

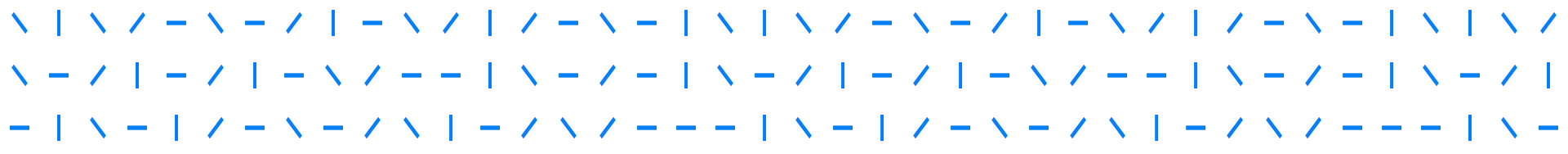
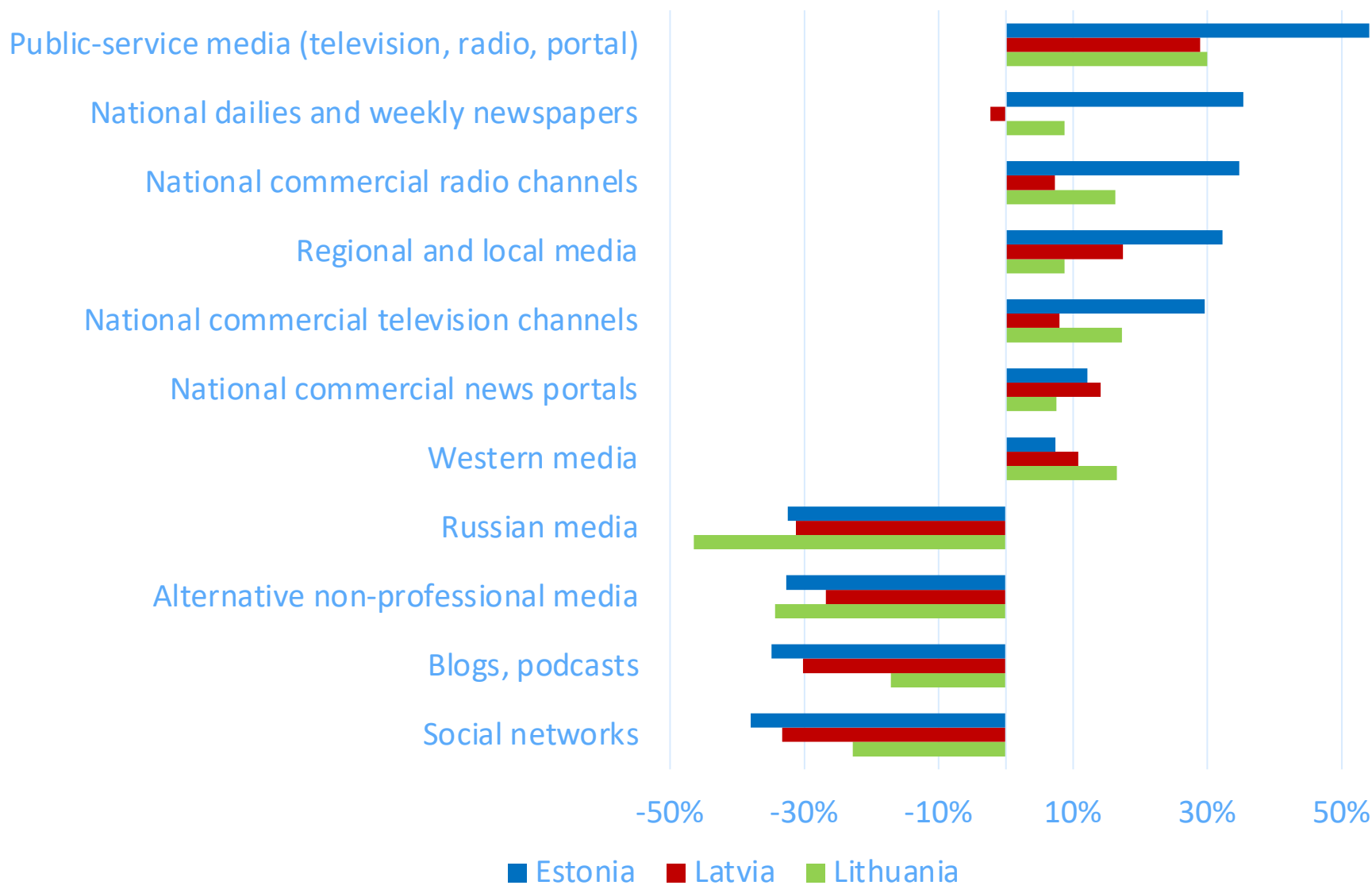
A: Important and rather important
ESTONIA, $n=1000$, LANGUAGE GROUPS



Q: How reliable do you think these channels were in providing information on the COVID virus and pandemic?

N=3000, age 15-74





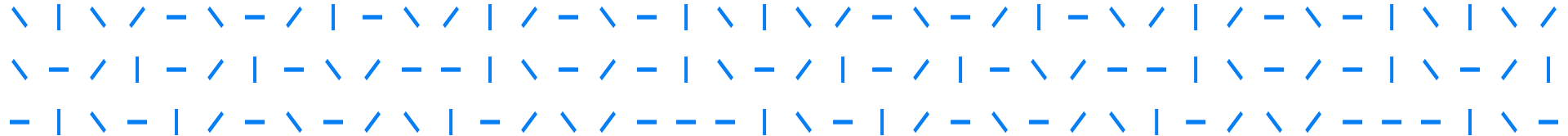
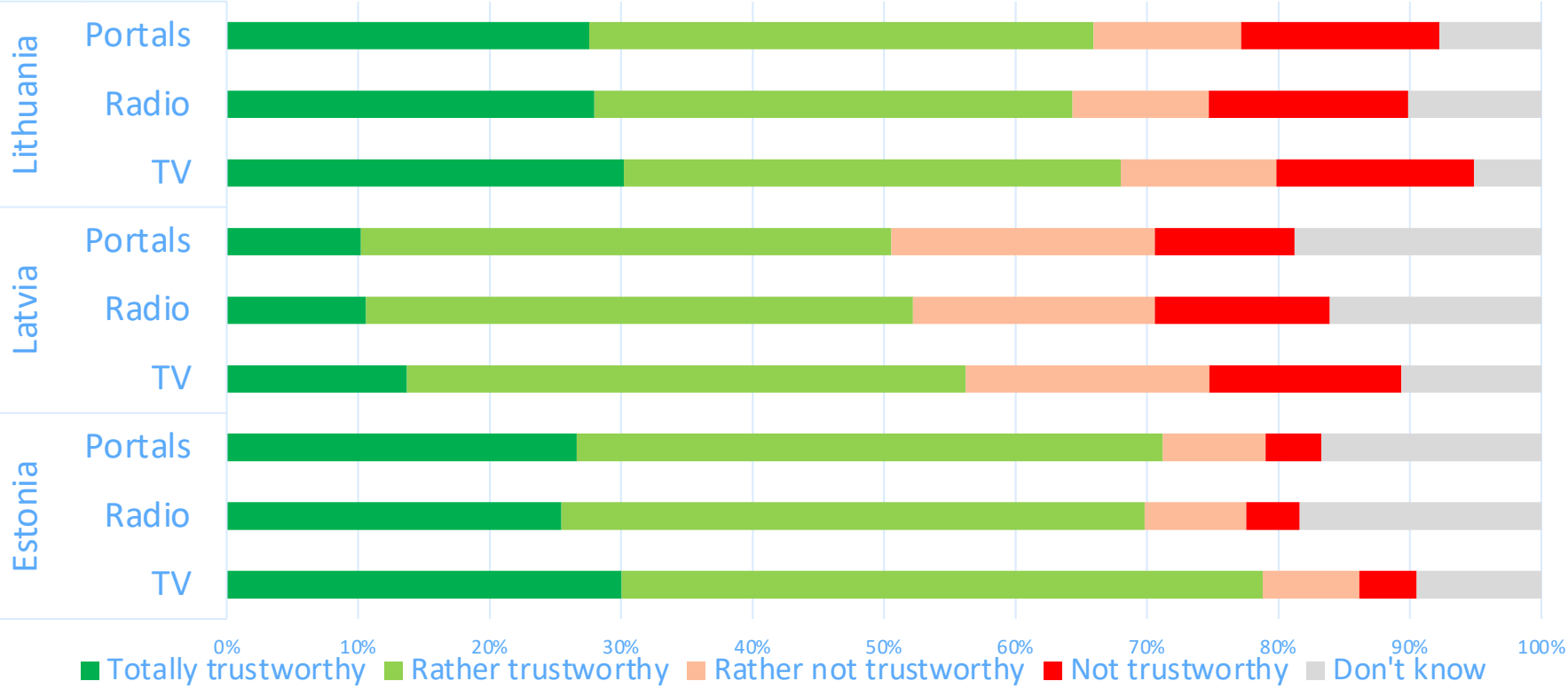
Part 3

PUBLIC SERVICE MEDIA

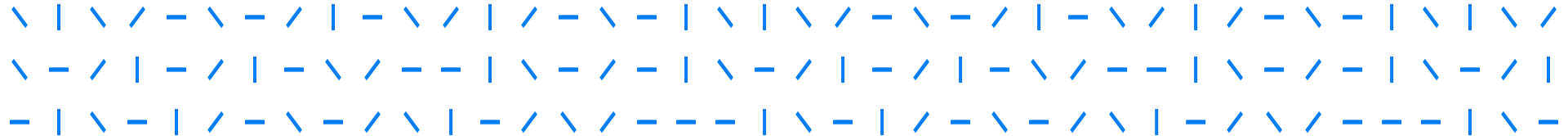
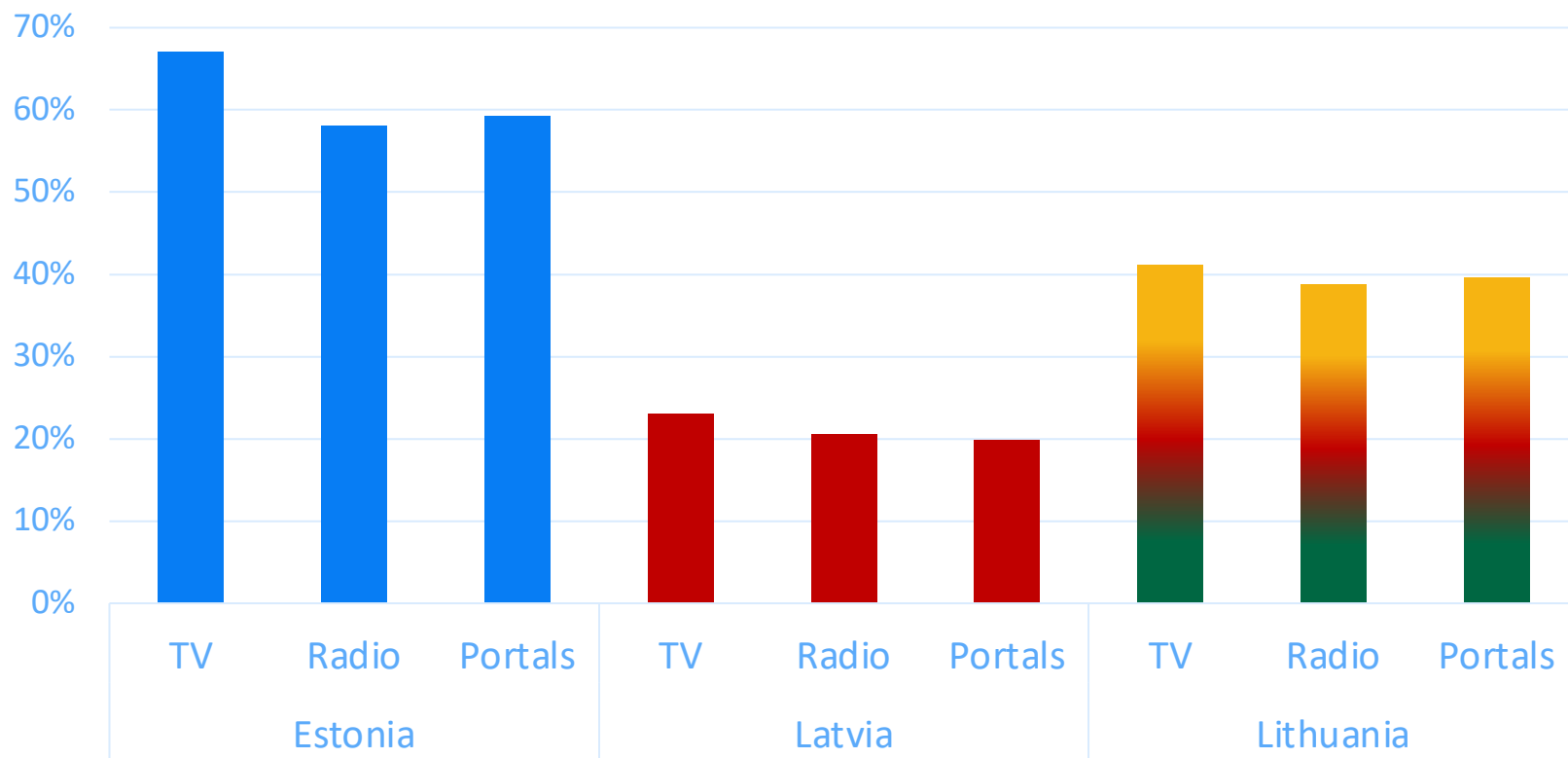


Please rate how reliable do you consider the different channels of public broadcasting to be as a whole?

n=3000, age 15-74



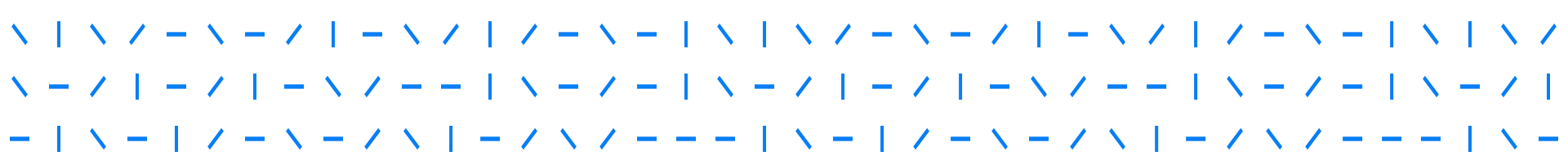
Trust Index of PSM Platforms



Valuation of PSB 's activities

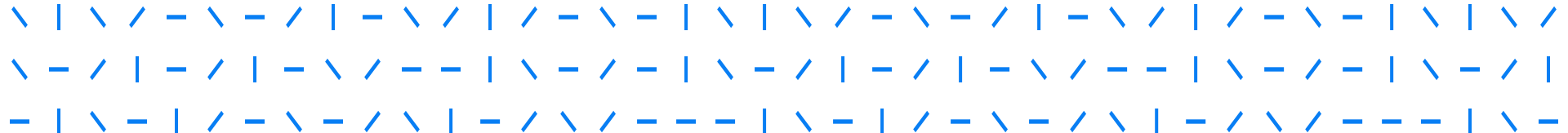
Q: Thinking about the current activities of the public-service broadcaster, consider the following statements.

1. Yes, for sure
2. Rather yes
3. Rather not
4. Definitely not

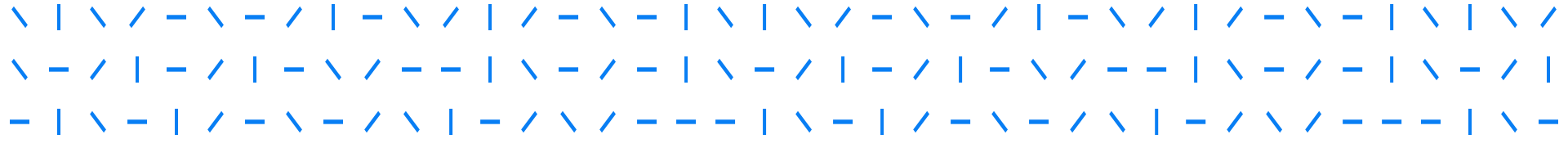
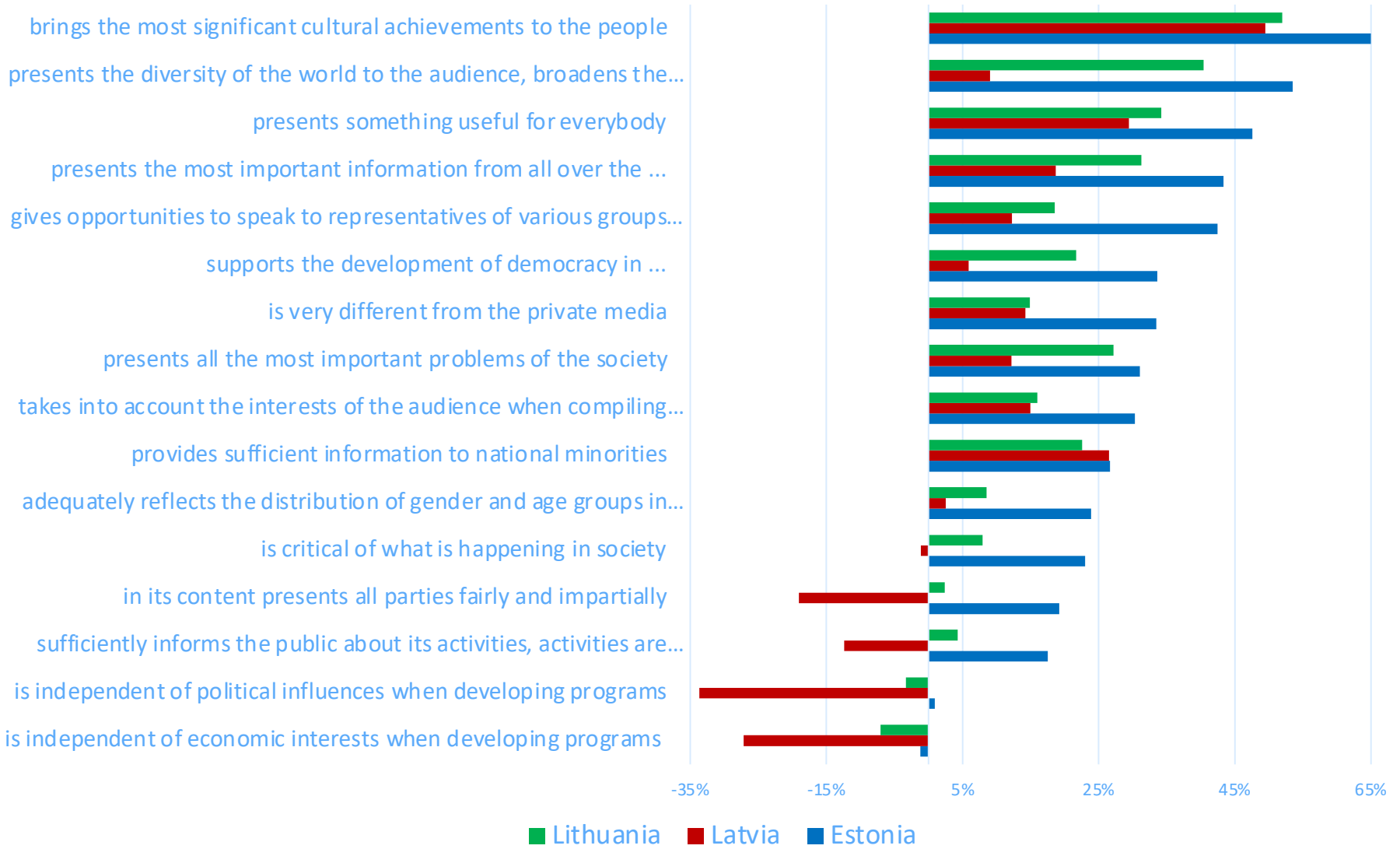


Thinking about the current activities of public-service broadcasting, please evaluate the following statements

- brings the most significant cultural achievements to the people
- presents the diversity of the world to the audience, broadens the horizons
- presents something useful for everybody
- presents the most important information from all over the country
- gives opportunities to speak to representatives of various groups and professions
- supports the development of democracy in ...
- is very different from the private media
- presents all the most important problems of the society
- takes into account the interests of the audience when compiling programs
- provides sufficient information to national minorities
- adequately reflects the distribution of gender and age groups in society
- is critical of what is happening in society
- in its content presents all parties fairly and impartially
- sufficiently informs the public about its activities, PSB's activities are transparent
- is independent of political influences when developing programs
- is independent of economic interests when developing programs



Valuation index. All 15-74, n=3000

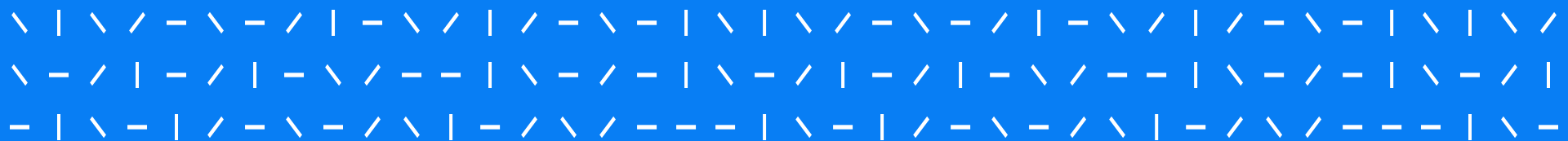


PSB and political parties



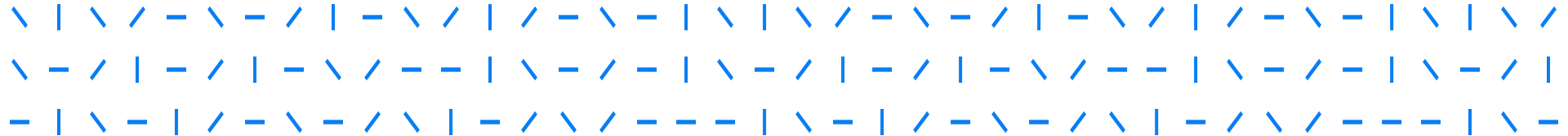
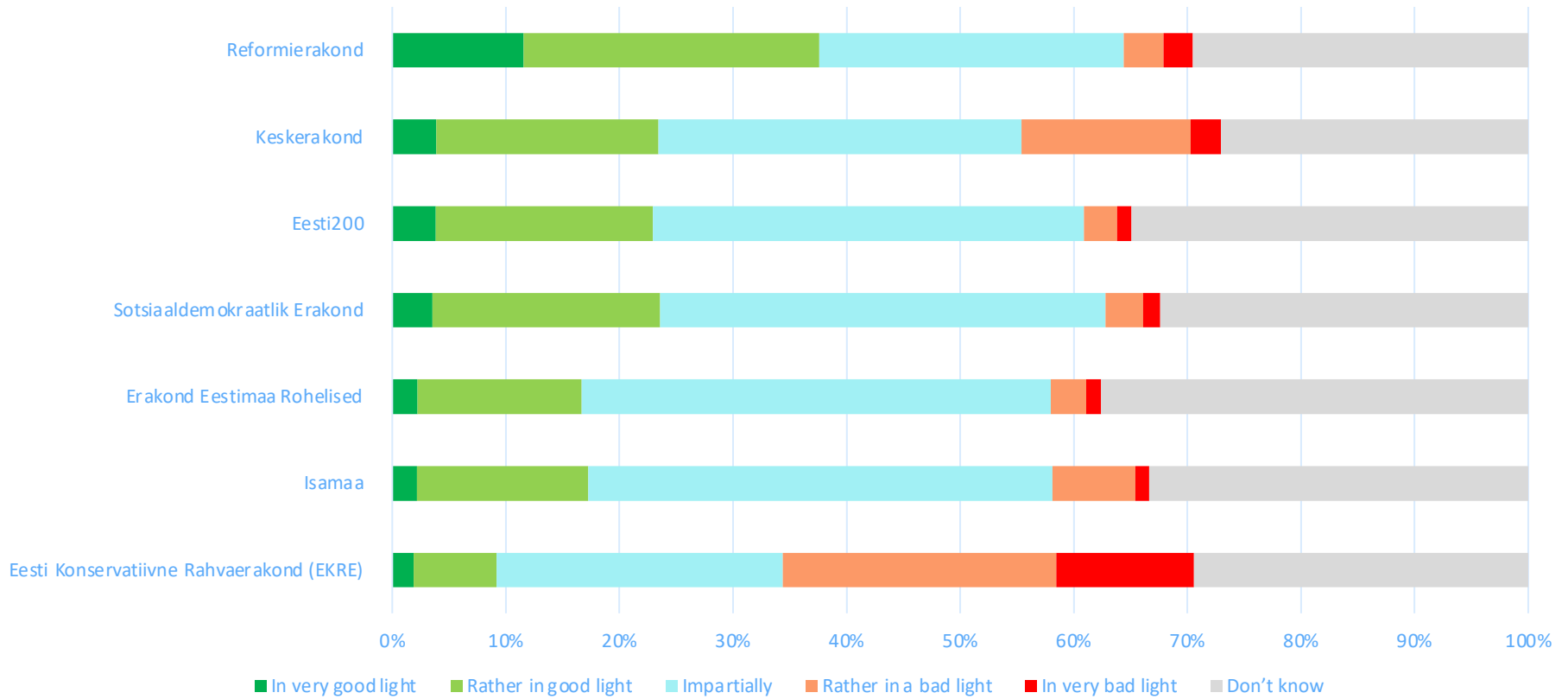
Q: Please assess how, in your opinion, PSB reflects the activities and views of various political associations

- 1. In very good light
- 2. Rather in good light
- 3. Impartially
- 4. Rather in a bad light
- 5. In very bad light
- 6. Don't know



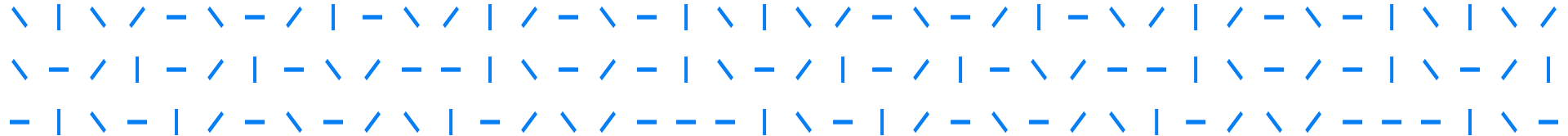
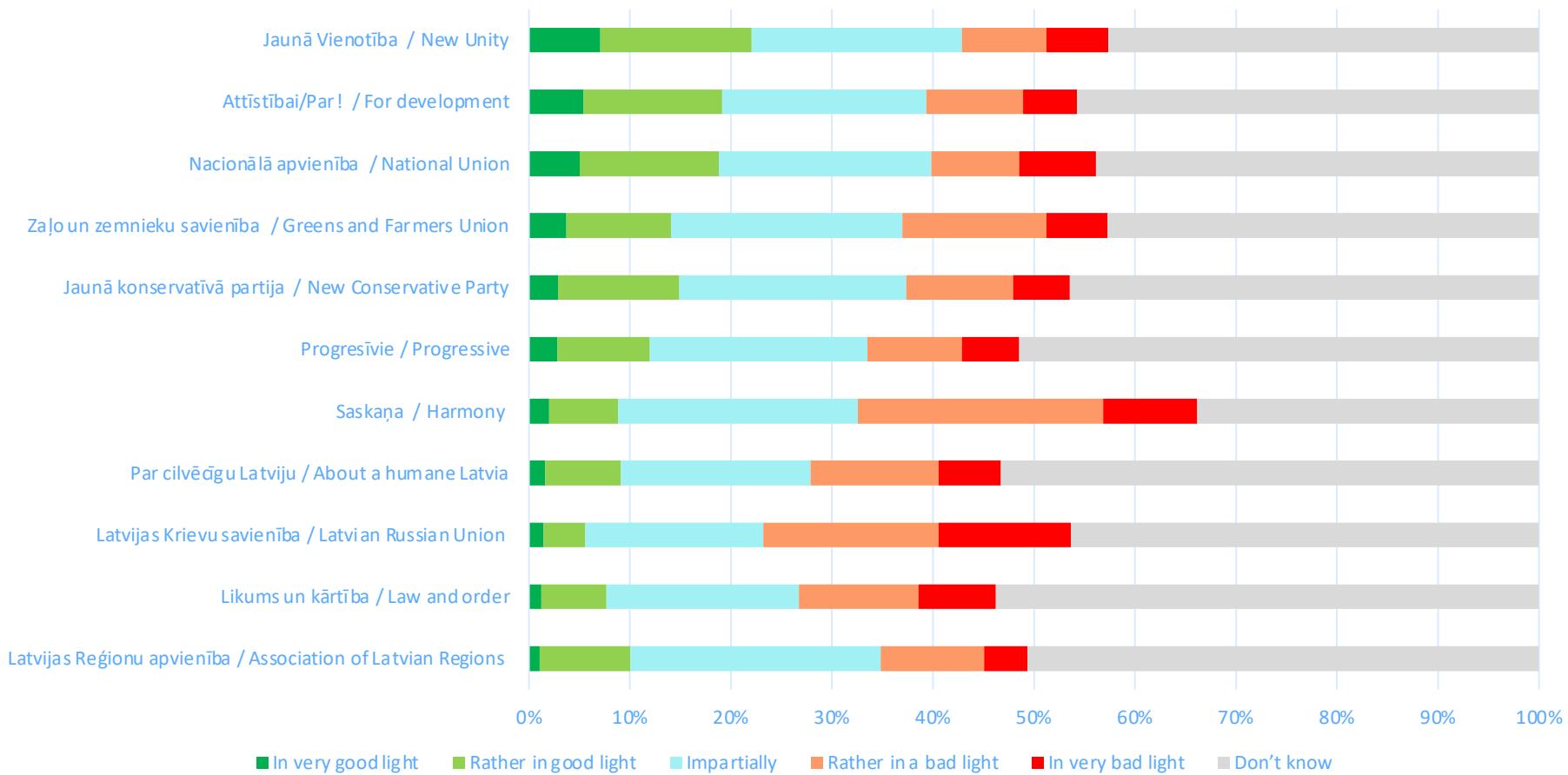
ESTONIA

n=1000, age 15-74



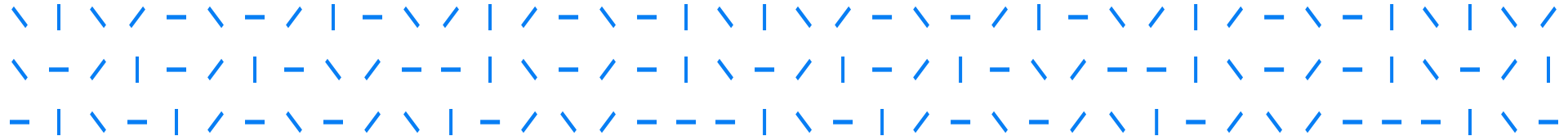
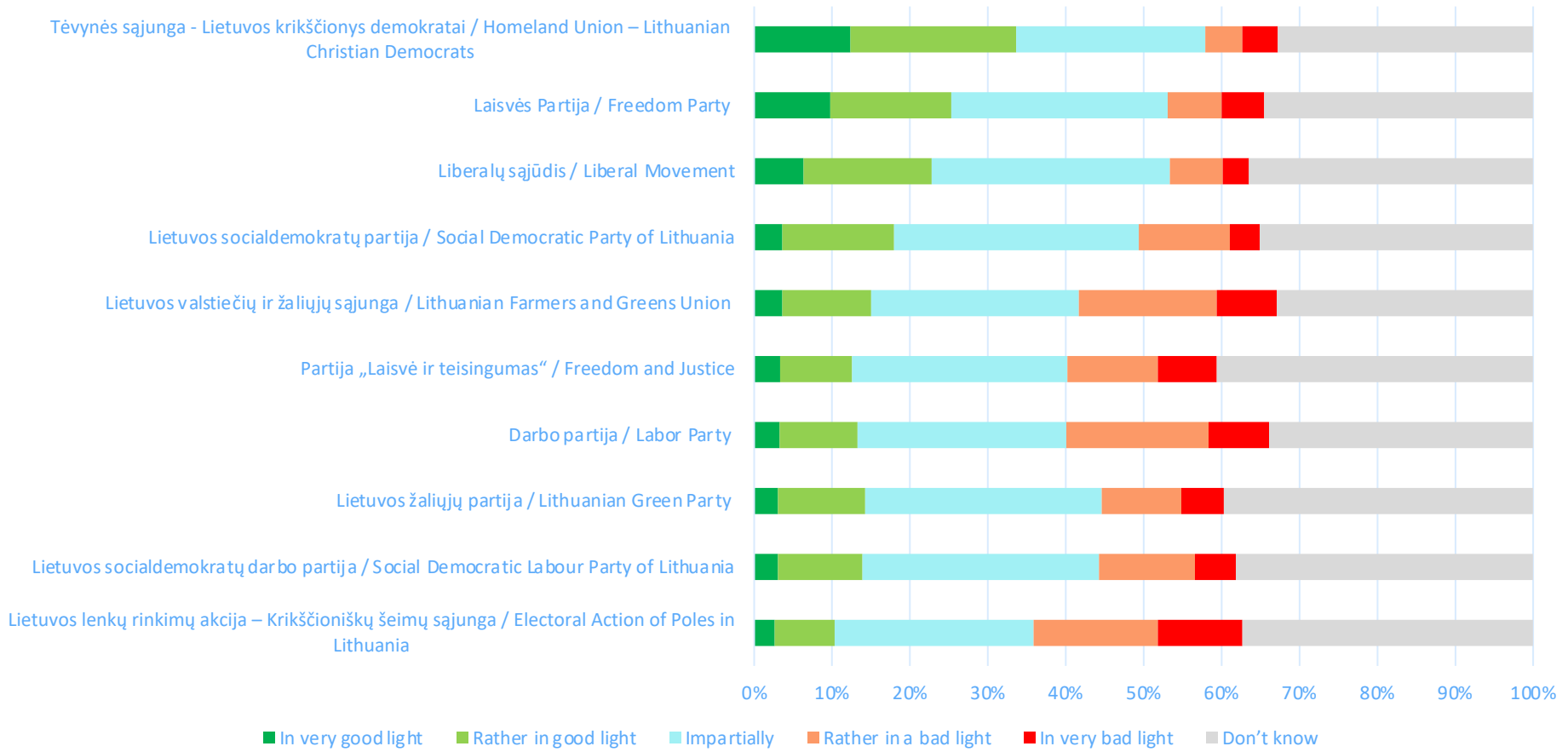
LATVIA

n=1000, age 15-74

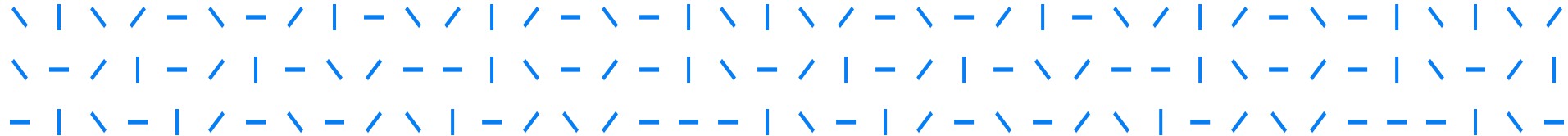
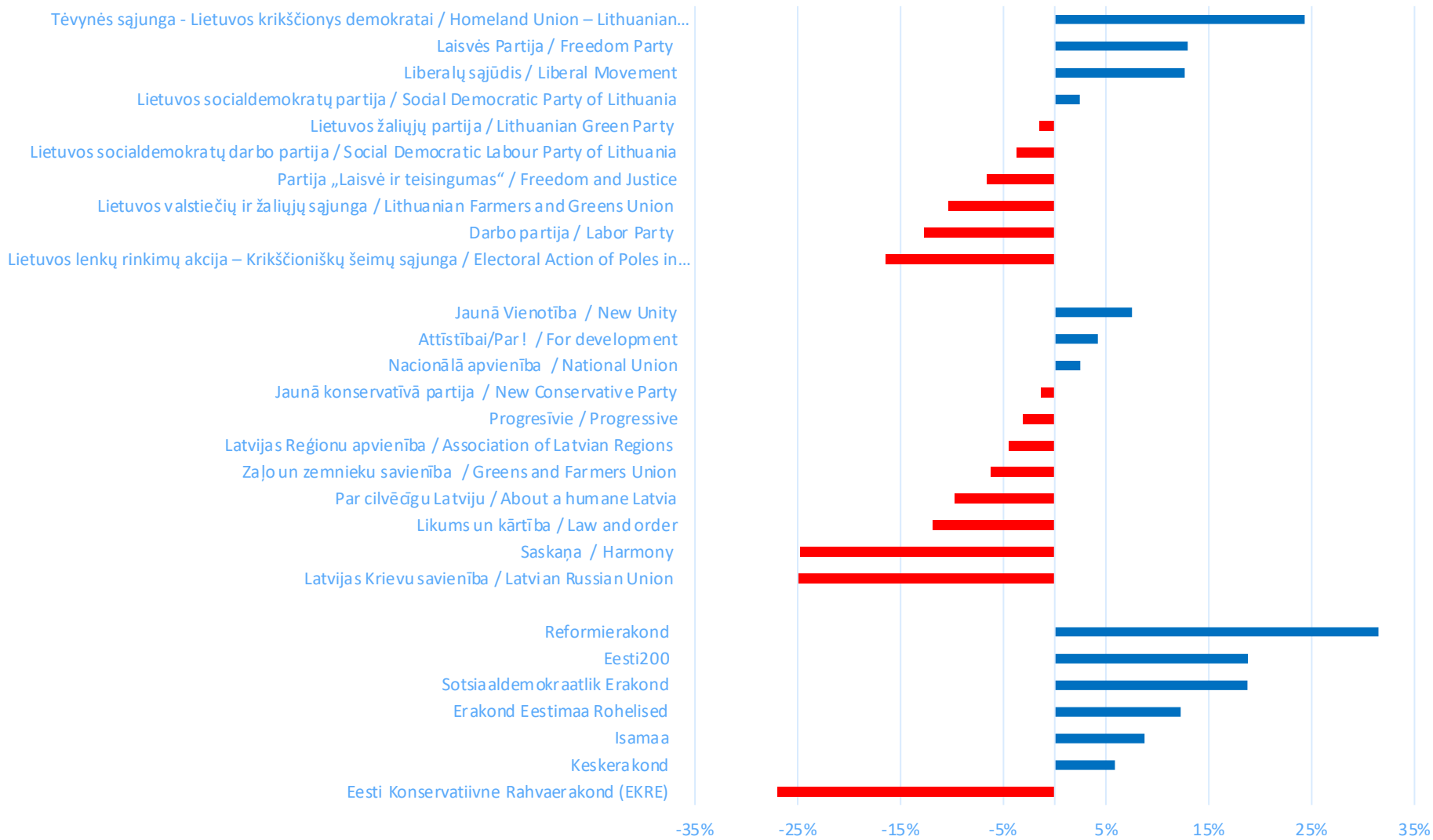


LITHUANIA

n=1000, age 15-74



Valuation index

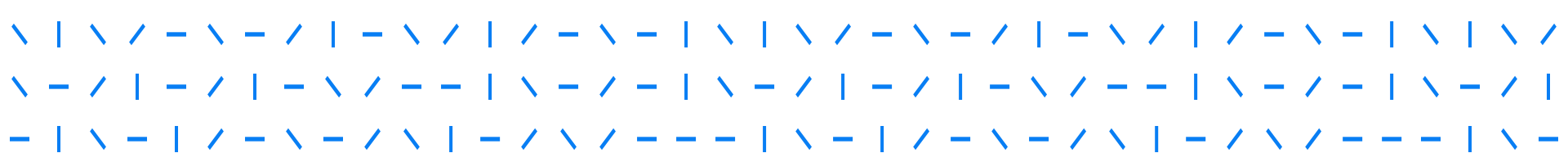


EVALUATION OF IMPORTANCE
OF PSB AND PRIVATE MEDIA
ON A 10 - POINT SCALE

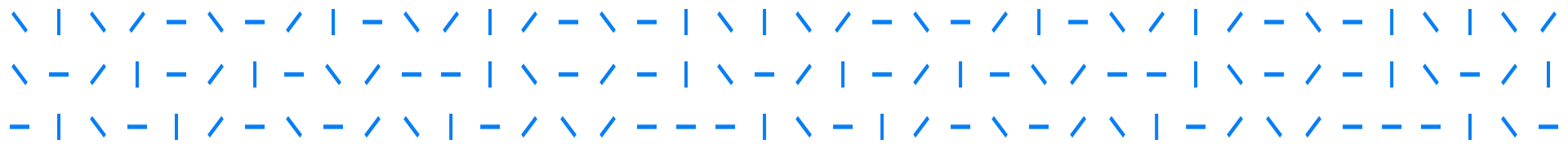
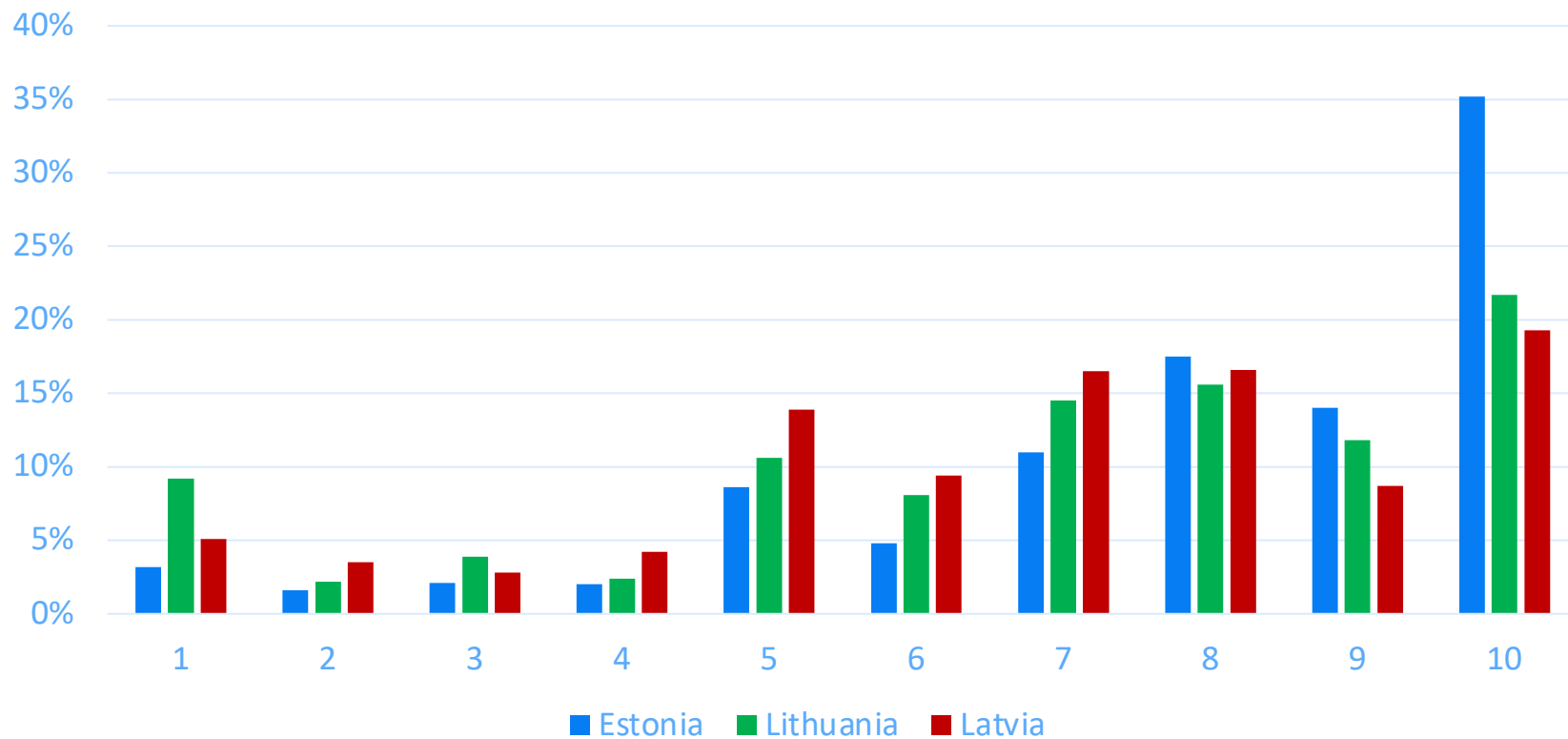


QUESTIONS

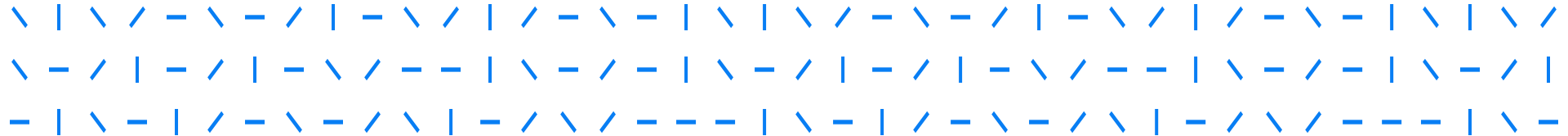
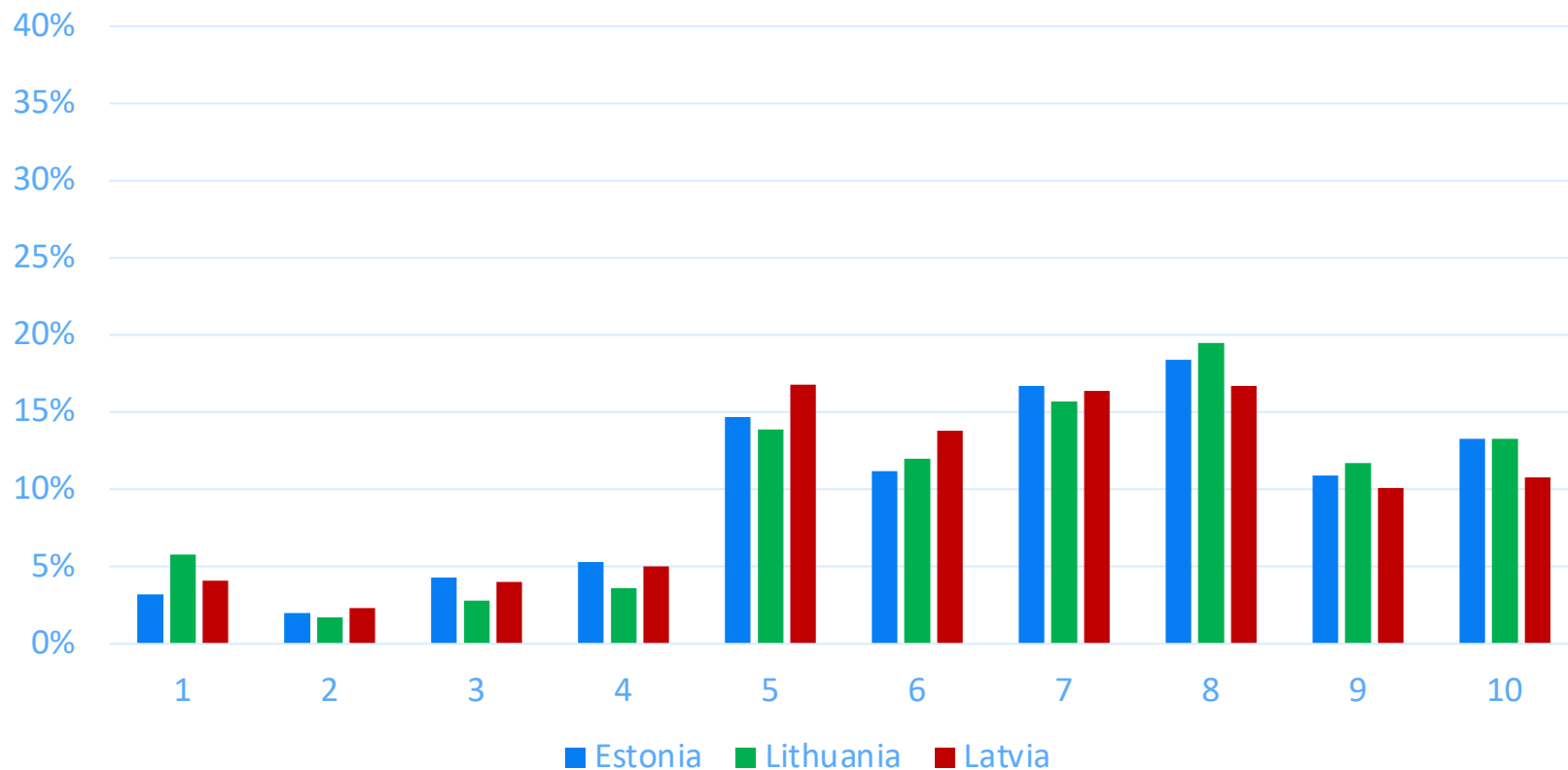
- Please rate on a 10-point scale how important do you consider PSB to be to society?
- Please rate on a 10-point scale how important is PSB to you personally?
- Please rate on a 10-point scale how important do you consider private media (TV and radio stations, newspapers, portals) to be to society as a whole?
- Please rate on a 10-point scale how important do you consider private media (TV and radio stations, newspapers, portals) to you personally?



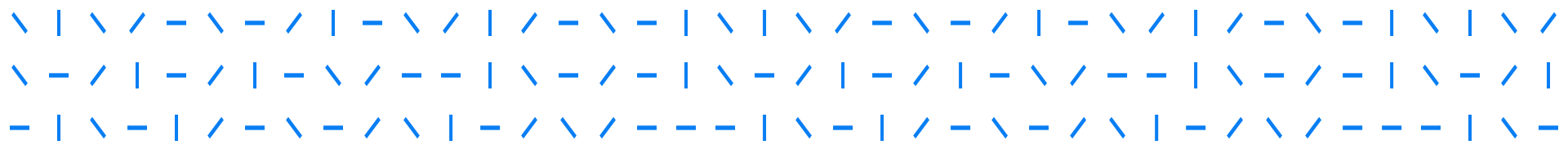
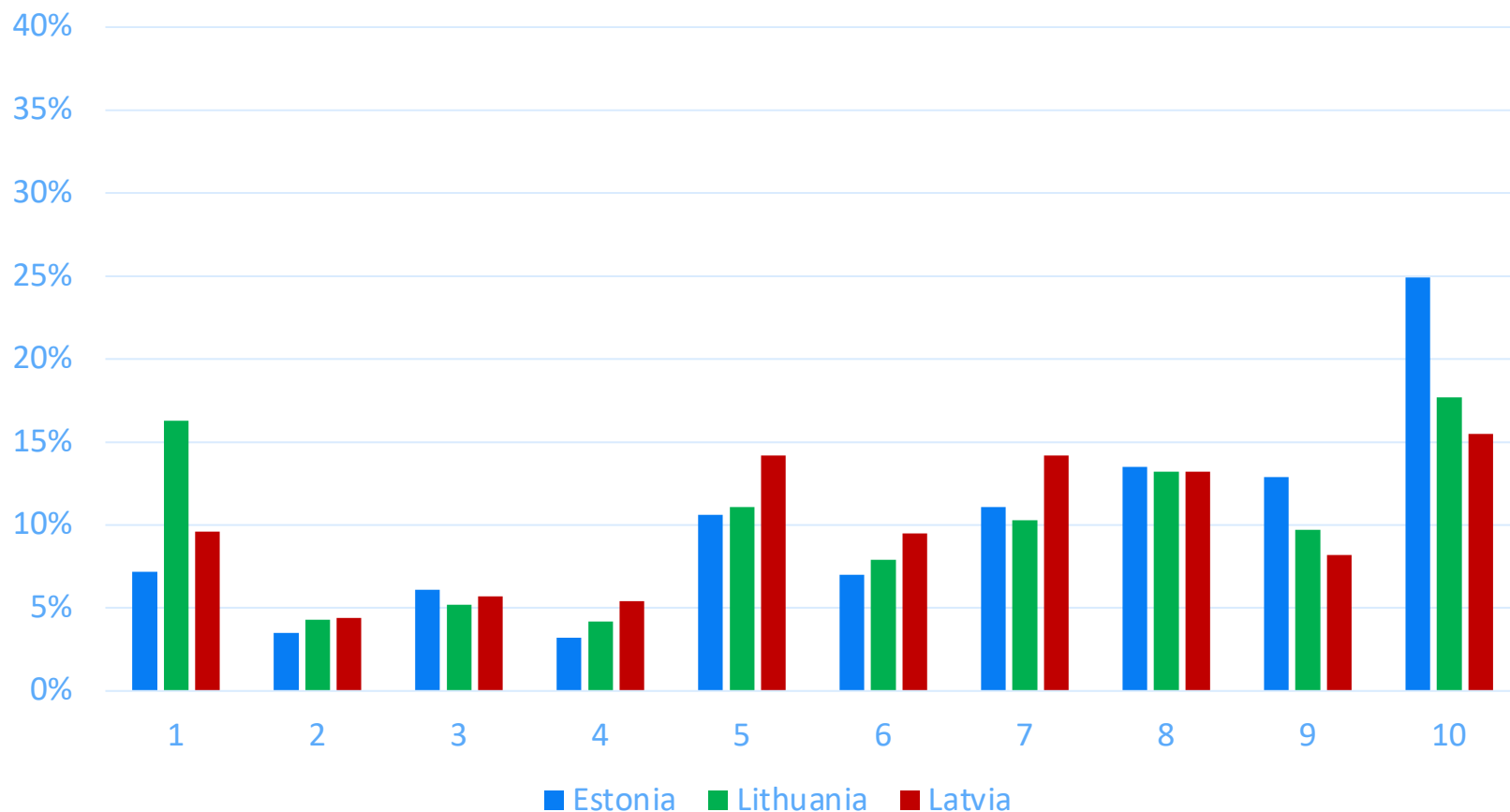
The importance of PSM for society



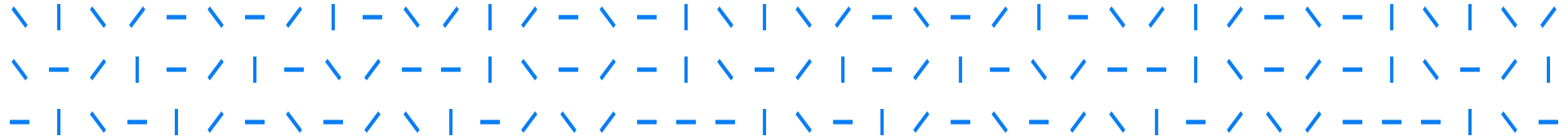
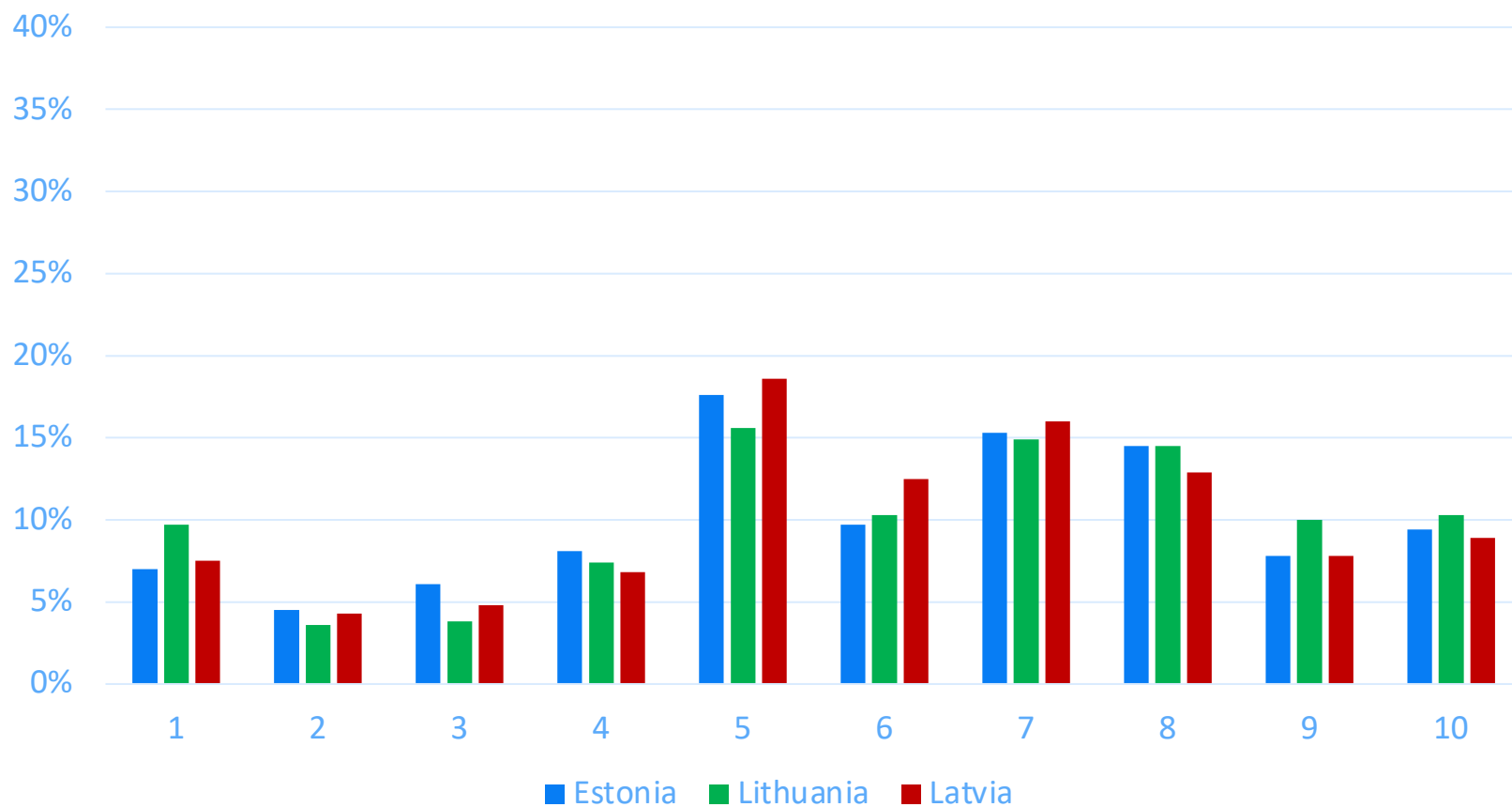
The importance of commercial media for society



The importance of PSM personally



The importance of commercial media personally

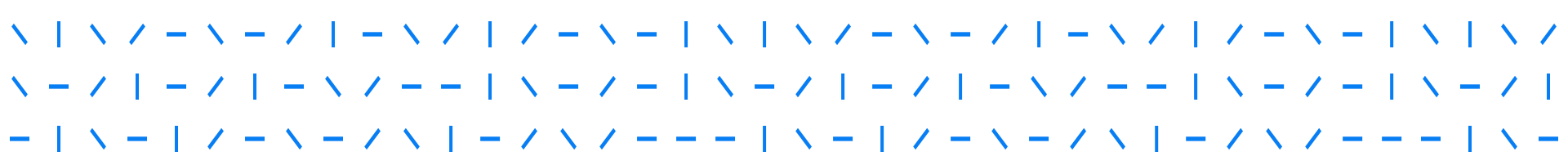


Part 1-3

Conclusions



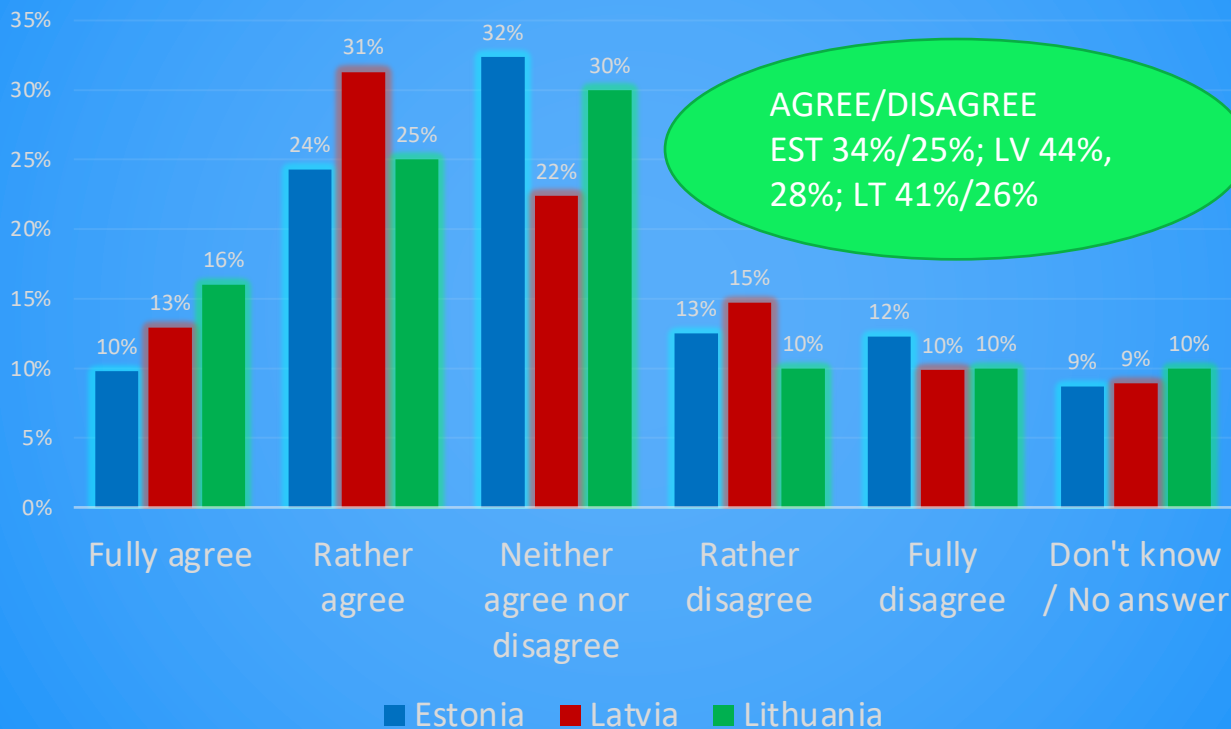
- Among media platforms, social media is more popular among younger people and television among older people. News portals are equally important for all age groups.
- In all three countries, communication channels are the most important way to communicate with friends and acquaintances. In second place are ETV in Estonia, private news portals in Latvia and private TV channels in Lithuania.
- According to the respondents, the position of public-service media, including credibility and political balance, is the strongest in Estonia and the weakest in Latvia.



Part 4

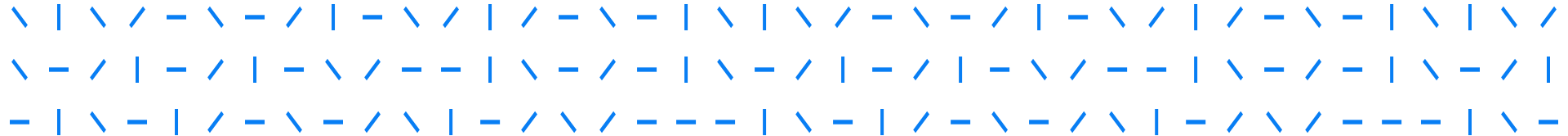


I purposefully seek information and opinions on important events with which I do not agree

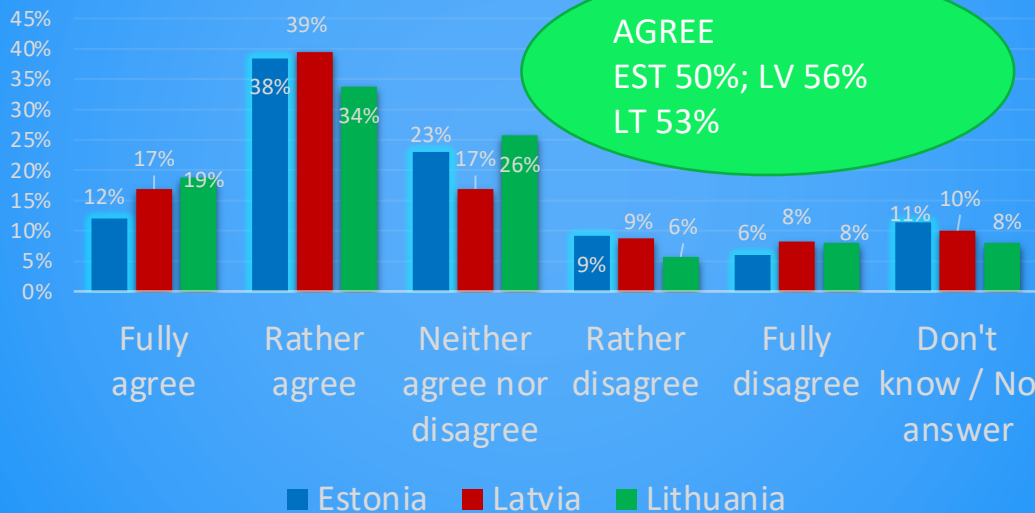


*Diversity
of views
and
opinions*

I purposefully seek information and opinions on important events with which I do not agree

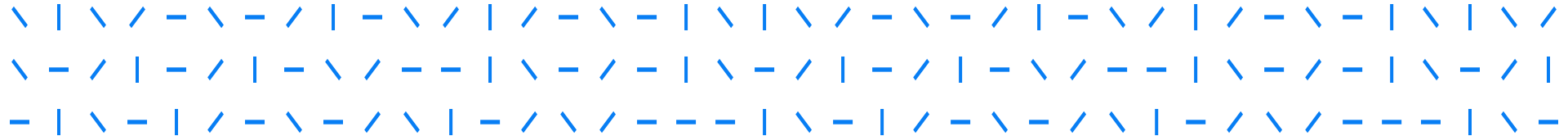


I find it interesting to compare opinions in professional media and discussions on social media

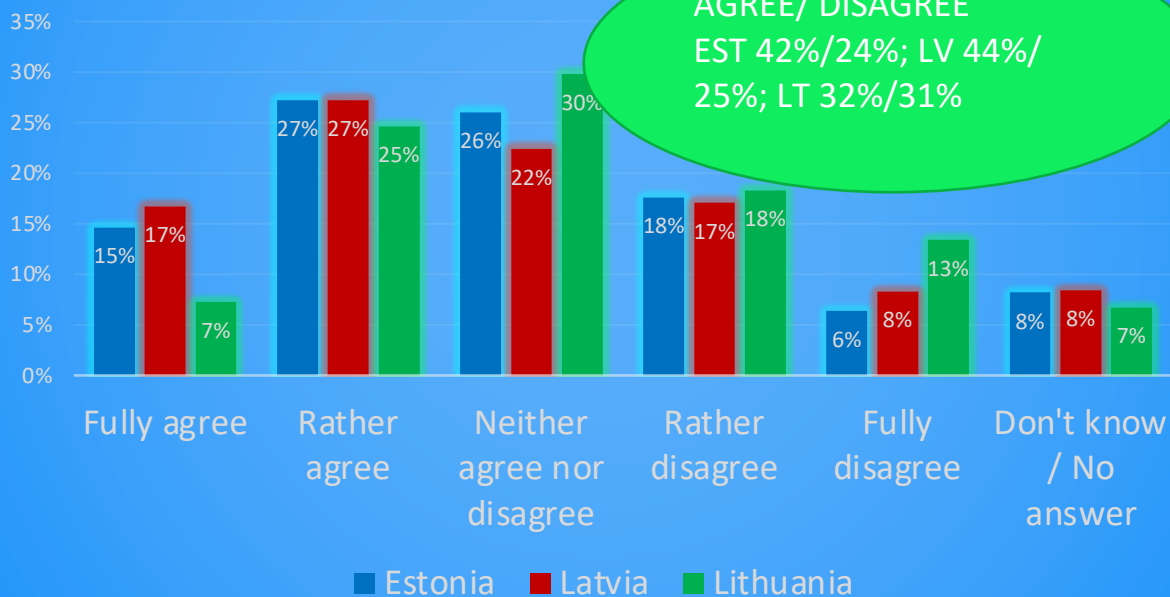


Diversity of views and opinions

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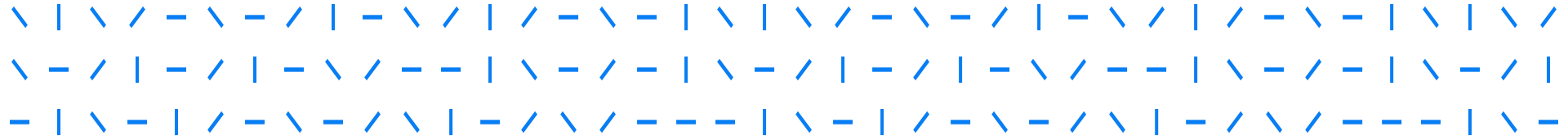


If the media disseminates information and opinions that are not acceptable to me, I will stop using it

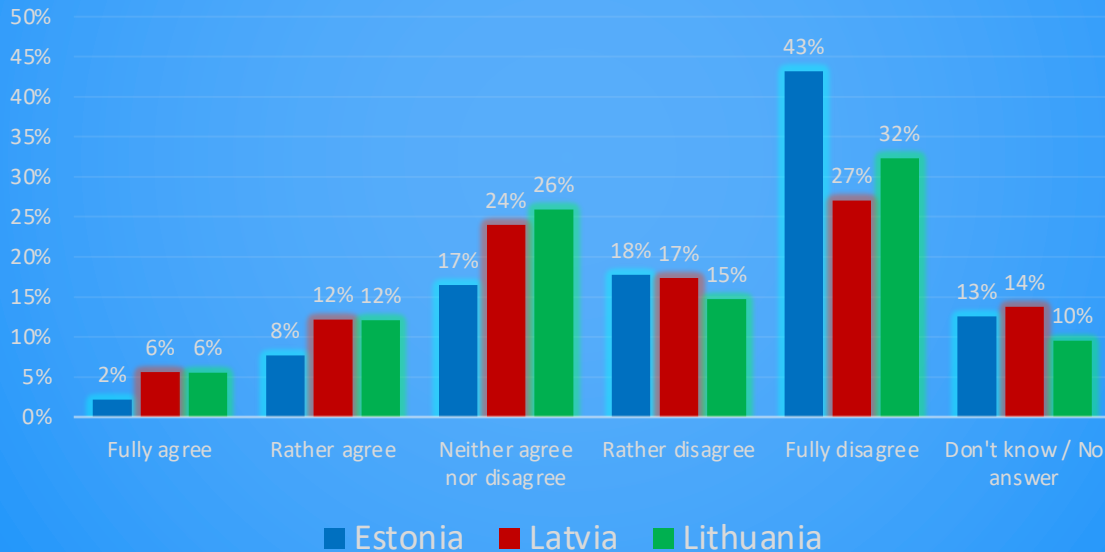


Media use: confirmation bias

If the media disseminates information and opinions that are not acceptable to me, I will stop using it

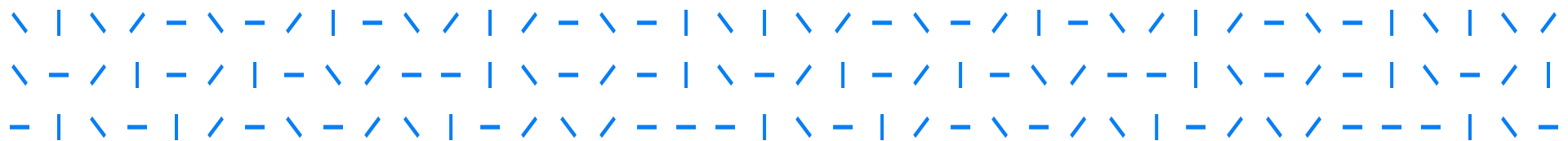


The information and opinions provided by social media influencers are more understandable to me than the content offered by professional media

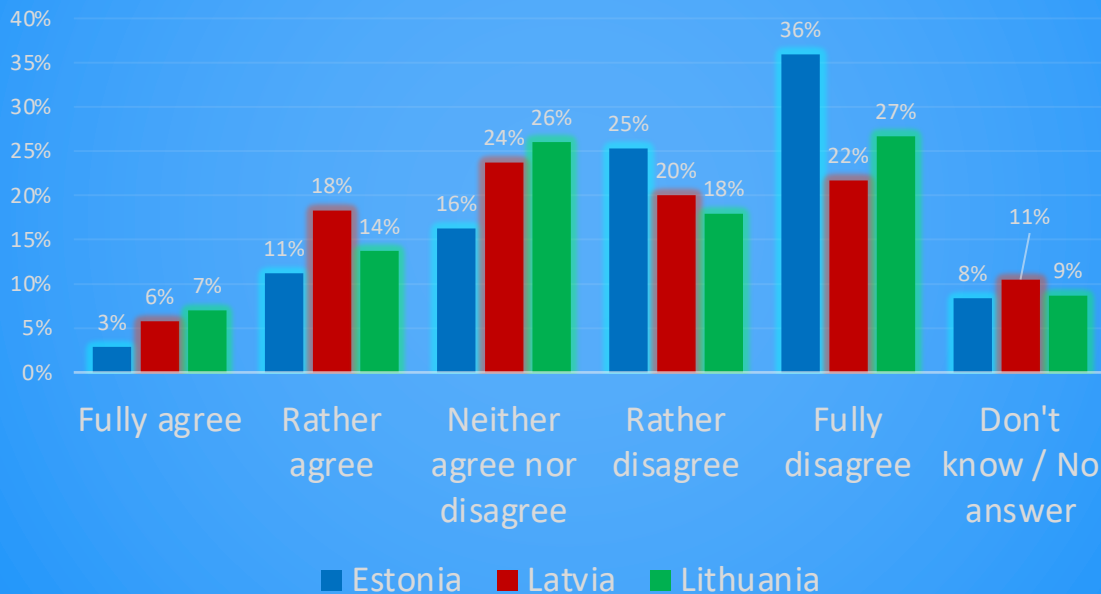


Perception of media content

The information and opinions provided by social media influencers are more understandable to me than the content offered by professional media

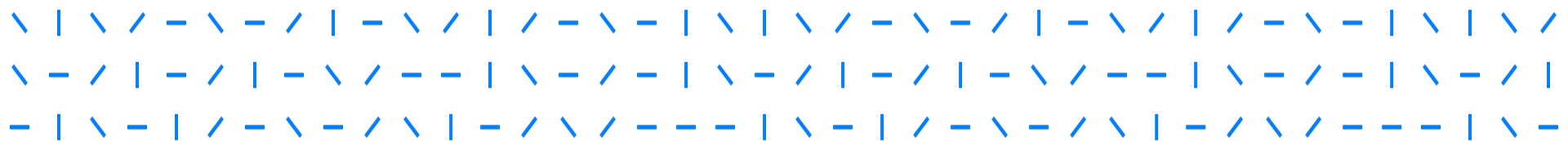


I don't follow professional news media because I know the most important news will find me on social media

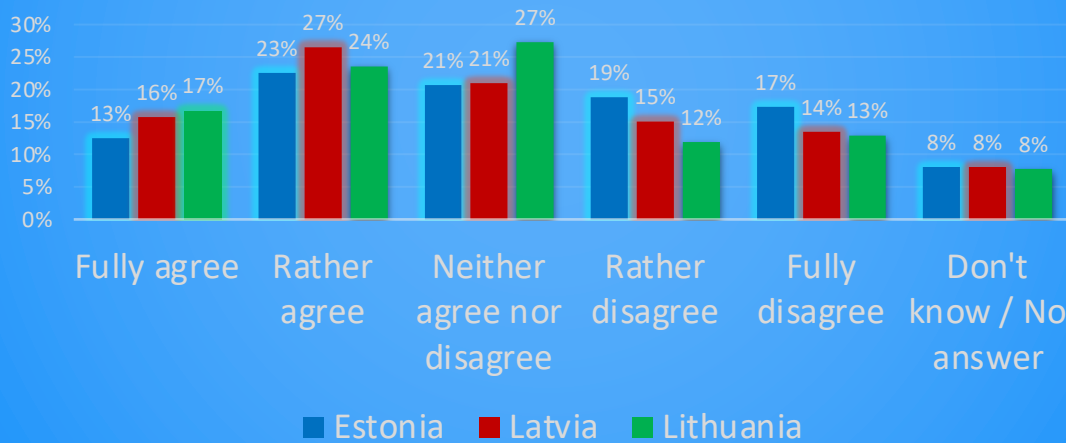


Folk theories of news use

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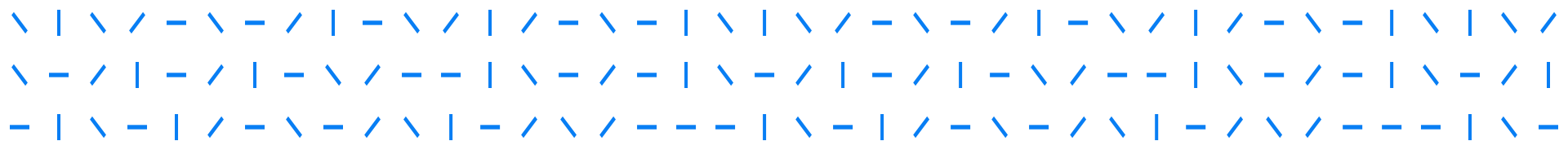


I follow news media information less and less because in an age of manipulation and disinformation, I no longer know what to believe

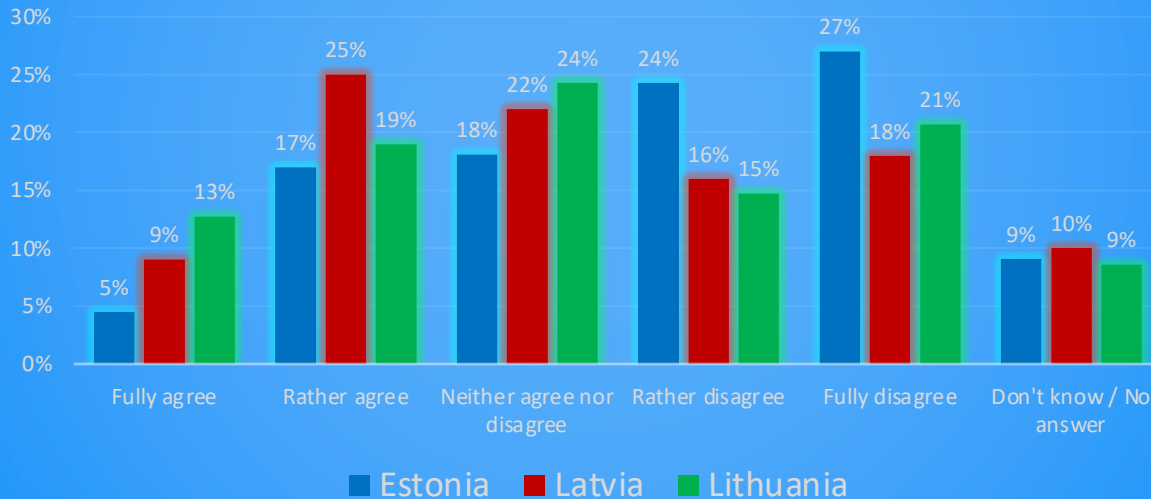


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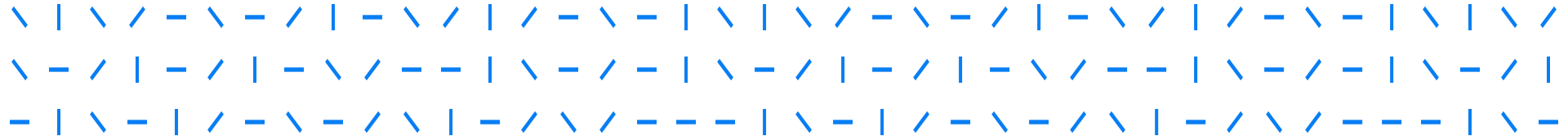


Nowadays, the role of professional media has diminished as I get all the important information from social networking platforms



Folk theories of news use

Nowadays, the role of professional media has diminished as I get all the important information from social networking platforms



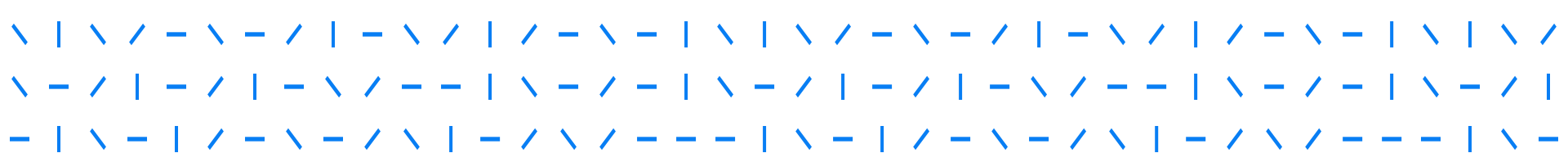
PART 4

Conclusions



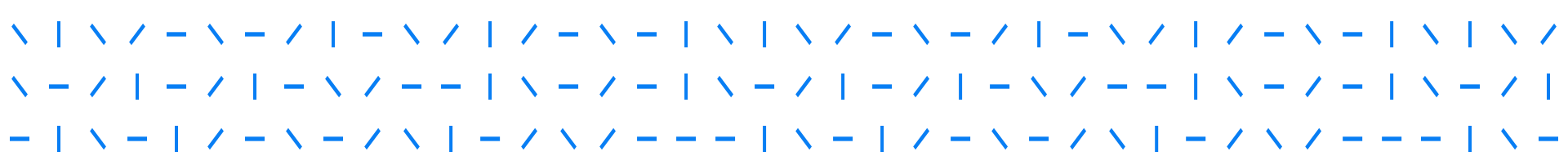
Conclusions I

- Attitudes towards media content and diversity of opinion are influenced by media use. Higher trust in social media is associated with more active use of the information they contain and lower reliance on professional media work.
- Regarding openness to diversity of opinions expressed in the media, the societies of the Baltic States are divided into two almost similar parts. More than a third of respondents purposefully seek information and opinions with which they do not agree and a similar number of respondents agree, if the media disseminates information and opinions that are not acceptable, then the use of those media shall be discontinued.



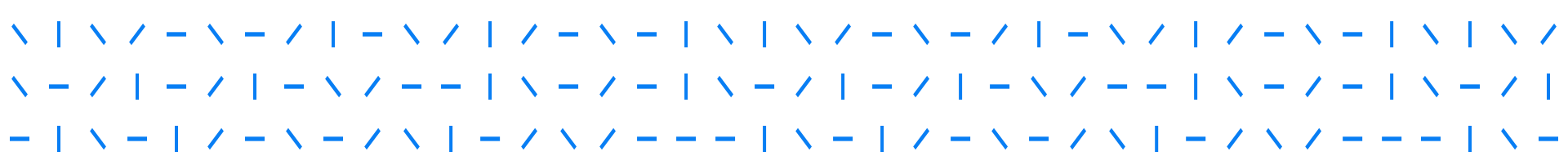
Conclusions II

- The attitude of the respondents towards the content of social media and its creators is contradictory. More than half of respondents are interested in comparing professional and social media discussions on important issues, and similarly, respondents strongly disagree that information and opinions provided by social media influencers are more understandable to the audience than the content offered by professional media.
- Comparing all Baltic countries, Estonian respondents are less purposeful in seeking different views and more strongly advocating the importance of professional media work, while Lithuanian respondents are less likely than Estonians and Latvians to agree that media content is not acceptable due to differing views.



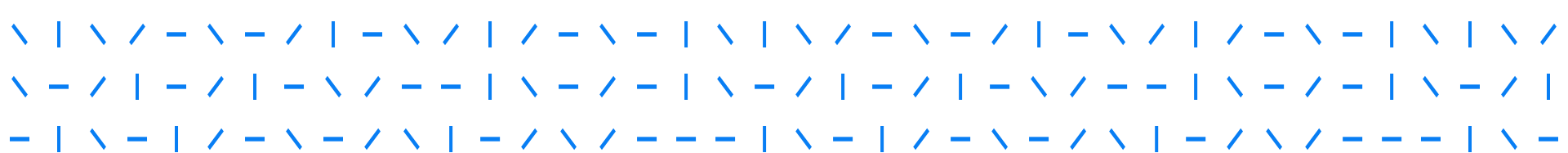
Conclusions III

- Analysing new trends in news perception, similar results can be seen. One in five agrees not to follow the professional media, as the news finds us in the social media environment (Estonian respondents agree to a lesser extent). One in three (one in five respondents in Estonia) believes that social media information can replace professional media work. In Latvia and Lithuania, one third (more than half of Estonian respondents) do not agree.
- More than a third of respondents feel disoriented and do not know what to believe due to disinformation from various sources, thus, they follow the professional media less.



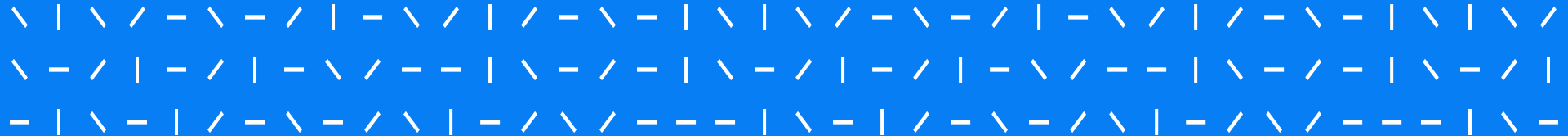
Conclusions IV

- In each of the countries surveyed, media audience groups are emerging (they are not defined by socio-demographic characteristics) whose representatives are increasingly using social media content, avoiding diverse information, relying on social media in their daily use of news. In Latvia and Lithuania, this group makes up about a third of respondents, in Estonia it includes one in five respondents. That's a big proportion.
- The complex environment of public information has changed not only the use of news, but also the attitude towards professional media.
- It is possible that the increase in the availability and influence of various sources of information is gradually changing not only the use of the media, but also the attitude towards professional media and their role in the life of society and the individual.

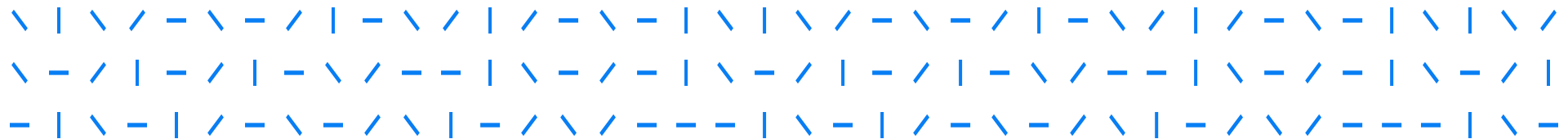
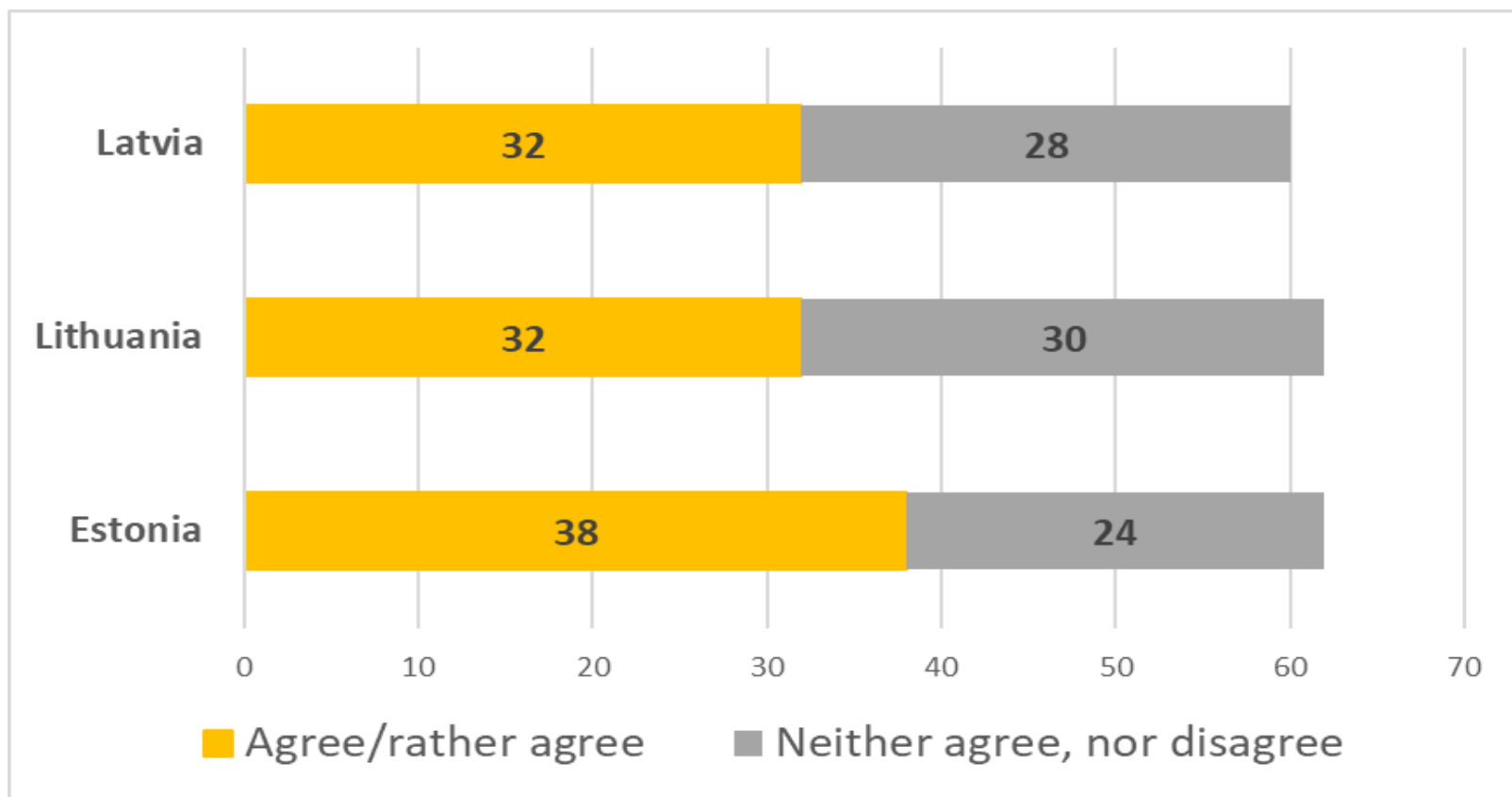


Part 5

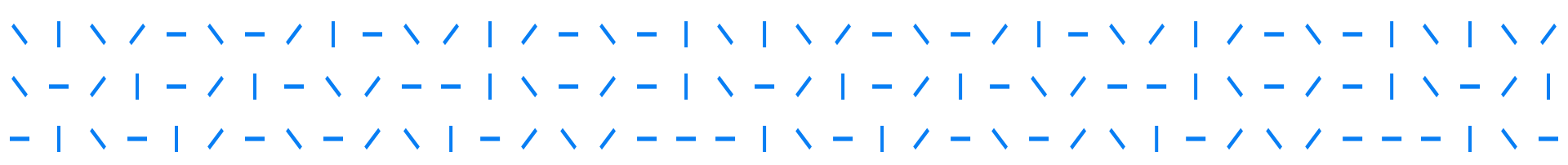
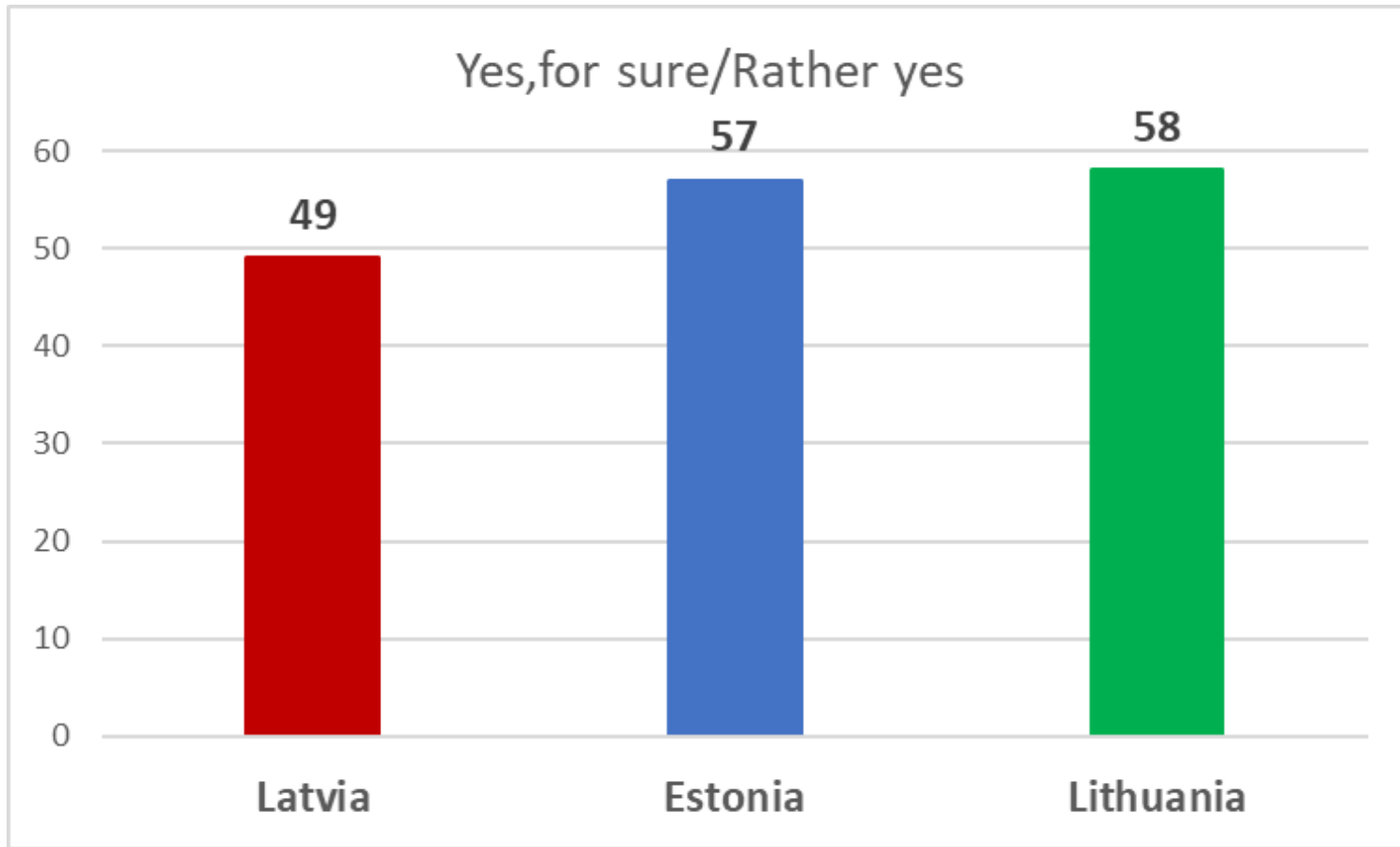
Professional journalism and democracy



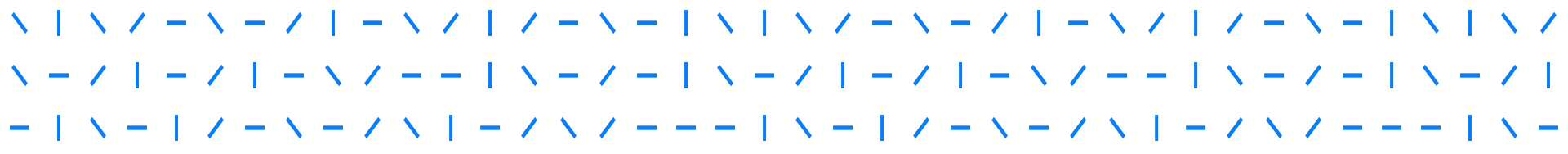
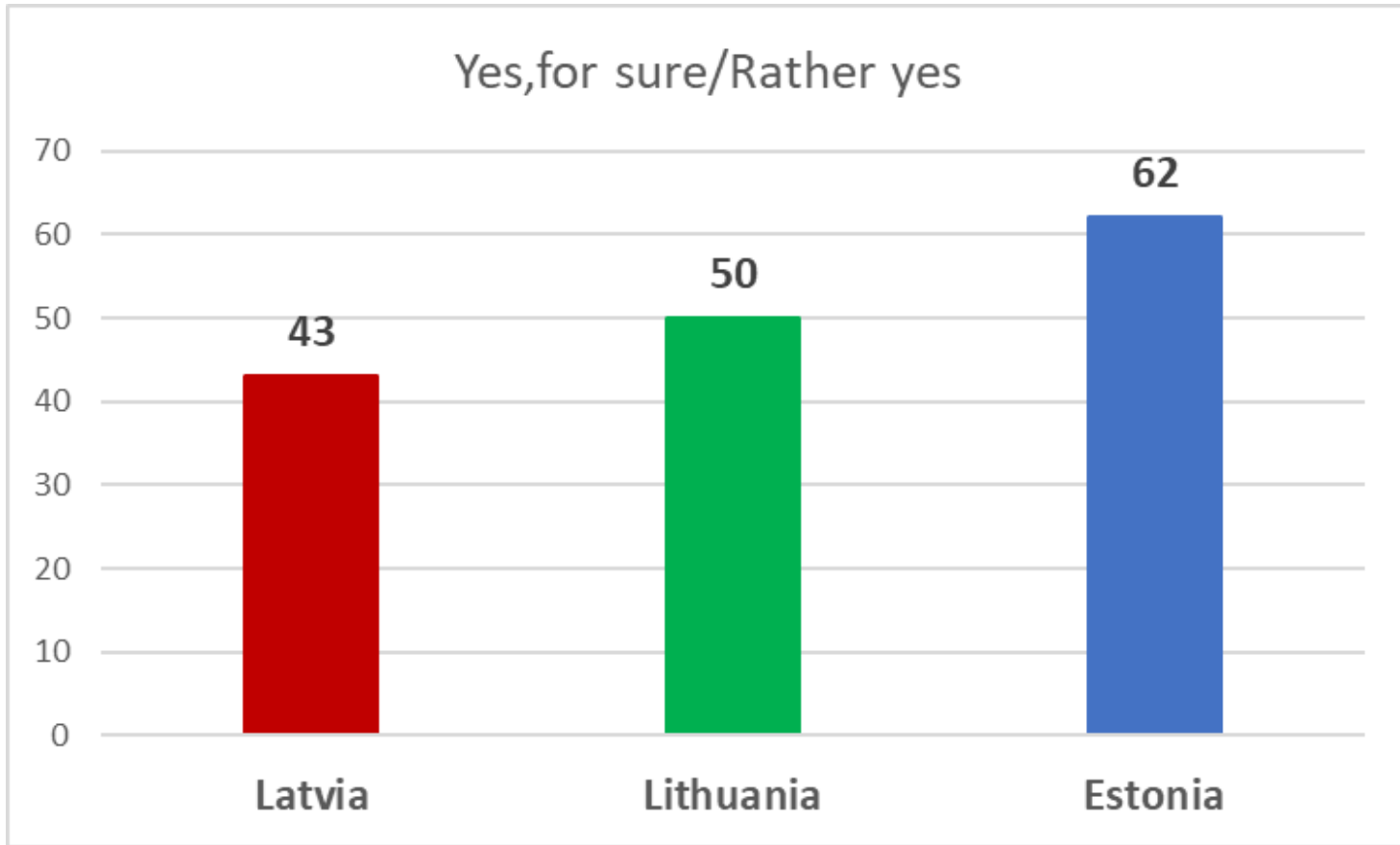
For the most part, journalists cover events and problems truthfully and objectively, %



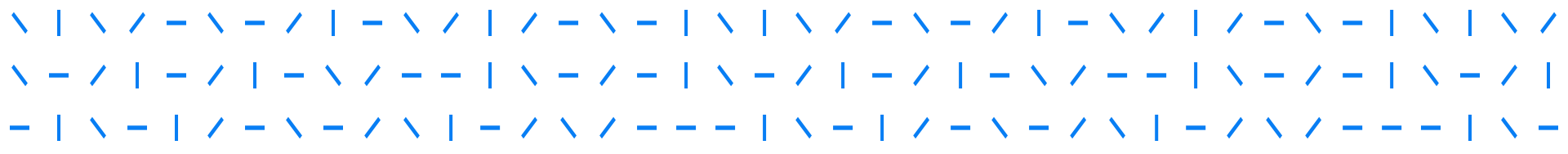
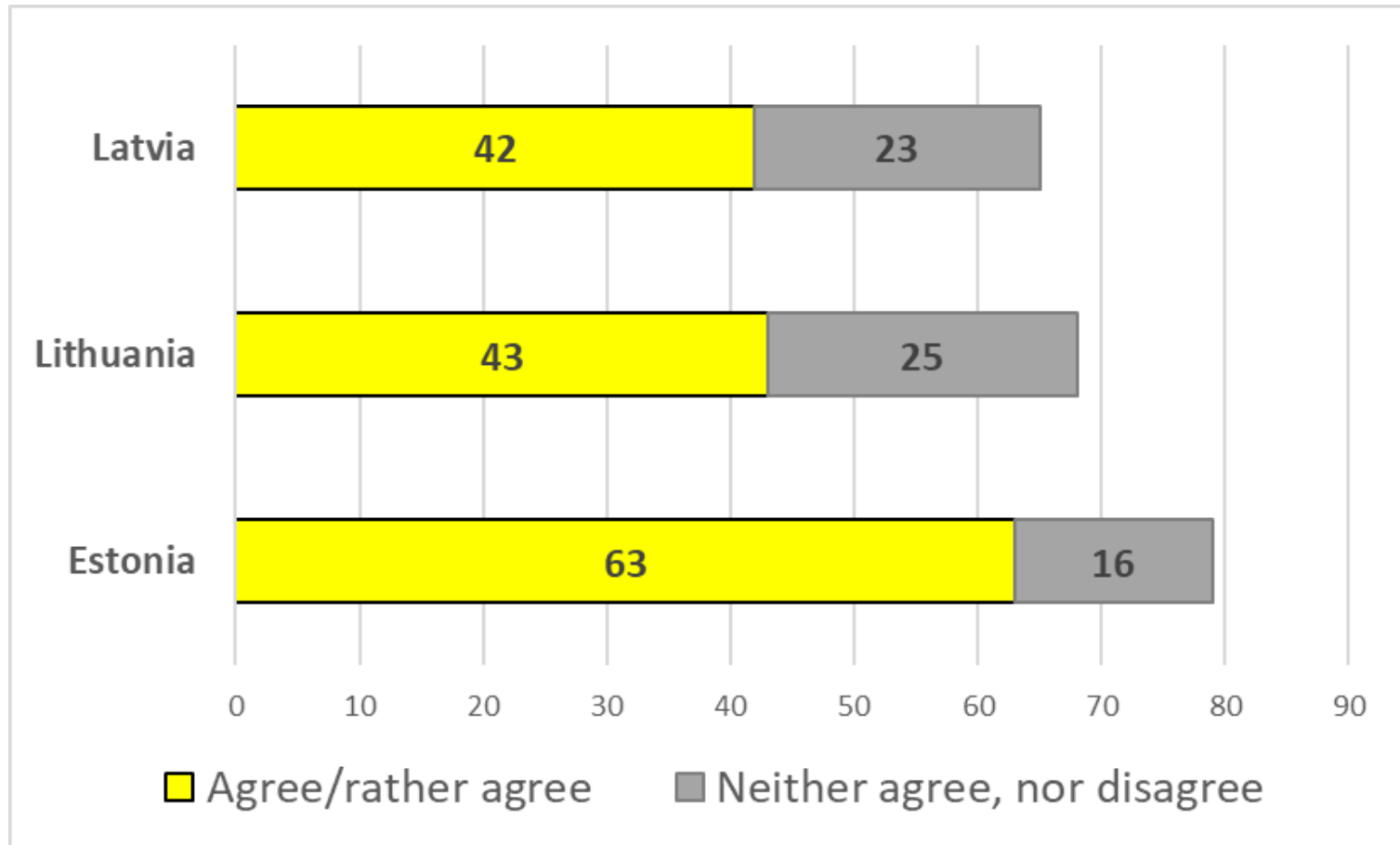
PSM reflects all the important issues of society, %



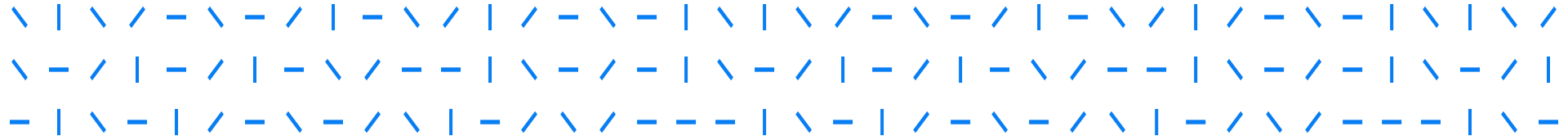
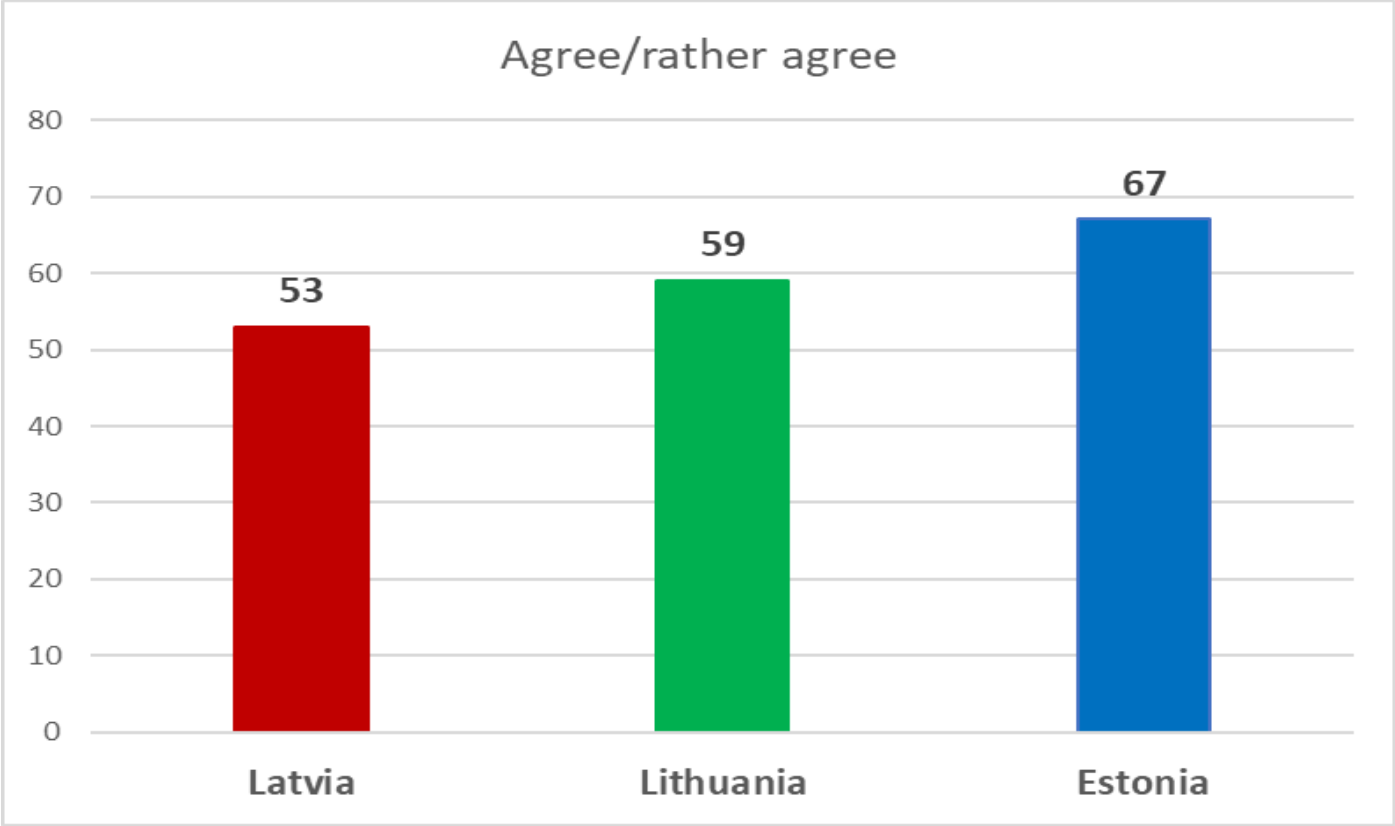
Provides opportunities for representatives of different groups and professions to speak, %



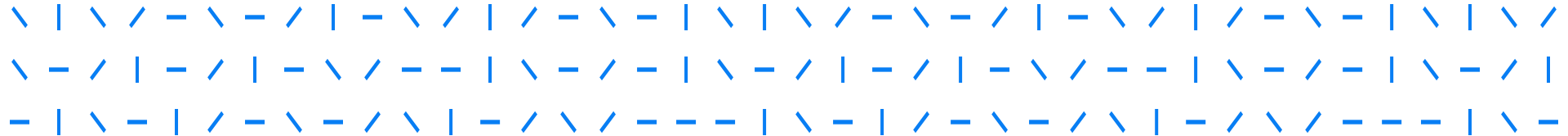
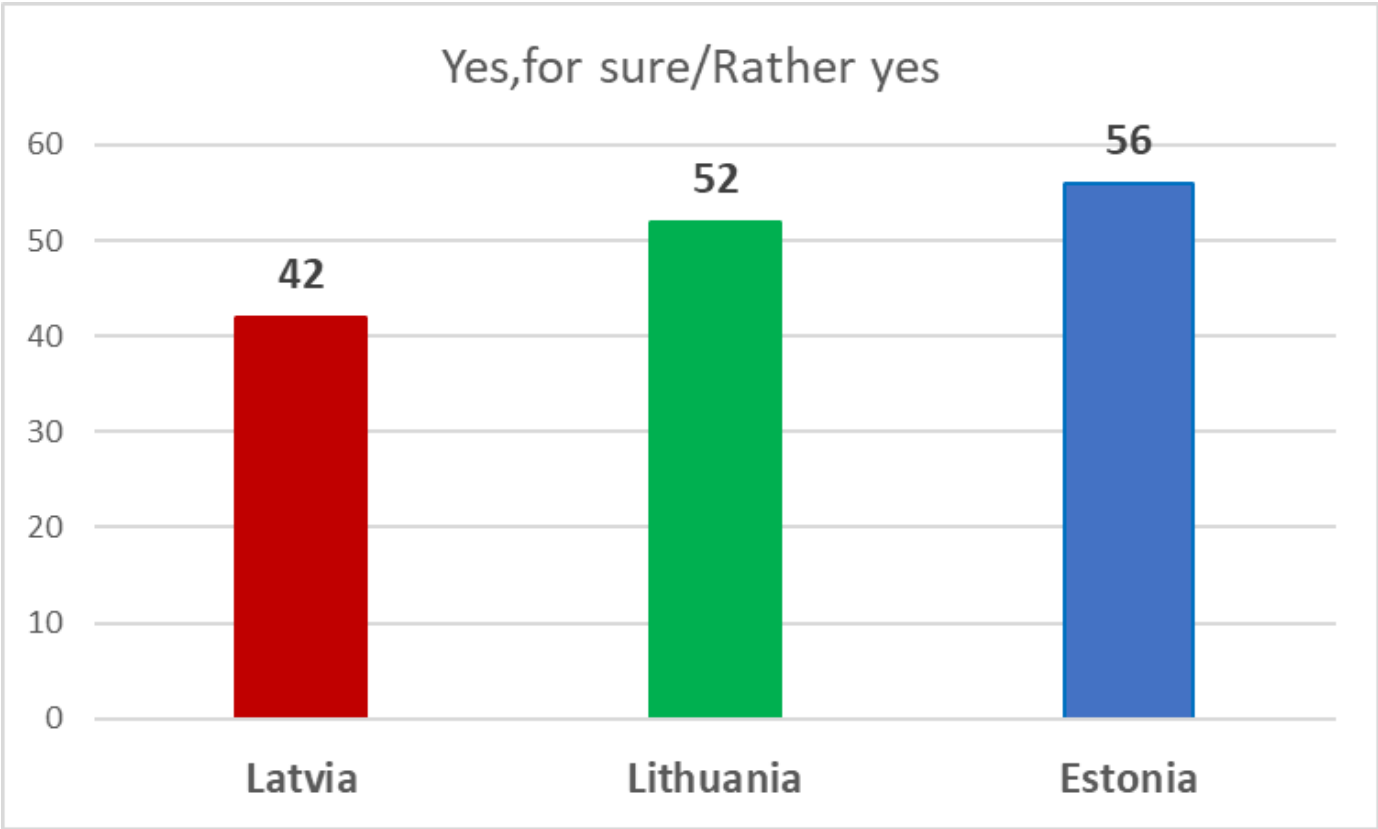
In times of societal crisis, I rely on the work of professional journalists, %



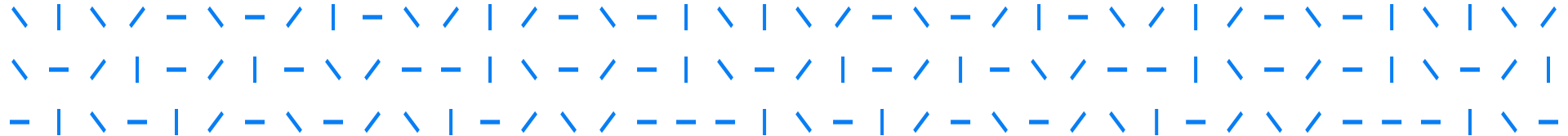
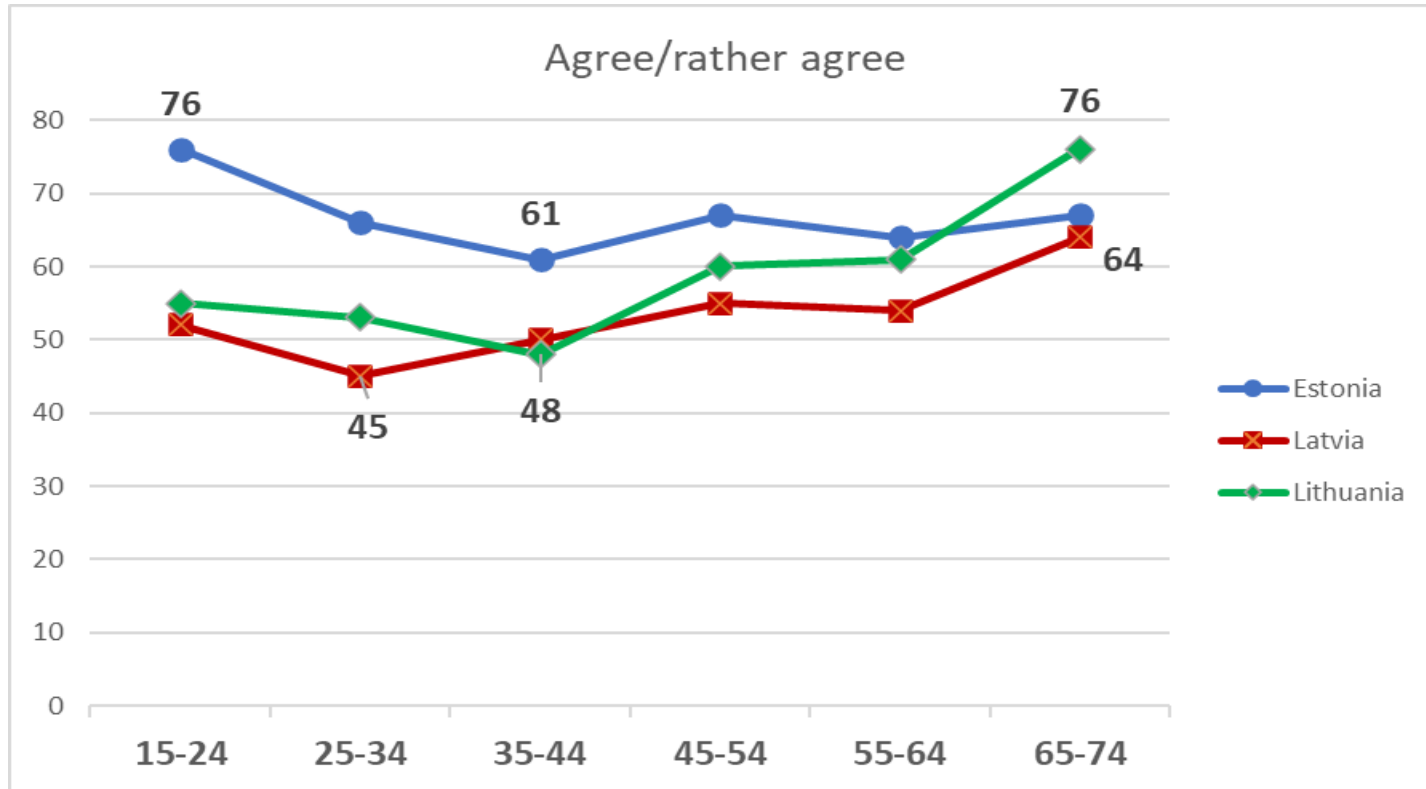
Professional journalism makes an important contribution to the development of democracy? %



PSM supports the development of democracy, %



Professional journalism makes an important contribution to the development of democracy? (age groups), %

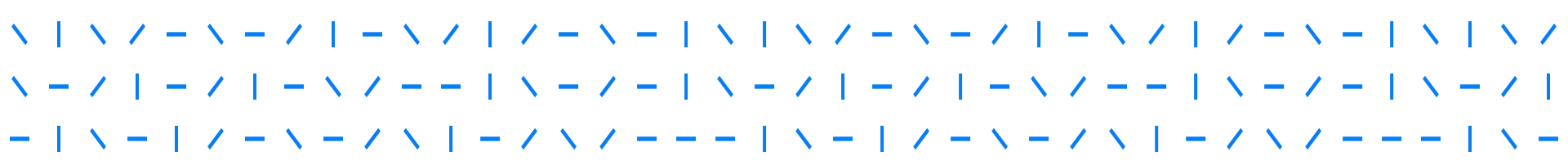


PART 5

Conclusions



- Media users in the Baltic States are quite critical regarding implementing of the basic principles of journalism (to cover events truthfully and objectively) on the scale of media systems.
- However, PSM activities (comprehensiveness of information and diversity of sources/opinions) are assessed much more positively.
- Residents of Estonia tend to rely more on professional journalism during social crises than residents of Lithuania and Latvia.
- Most of the Baltic population think that professional journalism contributes to the development of democracy: In Estonia - mostly young people, in Lithuania and Latvia - older generation.



Thank you!

BCME

