

AWARENESS OF MEDIA COMMUNITY ABOUT MEDIA SELF-REGULATION MECHANISMS IN UKRAINE, THEIR ATTITUDE TO THESE MECHANISMS



Organization for Security and
Co-operation in Europe
Project Co-ordinator in Ukraine

Kyiv, 2020

RESEARCH INFORMATION

The research was conducted in the framework of the project "Strengthening the Self-Regulation of Ukrainian Media", implemented by the OSCE Project Co-ordinator in Ukraine with the financial support of the Government of the Federal Republic of Germany, the Kingdom of Norway, the United Kingdom of Great Britain and Northern Ireland, the United States of America.

Authors

Olesya Stoyko, co-owner of research company Pointer Insight and communication agency Pointer Agency.

Oleksandr Selin, communications and marketing research consultant, strategic media analyst, co-owner of Pointer Agency.

The views herein expressed are solely those of the author and contributors and do not necessarily reflect the official position of the OSCE Project Co-ordinator in Ukraine.

All rights reserved. The content of this publication may be copied and used free of charge for educational and other non-commercial purposes provided the source is acknowledged.

CONTENT

RESEARCH DESCRIPTION	<u>4</u>
KEY FINDINGS	<u>6</u>
SOCIO-DEMOGRAPHIC PROFILE	<u>9</u>
MEDIA SELF-REGULATION	<u>14</u>
OBSTACLES AND SUPPORT TO MEDIA SELF-REGULATION	<u>24</u>
IMPLEMENTATION OF PROFESSIONAL STANDARDS IN MEDIA	<u>27</u>

RESEARCH DESCRIPTION



Goal of the Research

Study the attitude of the media community to media self-regulation



Method

Qualitative study
Quantitative online-study



Target audience

Representatives of media community

Invitations to participate were sent to 382 target recipients. Answers were received from 101 respondents. Response rate was 26.4%



Period of research

1- 30 April 2020

PROJECT DESCRIPTION



Study objectives:

1. Determine the general attitude to media self-regulation in Ukraine
2. Determine the main obstacles to media self-regulation in Ukraine
3. Identify the main measures to promote media self-regulation in Ukraine.

KEY FINDINGS

Media self-regulation

Most media representatives believe that the media regulation **needs to be carried out simultaneously by the state and through self-regulation (55%)**. 41% of the respondents believe that self-regulation should be the only method for regulation of the media.

Self-regulation issues are of interest for 97% of respondents. However, only 46% try to stay current on the latest events, 51% stated they did not have enough time for this, but sometimes they check the news, 3% stated they were totally uninterested in this issue.

Only 14% of the respondents noted they received decisions / recommendations from self-regulatory organizations, over half of these were implemented. Recommendations were most often provided by the **Independent Media Council, Internews Ukraine, Detector-media and the Institute of Mass Information**.

KEY FINDINGS

Obstacles and promotion of media self-regulation

TOP-3 **obstacles** to media self-regulation in Ukraine:

1. Oligarch influence on the media sphere (76% of respondents selected this option)
2. Decrease of the level of journalist's education, which leads to a reduction of the quality of the profession in general (47%)
3. Absence of powerful trade unions (35%)

TOP-3 **actions to promote and develop** media self-regulation in Ukraine:

1. Dissemination in the journalist community of information regarding the goals and objectives of self-regulation (63% of respondents)
2. Conduction of meetings, public hearings and discussions of ethical and professional norms (41%)
3. Systematic and up-to-date information on the activities of self-regulatory authorities (41%)

KEY FINDINGS

Implementation of professional standards

The representatives of the professional community evaluate the level of **implementation of professional standards** in their media outlets higher than in the Ukrainian media in general.

TOP-3 implemented professional standards in the **media outlets where the respondents work**

1. Credibility (sum of positive evaluations – 93%)
2. Accuracy of provision of information (sum of positive evaluations – 92%)
3. Completeness of facts and data on the issue (sum of positive evaluations – 80%)

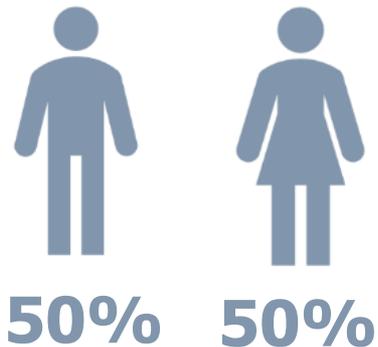
TOP-3 implemented professional standards **in Ukrainian media:**

1. Agility (sum of positive evaluations – 75%)
2. Accuracy of provision of information (sum of positive evaluations – 35%)
3. Completeness of facts and data on the issue (sum of positive evaluations – 33%)

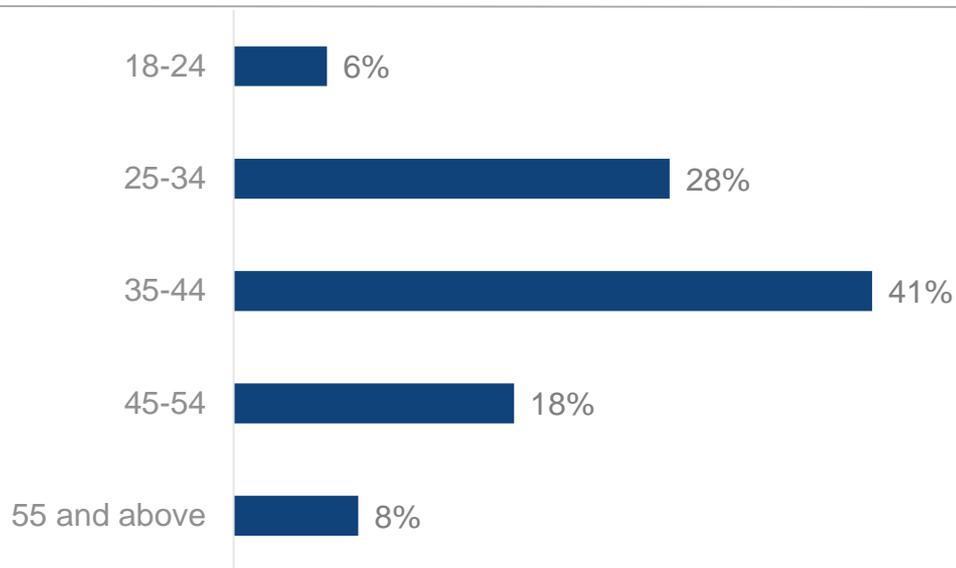
SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS

SOCIO-DEMOGRAPHIC PROFILE

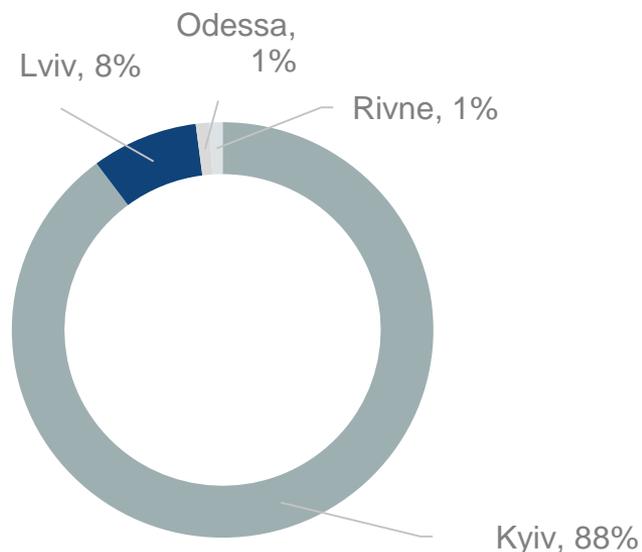
SEX



AGE



CITY WHERE RESPONDENTS LIVE

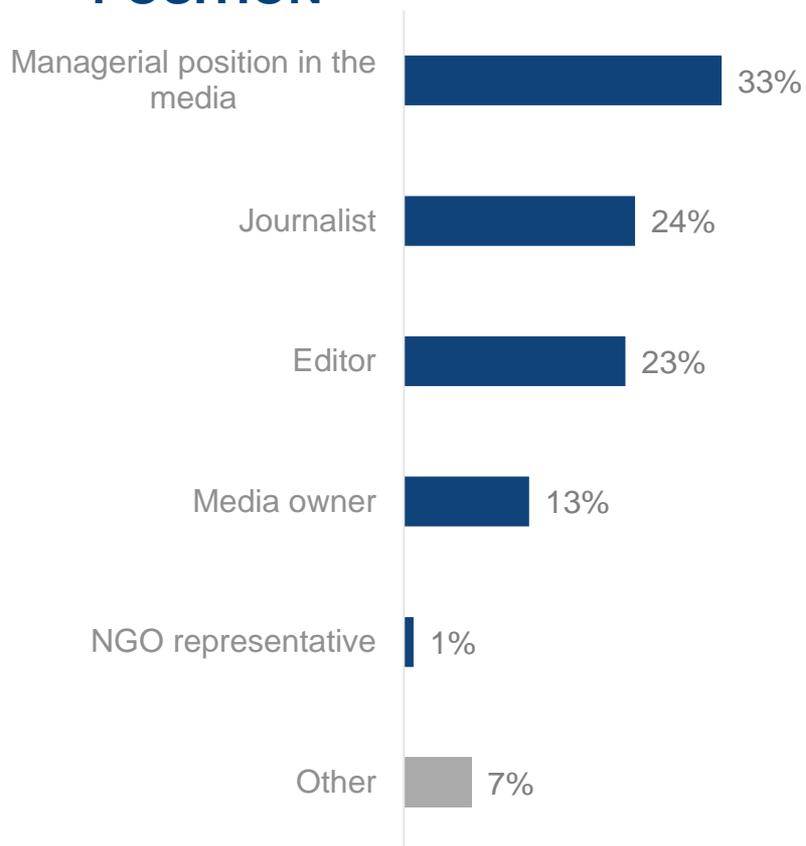


100% JOURNALISTS LIVE IN OBLAST CAPITALS

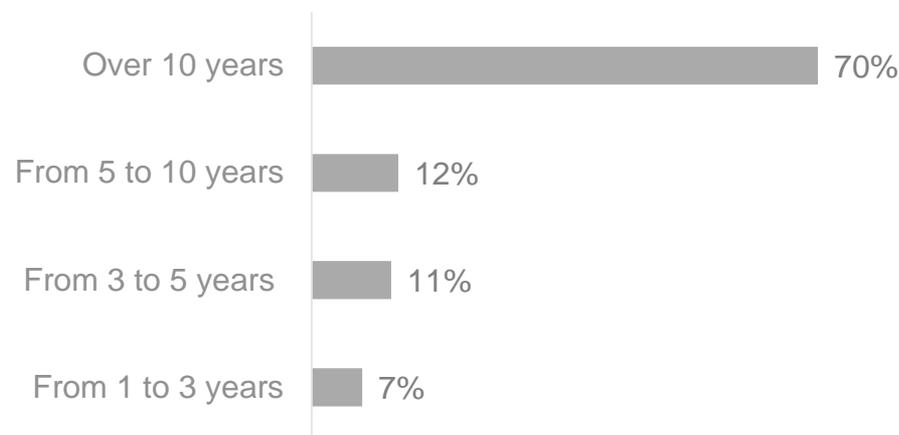
PROFESSIONAL PROFILE OF RESPONDENTS

One third of respondents occupy managerial positions in the media, almost every fourth is a journalist or editor. The predominant majority of media workers has over 10 years of professional experience.

POSITION



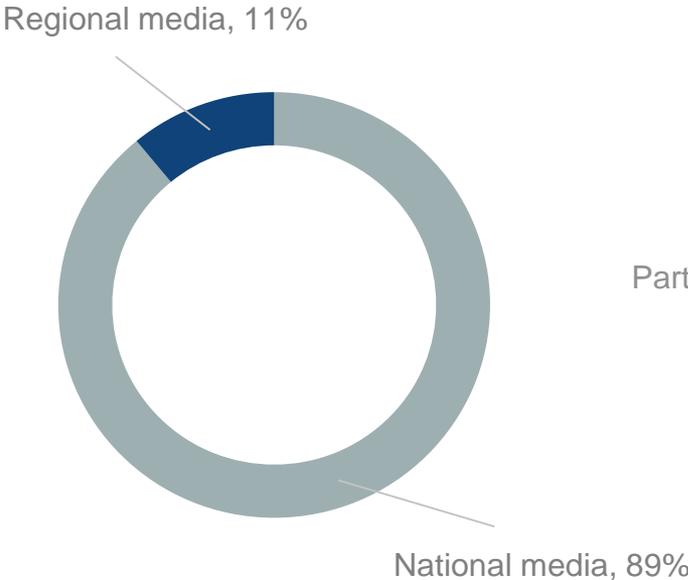
WORK EXPERIENCE



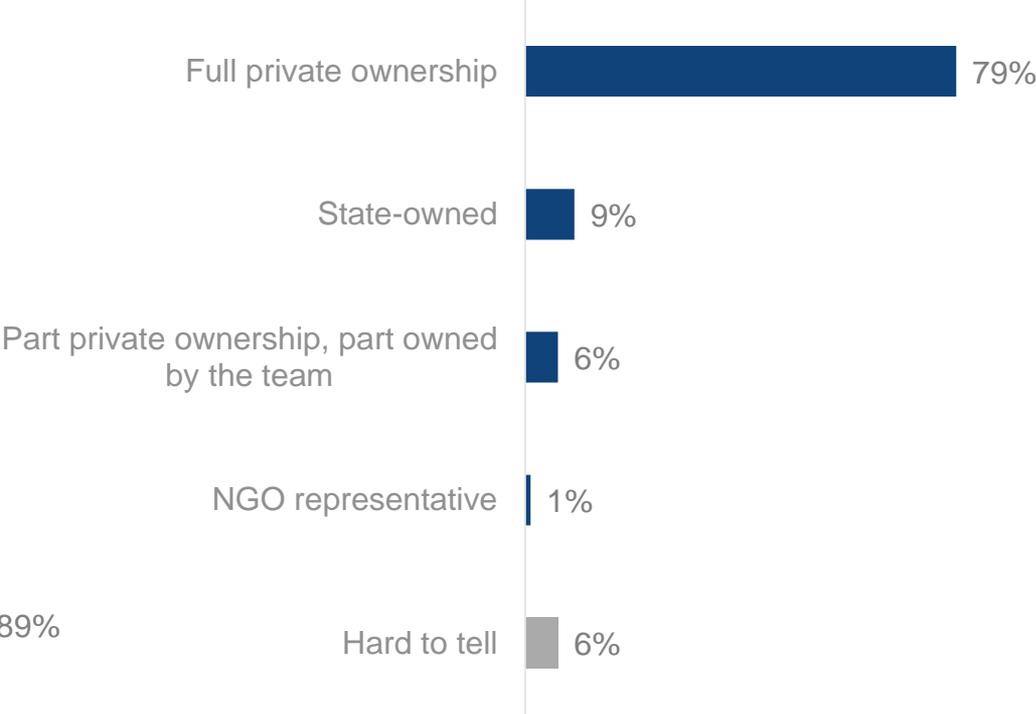
PLACE OF WORK

9 of 10 respondents work at national-level media, every 10th – at regional. 79% of all these media outlets are privately owned.

MAIN PLACE OF WORK



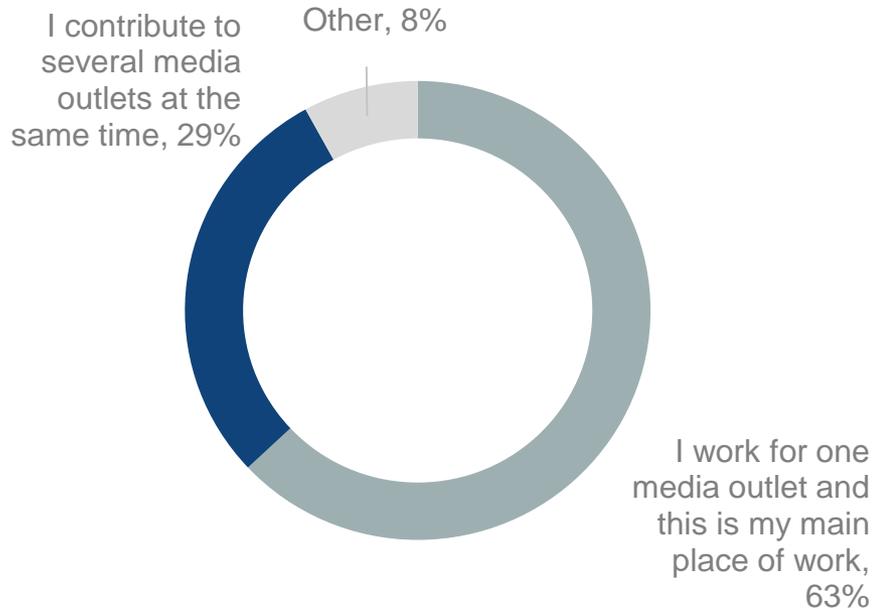
MEDIA OWNER



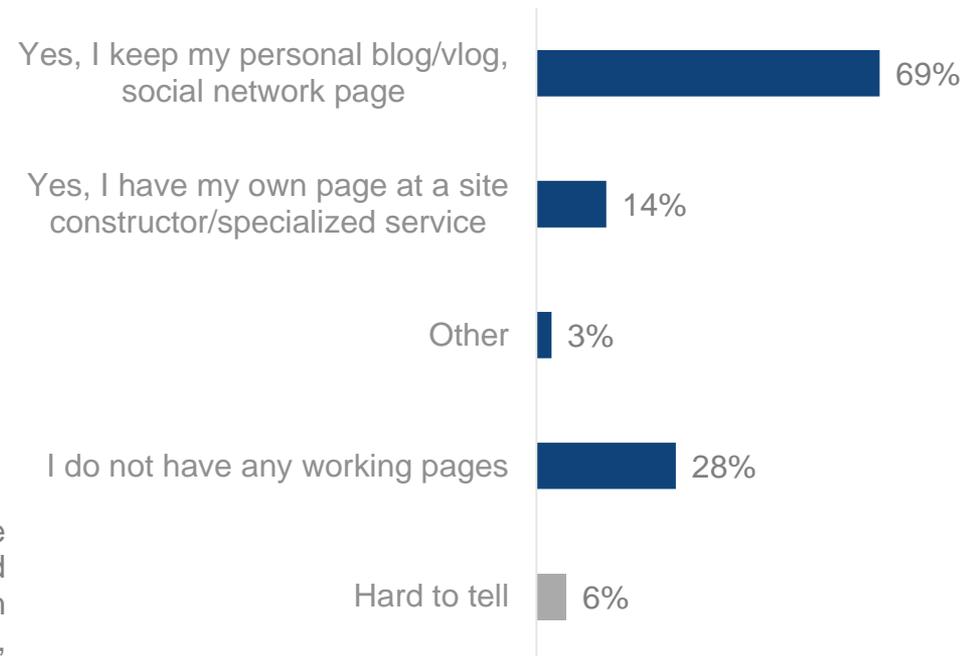
ADDITIONAL ACTIVITY

6 of 10 respondents work only in one media outlet, 3 of 10 – contribute to several outlets at the same time. 8% of respondents are engaged in additional professional activities, for example, screenwriting, PR, or participation in other projects. Among those journalists who contribute to several outlets at the same time, 69% keep their personal blogs (vlogs or accounts) in social networks, 14% have own pages at site constructors and specialized resources.

ADDITIONAL JOURNALISTIC ACTIVITIES

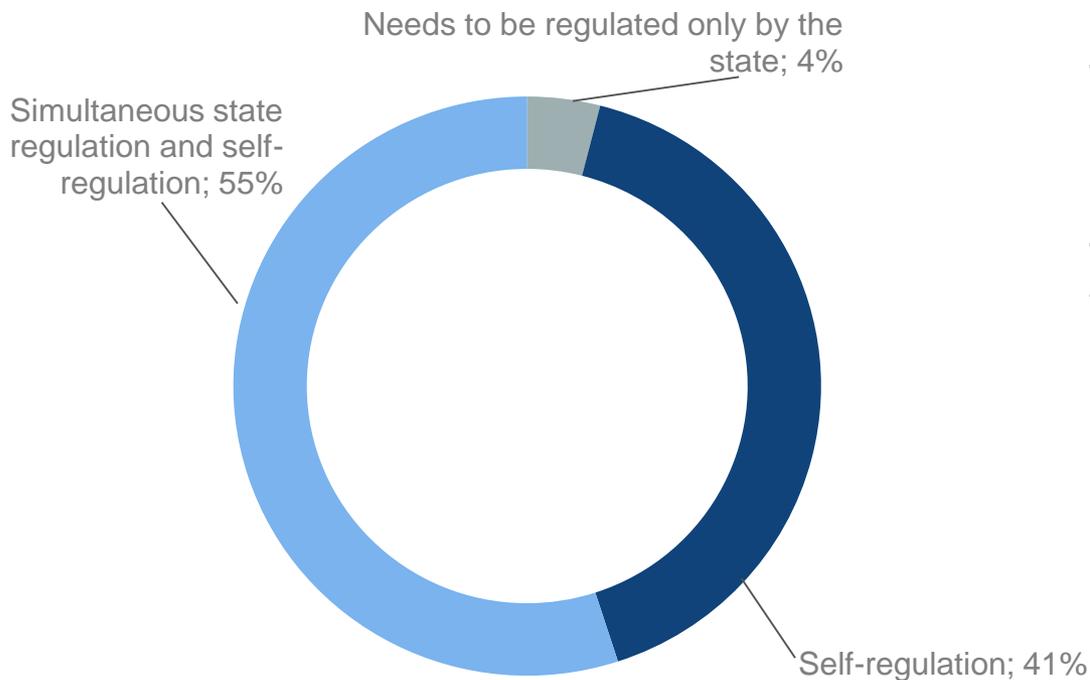


ADDITIONAL PLACE OF WORK



MEDIA SELF-REGULATION

HOW SHOULD MEDIA SELF-REGULATION TAKE PLACE?



The absolute majority of polled mass media representatives believe simultaneous state regulation and self-regulation to be the best model for media regulation (55%).

The second place is occupied by those in favour of self-regulation only (41%).

Only 4% of the respondents are ready to entrust the state with regulating the media.

WHAT IS MEDIA SELF-REGULATION?

Quotes from focus-group discussions (FGD)

"This is responsibility, making you responsible for the information you provide "(Oksana, FGD 1).

"I think one of the elements that influences the regulation is the owner, who establishes certain principles of editorial policy. I don't believe that the owner won't influence, regardless of how hard the journalists try, and how they state their independence – that's first. Second, the system of the journalist's values plays a determining role – how she or he sees the world" (Svitlana, FGD 1).

HOW SHOULD THE MEDIA BE REGULATED?

Quotes from focus-group discussions (FGD)

“Regulation by law – this might mean, for Ukrainian journalism and Ukrainian freedom of speech just one thing – further tightening the lid” (Lesya, FGD 1).

“I believe that media self-regulation is when a TV channel, web-site or newspaper makes the decision regarding its editorial policy and how to cover this or that event. Again, I remember the events of 2014-2013. We know how freedom of speech was quashed during the revolution, how this or that channel initially, for example, was pro-presidential, pro-governmental. It provided positive coverage of Victor Yanukovych. But later on, the management of the channel under pressure from the editors and top journalists changed the editorial policy, and they started providing coverage of this or that event in a totally different manner. I think this is what self-regulation is about” (Stepan, FGD 2).

HOW SHOULD THE MEDIA BE REGULATED?

Quotes from focus-group discussions (FGD)

“We don’t have a legal culture of observing the law” (Svitlana, FGD 1).

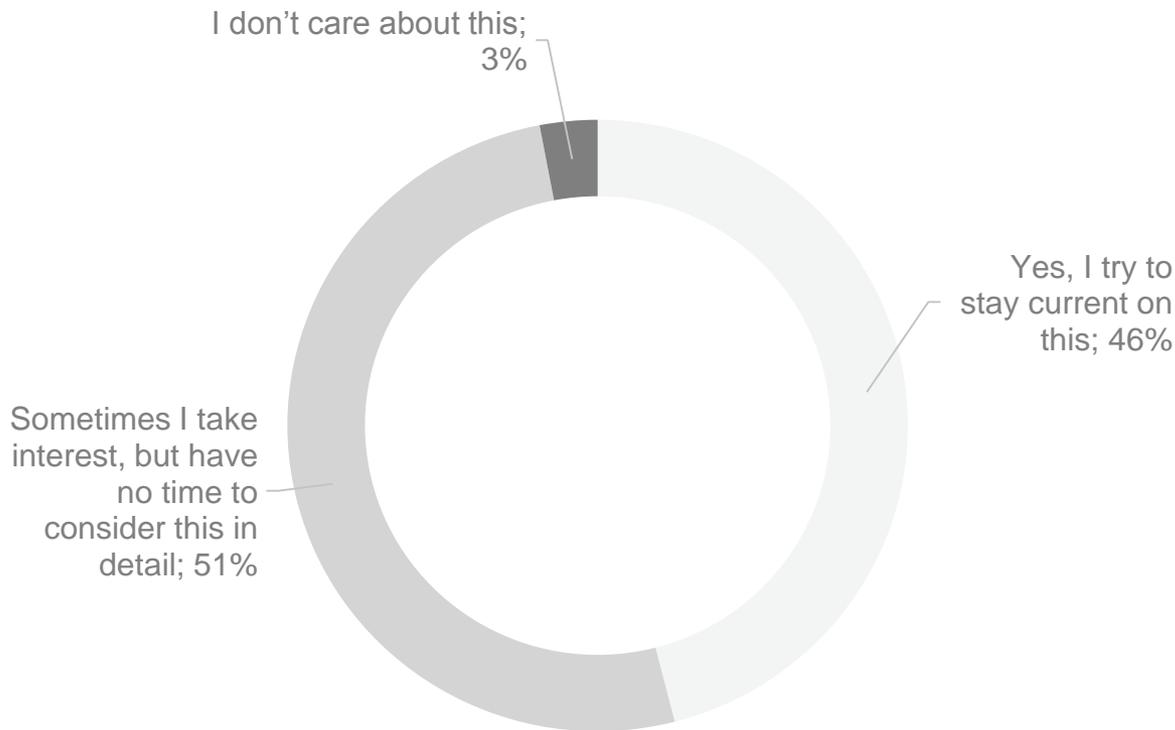
“I believe that the media, in principle, should live its own life. And any intrusion upon their work will do no good, just bring negative consequences” (Stepan, FGD 2).

“I believe there should be some collective responsibility, and the market regulates itself” (Oksana, FGD 1).

“I understand that who pays – regulates. Thus, if financing comes from an unbiased person, then you can be objective both from the point of view of professionalism and of editorial policy”(Olga, FGD 2).

MEDIA SELF-REGULATION IN UKRAINE AND WORLDWIDE

Are media representatives interested in how self-regulation takes place in Ukraine and in the world



97% of the respondents noted they were interested in the issue of media self-regulation in Ukraine and around the world to some extent.

Among them, 46% try to stay current on the latest events, 51% - take interest sometimes, but don't have enough time to go into detail.

3% don't care about self-regulation at all.

AWARENESS OF ORGANIZATIONS REGARDING SELF-REGULATION

The National Union of Journalists is the most known organization among those engaged in self-regulation of the media in Ukraine. 49% of the polled have spontaneously named this organization, and 68% – selected it from the list. Every 5th respondent was unable to name any self-regulatory organization without being prompted.

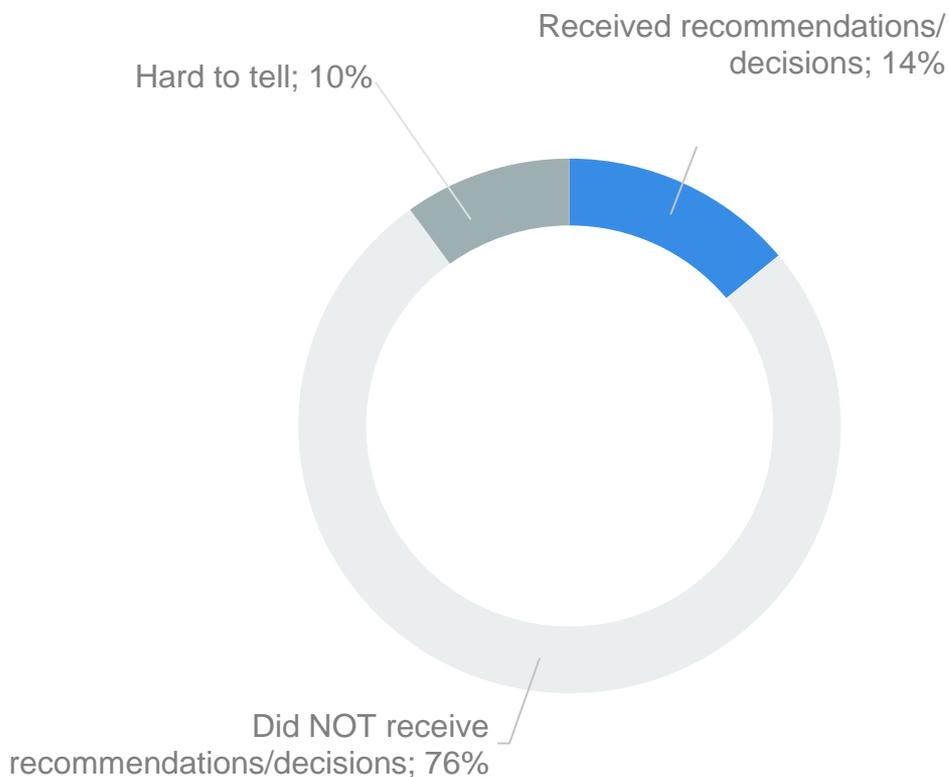
Name of organisation	Spontaneous knowledge*	General Awareness**
National Union of Journalists of Ukraine	49%	68%
Detector Media	6%	39%
Institute of Mass Information	8%	36%
Commission on Journalism Ethics	8%	27%
Independent Media Council	8%	26%
<u>Internews-Ukraine</u>	5%	23%
Center for Democracy and Rule of Law		9%
Independent Media Trade Union of Ukraine	4%	4%
Independent Association of <u>TV&Radio</u> Outlets	3%	3%
Other	20%	1%
Hard to say/none	23%	4%

*Spontaneous knowledge
select the organization independently

** General knowledge
select the organization from the list

RECOMMENDATIONS OF SELF-REGULATORY ORGANIZATIONS

Did you receive decisions / recommendations from self-regulatory organizations over the last year of work?



14% of the respondents informed that over the last year they received decisions and recommendations from self-regulatory organizations

Among them:

Independent Media Council – 42% of respondents (80%– applied decision; 20% – did not apply decision)

Internews Ukraine – 42% of respondents (80% – applied decision; 20% – hard to tell)

Detector Media – 33% of respondents (75%– applied decision; 25% – hard to tell)

Institute of Mass Information – 33% of respondents (75%– applied decision; 25% – hard to tell)

Commission on Journalism Ethics – 25% of respondents (100%– applied decision)

National Union of Journalists – 17% of respondents (50%– applied decision; 50% – hard to tell)

Center for Democracy and Rule of Law – 8% of respondents (100%– applied decision)

REASONS TO FOLLOW THE RECOMMENDATIONS OF SELF-REGULATORY ORGANIZATIONS

High requirements to work standards

«Our media observes the law and standards of journalistic ethics in its work» (Commission on Journalism Ethics)

«This is a good opportunity to partake in global media experience» (Internews Ukraine)

Recommendations have practical nature and help in work

«To optimize work» (Internews Ukraine)

«They (*recommendations*) are relevant» (Internews Ukraine)

«Gave useful legal advice» (Institute of Mass Information)

«IMI provides practical advice» (Institute of Mass Information)

«They (*recommendations*) contain a professional legal analysis» (Independent Media Council)

«Efficient recommendations for the development of media business» (Independent Media Council)

«Important decisions regarding, for example, issues with coverage of COVID-19 in the media» (Independent Media Council)

REASONS TO FOLLOW THE RECOMMENDATIONS OF SELF-REGULATORY ORGANIZATIONS

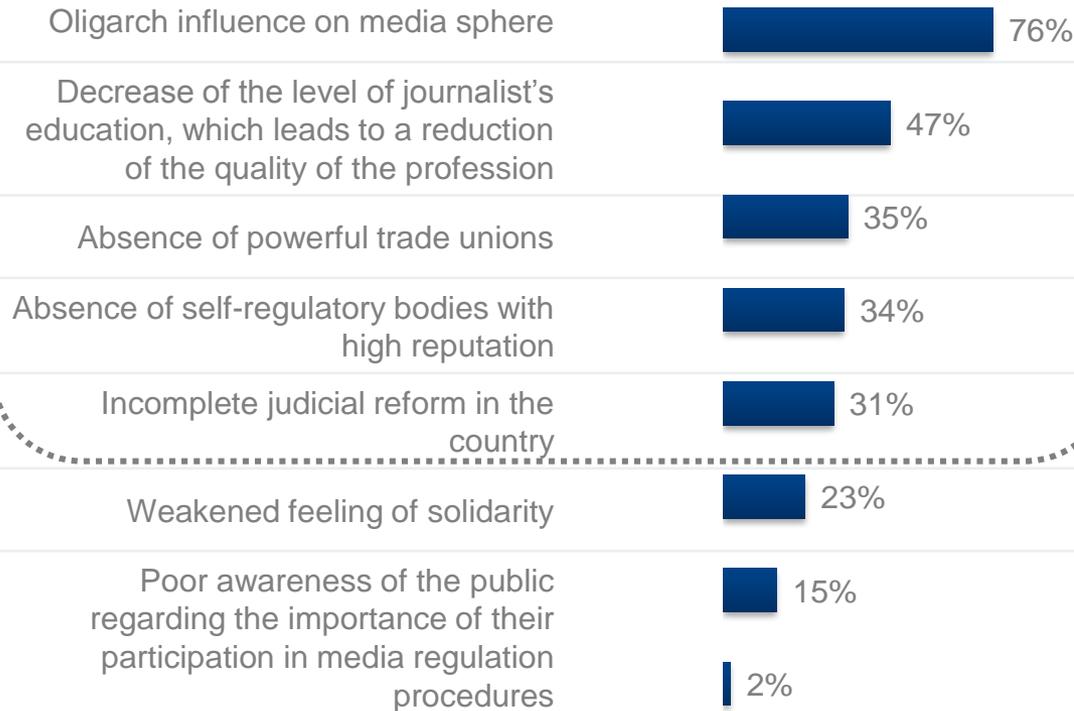
Reputation of the organization

- «CJE is sufficiently influential, its findings may be used for reference or applied as precedent» (Commission on Journalism Ethics)
- «The organization has been dealing with standards for many years» (Internews Ukraine)
- «Because I am a member of this council» (Independent Media Council)

OBSTACLES AND PROMOTION OF MEDIA SELF-REGULATION

OBSTACLES TO THE DEVELOPMENT OF SELF-REGULATION

TOP-5



Weakened feeling of solidarity 23%

Poor awareness of the public regarding the importance of their participation in media regulation procedures 15%

2%

Other

Other:

1) Low salaries

2) Cartel agreements on the market, which prevent from building successful media market models

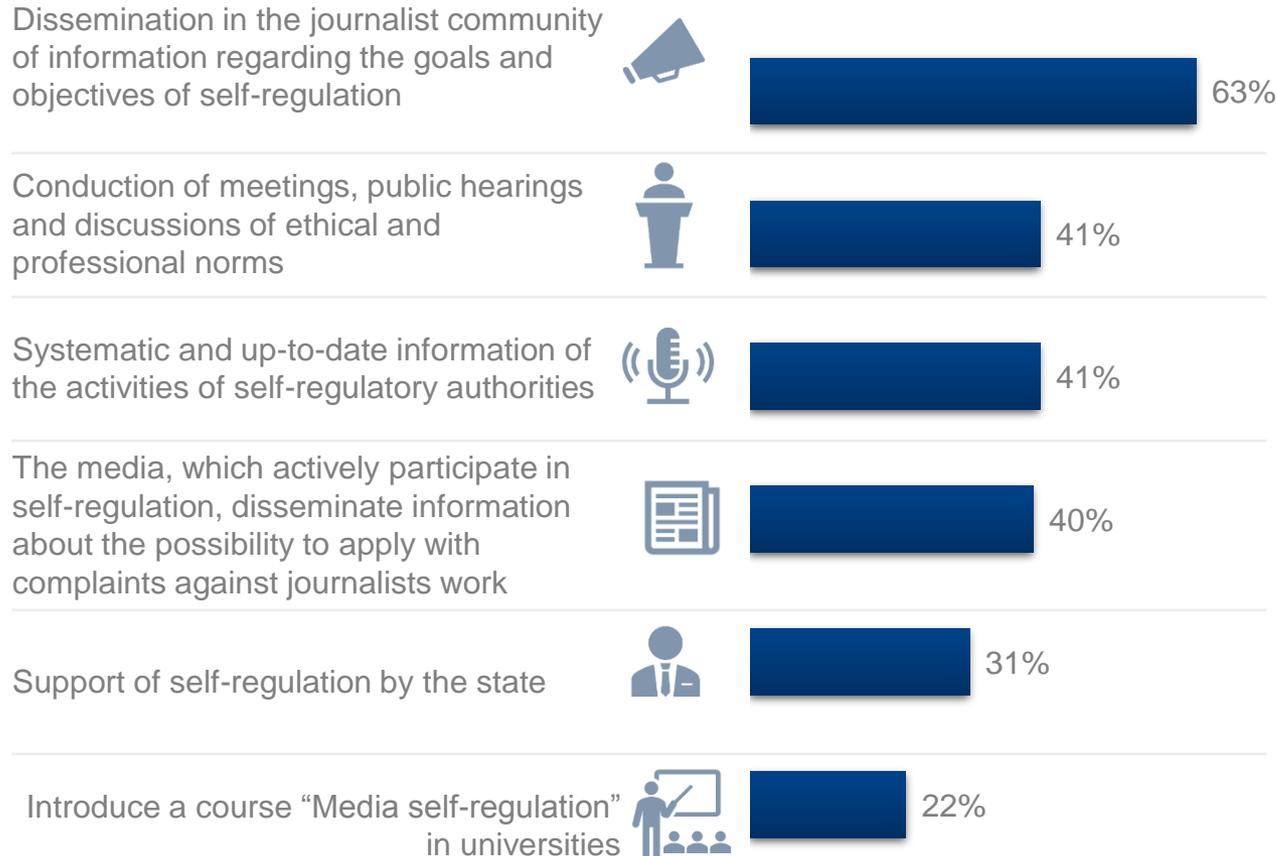
Three quarters of media representatives believe oligarch influence on the media sphere (76%) to be an obstacle to the development of media self-regulation in Ukraine.

The second most popular reason was the decrease of the level of journalist's education, which leads to a reduction of the quality of the profession (47%).

In the third place – absence of powerful trade unions (35%).

Only 15% of respondents believed that poor awareness of the public regarding the importance of their participation in media regulation procedures was an obstacle to the development of self-regulation of the media.

ACTIVITIES TO PROMOTE AND DEVELOP SELF-REGULATION OF MEDIA



The representatives of the professional community believe that the most efficient method for popularization and development of media self-regulation in Ukraine is outreach through dissemination in the journalist community of information regarding the goals and objectives of self-regulation (63% of respondents).

A little less popular was the possibility of support of self-regulation by the state (31%) and the introduction of a "Self-regulation" course in universities (22%).

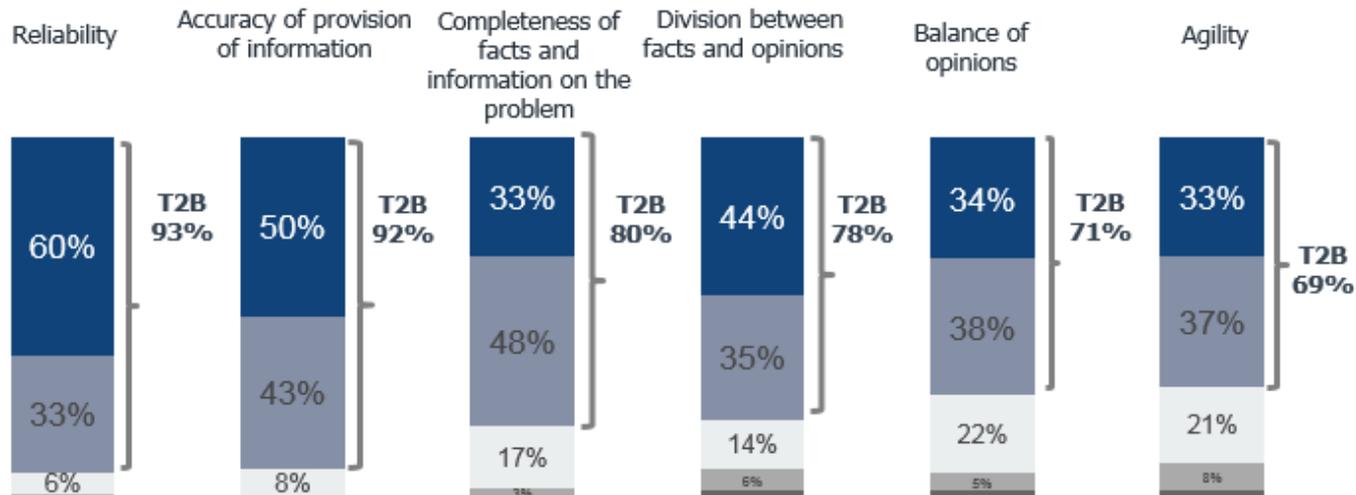
IMPLEMENTATION OF PROFESSIONAL STANDARDS IN MEDIA

REASONS TO FOLLOW THE RECOMMENDATIONS OF SELF-REGULATORY ORGANIZATIONS

The respondents evaluated the level of implementation of professional standards in their media at a higher level than that in Ukrainian media in general. Specifically, 93% of the representatives of the professional community believe their media provides sufficiently reliable information, 92% - accurate, 80% - complete. The respondents ranked agility of Ukrainian media the highest, while all the other standards, in the journalists' opinion, have been implemented at medium or insufficient level.

Implementation of professional standards for the delivery of material in media where they work

- 5 – fully implemented
- 4
- 3
- 2
- 1 – totally unimplemented



Implementation of professional standards for the delivery of material in Ukrainian media

- 5 – fully implemented
- 4
- 3
- 2
- 1 – totally unimplemented

