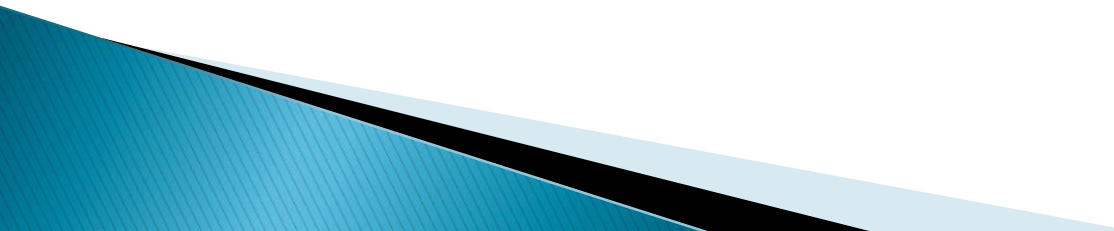


Freedom of Media 2018
Comparative report 2009 – 2018

March, 2018

CONTENT

- ▶ 1 Methodology
 - ▶ 2 Survey results
 - ▶ 3 Conclusion
- 

METHODOLOGY

Research period	March 22– April 12, 2018
Method of data collection	CATI (Computer Assisted Telephone Interviewing)
Average duration of interview	15 min
Sample size	N= 500 respondents (FB-H 300, RS 200)
Household selection method	Random sampling of households with landline telephone service
Respondent selection method	Last Birthday Technique (person in the household who celebrated birthday last and who is 18 years old or older)
Representation	Representative sample of households in Bosnia and Herzegovina

MAIN FINDINGS

- ▶ Respondents mostly trust the media and religious communities, and the least trust the politicians and political parties.
- ▶ Compared to 2017, there has been an increase in confidence in the media, the international community and non-governmental organizations.
- ▶ The increase in respondents' dissatisfaction with the media and journalists in the Federation of B-H was noted, and in the RS there was an increase of satisfaction with the journalists and the media of the RS.
- ▶ The perception of the respondents that the media freedom in the FB-H and RS is growing, is not at all or partially present.
- ▶ Most respondents believe that the main obstacles to free media work in B-H are political and financial dependence.
- ▶ Most respondents believe that politicians and political parties have the greatest influence on the media, while we note the fall of those who think they are owners and editors.
- ▶ The politicians and political parties are still considered the main violators of journalistic rights and media freedoms.
- ▶ The increase in the perception of respondents about attacks on journalists was noted, where 93.2% of B-H respondents consider any type of attack against journalists unacceptable.
- ▶ Most respondents think that topics that bh journalists cover are somewhat well selected.

MAIN FINDINGS

- ▶ Most respondents believe that everyday life of citizens is a topic that journalists should deal with more, unlike previous research where respondents cite economic and health topics.
- ▶ Respondents generally believe that some journalists do not report objectively but are politically motivated in their work, with this opinion sharing less than the survey in 2017.
- ▶ Most respondents believe that better enforcement of the law on protecting the rights of journalists should be ensured, and the system of education of journalists should be improved in order to improve their work and improve the quality of reporting.
- ▶ Respondents TV and the Internet are considered the media that are best informed.
- ▶ The majority of respondents expect the accuracy of the information in the election year from the media and fair and correct information.
- ▶ The work of the media during the previous election cycles is mostly rated by the respondents 3.
- ▶ When it comes to reporting during pre-election campaigns, most respondents criticize the media for favoring certain political subjects.
- ▶ Respondents about the programs of political parties and candidates, are most informed through TV and web portals.
- ▶ The most important programs, as sources of information during the election campaign, are seen by the respondents through the matching of candidates from different parties and through the news.

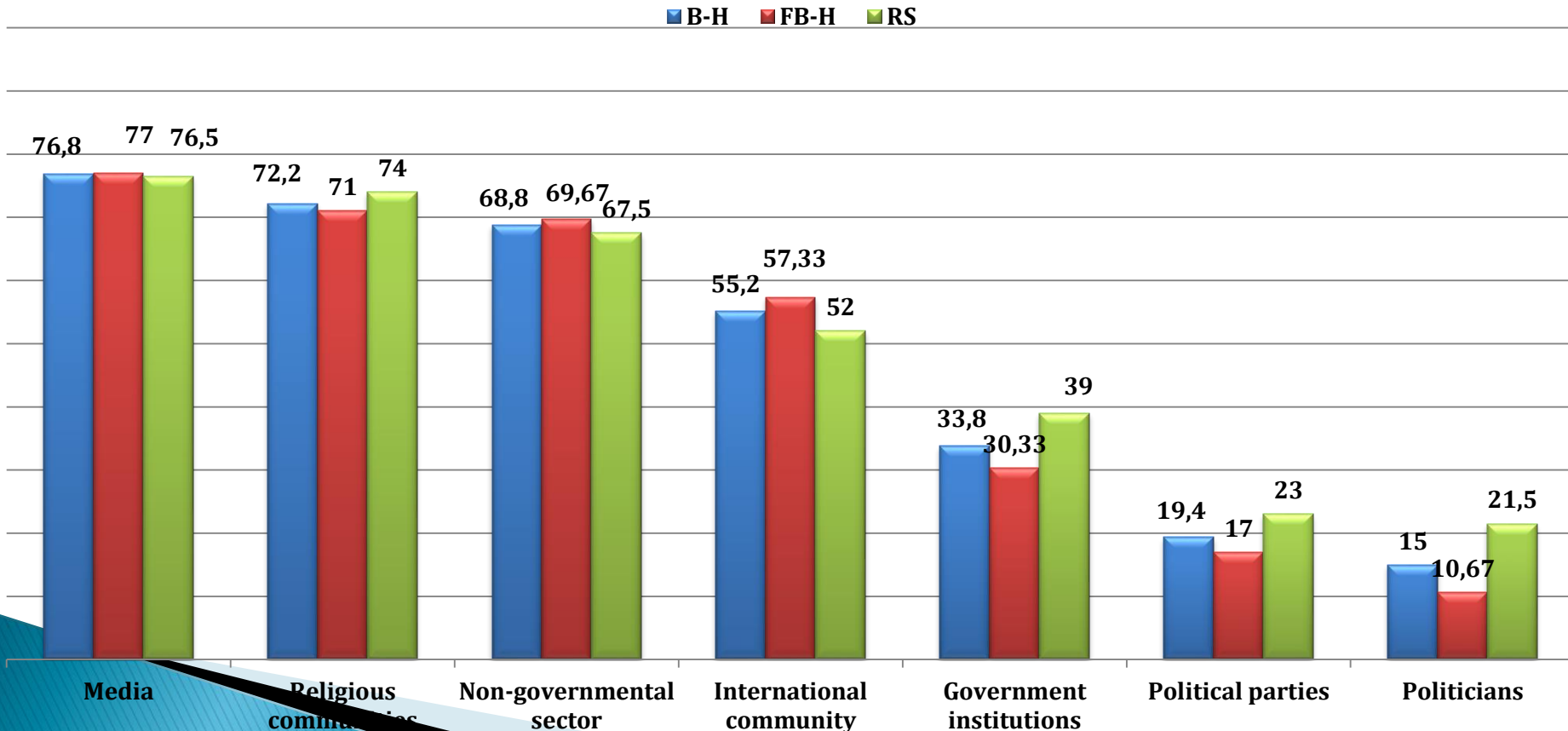
SURVEY RESULTS

Q1 How much do you trust in the work of the following institutions?

Respondents mostly trust the media and religious communities, and the least trust the politicians and political parties.

Confidence in the work of institutions 2018

Shown are the results of respondents who said that they BELIEVE IN THE WORK of the stated institutions (only answers "Fully believe in them" and "Somewhat believe in them")



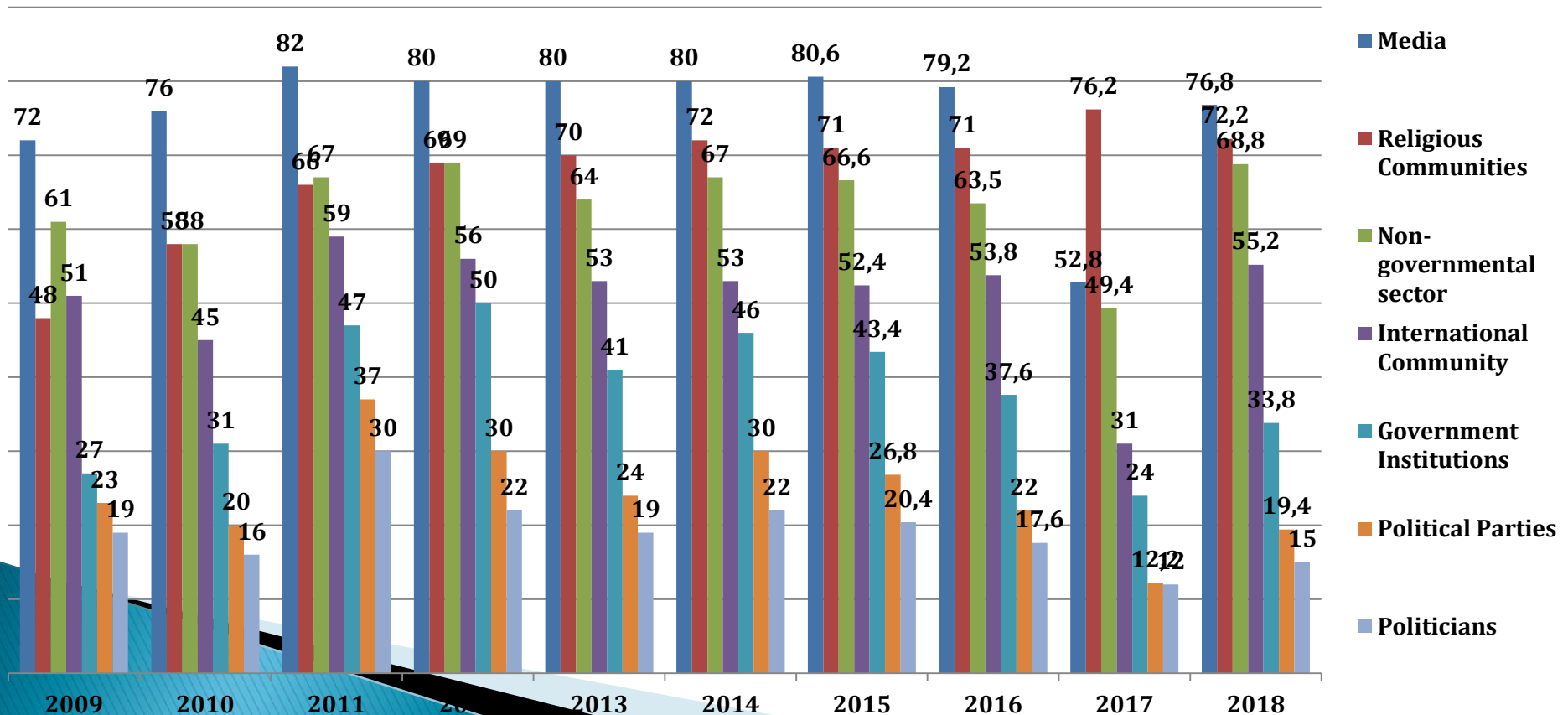
SURVEY RESULTS

Q1 How much do you trust in the work of the following institutions? (2009 - 2018)

Compared to 2017, there has been an increase in confidence in the media, the International Community and the non-governmental sector.

Confidence in the work of institutions 2009-2018

Shown are the results of respondents who said that they BELIEVE IN THE WORK of the stated institutions (only answers "Fully believe in them" and "Somewhat believe in them")



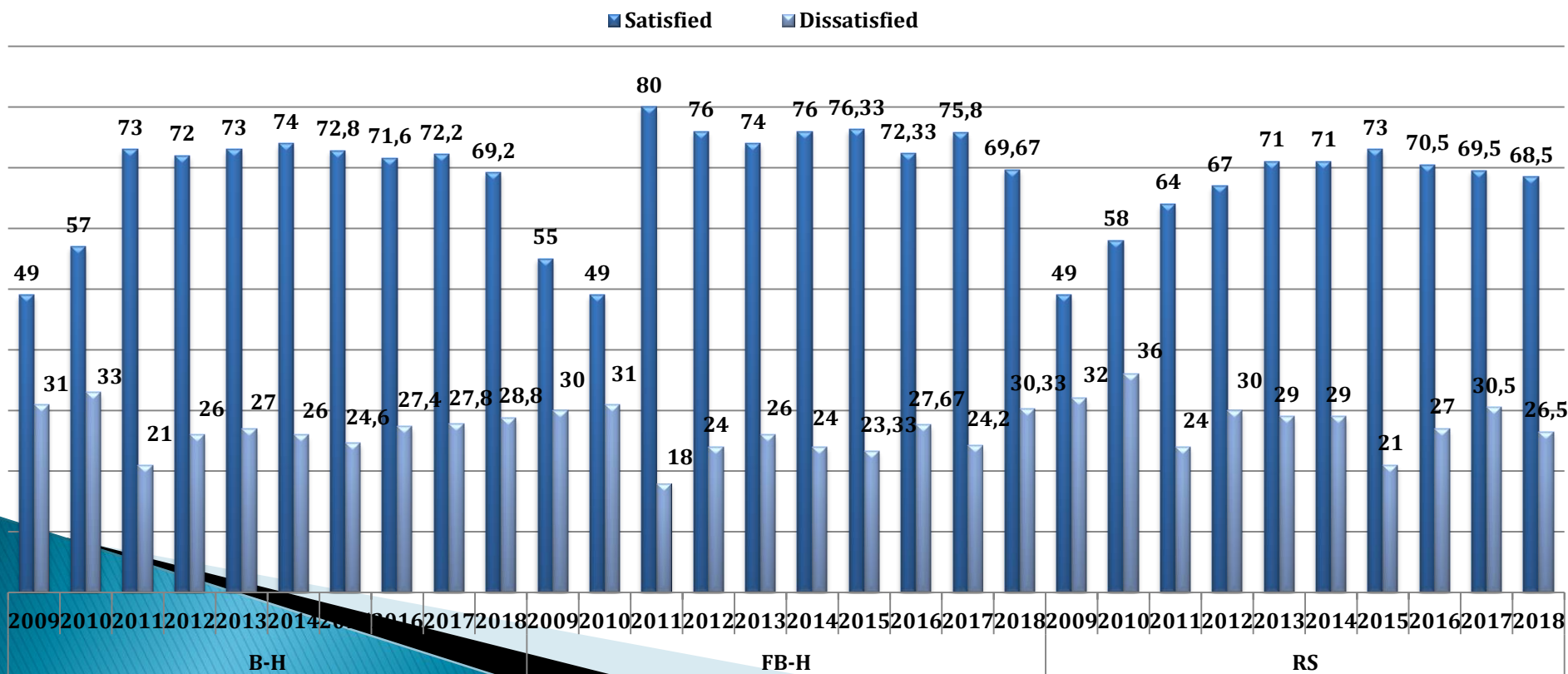
SURVEY RESULTS

Q2 To what extent are you generally satisfied with the work of journalists and media in Federation B-H?

Most respondents are satisfied with the work of the media and journalists in the FB-H, with satisfaction somewhat lower than the survey in 2017.

Satisfaction with the work of media and journalists in the Federation of B-H 2009-2018

Replies grouped into two categories: SATISFIED COMPLETELY/SOMEWHAT AND DISSATISFIED COMPLETELY/SOMEWHAT



SURVEY RESULTS

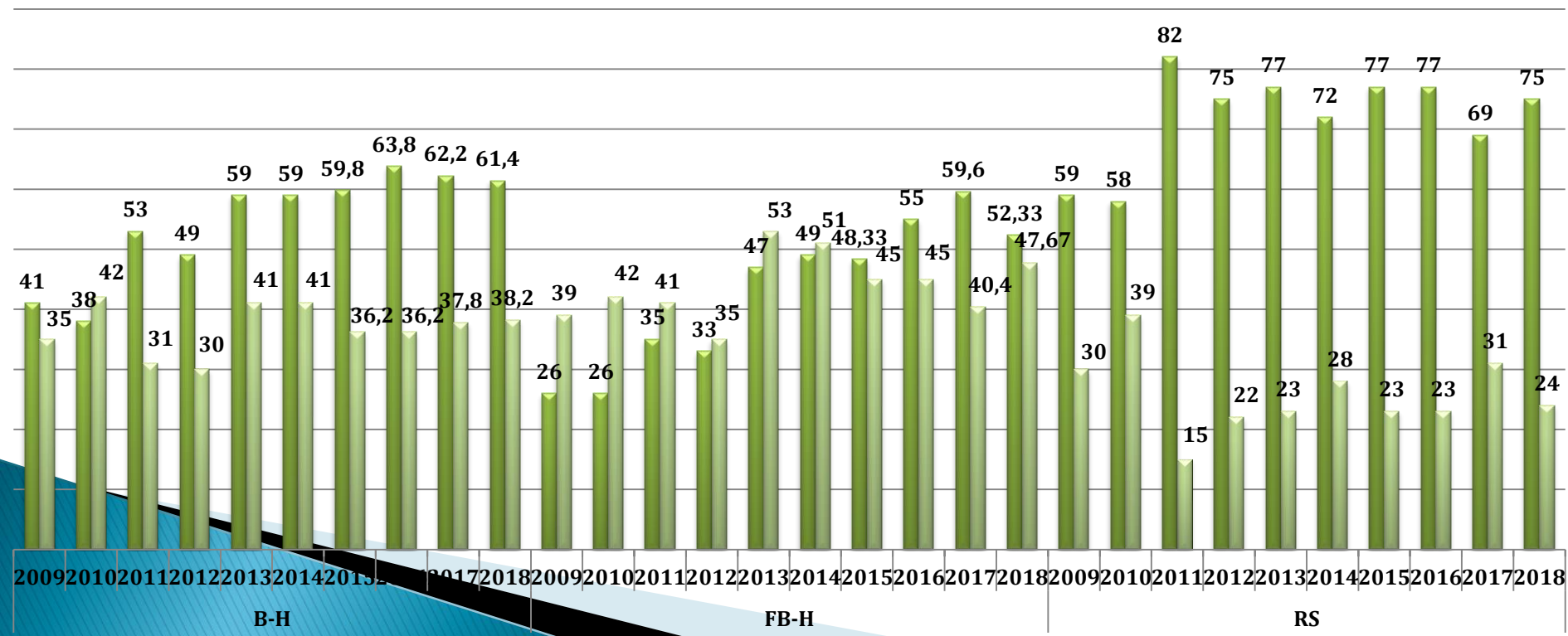
Q3 To what extent are you generally satisfied with the work of journalists and media in Republic of Srpska?

Most respondents are satisfied with the work of the media and journalists in RS, with an increase in the satisfaction of respondents from the RS and a drop in the satisfaction of respondents from the FB-H compared to the survey in 2017.

Satisfaction with the work of media and journalists in the RS *2009-2018*

Replies grouped into two categories: SATISFIED COMPLETELY/SOMEWHAT AND DISSATISFIED COMPLETELY/SOMEWHAT

■ Satisfied ■ Dissatisfied



SURVEY RESULTS

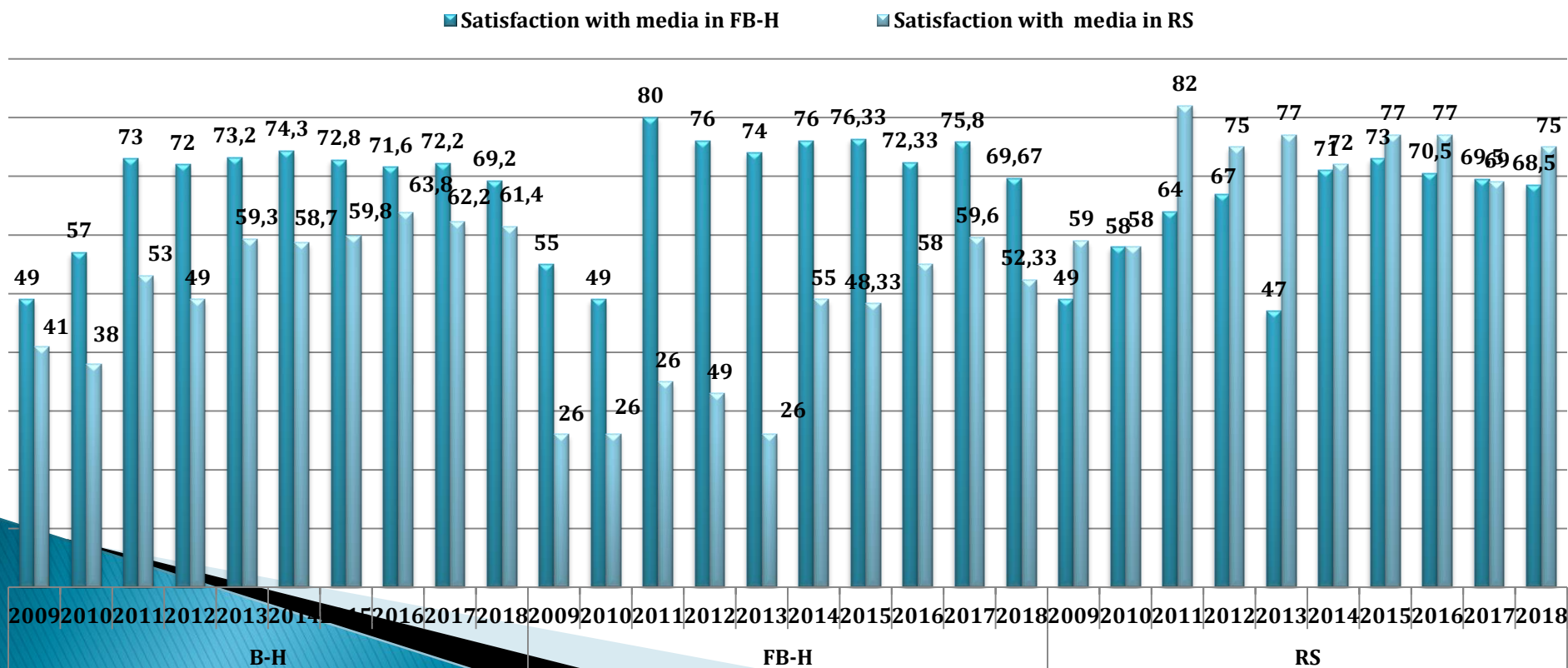
Q2+Q3 To what extent are you satisfied with the work of journalists and media in the Federation B-H (Q2) + Republic of Srpska(Q3.)?

Satisfaction with the work of media and journalists in the FB-H/RS

2009-2018

The increase in respondents' satisfaction with the work of media and journalists in the RS, as well as the drop in satisfaction with the work of media and journalists in FB-H, was noted.

Replies grouped into two categories: SATISFIED COMPLETELY/SOMEWHAT AND DISSATISFIED COMPLETELY/SOMEWHAT



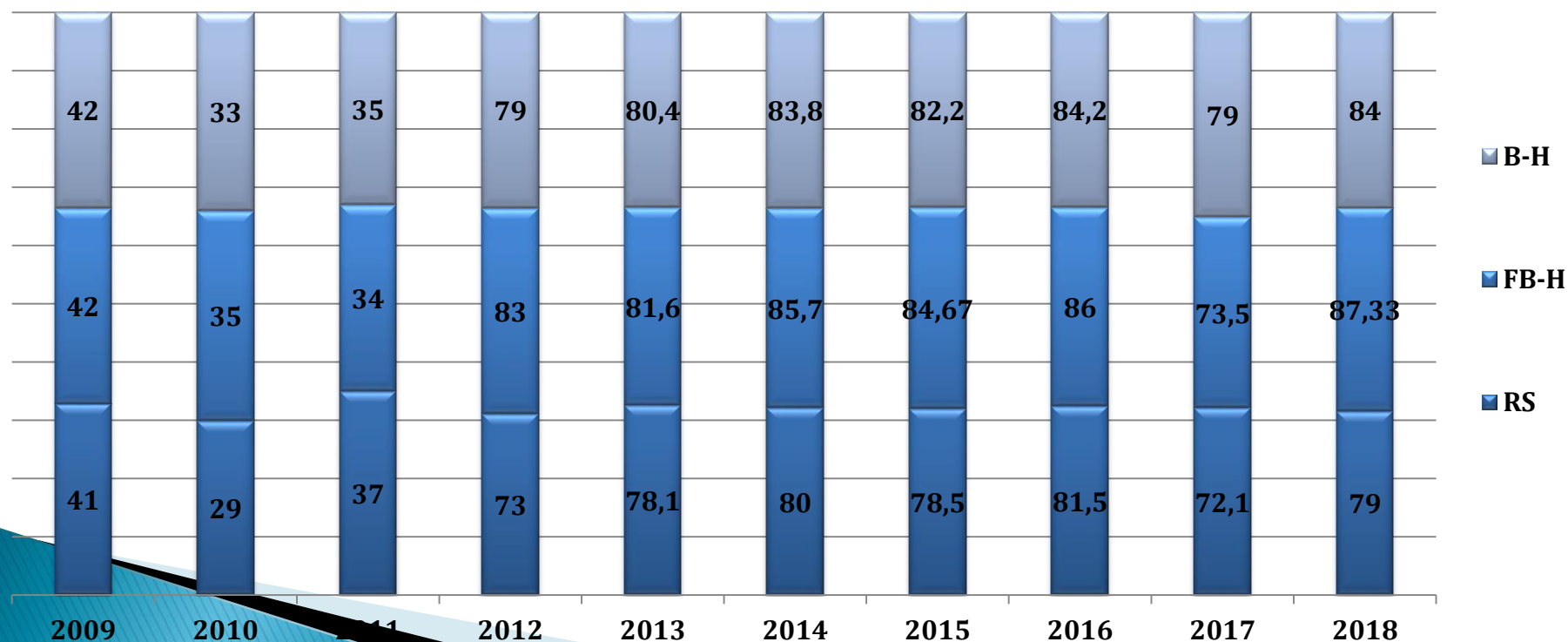
SURVEY RESULTS

Q4 In your opinion, what is the current level of freedom of media in the Federation of B-H?

The perception of the respondents that the media freedom in FB-H is not, or is partially present, is growing, although this attitude has more FB-H respondents.

Freedom of media in Federation B-H 2009-2018

Displayed are results of respondents who answered NOT PRESENT/LITTLE PRESENT



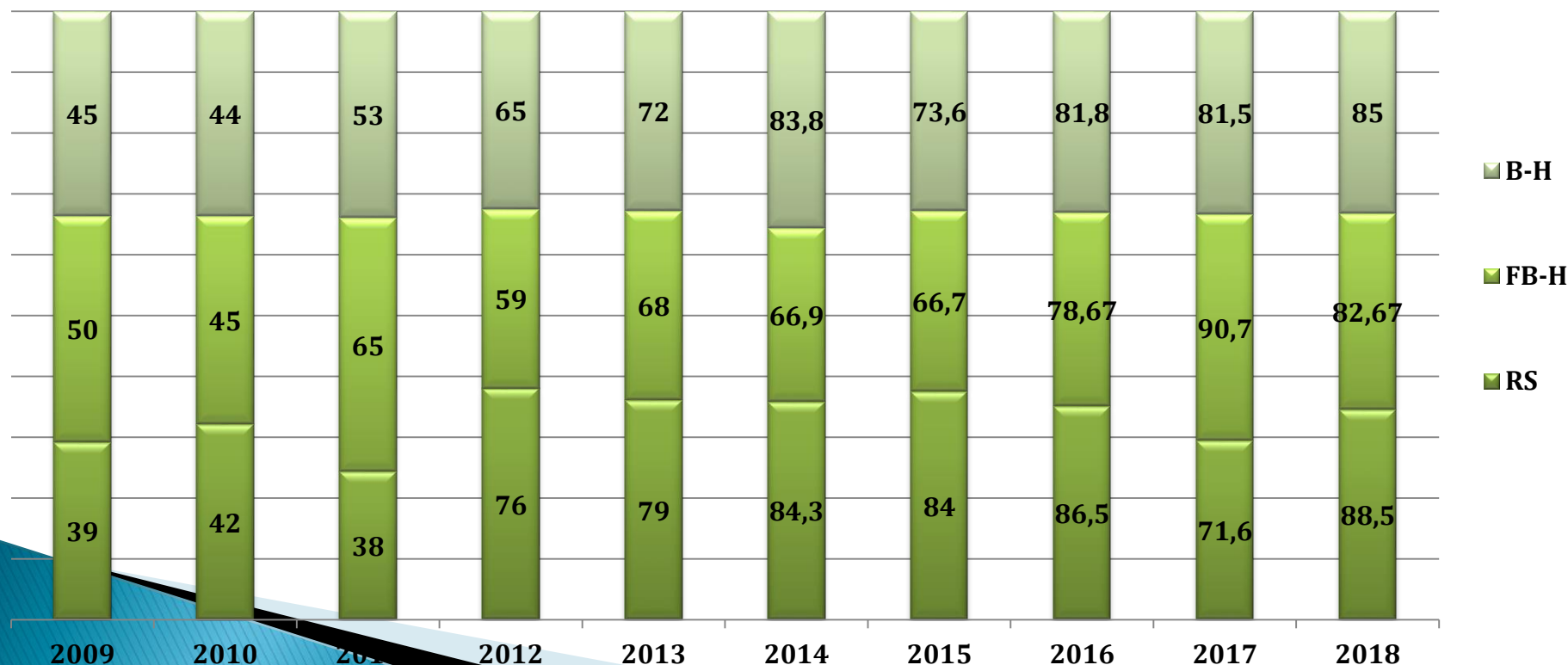
SUVEY RESULTS

Q5 In your opinion, what is the current level of freedom of media in Republic of Srpska?

The majority of respondents believe that media freedom in the RS is not, or is partially present, absent, with an increase in RS respondents who share this attitude compared to the 2017 survey.

Freedom of media in Republic of Srpska 2009-2018

Displayed are results of respondents who answered NOT PRESENT/LITTLE PRESENT



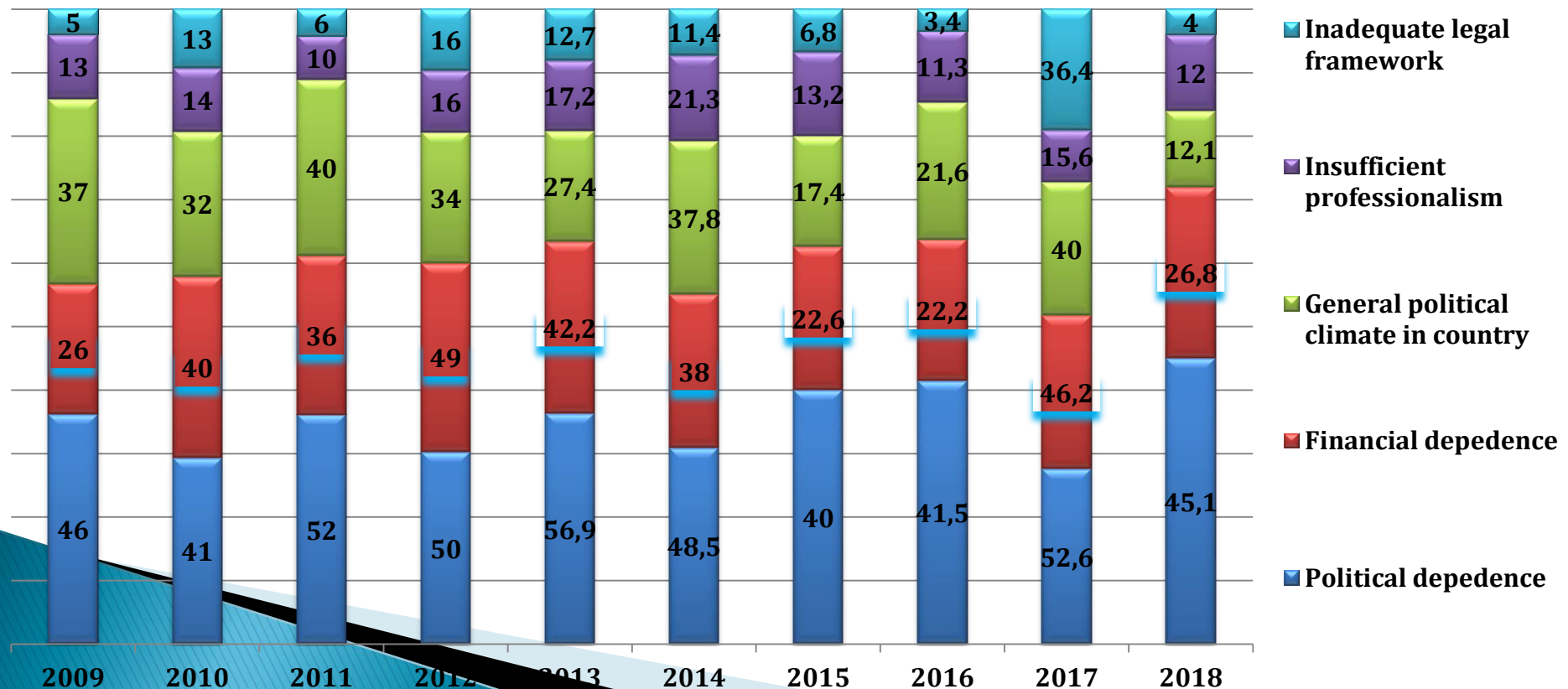
SURVEY RESULTS

Q6 In your opinion, what are two basic obstacles to freedom of the media in B-H?

Most respondents believe that the political and financial dependence of the basic obstacle to the free work of the media in B-H.

Basic obstacles to freedom of the work of media in B-H 2009- 2018

B-H



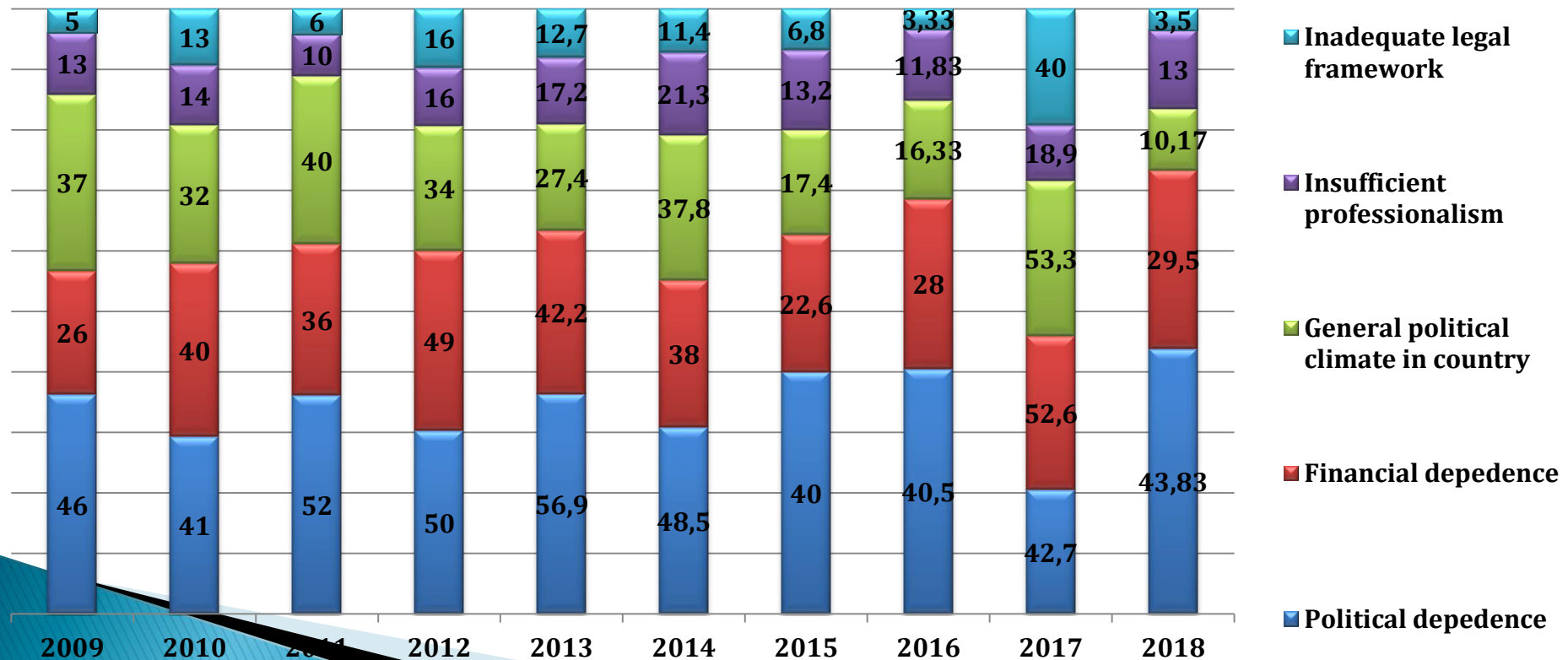
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Basic obstacles to freedom of the work of media in B-H 2009- 2018

FB-H



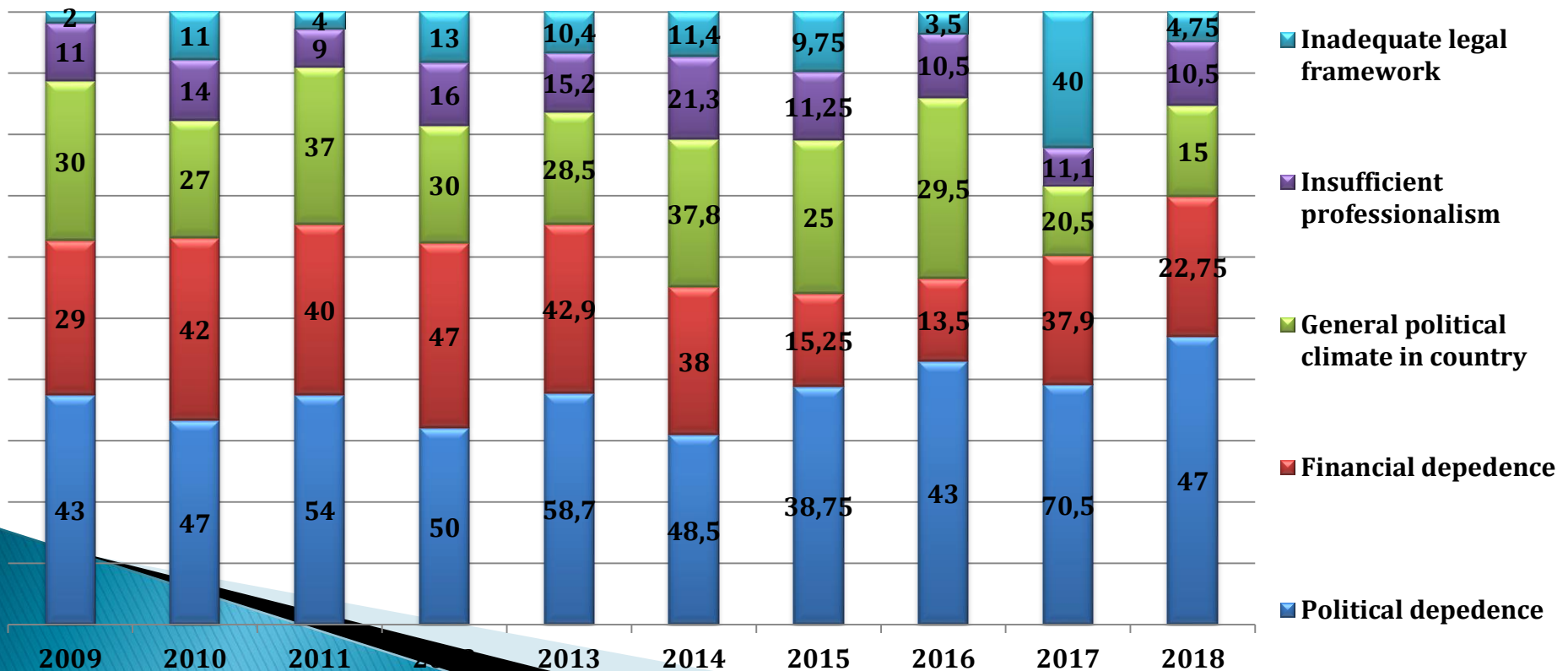
SURVEY RESULTS

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Most respondents believe that the political and financial dependence of the basic obstacle to the free work of the media in B-H.

Basic obstacles to freedom of the work of media in B-H 2009- 2018

RS



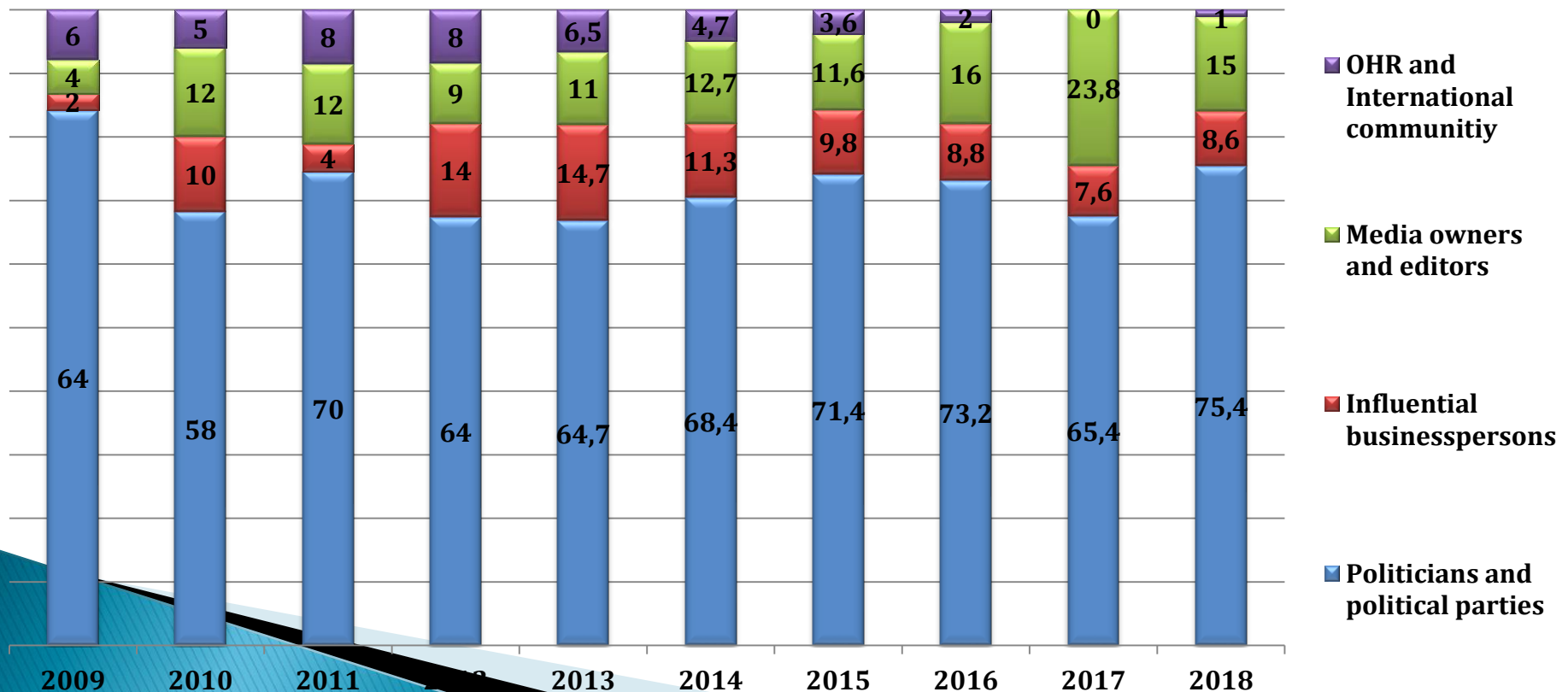
SURVEY RESULTS

Q7 In your opinion, who of the following has the most influence on the media in B-H?

The perception of citizens is growing that politicians and political parties have the greatest influence on the media.

Most influence on the media in B-H comes from ... (2009-2018)

B-H



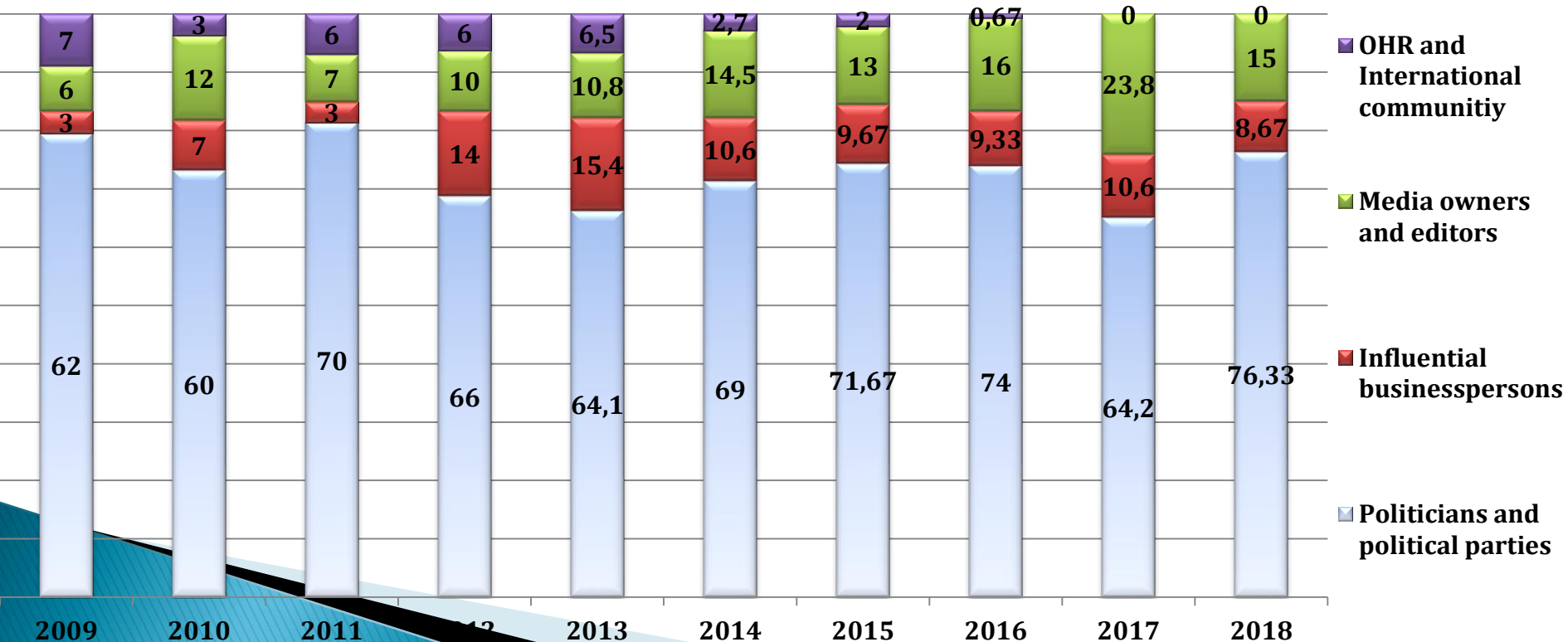
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FB-H



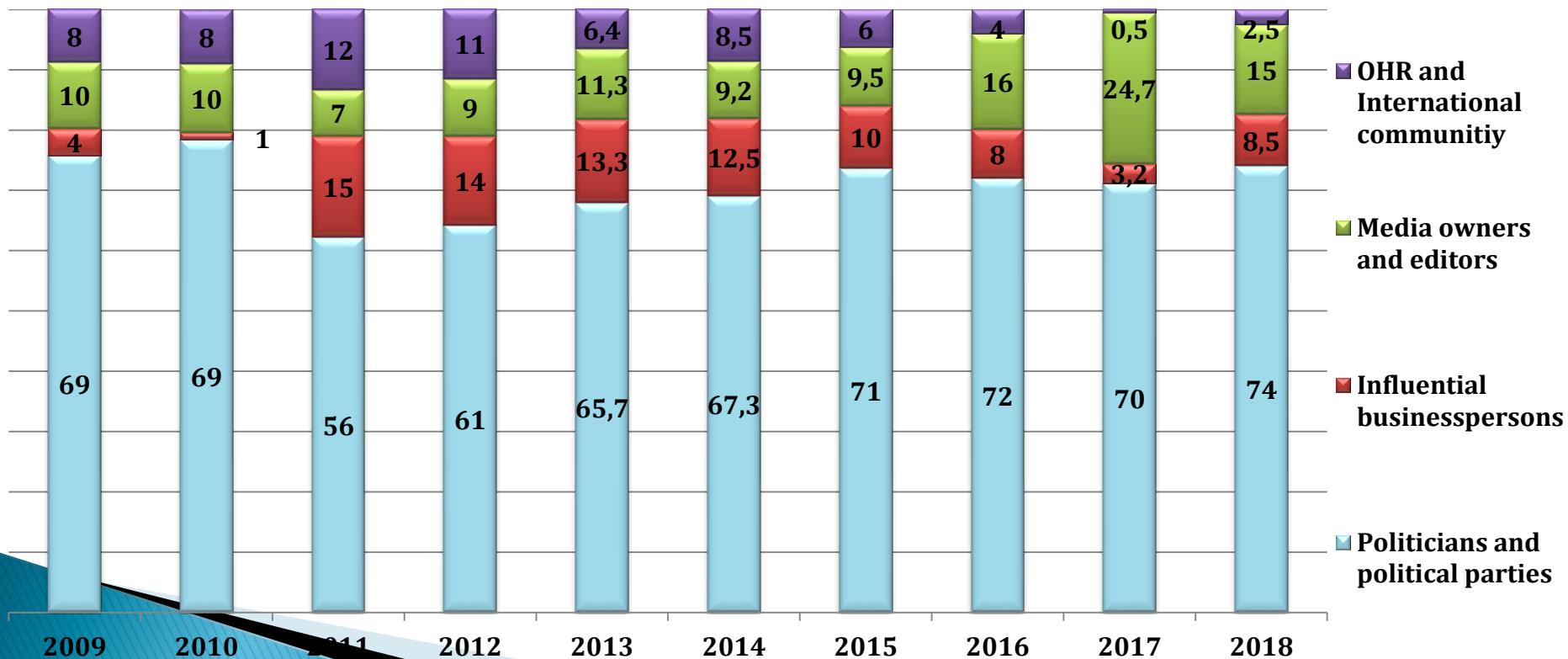
SURVEY RESULTS

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Most influence on the media in B-H comes from ... (2009-2018)

RS

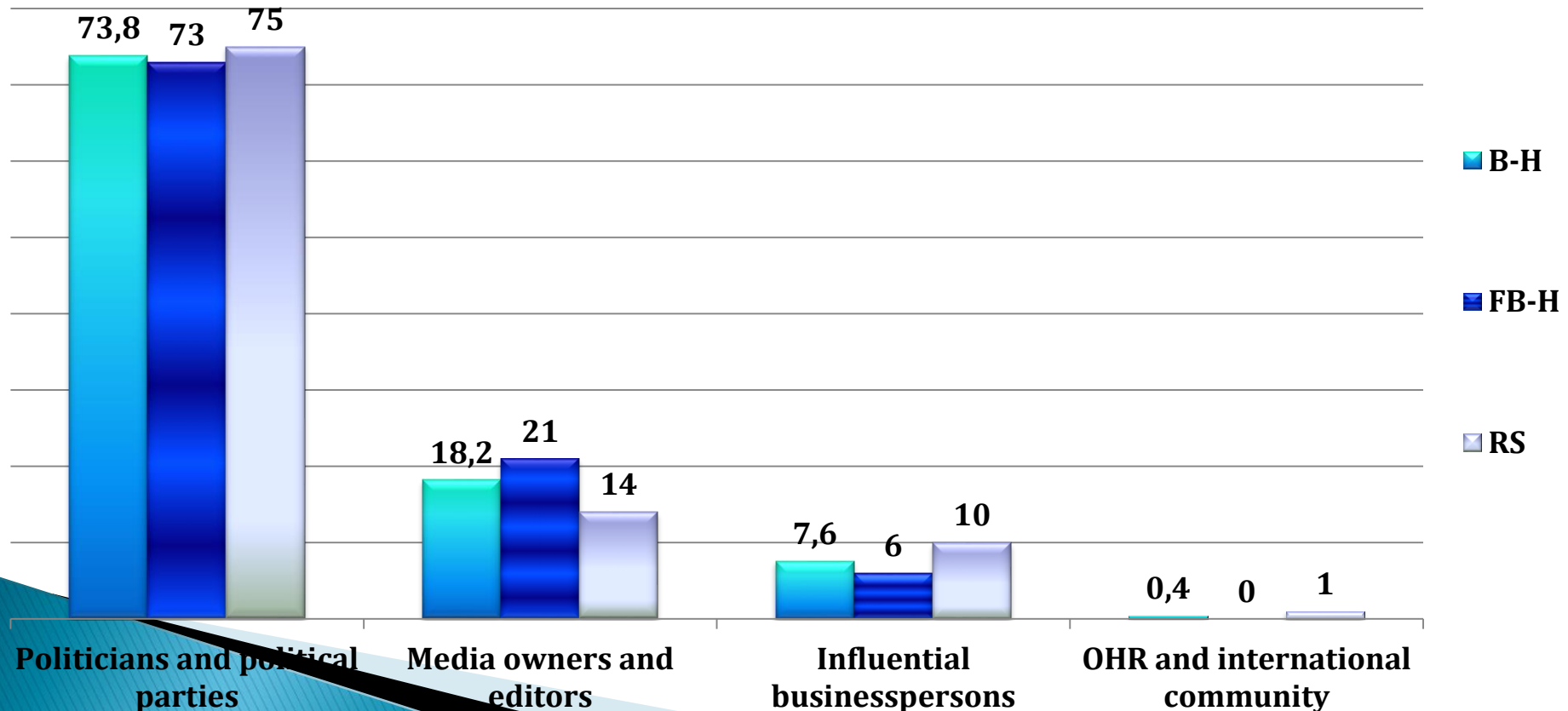


SURVEY RESULTS

Q8 In your opinion, who of the following are the main violators of the rights of journalists and freedom of media in B-H?

The politicians and political parties are still considered the main violators of journalistic rights and media freedoms.

Main violators of the rights of journalists and freedom of the media in B-H 2018



SURVEY RESULTS

Q9 With which of the following two statements would you agree?

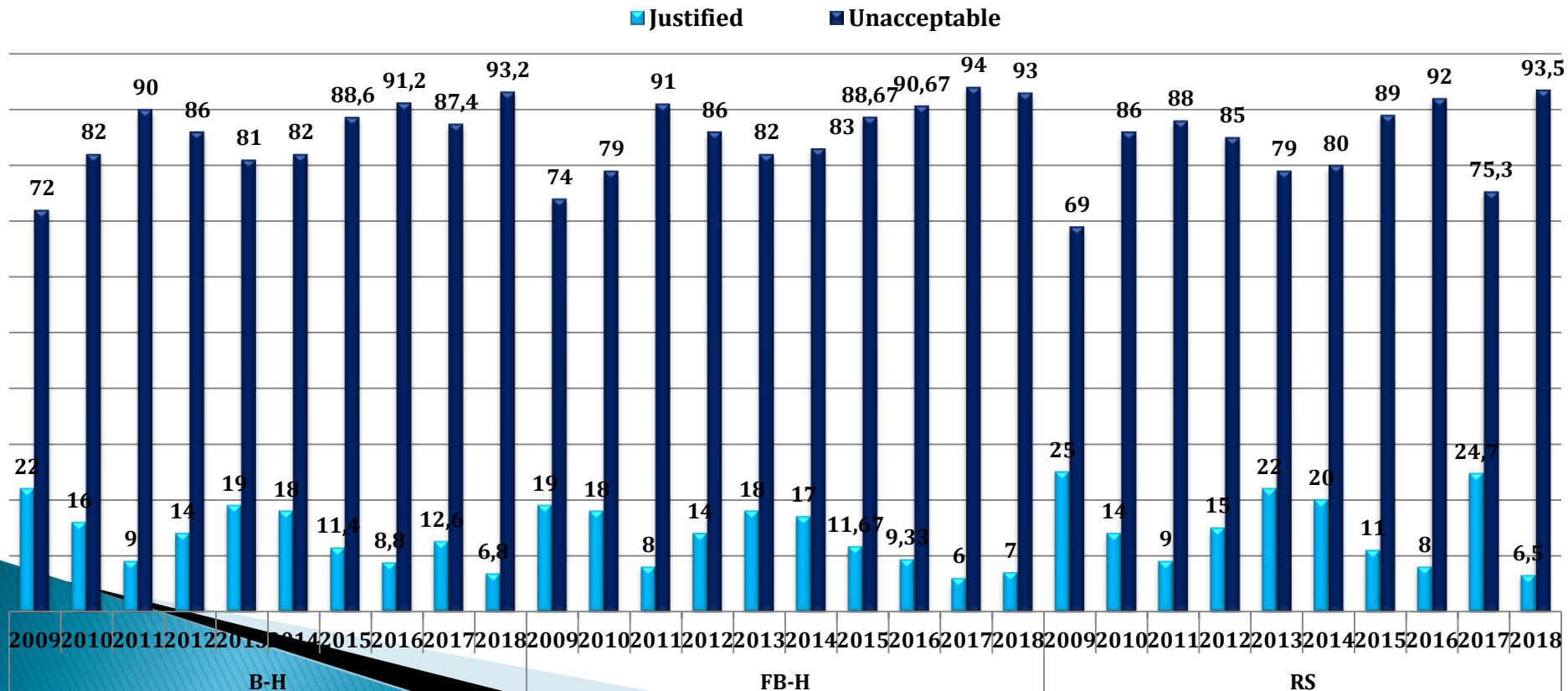
Any kind of attack on a journalist is completely unacceptable

In some situations attacks on journalists could be justified

The majority of respondents consider unjustified any type of attack on journalists.

A significant increase in this perception of respondents in RS has been noted.

Attacks on journalists – unacceptable or justified?(2009 – 2018)



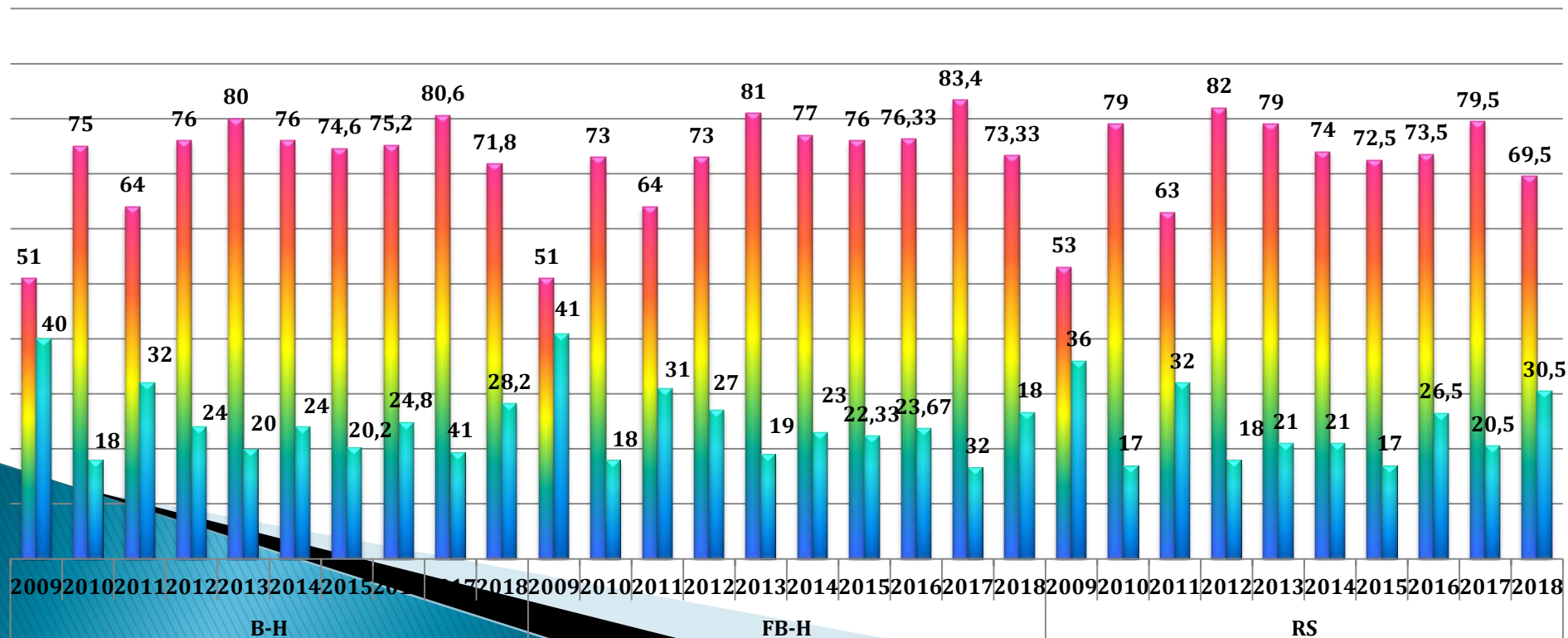
SURVEY RESULTS

Q10 One of the most frequent criticisms of journalists from singled out politicians and influential individuals is that the work of certain journalists is politically motivated. To what extent do you agree with this opinion?

Most respondents believe that some journalists do not report objectively but are politically motivated in their work, with this opinion sharing less than the survey in 2017.

Political motivation in the work of journalists 2009-2018

Politically motivated NOT Politically motivated



SURVEY RESULTS

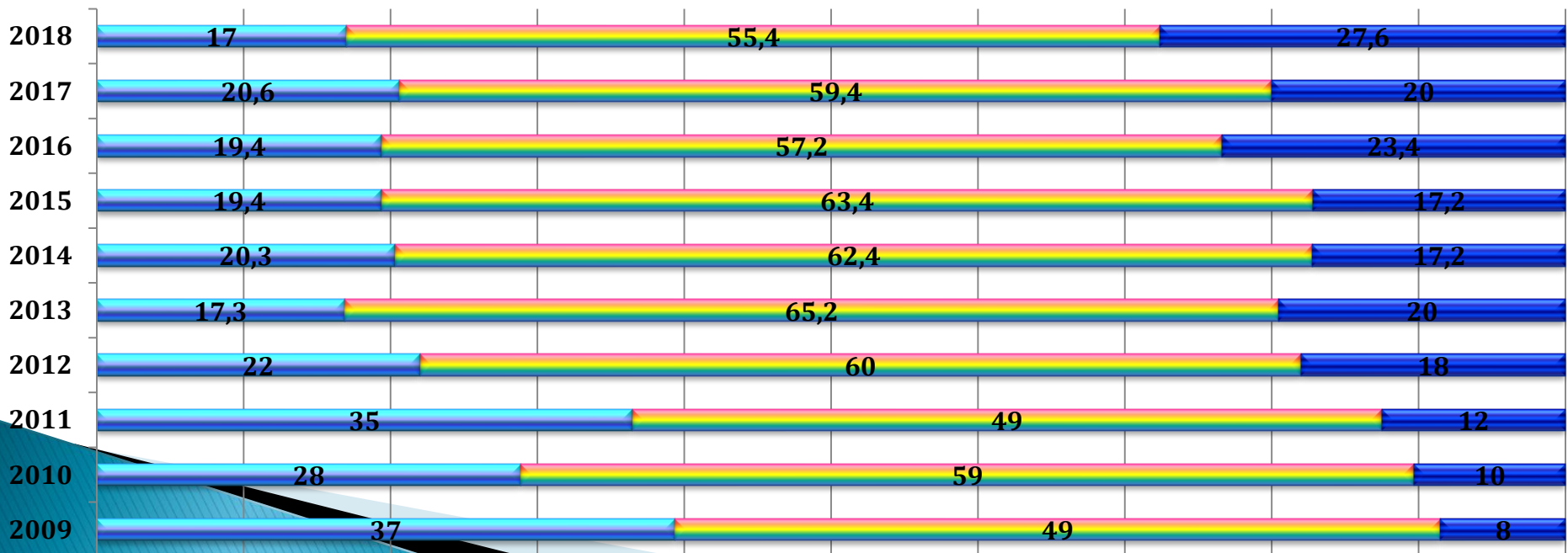
Q11 Would you say that the topics B-H journalists cover are...

The majority of the respondents think that the topics on which bh reporters report somewhat well selected. In relation to the research in 2017, there was an increase in the perception of respondents that the topics on which BH. reporters report badly selected ones, i.e. that journalists generally deal with topics that are most interested in citizens.

Topics covered by B-H journalists

B-H

Well selected Somewhat well selected Poorly selected



SURVEY RESULTS

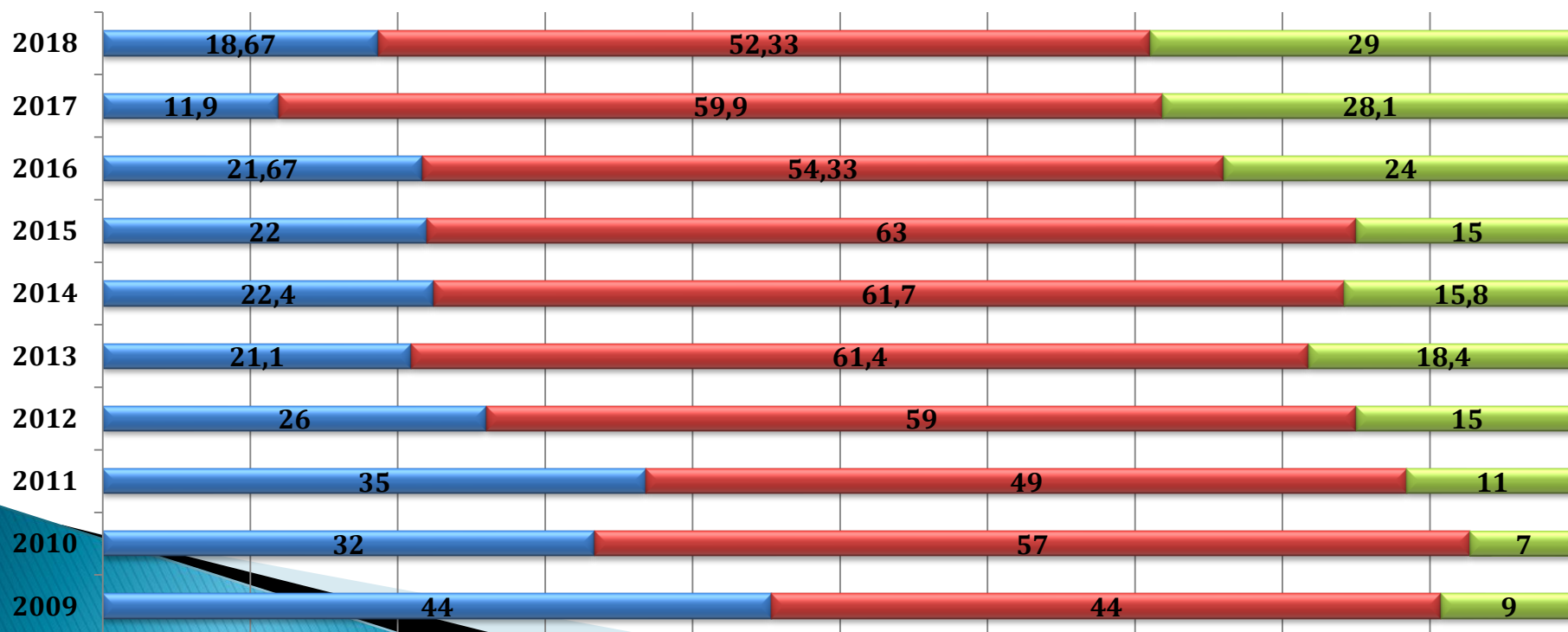
Q11 Would you say that the topics B-H journalists cover are...

Most respondents think that topics that bh journalists cover are somewhat well selected.

Topics covered by B-H journalists

FB-H

■ Well selected ■ Somewhat well selected ■ Poorly selected



SURVEY RESULTS

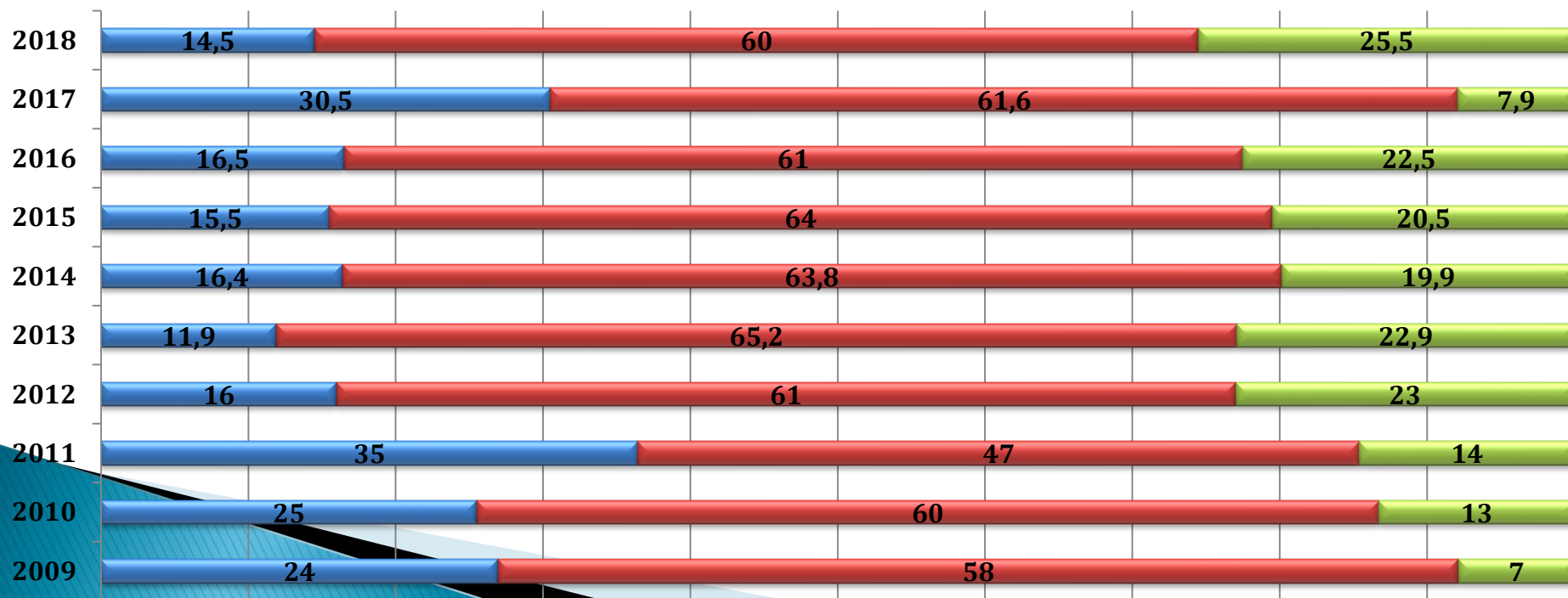
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Topics covered by B-H journalists

RS

■ Well selected ■ Somewhat well selected ■ Poorly selected



SURVEY RESULTS

Q12 Which of the stated topics should journalists cover more extensively than now?

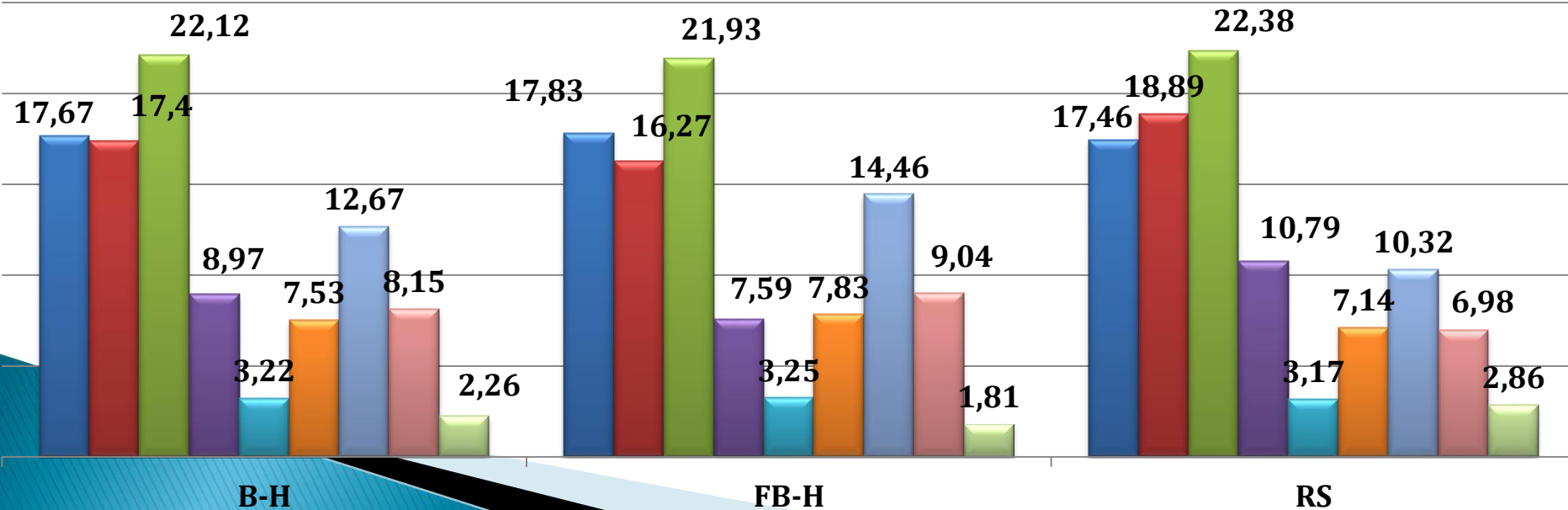
The respondents of the FB-H and the RS generally consider that the daily life of the citizens is a topic that journalists should deal with more than now, as opposed to the research of 2017, when economic and health topics are listed as topics that would be the bh journalists should work more.

Topics that B-H journalists should cover more extensively 2018

■ Social topics
■ Healthcare
■ Education

■ Economics topics
■ Political topics
■ Light topics

■ Everyday lives of citizens
■ Corruption and criminal
■ Religious topics

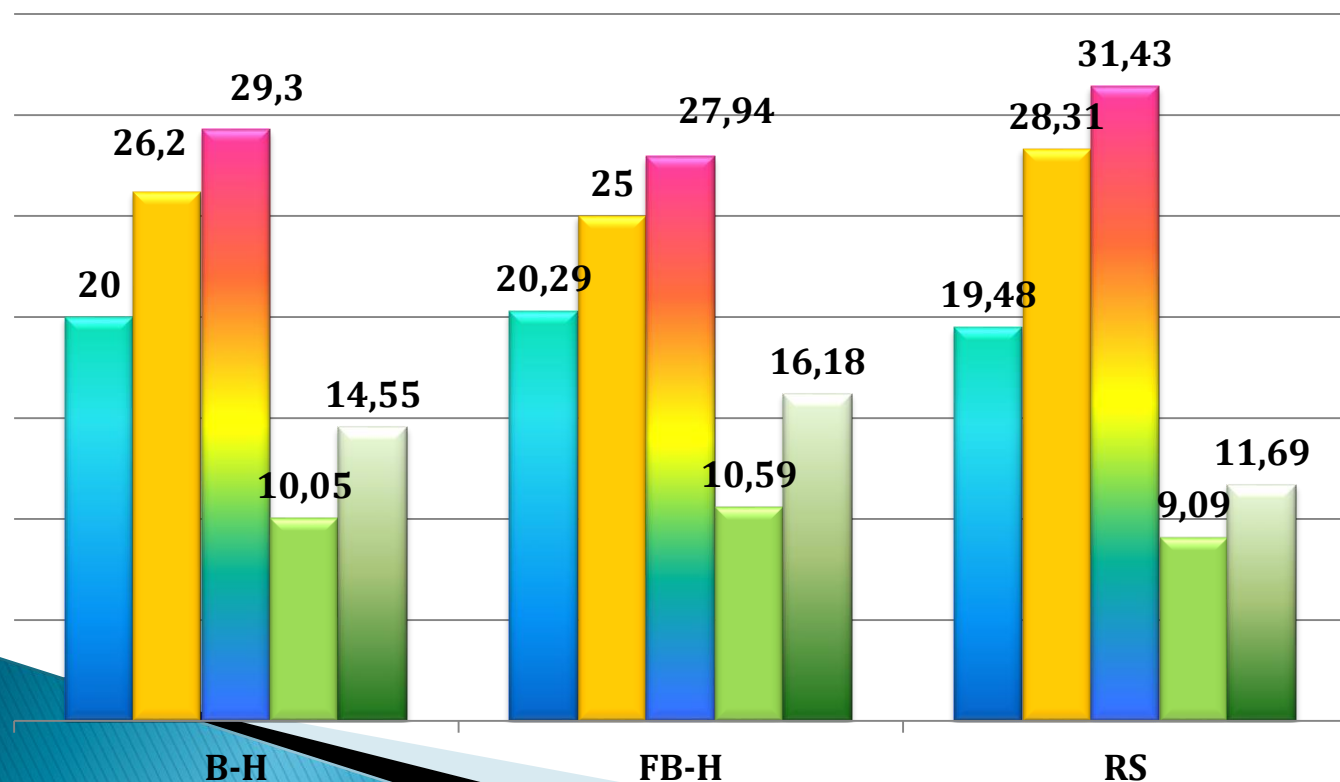


SURVEY RESULTS

Q13 In your opinion, In which of the following ways is most important to improve the work of journalists and quality of reporting?

As in 2017, the majority of respondents consider that better enforcement of the law on the protection of the rights of journalists should be ensured, as well as to improve the system of educating journalists as ways of improving journalistic work and quality of reporting.

Ways of improving work of journalists and quality of reporting 2018

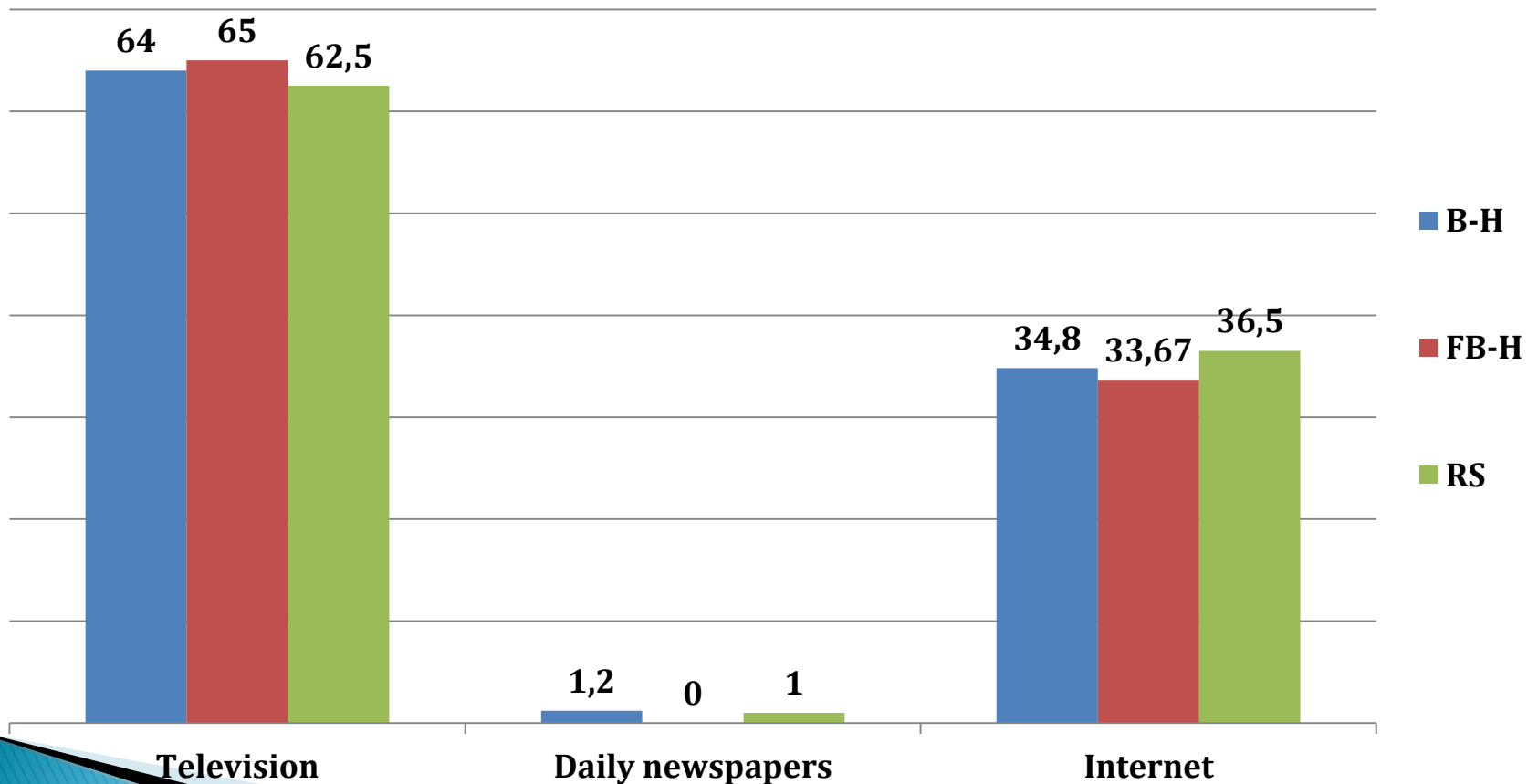


- Criteria for joining the profession of journalist must be more stringent
- Education system for journalist must be improved
- Better legal protection of rights of journalists must be ensured
- Journalists must have better material and financial position for work

SURVEY RESULTS

Q14 What media keeps you best informed?

Most respondents are generally best-informed on television and the Internet.

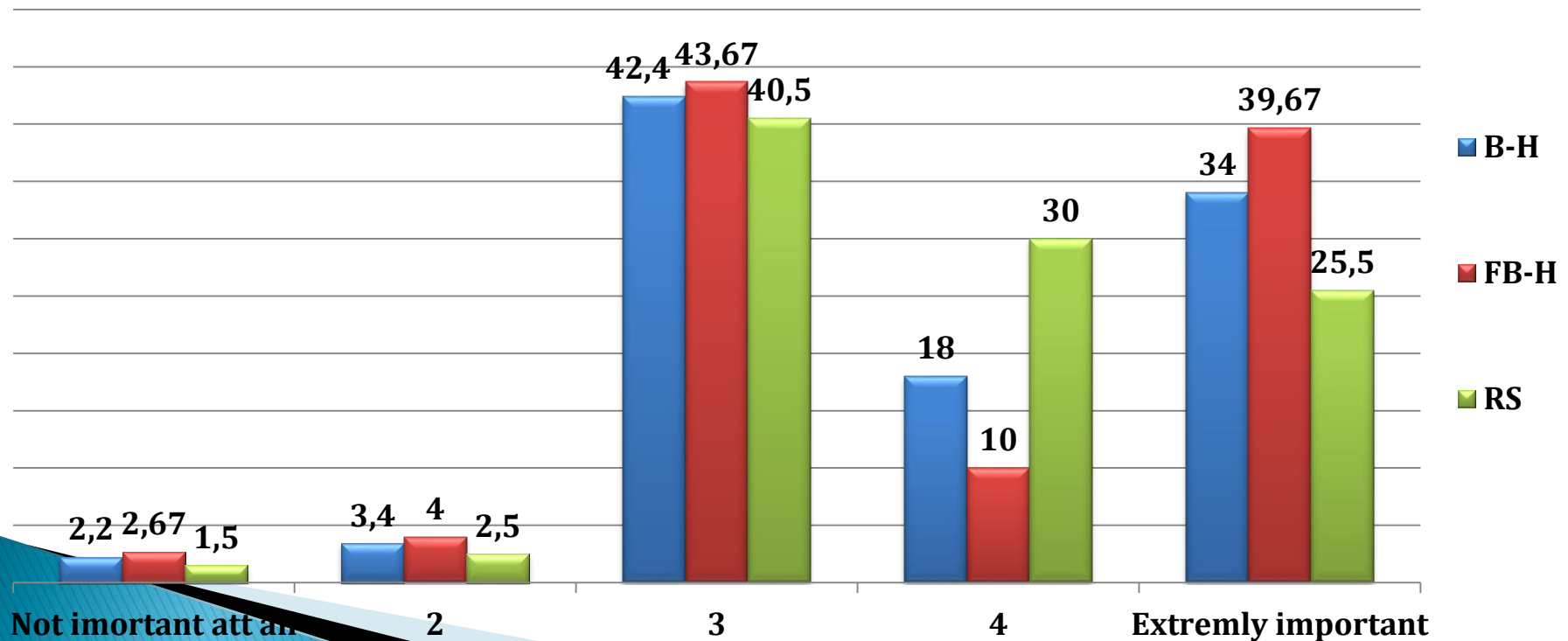


SURVEY RESULTS

Q15 To what extent do you assess the importance of the Internet as a medium for the public and citizens?

The majority of respondents regard the Internet as an important medium for the public and citizens, and an increase in the perception of citizens about the Internet as an extremely important medium.

Score 1 – not at all important to 5 – extremely important



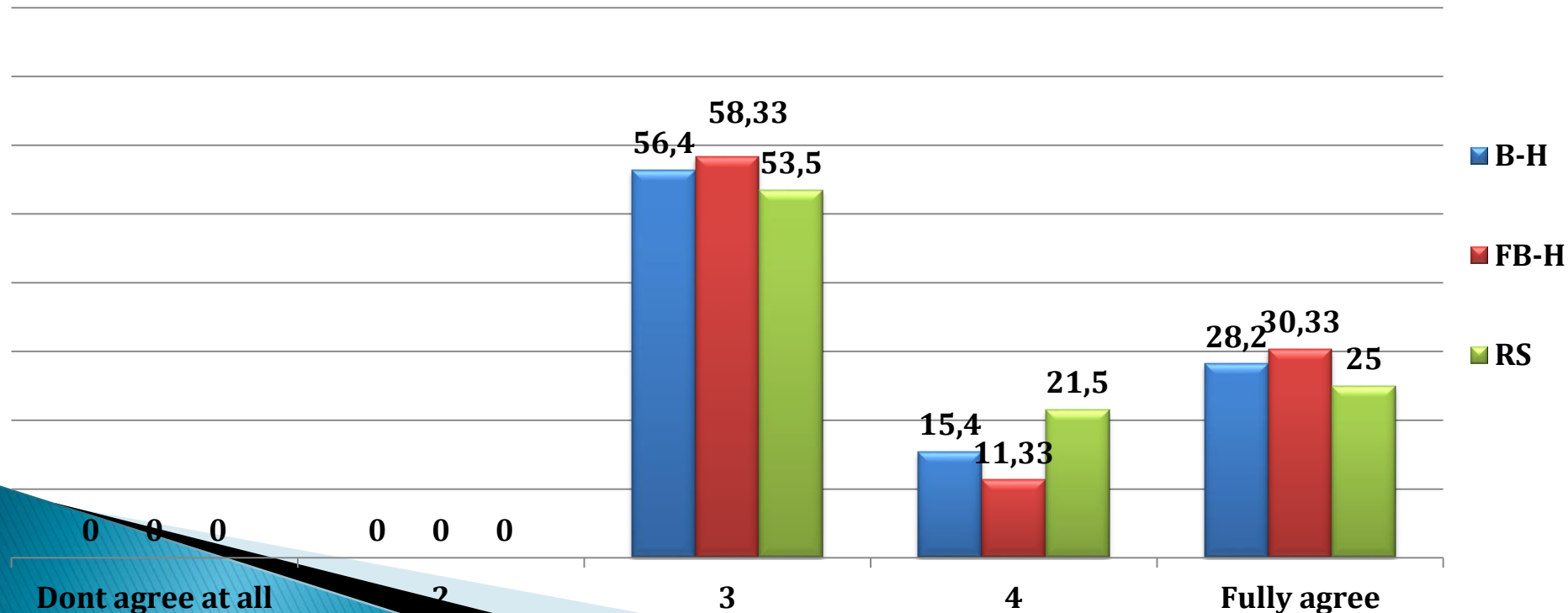
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents partially agree that in recent years the amount of media content in the public has increased, and thus different views on social and political circumstances, which was the case in the survey in 2017.

In the past few years, the quantity of media content in the public has increased, which has led to various opinions on social and political circumstances



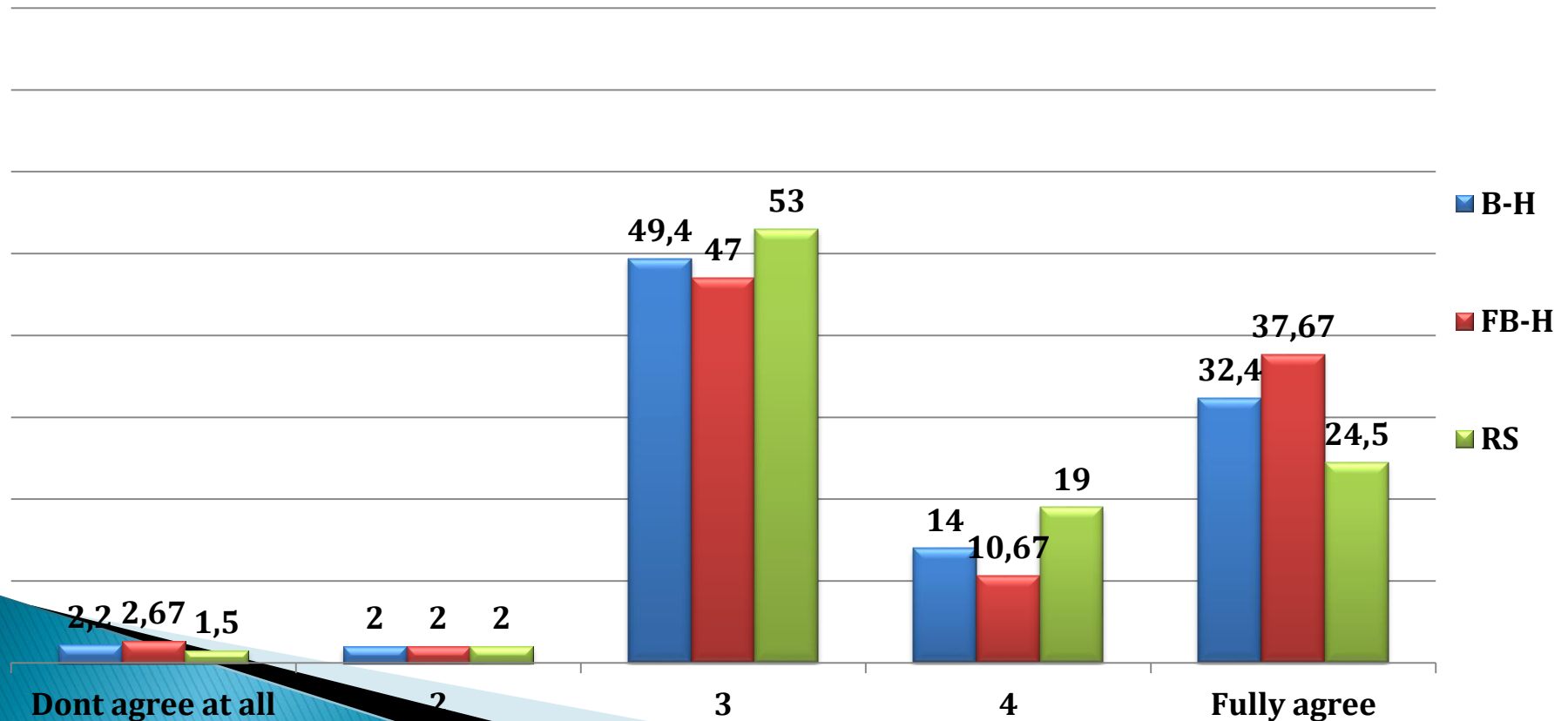
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents still agree that the internet democratized communication and enabled pluralism of opinion.

The Internet has democratized communication and has enabled pluralism of opinion



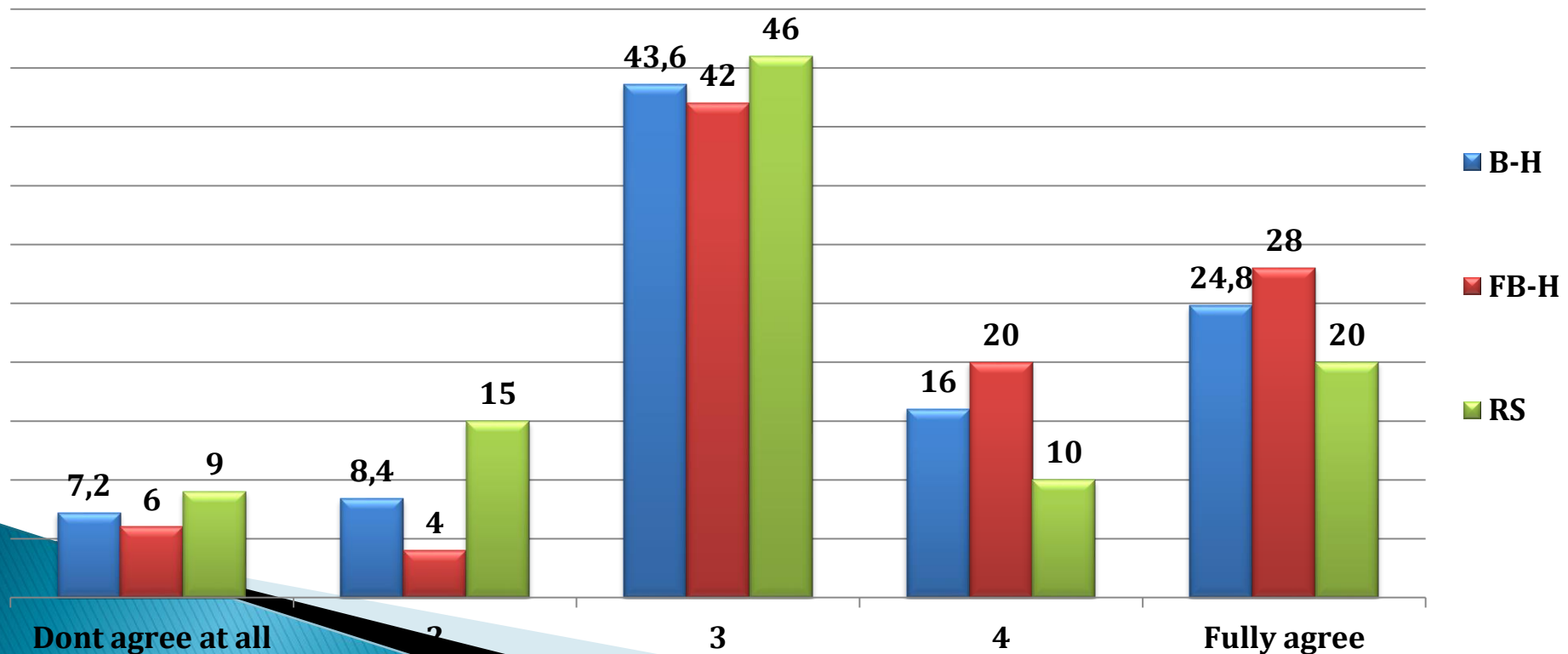
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents partially agree with the claim that despite increasing the number of internet portals and publicly available media content, they do not feel better informed, it is too similar. There is a growing number of those who completely disagree with this claim.

Despite the increase in the number of Internet portals and publicly accessible media content I do not feel better informed, there is too much similar content



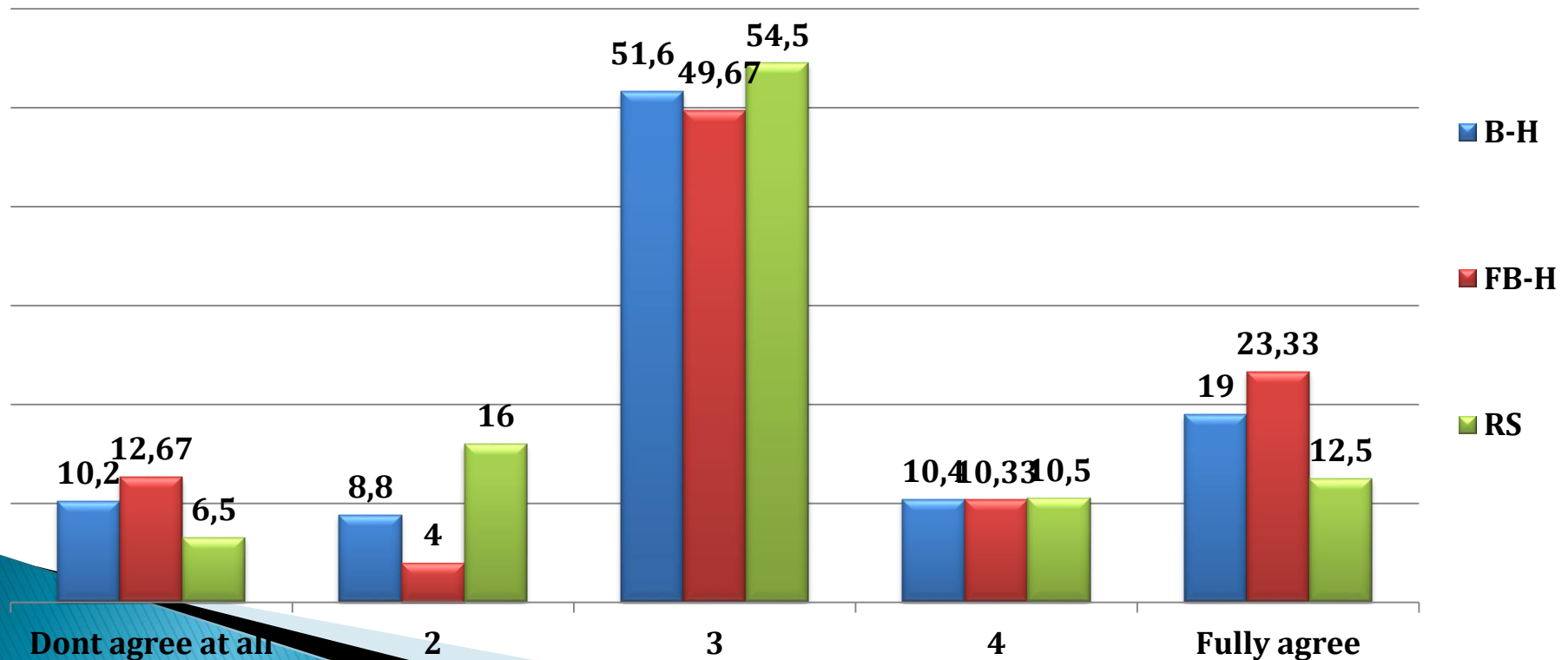
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents partially agree with this claim, as well as in the survey in 2017, with a decrease in the number of respondents who fully agree.

Media from Bosnia and Herzegovina contribute to increasing tensions on the national, political and religious level and among entities in B-H



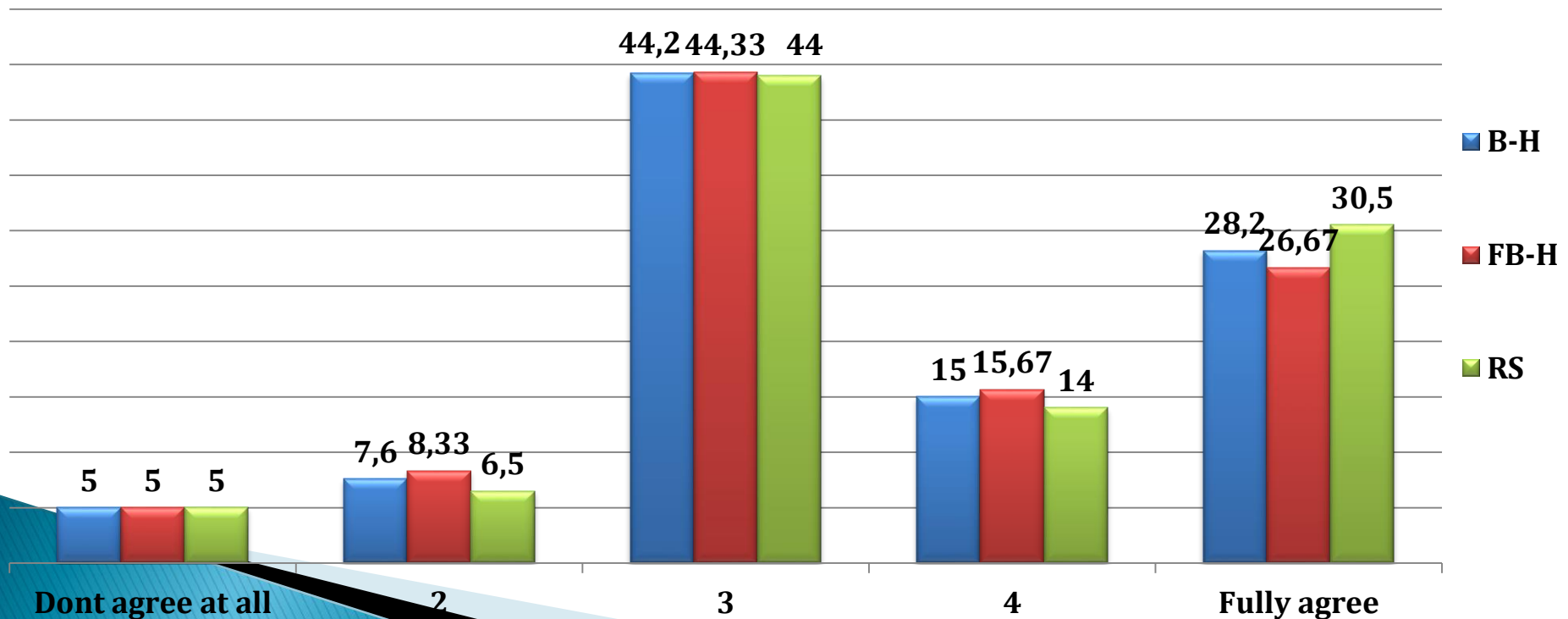
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents partially agree with this claim, which was also the case in the survey in 2017.

The work of journalists is often politically motivated, which is why they lose objectivity



SURVEY RESULTS

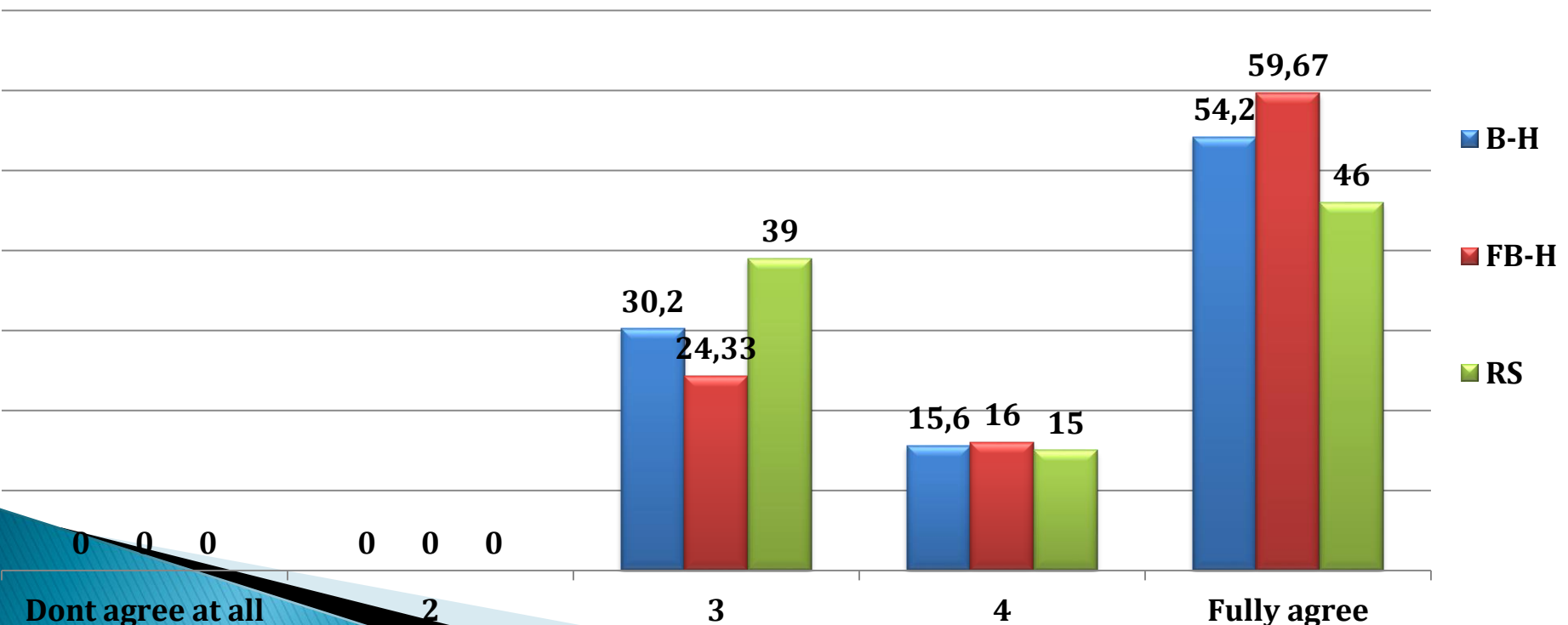
Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents fully agree that political influence on the media is fairly present.

The increase in the perception of RS respondents about political influence on the media was noted, compared to 2017.

Political influence on public media are highly present



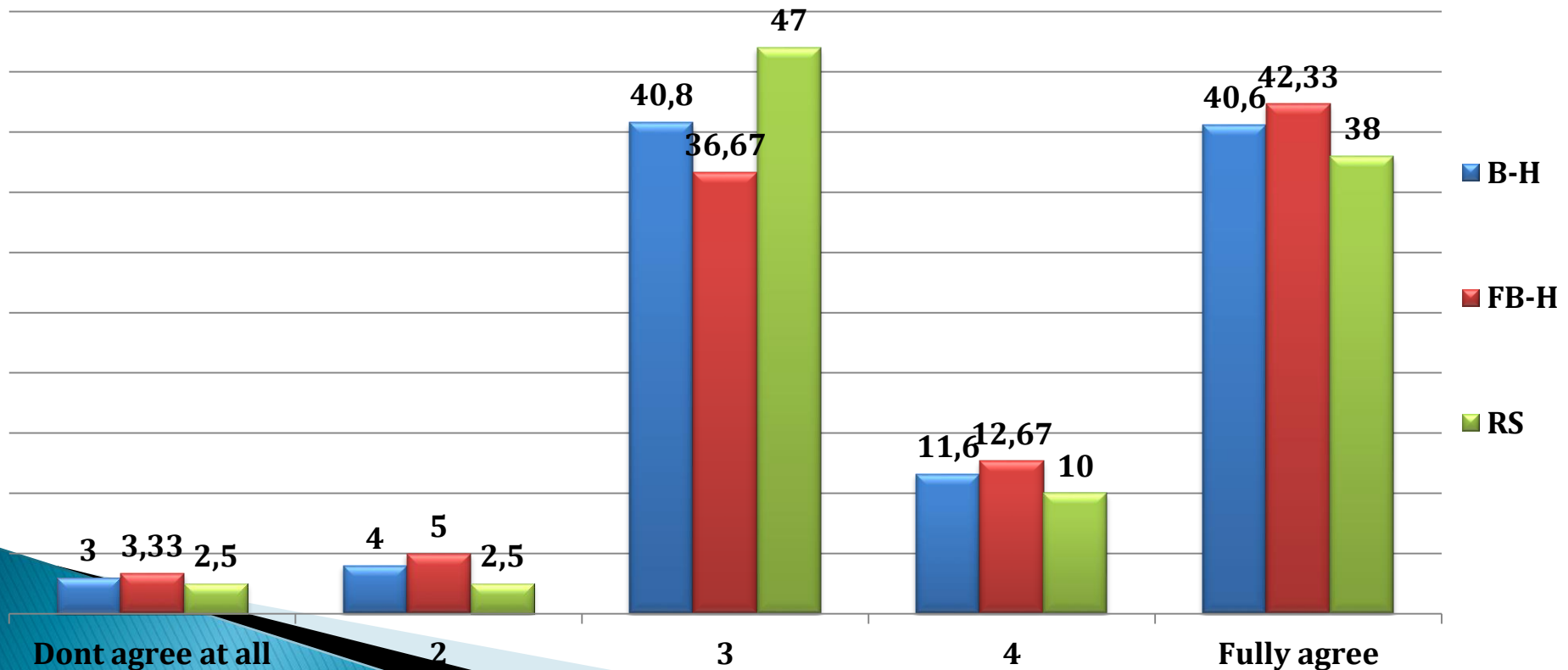
SURVEY RESULTS

P16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

Most respondents still believe that there is too much negative information in the media and pessimism.

The media has too much negative information and pessimism



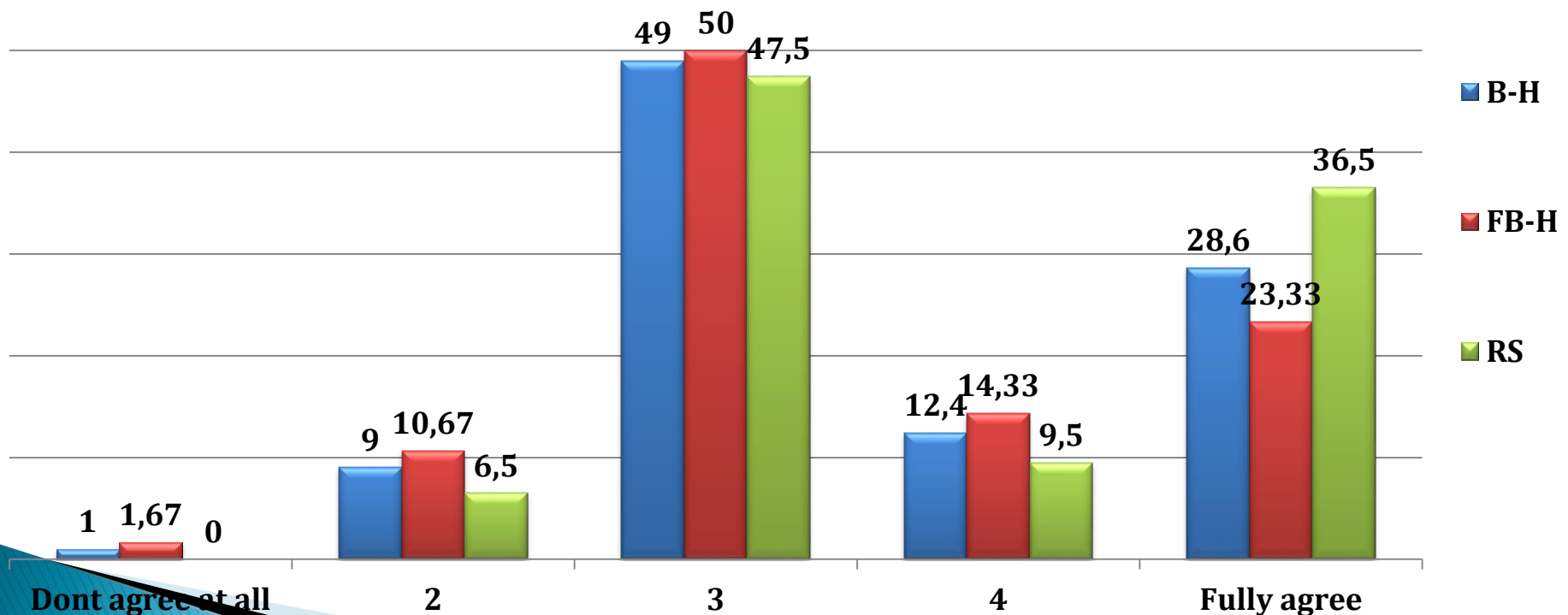
SURVEY RESULTS

Q16 Evaluate your agreement or disagree with the following claims

Score 1 – Don't agree at all, Score 5 – Fully agree

The majority of respondents agree in part that journalists should adhere more to ethical principles, as well as to research in 2017.

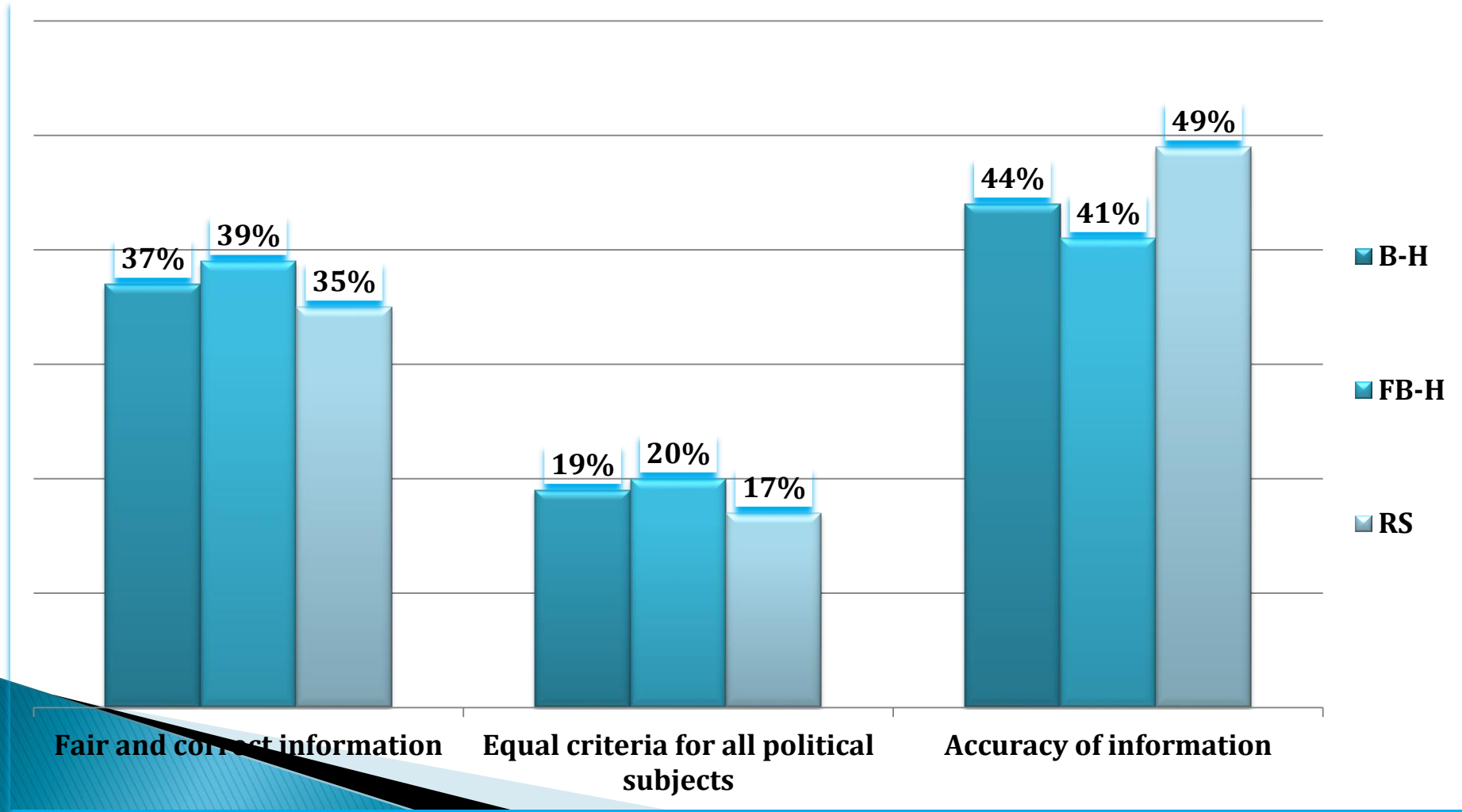
Journalists should more than adhere to ethical principles



SURVEY RESULTS

Q17 Year of elections in B-H, what do you expect from the media?

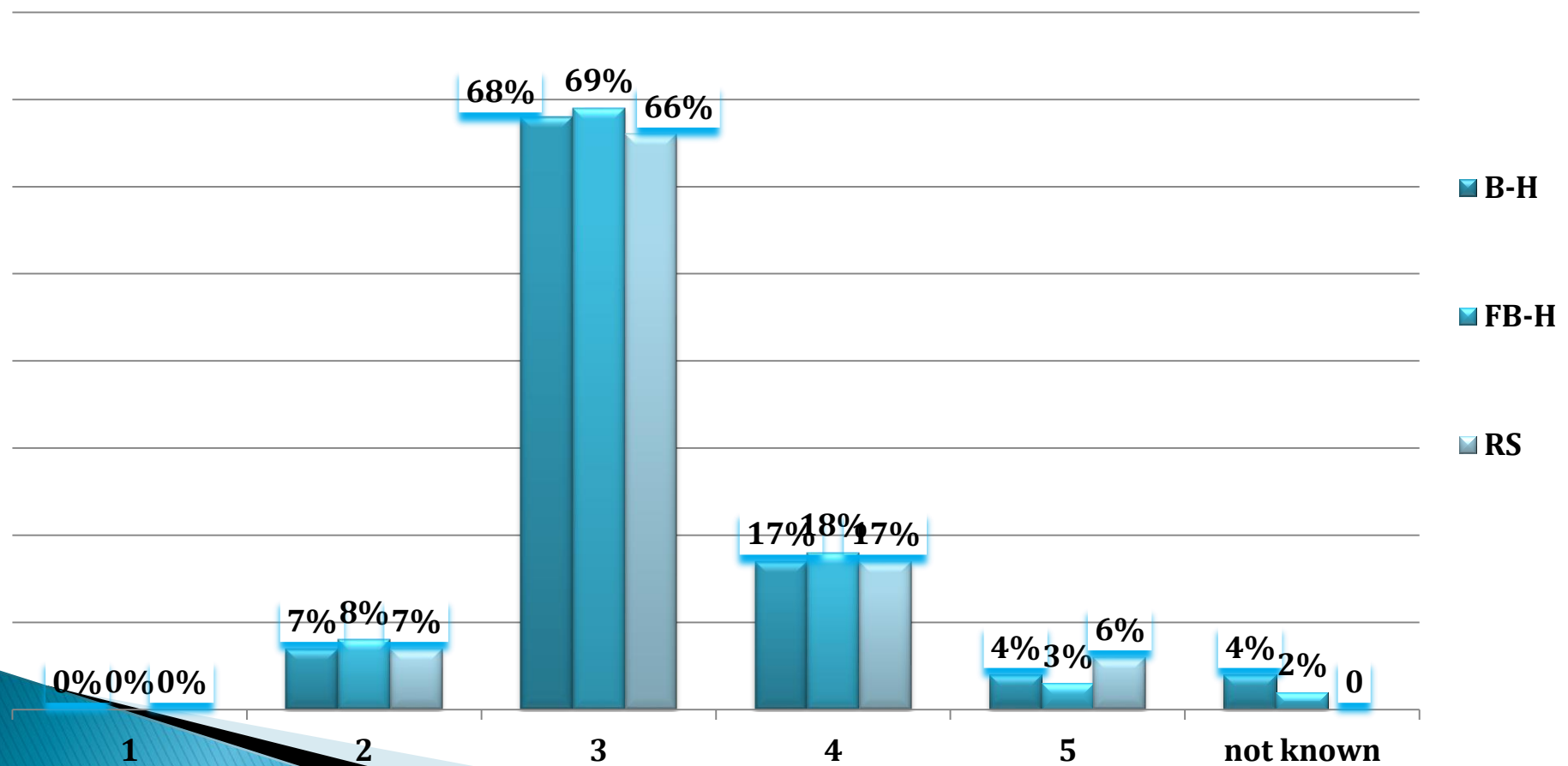
Most respondents expect the accuracy of the information and fair and correct information.



SURVEY RESULTS

Q18 How do you evaluate the work of the media during the previous election cycles?

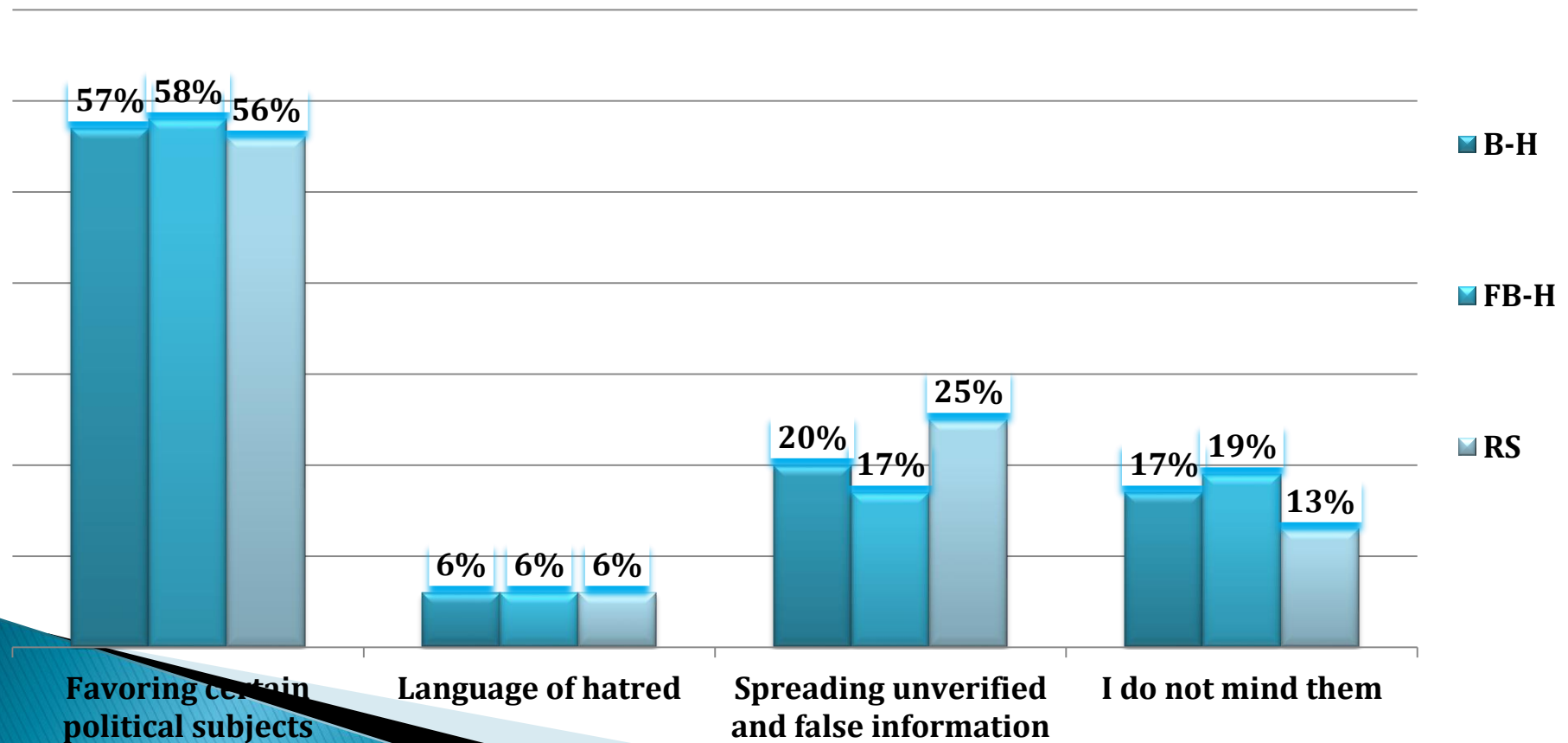
The majority of respondents rated the work of the media during the previous election cycles with grade 3.



SURVEY RESULTS

Q19 What do you mostly disgrace the media in reporting during the pre-election campaign?

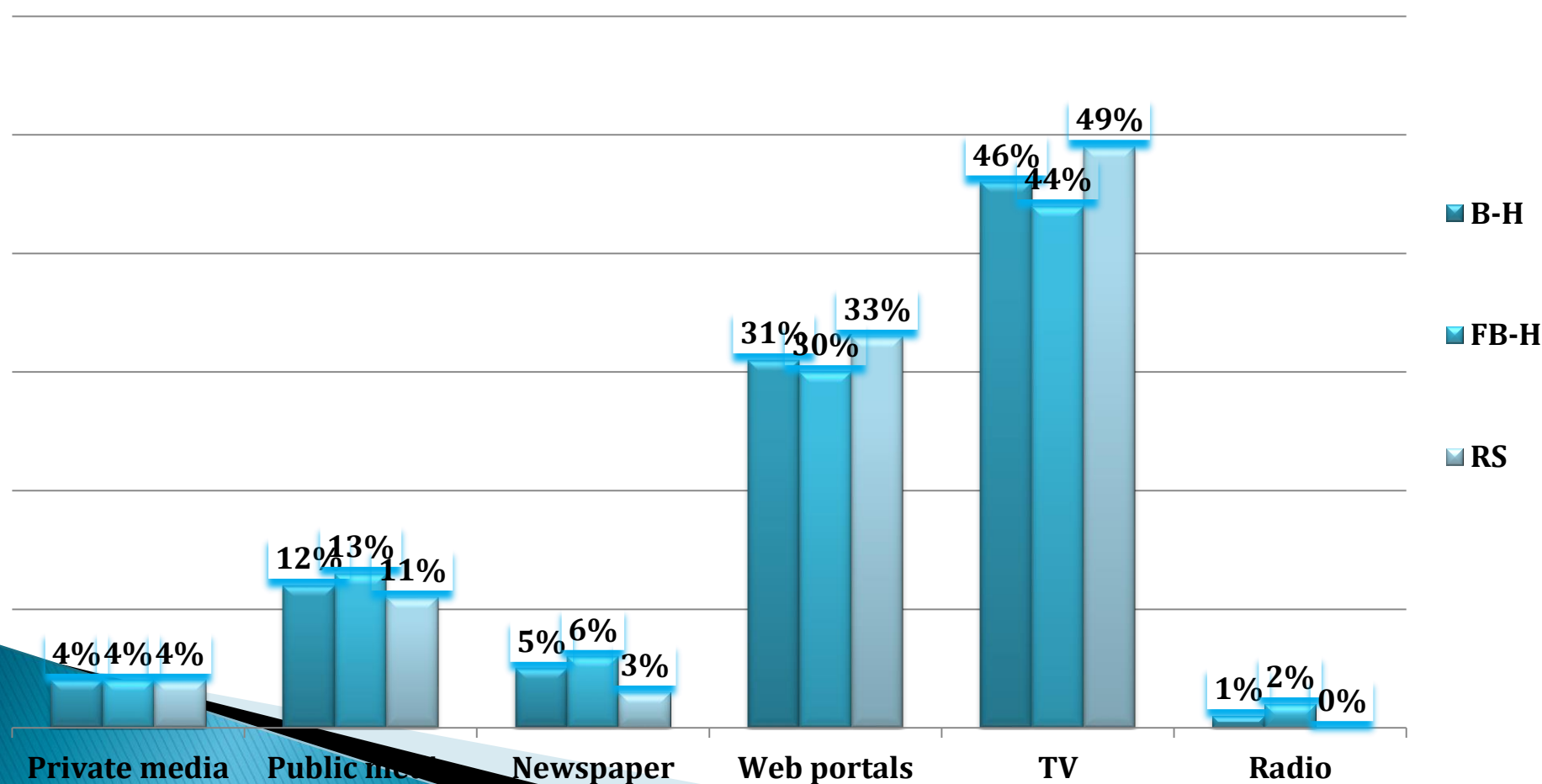
Most respondents to the media are reluctant to favor certain political subjects in reporting during the election campaign.



SURVEY RESULTS

Q20 What media are you following during the pre-election campaign to get information about the programs of political parties and candidates?

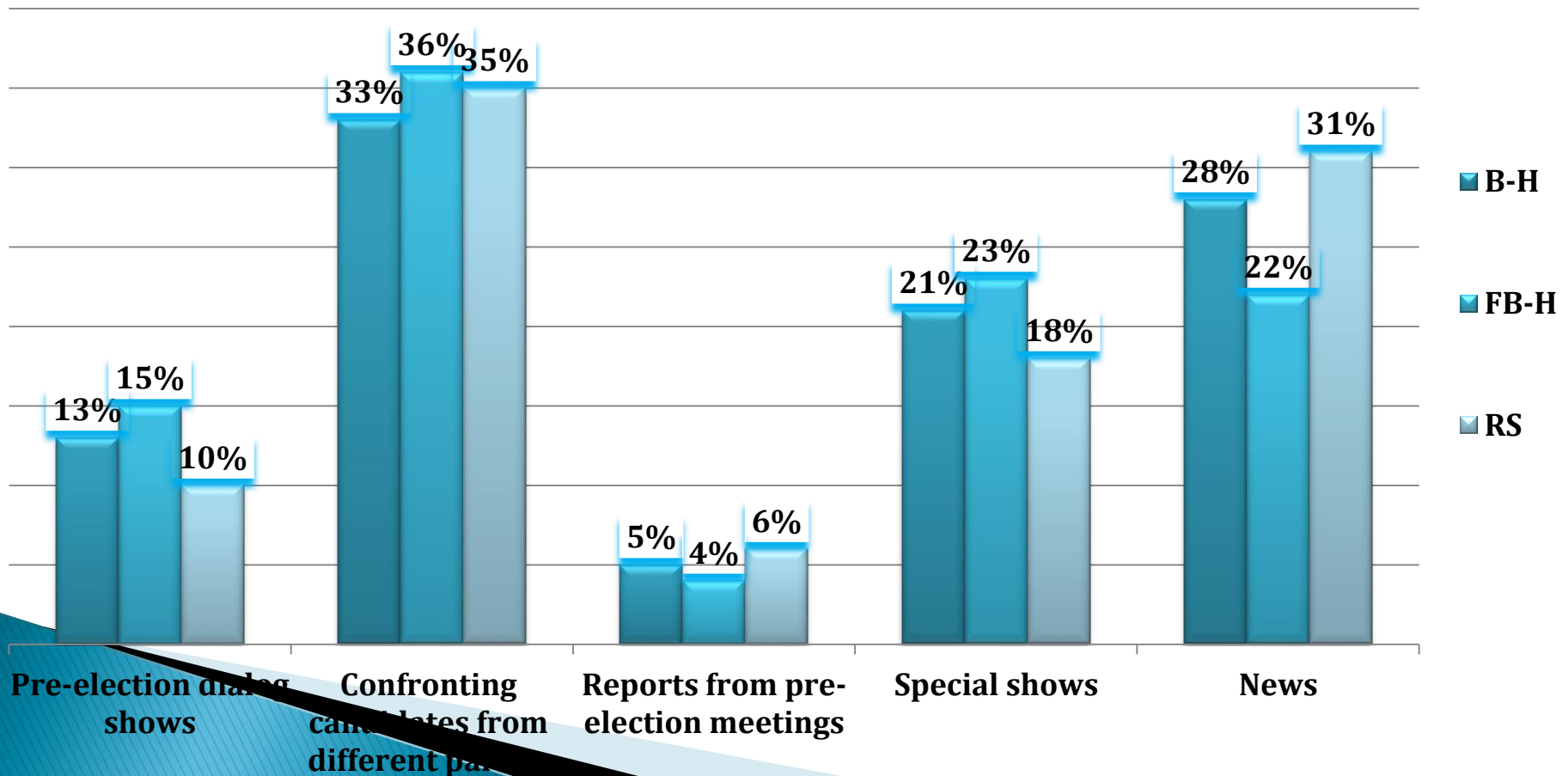
Most respondents are informed through the TV and the web portals during the pre-election campaign, on political party and candidate programs.



SURVEY RESULTS

Q21. What are the most important sources of information for you during the pre-election campaign?

The majority of respondents consider the matching of candidates from different parties and news via the most important source of information during the pre-election campaign.



CONCLUSION

Respondents continue to have great confidence in the media and are mostly satisfied with the work of the media and journalists. Most of the respondents believe that media freedom in FB-H and RS is not at all or partially present. The majority of respondents believe that the basic obstacles to free media work in B-H are political and financial dependence. The perception of respondents that politicians and political parties have the greatest influence on the media and that they are the main violators of journalistic rights and media freedom.

Thank you for your attention!

