

# FREEDOM OF THE MEDIA IN B-H 2017

2009 – 2017 Comparative report



April 2017

# Content

- 1. Methodology
- 2. Research results
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# Research results

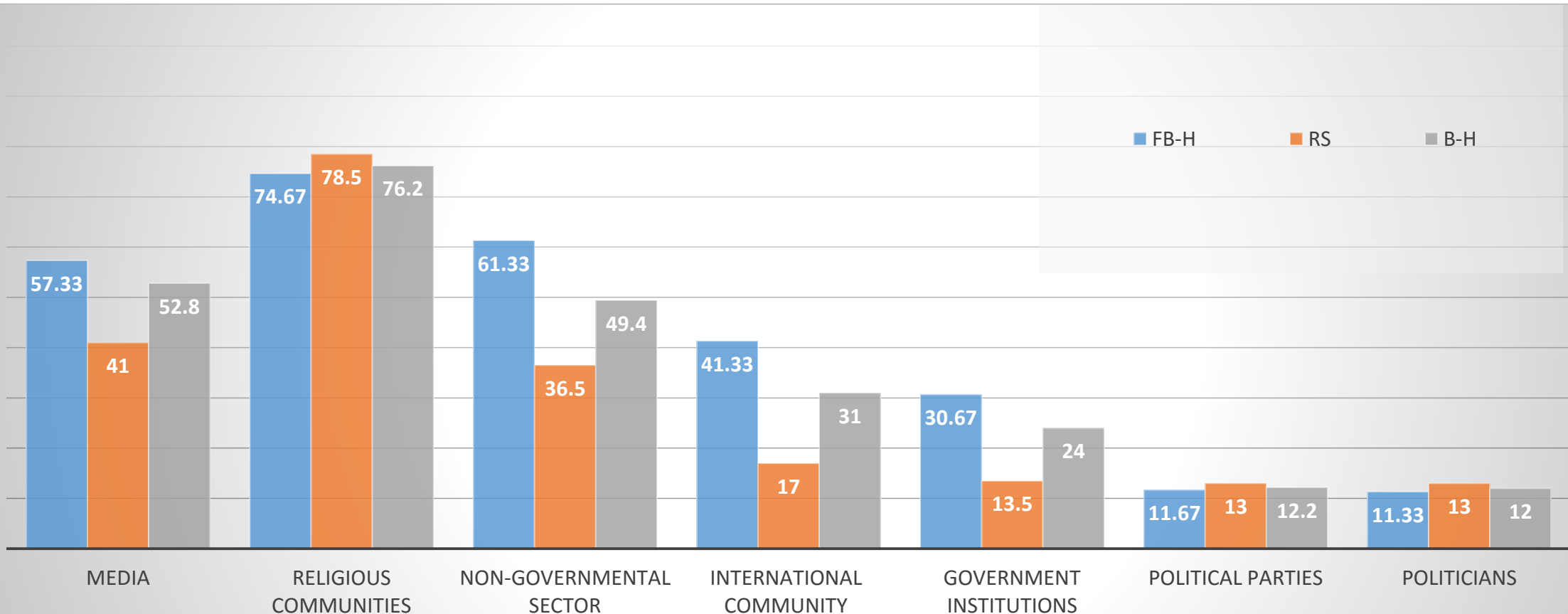
RESEARCH PERIOD	18 March - 05 April 2017
DATA COLLECTION METHOD	CATI ( Computer Assisted Telephone Interviewing)
AVERAGE DURATION OF INTERVIEW	15 minutes
SAMPLE SIZE	N= 500 respondents (300 FB-H, 200 RS)
HOUSEHOLD SELECTION METHOD	Random sampling of households with landline telephone service
RESPONDENT 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

# Research results

P1. To what extent do you trust the work of the following institutions?

**Respondents have the most confidence in religious communities, the non-governmental sector and the media.**

Shown are the results of respondents who said that they TRUST THE WORK of the stated institutions, i.e. who replied “I completely trust them” and „I somewhat trust them”.



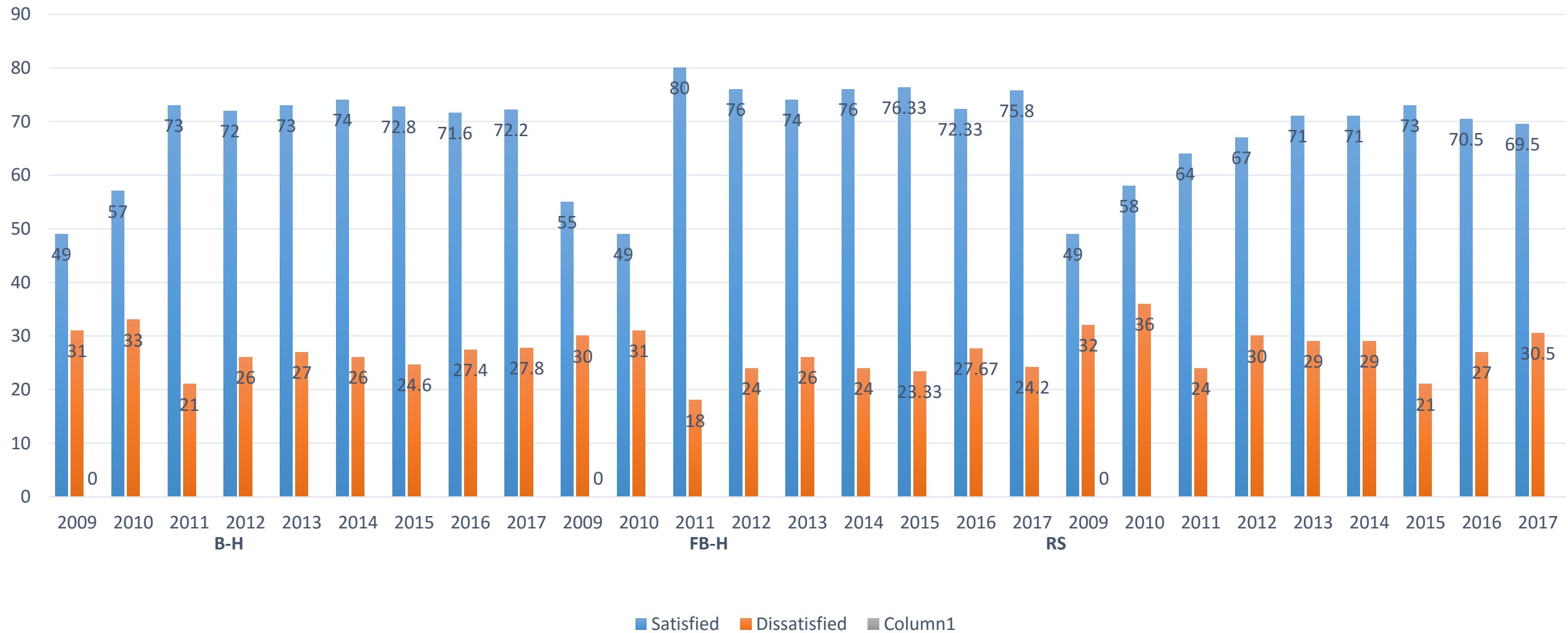
# Research results

P2. To what extent are you generally satisfied with the work of media and journalists in Federation B-H?

**The majority of respondents are satisfied with the work of media and journalists in FB-H, and satisfaction has increased slightly compared to 2016.**

Replies are grouped into two categories: SATISFIED (Completely/somewhat) and DISSATISFIED (Completely/somewhat)

P2

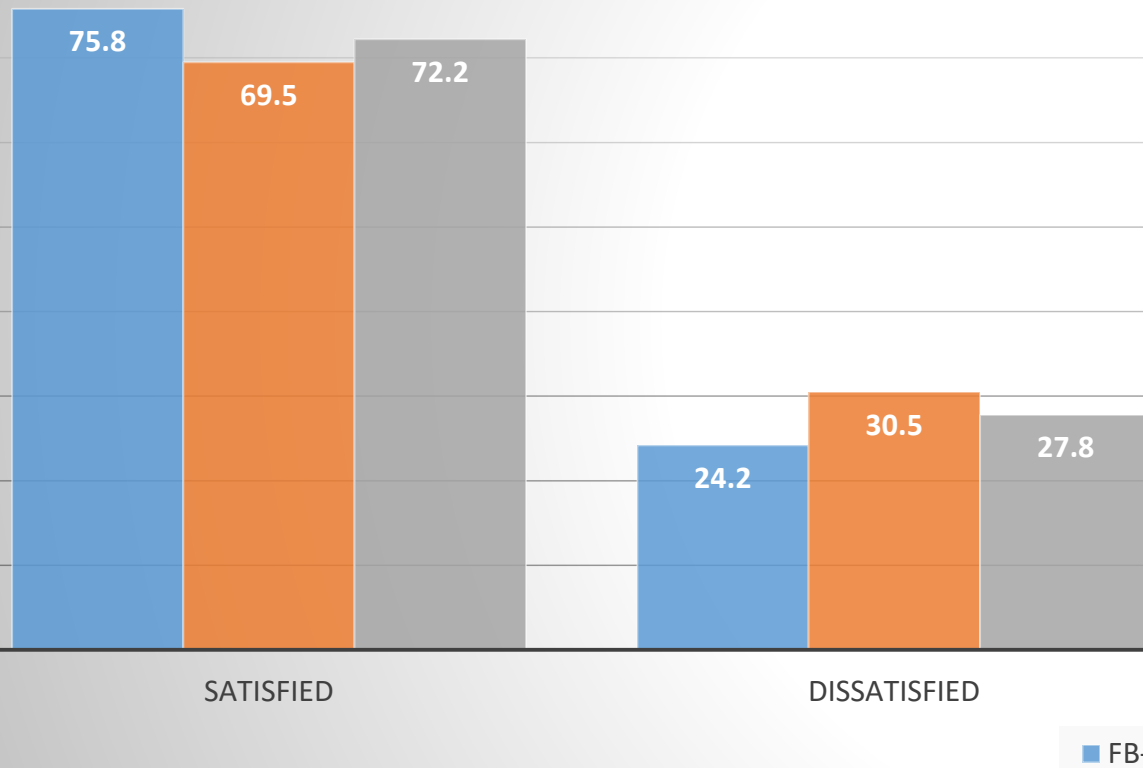


# Research results

## P2. To what extent are you generally satisfied with the work of journalists and media in Federation B-H?

The majority of respondents are satisfied with the work of media and journalists in FB-H; a higher percentage than in 2016.

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

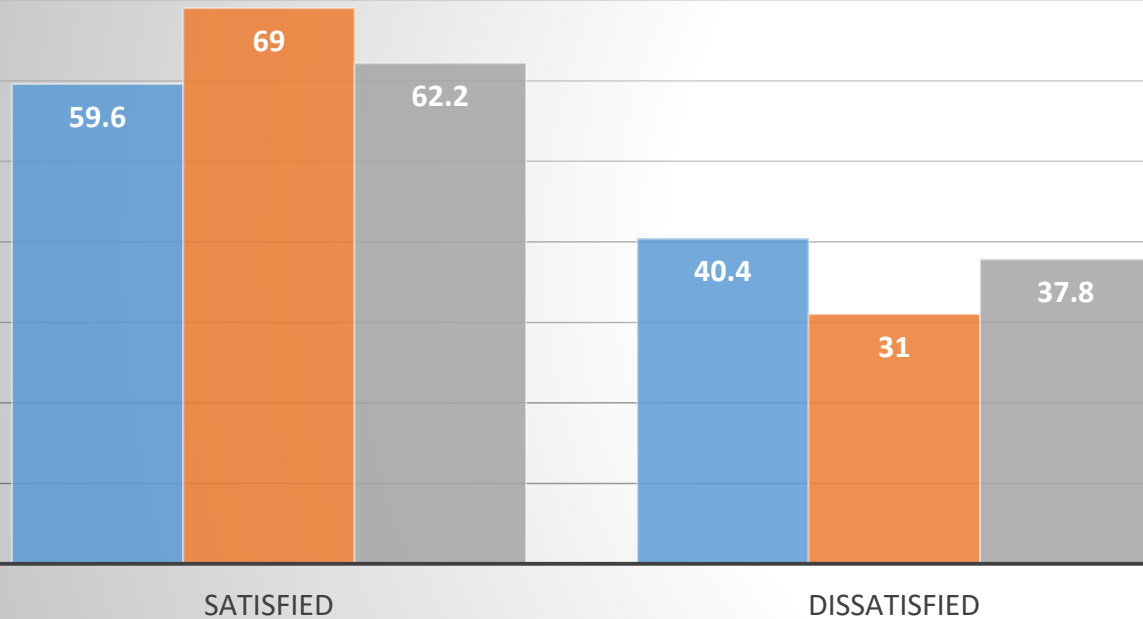


# Research results

P3. To what extent are you generally satisfied with the work of journalists and media in Republika Srpska?

**Compared to 2016, recorded is a drop in satisfaction of respondents with the media and journalists in Republika Srpska.**

Satisfaction with the work of media in RS



■ FB-H ■ RS ■ B-H

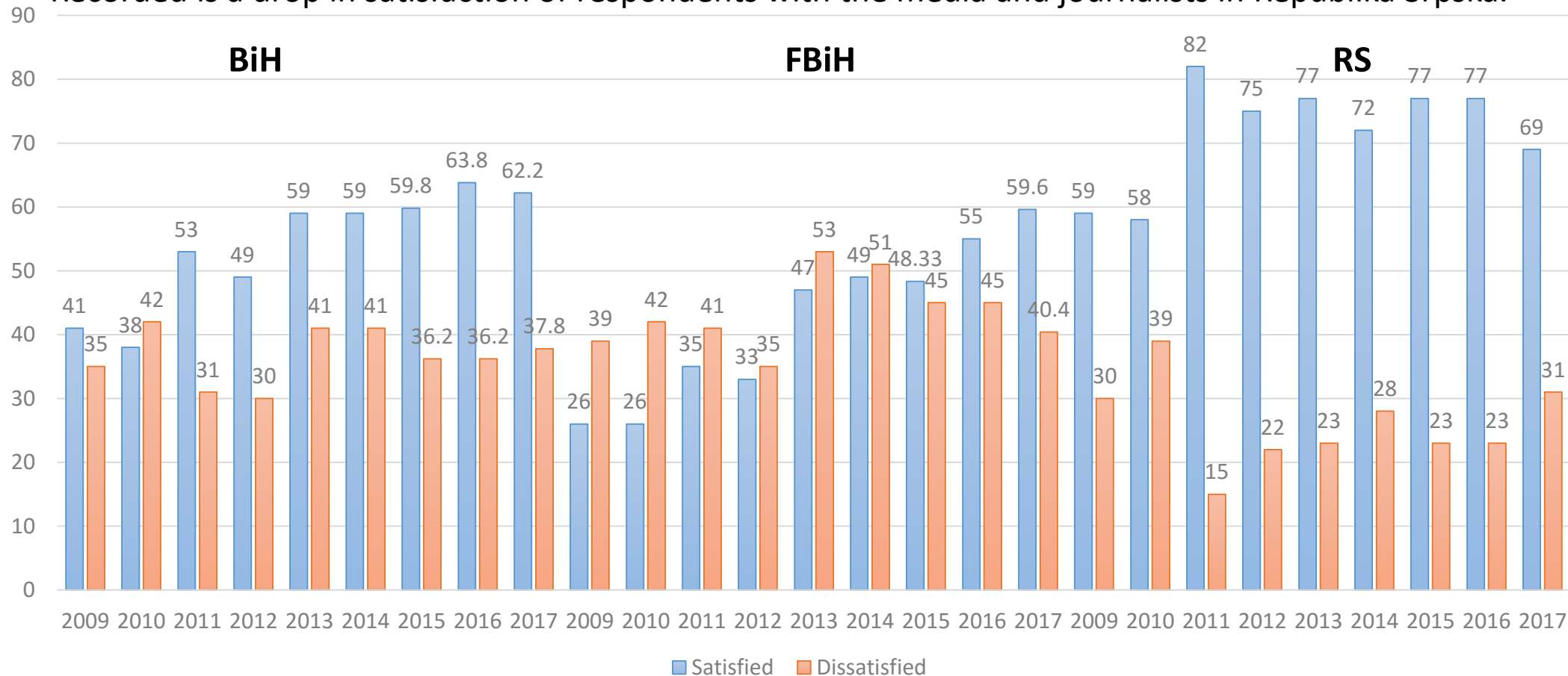
# Research results

P3. To what extent are you generally satisfied with the work of journalists and media in Republika Srpska?

Answers are grouped into two categories : SATISFIED (completely/somewhat) and DISSATISFIED (completely/somewhat)

P3

Recorded is a drop in satisfaction of respondents with the media and journalists in Republika Srpska.

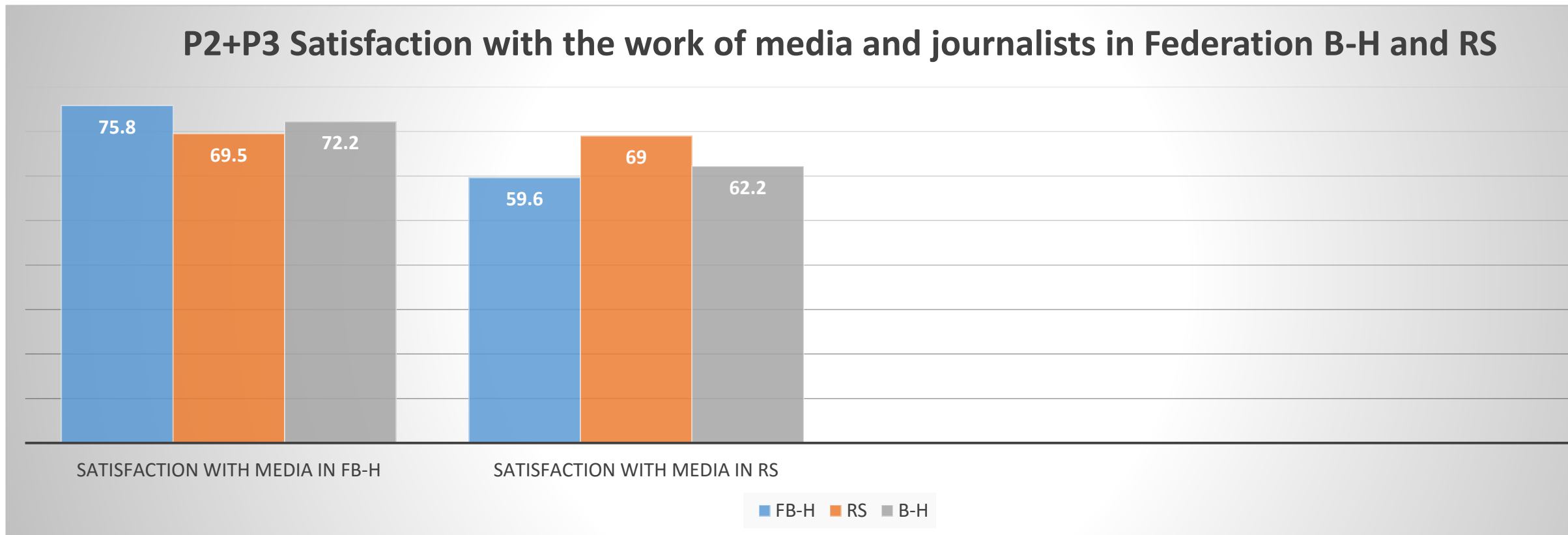




# Research results

P2.+P3. To what extent are you generally satisfied with the work of journalists and media in Federation of B-H and Republika Srpska

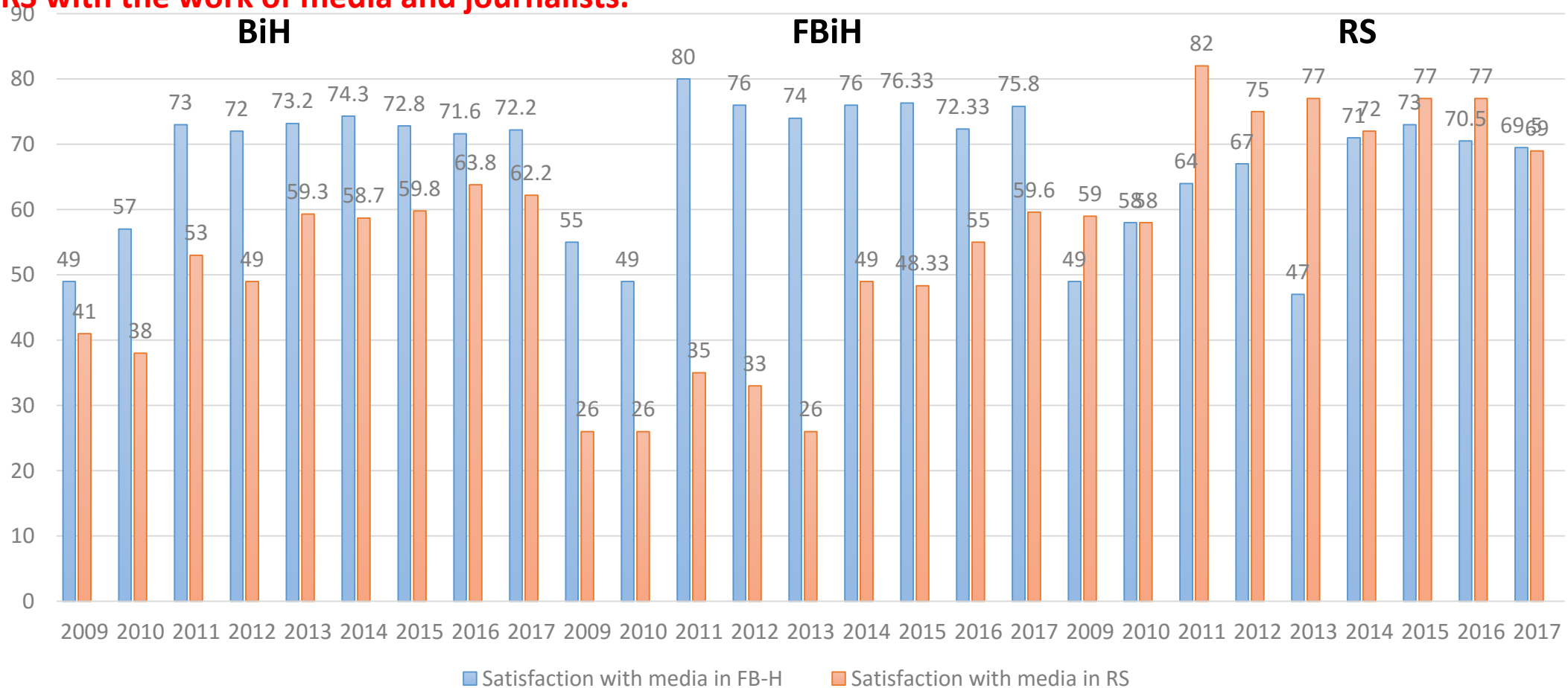
In FB-H, recorded is an increase in satisfaction with the work of media and journalists in FB-H, while in RS there is a decrease in satisfaction with the work of media and journalists.



# Research results

P2.+P3. To what extent are you generally satisfied with the work of journalists and media in Federation of B-H and Republika Srpska?

**There is a slight increase in satisfaction of respondents in FB-H and an increase in dissatisfaction of respondents in RS with the work of media and journalists.**

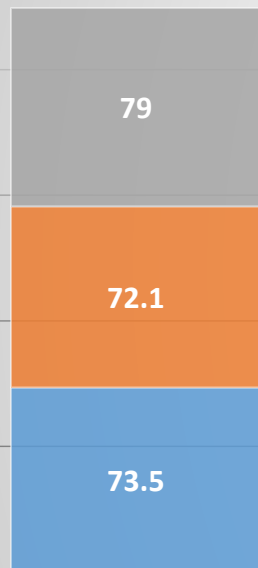


# Research results

P4. In your opinion, what is the current level of freedom of the media in the Federation of B-H?

**The majority of respondents believe that freedom of the media in FB-H is not or is partially present, however, this perception is reduced compared to 2016.**

Freedom of media in Federation B-H in 2017



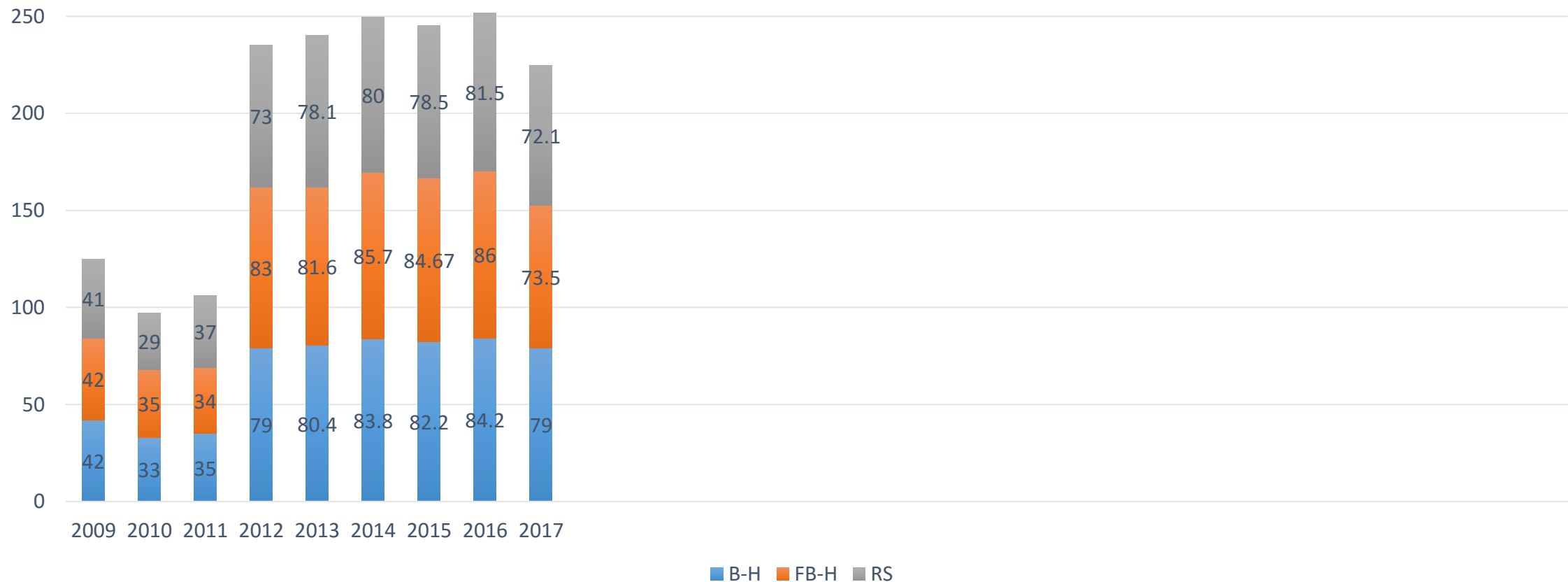
2017

■ FB-H ■ RS ■ B-H

# Research results

## P4. In your opinion, what is the current level of freedom of the media in the Federation of B-H?

The majority of respondents believe that freedom of the media in FB-H is not or is partially present, however, this perception of citizens is reduced compared to the 2016 study (shown are respondents who believe that the level of freedom is insufficient).

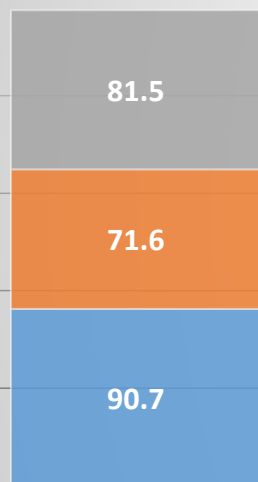


# Research results

P5. In your opinion, what is the current level of freedom of the media in Republika Srpska?

The majority of respondents believe that freedom of the media in RS is not or is partially present. Compared to 2016, this opinion is held by more respondents in FB-H than in RS. In respondents from FB-H, still growing is the perception that freedom of the media is not or is partially present in RS.

## Freedom of the media in Republika Srpska



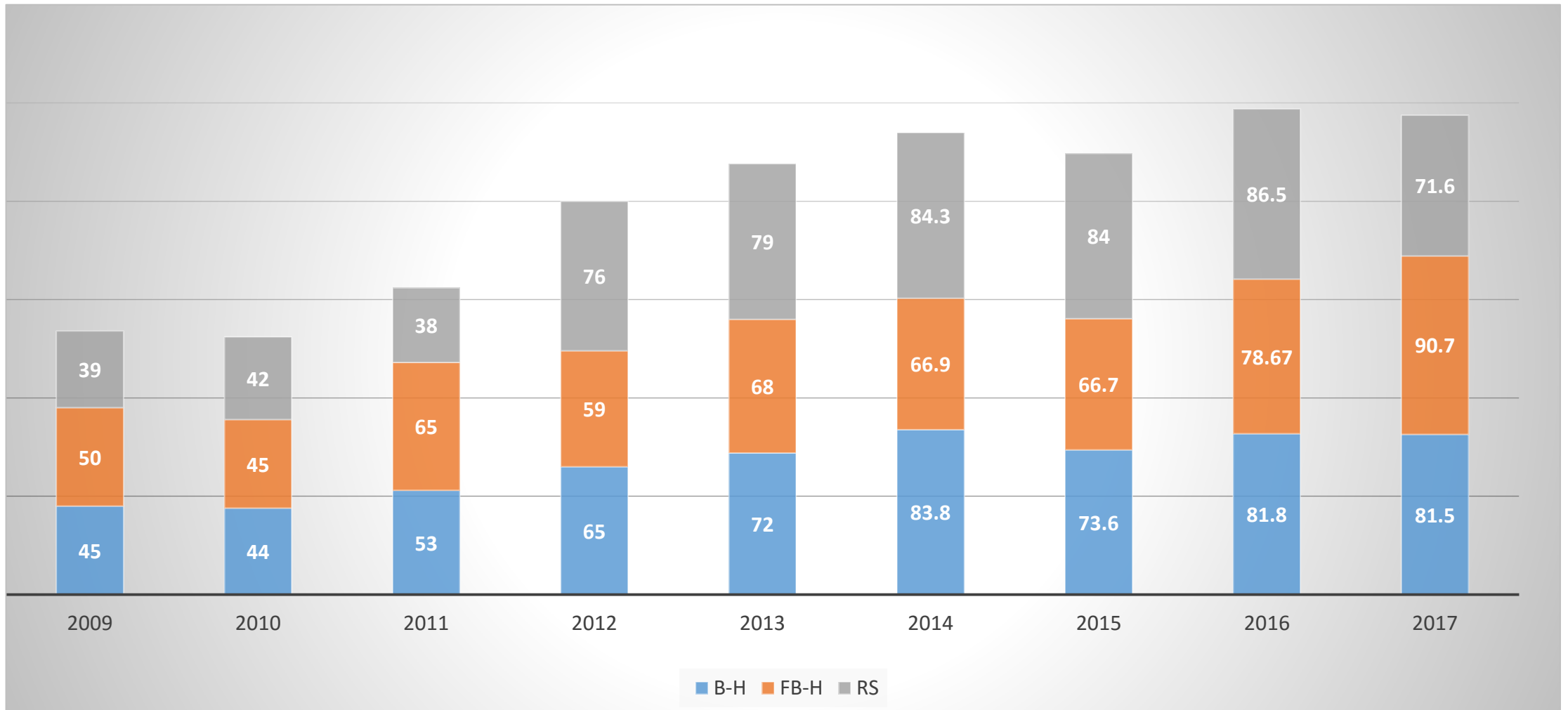
2017

■ FB-H ■ RS ■ B-H

# Research results

P5. In your opinion, what is the current level of freedom of the media in Republika Srpska?

The majority of respondents believe that freedom of the media in RS is not or is partially present, and this opinion is still held by more respondents from RS than from FB-H.

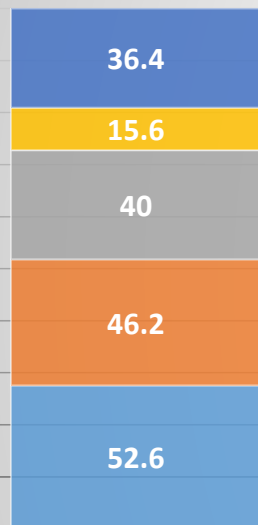


# Research results

P6. In your opinion, what are two basic obstacles to freedom of the media in B-H?

**This year, as in previous years, the majority of respondents in B-H believe that the basic obstacles to freedom of media are political and financial dependence.**

Basic obstacles to freedom of work of media in B-H



2017

■ Political dependence

■ Financial dependence

■ General political climate in the country

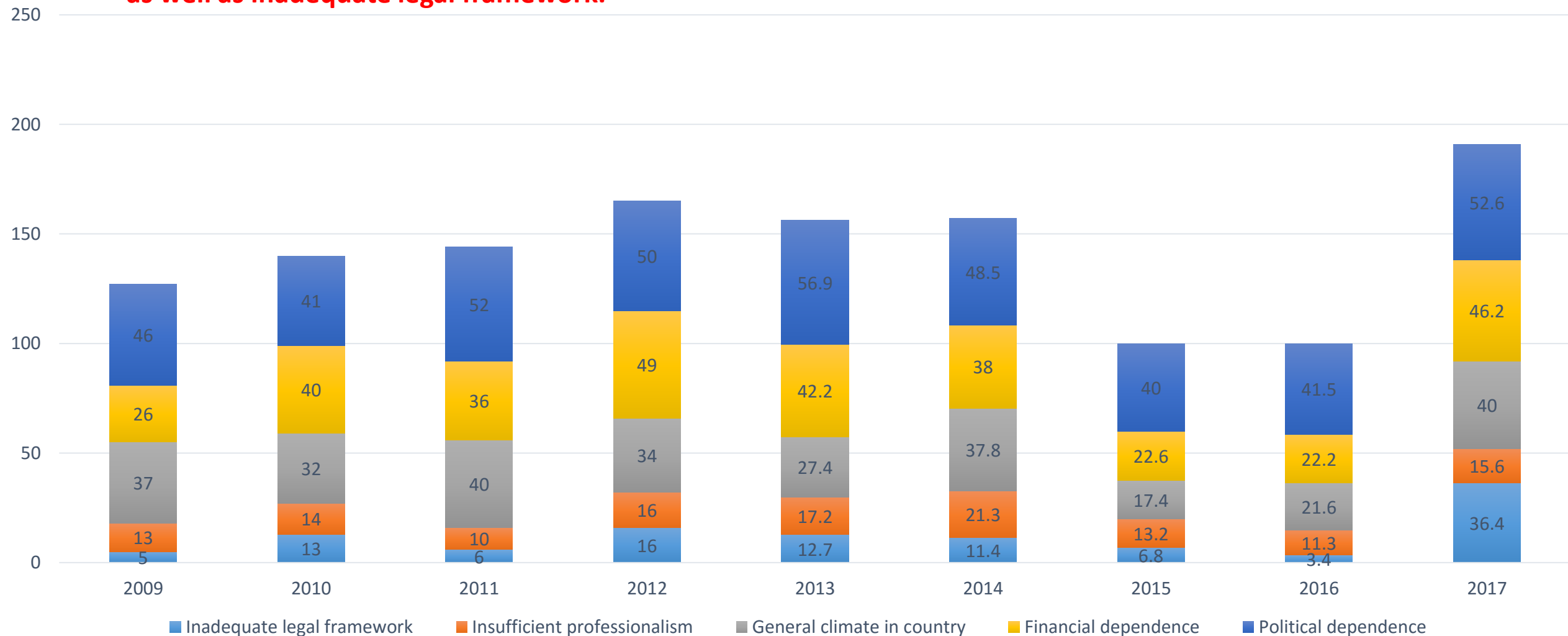
■ Insufficient professionalism

■ Inadequate legal framework

# Research results

P6. In your opinion, what are two basic obstacles to freedom of the media in B-H?

Most respondents in B-H believe that basic obstacles to freedom of media in B-H are political and financial dependence, and **the number of those who emphasize financial dependence and political climate has increased, as well as inadequate legal framework.**



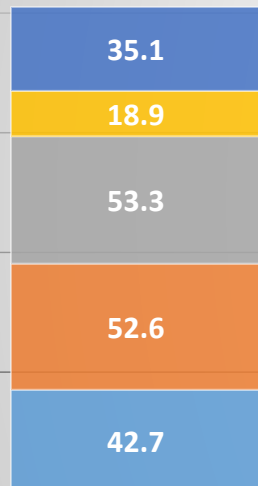


# Research results

P.6 What are two basic obstacles to freedom of the media in B-H? (respondents in Federation B-H)?

The majority of respondents in FB-H believe financial dependence and general political climate in the country to be basic obstacles to freedom of media.

## Basic obstacles to freedom of the media in B-H (respondents - Federation B-H)



2017

■ Political dependence

■ Financial dependence

■ General climate in country

■ Insufficient professionalism

■ Inadequate legal framework

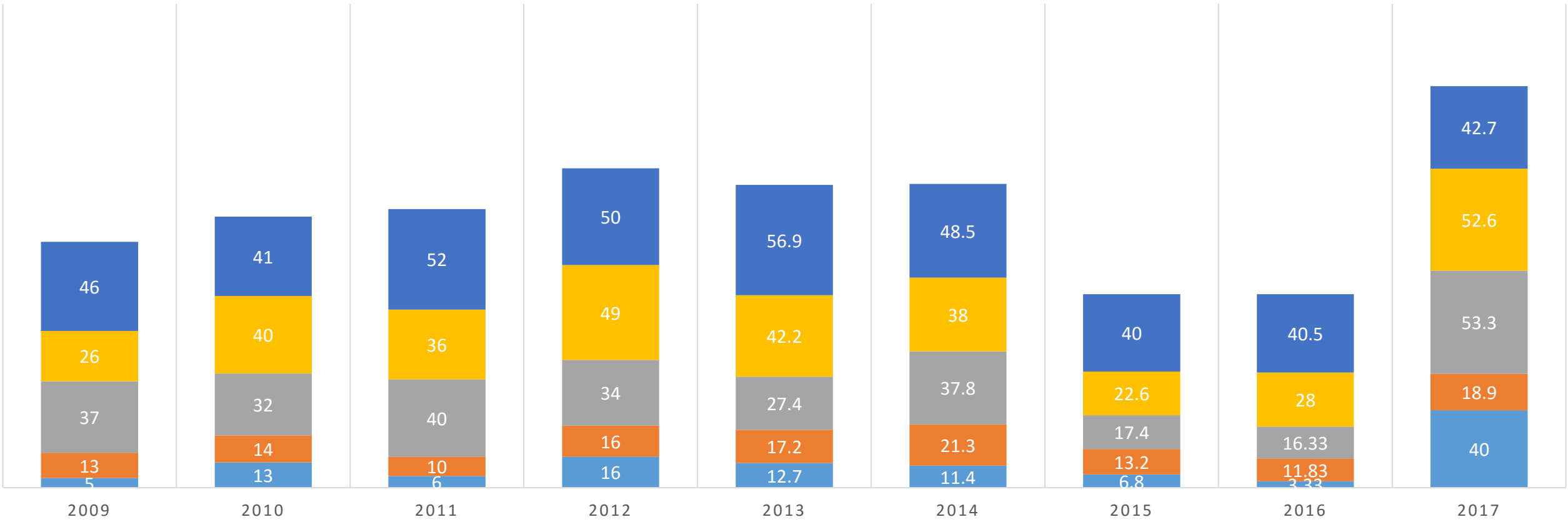
# Research results

P6. In your opinion, what are two basic obstacles to freedom of the media in Federation B-H?

The majority of respondents in FB-H consider political and financial dependence basic obstacles to freedom of the media in B-H. **Financial dependence and political climate in the country, as well as inadequate laws are much more emphasized than in previous years.**

### P6 BASIC OBSTACLES TO FREEDOM OF THE MEDIA (FB-H)

■ Political dependence ■ Financial dependence ■ General climate in country ■ Insufficient professionalism ■ Inadequate legal framework

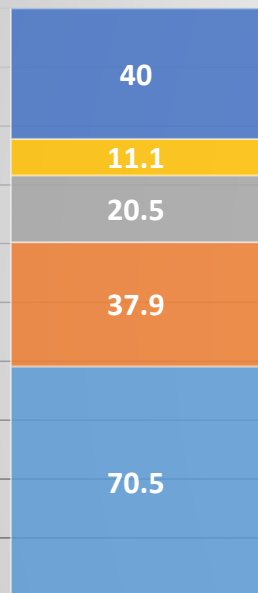


# Research results

P6. In your opinion, what are two basic obstacles to freedom of the media in B-H?  
(respondents in RS)?

**The majority of respondents in RS consider political and financial dependence as basic obstacles to freedom of the media.**

Basic obstacles to freedom of the media in B-H (resopndents - RS)



2017

■ Political dependence

■ Financial dependence

■ General climate in country

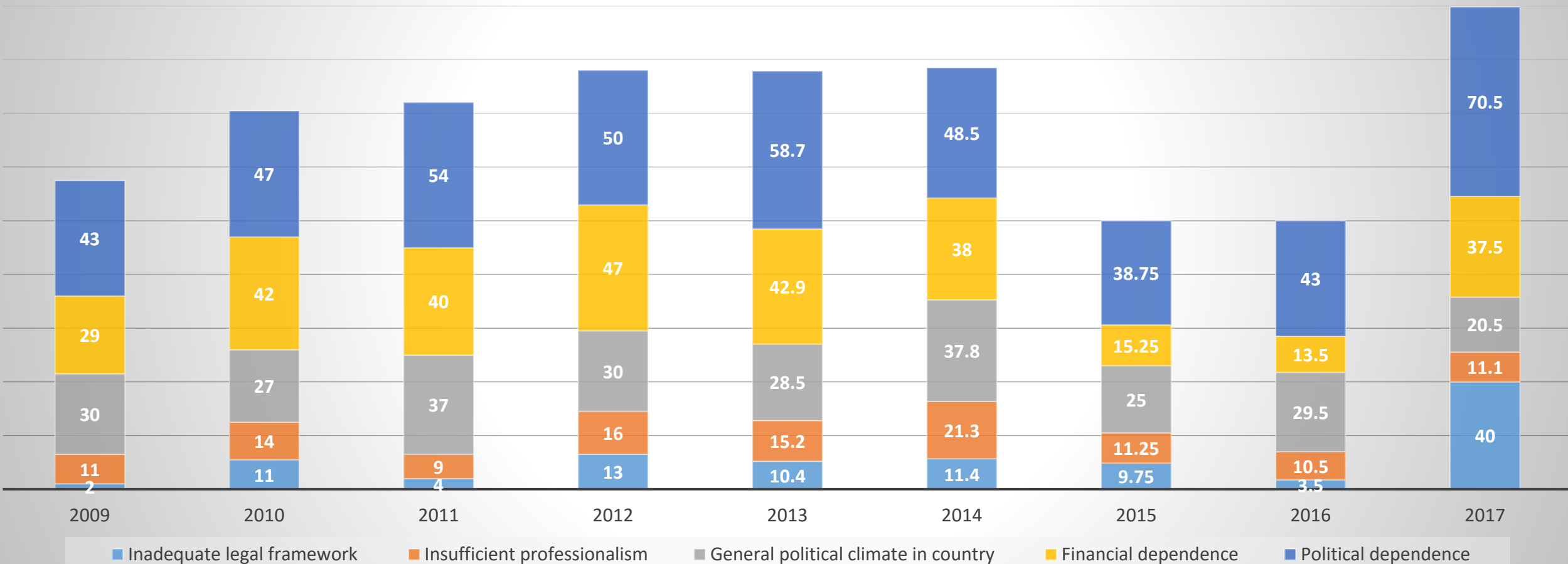
■ Insufficient professionalism

■ Inadequate legal framework

# Research results

The majority of respondents in RS consider political and financial dependence as basic obstacles to freedom of the media. **The number of respondents who emphasize political, as well as financial, dependence as obstacles has increased compared to last year. The number of those who consider legislation insufficient has increased.**

## P6 Basic obstacles to freedom of the media in B-H (RS)

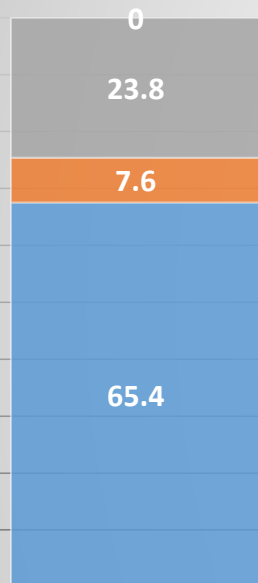


# Research results

P7. In your opinion, who has the most influence on the media in B-H?

**Reduced is the number of respondents who consider that politicians have the greatest influence on the media, and growing is citizens' perception of the influence of media owners and editors.**

The most influence on the media in B-H comes from... (B-H)



2017

■ Politicians and political parties

■ Influential businesspersons

■ Media owners and editors

■ OHR and international community

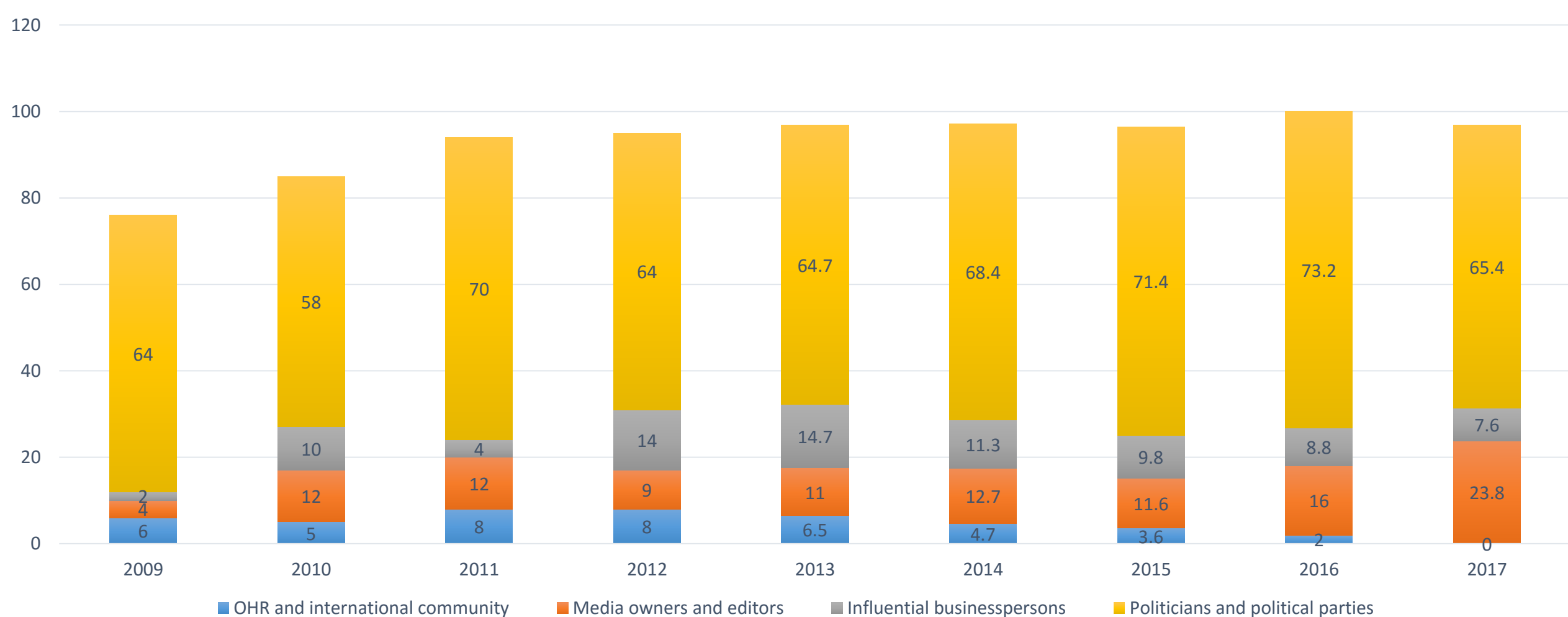
# Research results

## P7. In your opinion, who has the most influence on the media in B-H?

The majority of respondents still consider that politicians and political parties have the greatest influence on the media.

**Reduced is the number of respondents who consider that politicians have the greatest influence on the media, and growing is citizens' perception of the influence of media owners and editors.**

### P6. Most influence on the media in B-H (B-H)

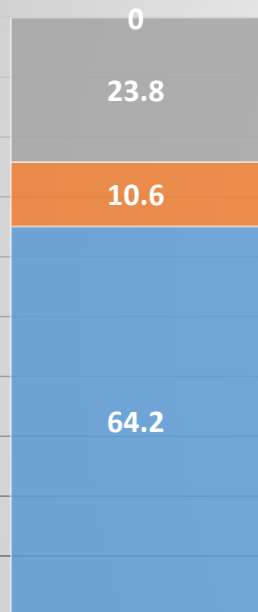


# Research results

P7. In your opinion, who has the most influence on the media in B-H?

**In FB-H, a smaller number of respondents than last year believes that politicians have an influence on the media in B-H, however, the number of respondents who perceive a greater influence of media owners and editors has increased compared to 2016.**

The most influence on the media in B-H comes from... (Federation B-H)



2017

■ Politicians and political parties

■ Influential businesspersons

■ Media owners and editors

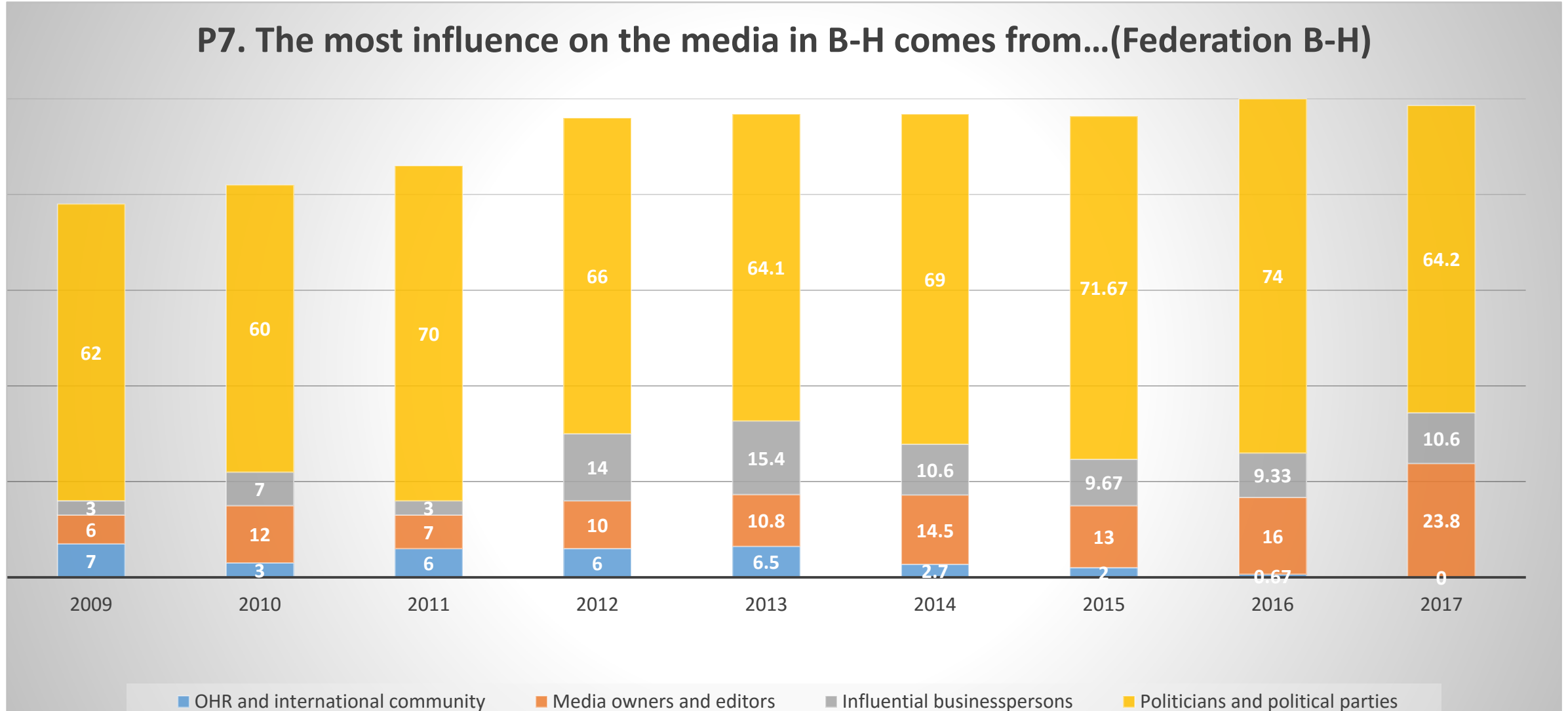
■ OHR and international community

# Research results

P7. In your opinion, who has the most influence on the media in B-H?

**In FB-H as well, a smaller number of respondents compared to last year believe that politicians have influence on the media in B-H.**

P7. The most influence on the media in B-H comes from...(Federation B-H)



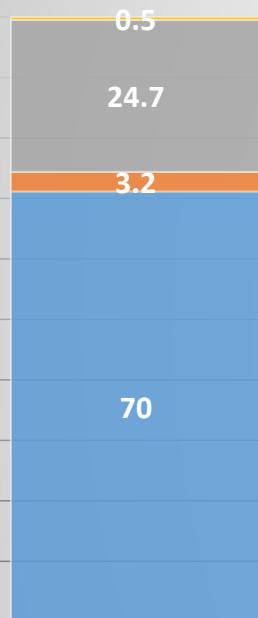


# Research results

P7. In your opinion, who has the most influence on the media in B-H?

**In RS this year as well, they consider that politicians have the greatest influence on the media, but increasing here is respondents' perception on the greater influence of media owners and editors.**

The most influence on the media in B-H comes from... (RS)



2017

■ Politicians and political parties

■ Influential businesspersons

■ Media owners and editors

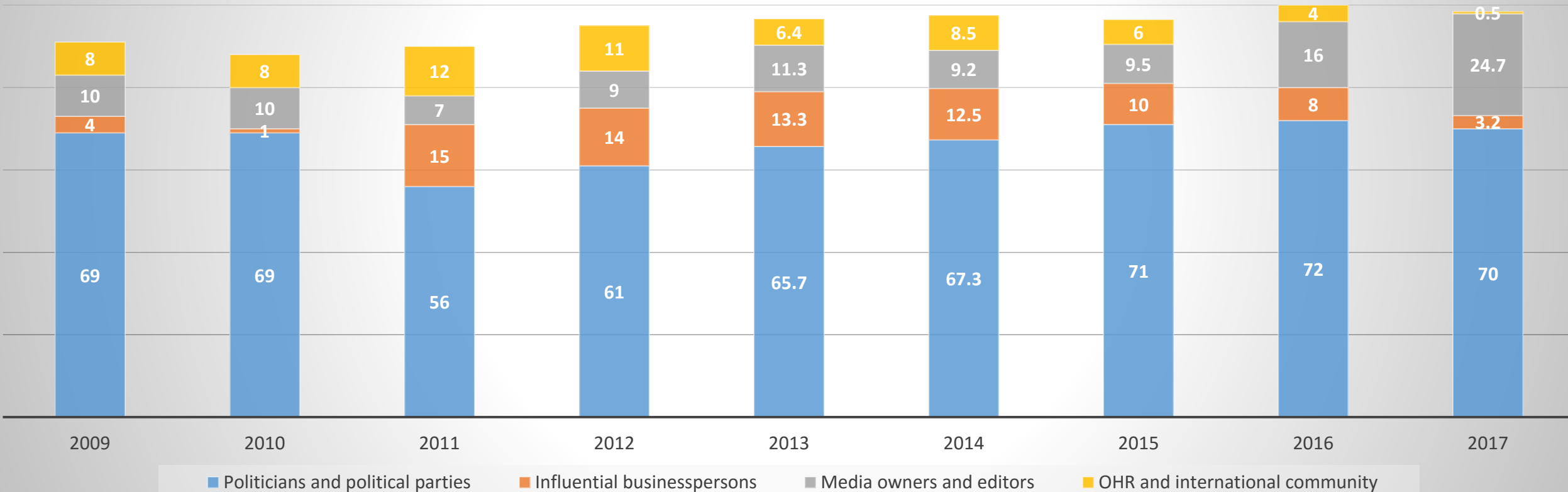
■ OHR and international community

# Research results

P7. In your opinion, who has the most influence on the media in B-H?

Growing constantly is the number of those who consider that owners and editors have the most influence, **while decreasing is the number of respondents who believe that the international community and politicians have an influence.**

The most influence on the media in B-H comes from... (RS)

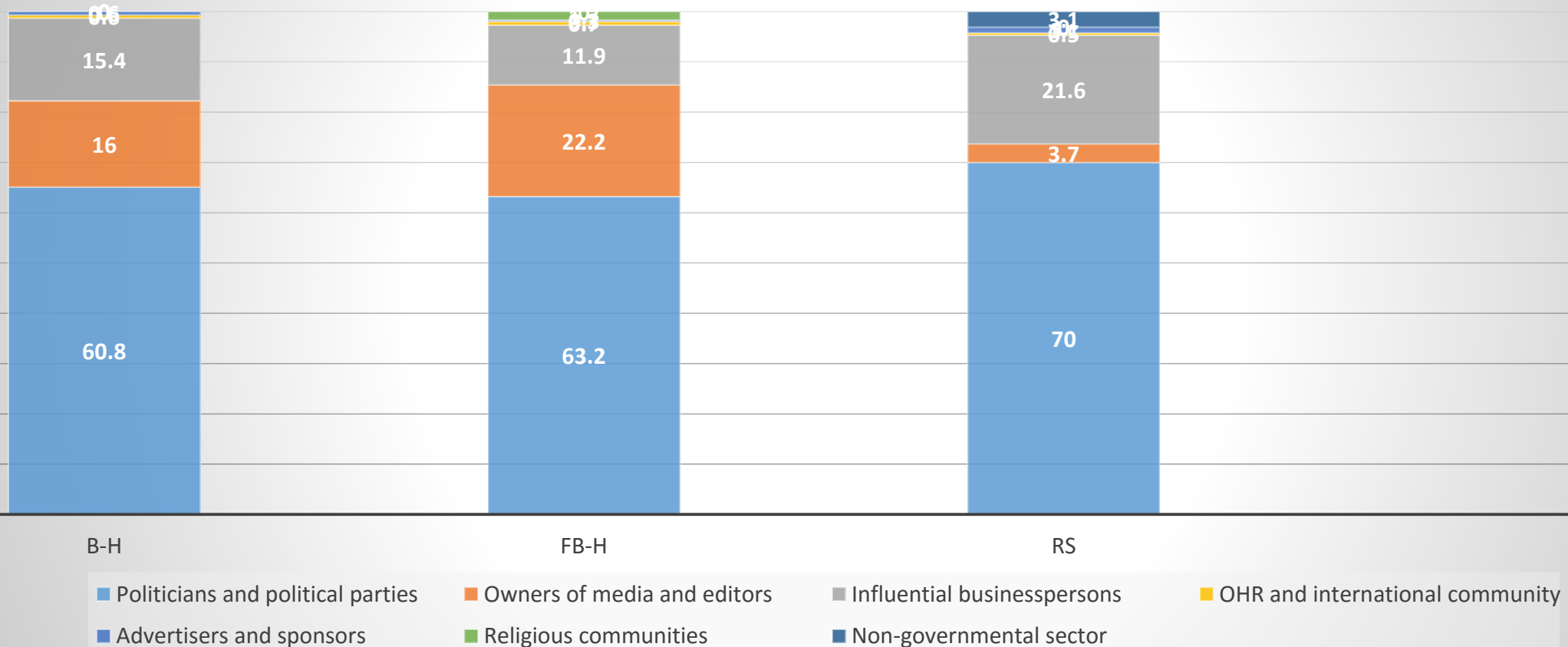


# Research results

P8. Who are the main violators of the rights of journalists and freedom of the media in B-H?

**Politicians and political parties continue to be considered the main violators of the rights of journalists and freedom of the media, and the number of respondents with this opinion is increasing,** while the number of those who think that editors and owners are the main violators is decreasing.

## Main violators of rights of journalists and freedom of the media in B-H in 2017



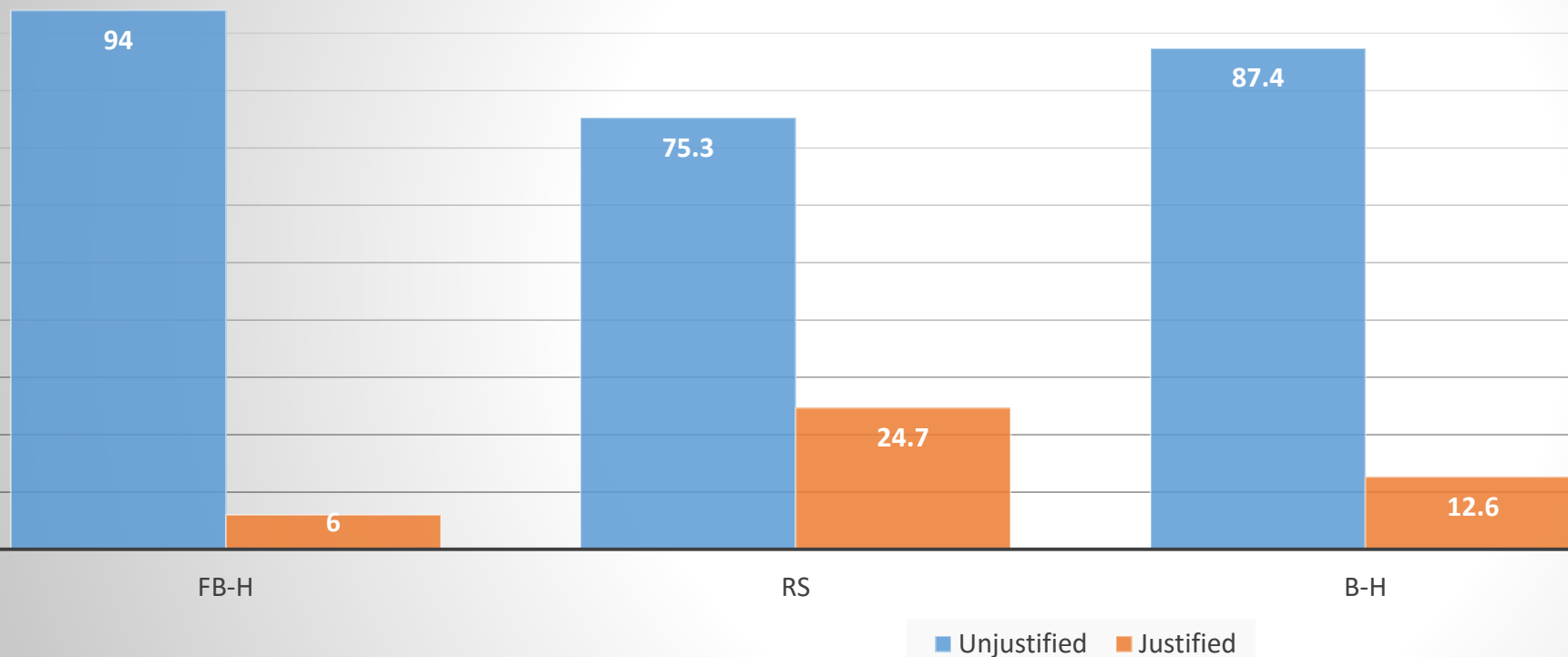
# Research results

P9. With which of the two statements would you agree?

Any kind of attack on a journalist is completely unacceptable / In some situations attacks on journalists could be justified

**This year, once again, most respondents consider any attack on a journalists as inappropriate, although in RS, there is an increase in the number of respondents who consider an attack on a journalist justified in certain cases.**

## Attacks on journalists 2017

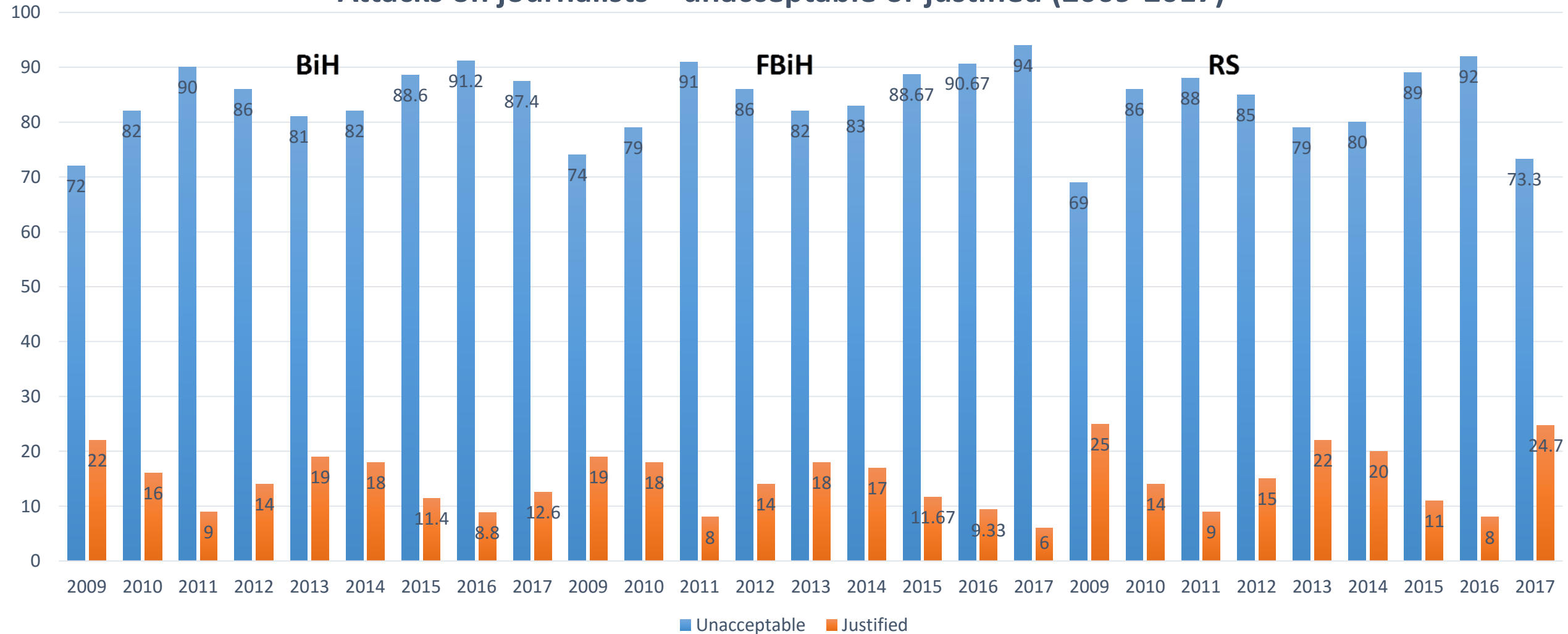


# Research results

P9. With which of the two statements would you agree?

Any kind of attack on a journalist is completely unacceptable / In some situations attacks on journalists could be justified

Attacks on journalists – unacceptable or justified (2009-2017)



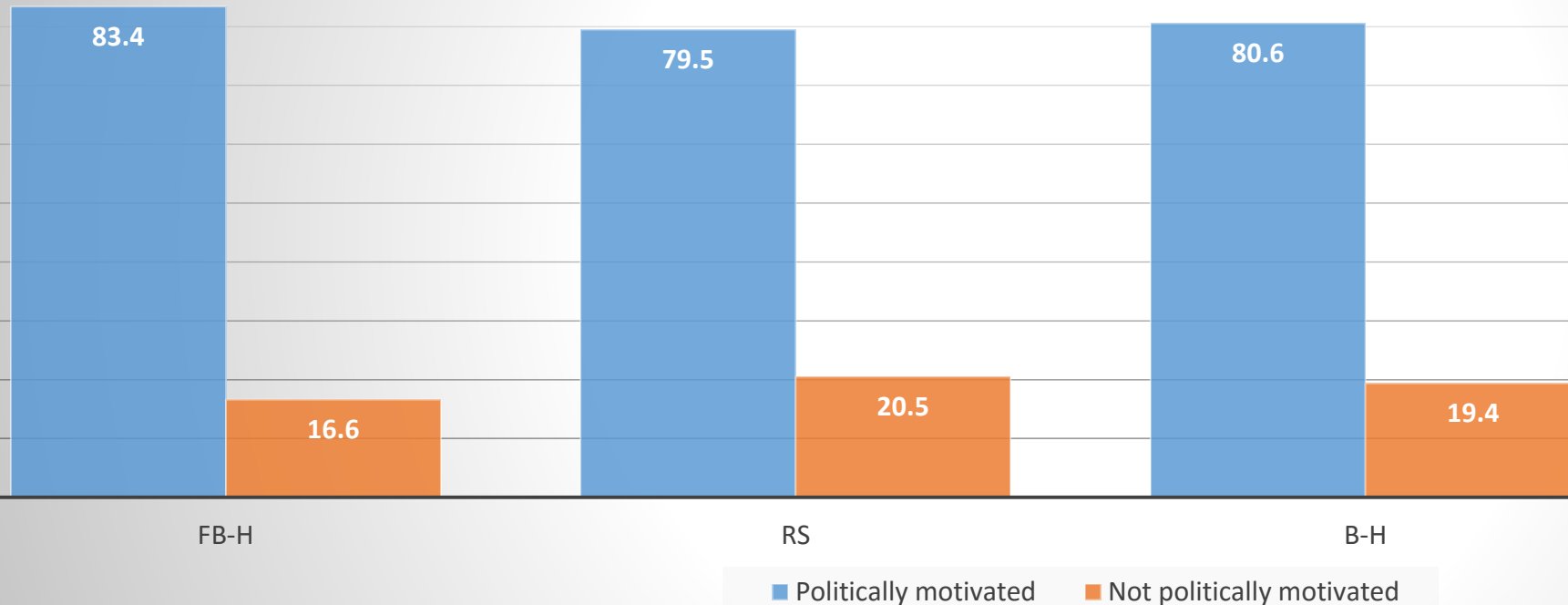
# Research results

P10. 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?

The answers are grouped into two categories: NOT POLITICALLY MOTIVATED (Completely/Somewhat agree) and POLITICALLY MOTIVATED (Completely/Somewhat agree).

**As in 2016, the majority of respondents completely or somewhat agree that the work of journalists is politically motivated.**

## Political motivation in the work of journalists 2017

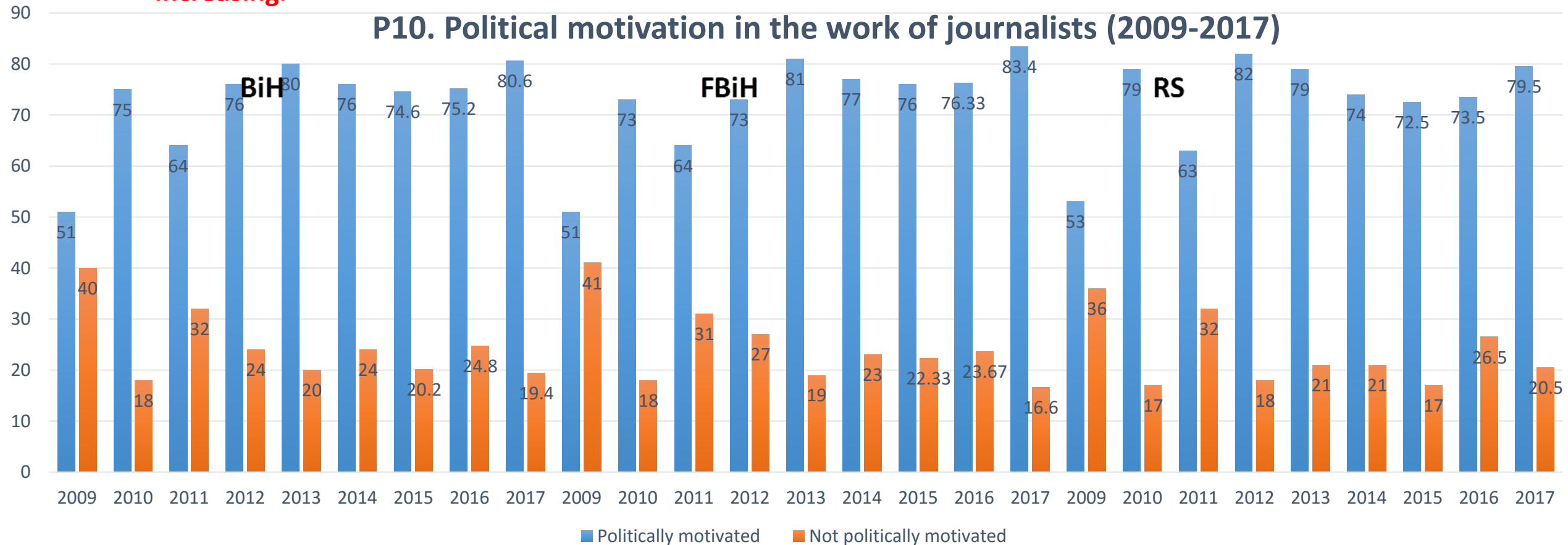


# Research results

P10. 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?

**The number of respondents who believe that the work of journalists is politically motivated is constantly increasing.**

**P10. Political motivation in the work of journalists (2009-2017)**



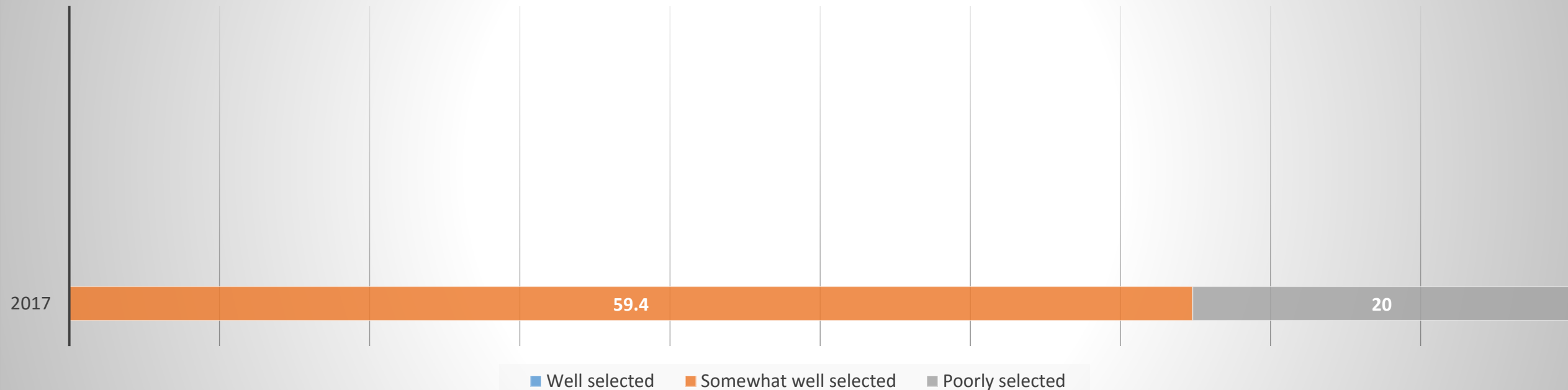
# Research results

P11. Would you say that the topics B-H journalists cover are...

**As in 2016. godine, this year too most respondents consider the topics that journalists cover are „somewhat well selected“.**

Compared to 2016, recorded is a slight decrease in respondents' perception that the topics that B-H journalists cover are poorly selected, i.e. journalists superficially cover topics that citizens are most interested in.

## Topics covered by B-H journalists (B-H)



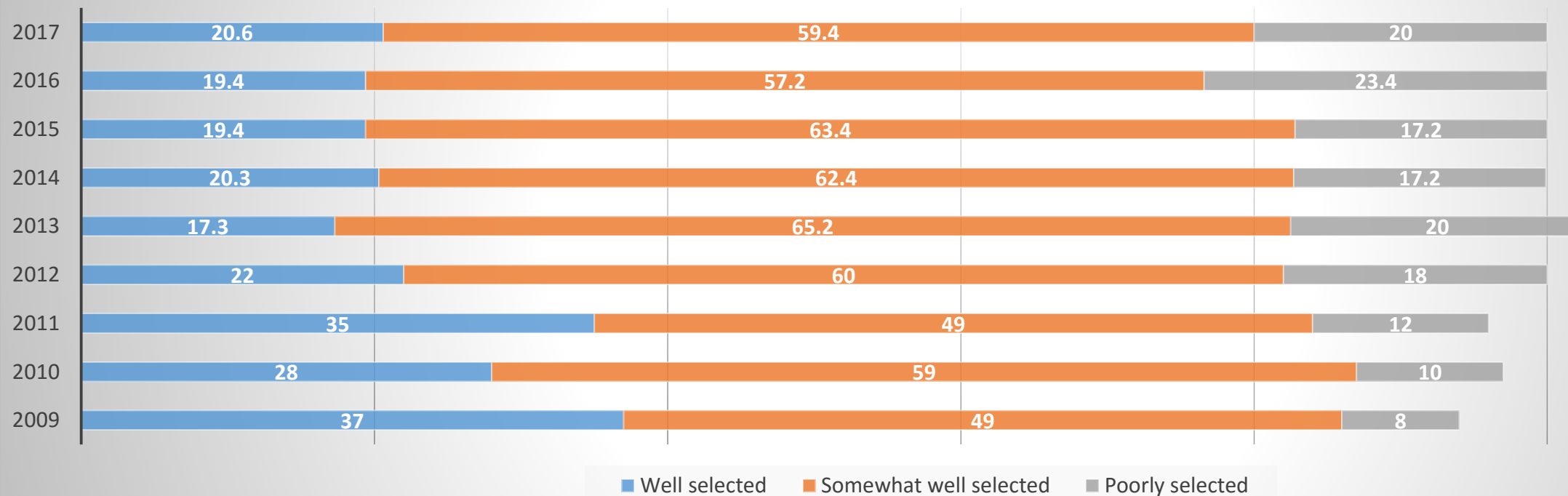


# Research results

## P11. Would you say that the topics B-H journalists cover are...

Compared to 2016, recorded is a slight decrease in respondents' perception that the topics that B-H journalists cover are poorly selected, i.e. journalists superficially cover topics that citizens are most interested in.

### P11. Topics covered by B-H journalists (B-H)

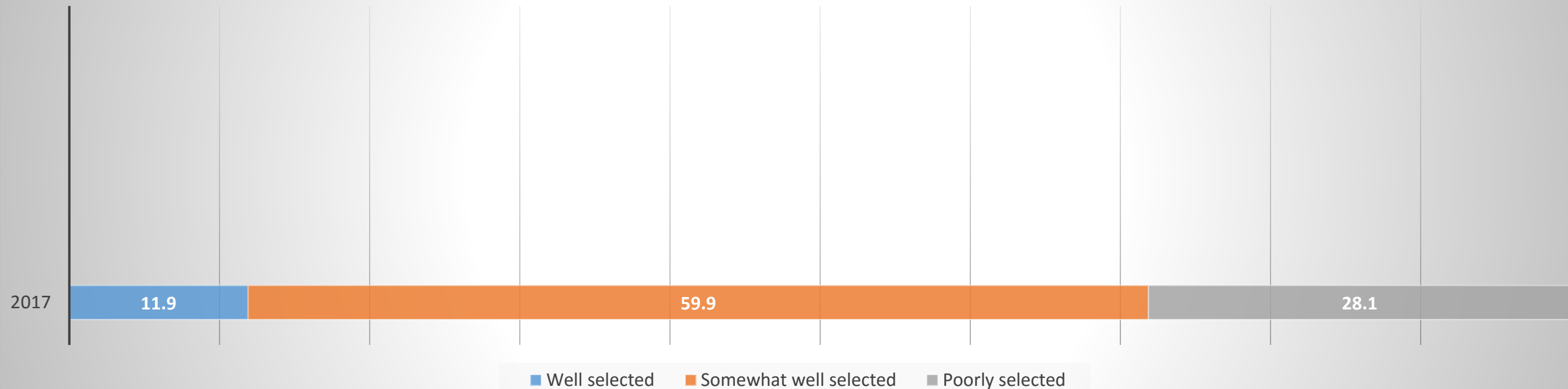


# Research results

## P11. What are the topics like that B-H journalists cover?

The majority of respondents consider that topics that B-H journalists cover are somewhat well selected. Compared to the 2016 research, recorded is an increase in the perception of respondents that the topics B-H journalists cover are poorly selected, i.e. that journalists do not cover topics that are of most interest to citizens.

**P11. Topics covered by B-H journalists (B-H)**

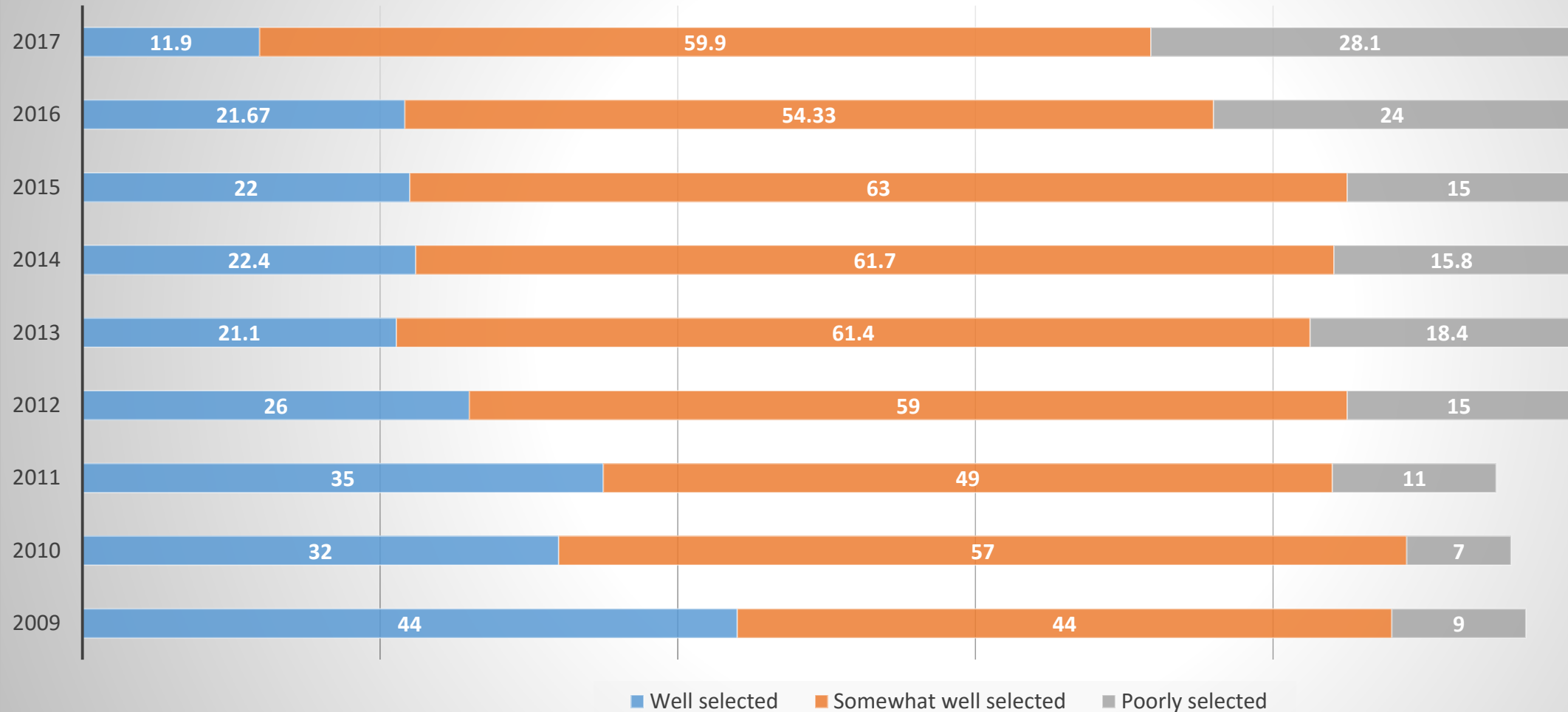


# Research results

## P11. What are the topics like that B-H journalists cover?

Reduced is the number of respondents in FB-H who consider that the topics that B-H journalists cover are well selected. Most respondents in FB-H consider that the topics covered by B-H journalists are somewhat well selected.

P11. Topics covered by B-H journalists (FB-H)

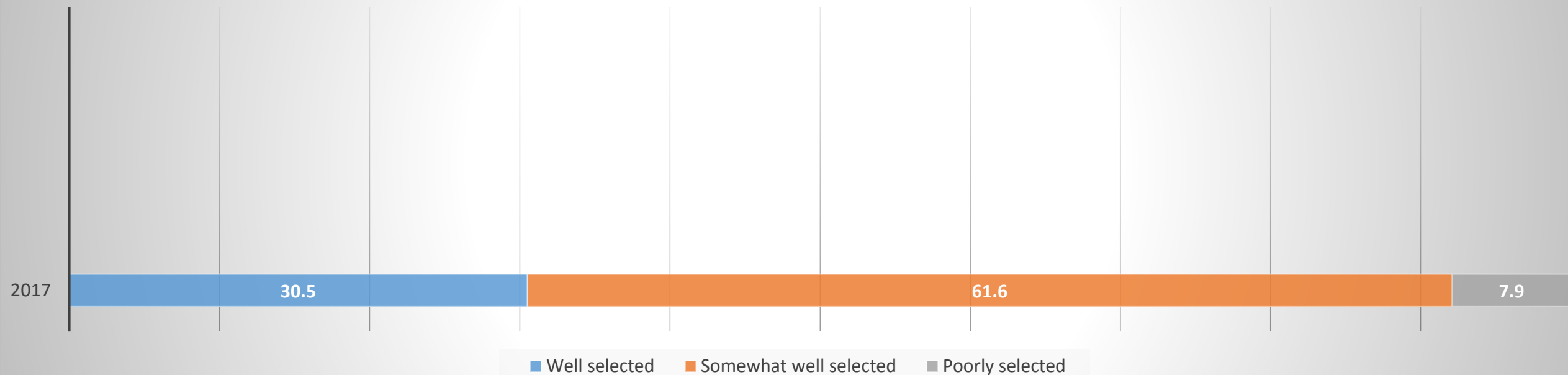


# Research results

P11. What are the topics like that B-H journalists cover?

Most respondents in RS consider that the topics covered by B-H journalists are somewhat well selected. **Compared to the 2016 research, recorded is an increase in the perception that topics covered by B-H journalists are well selected, i.e. that journalists cover citizens' main interests.**

Topics covered by B-H journalists (RS)



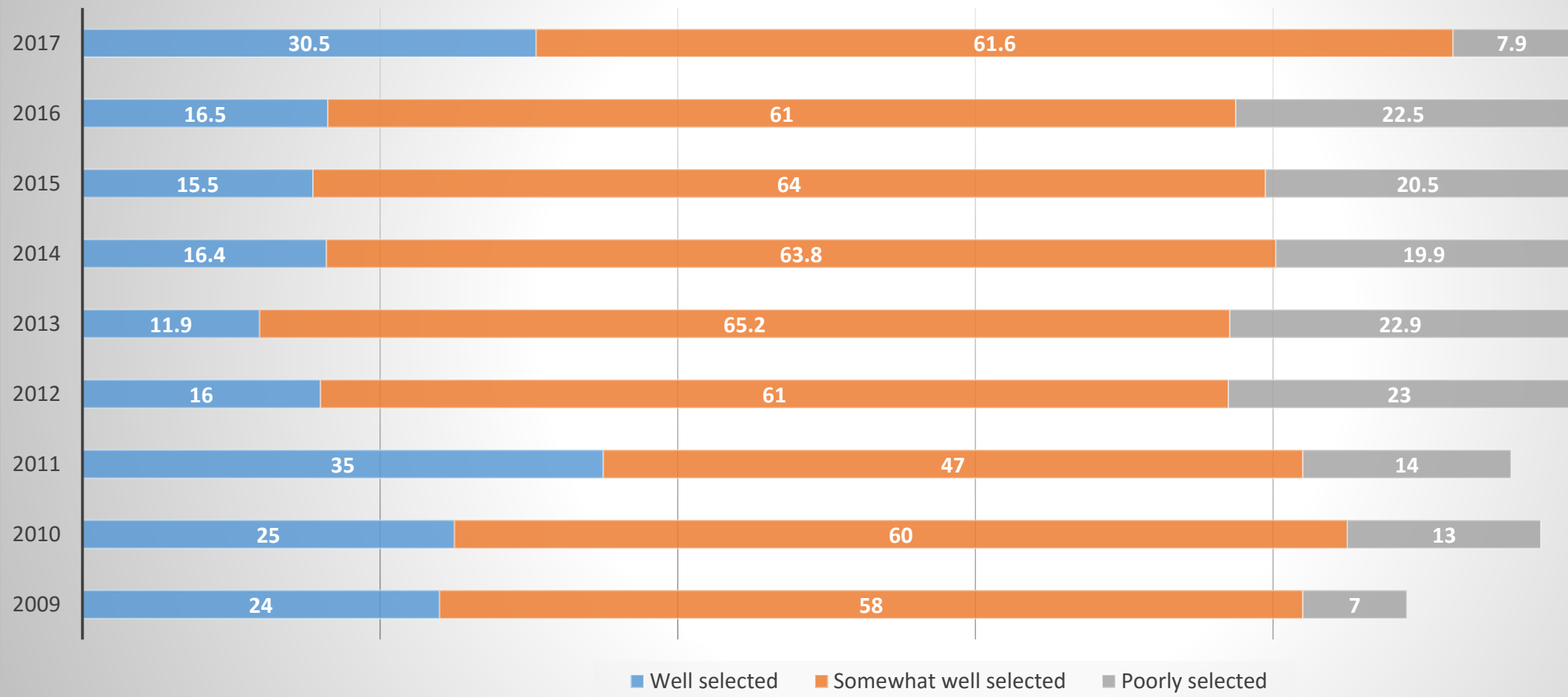
# Research results

P11. What are the topics like that B-H journalists cover?

**Recorded is an increase in the number of respondents from RS who consider that the topics covered by B-H journalists are well selected.**

The majority of respondents consider that the topics covered by B-H journalists are somewhat well selected.

### Topics covered by B-H journalists (RS)

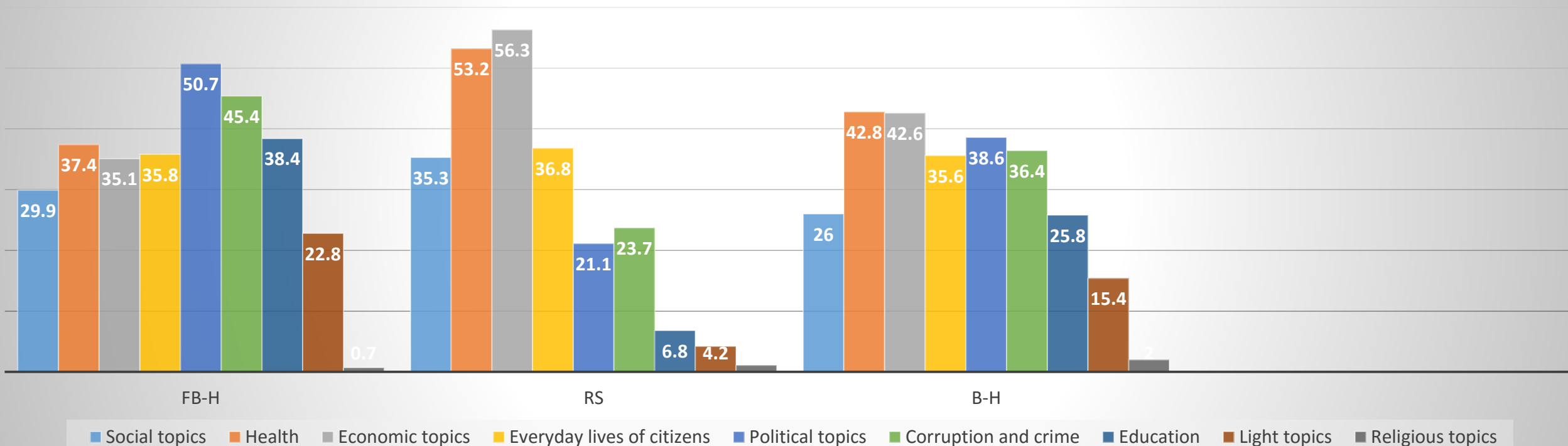


# Research results

P12. Which of the stated topics should journalists cover more extensively than now?

Respondents in FB-H and RS mostly emphasize economic and health topics as those which B-H journalists should cover more than now. In RS, economic topics are emphasized as extremely essential.

Topics that B-H journalists should cover more extensively 2017

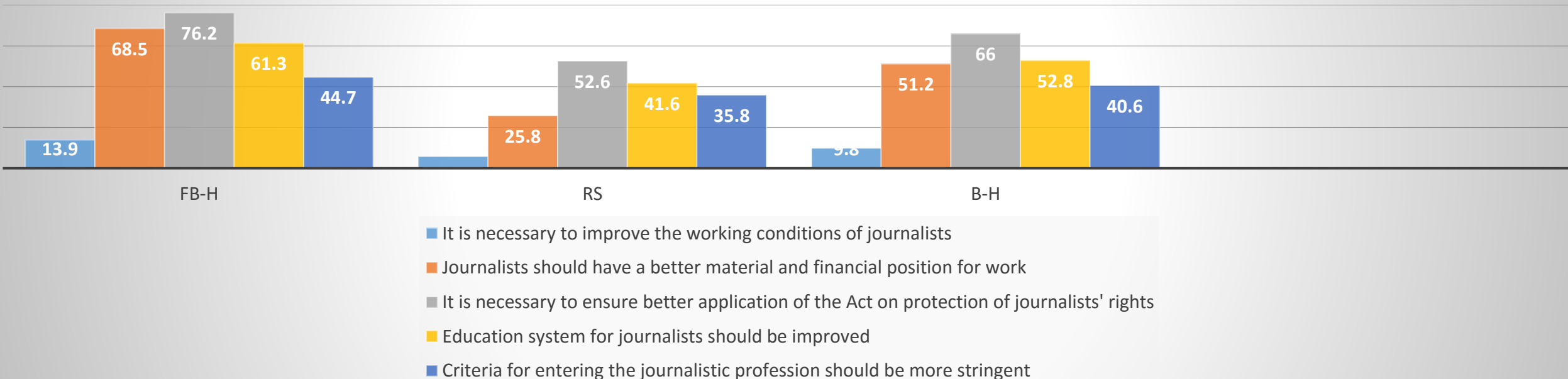


# Research results

P13. In which of the following ways is it important to improve the work of journalists and the quality of reporting?

**Most respondents consider that it is necessary to ensure better application of the Act on protection of journalists' rights, as well as to improve the education system for journalists, and to advance the work of journalists and quality of reporting.**

Ways of improving work of journalists and quality of reporting 2017

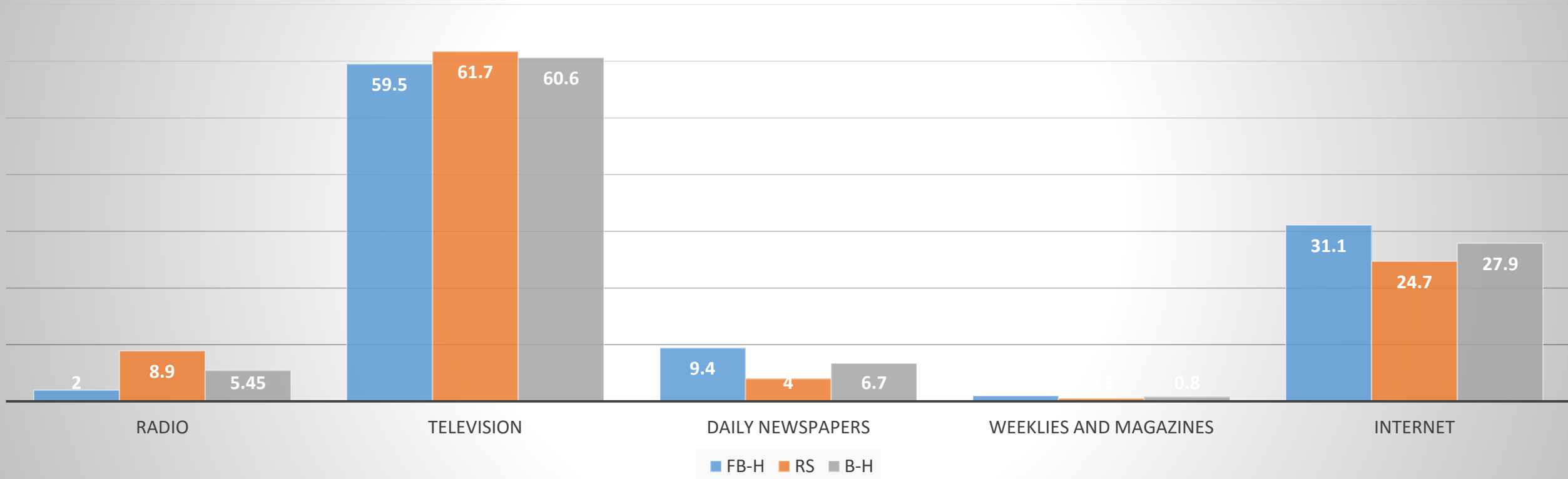


# Research results

P14. What media keeps you best informed?

The majority of respondents are best informed by television, although noticeable is a slight rise in the number of respondents who are best informed via the Internet.

What media keeps you best informed?





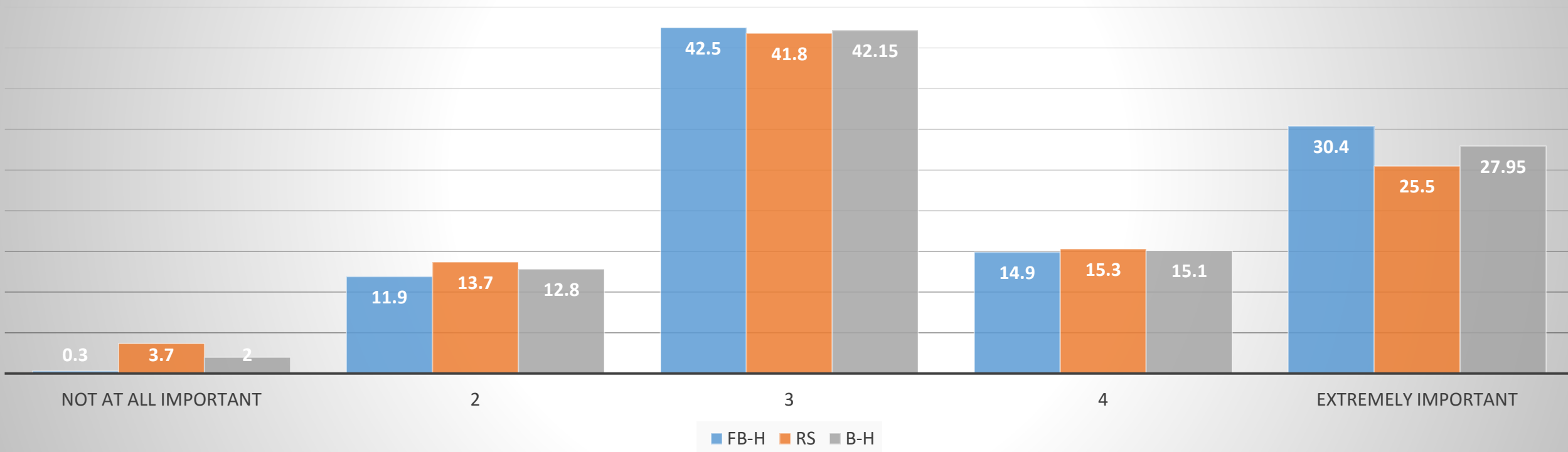
# Research results

P15. To what extent do you assess the importance of the Internet as a medium for the public and citizens?

Score 1 – Not at all important to 5 – Extremely important

**In 2017, the majority of respondents consider the Internet a medium of moderate importance for the public and citizens, however, there is an increase in the number of respondents who consider the Internet extremely important!**

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

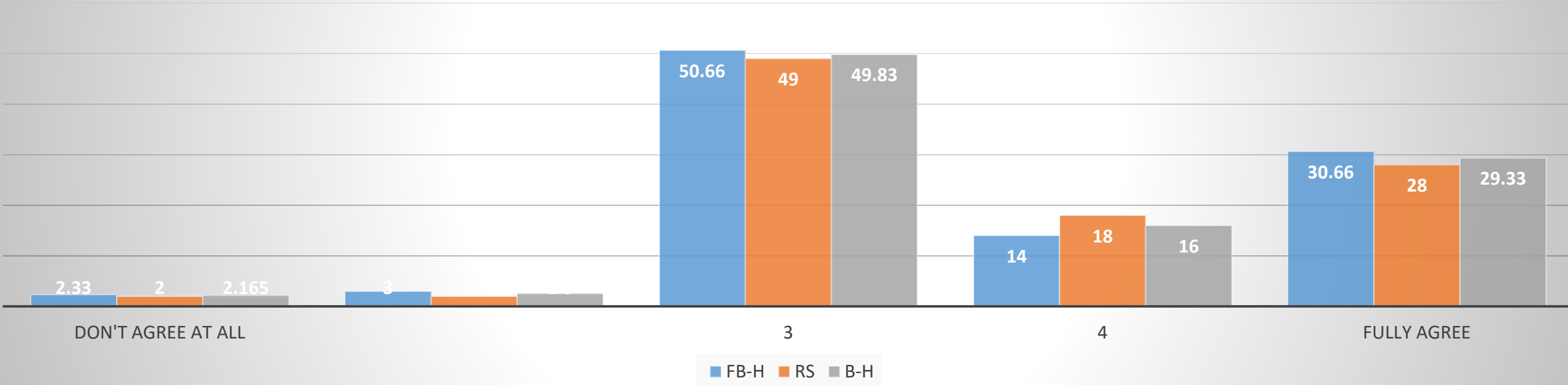


# Research results

P16. Has the increase in media quantity and media content improved the quality of informing? Score 1 – Don't agree at all to 5 – Fully agree

**Most respondents somewhat agree that, in the past few years, the quantity of media content in the public has increased, and consequently diverse views on social conditions, however, noticeable is a slight increase in the number of respondents who completely agree with this statement!**

In the past few years, the quantity of media content has increased, and consequently diverse views on social and political conditions



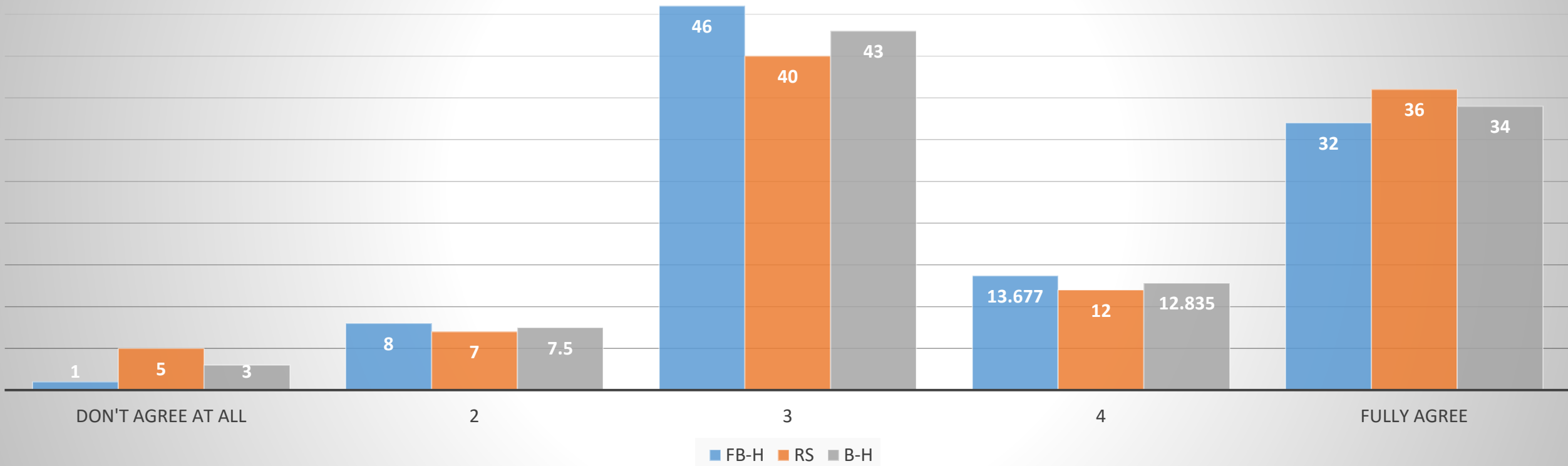
# Research results

P16. Has the Internet democratized communication and pluralism of opinion?

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

**Increasing is the number of respondents who fully agree with the conclusion that the Internet has democratized communication and pluralism of opinion compared to 2016.**

The Internet has democratized communication and enabled pluralism of opinion

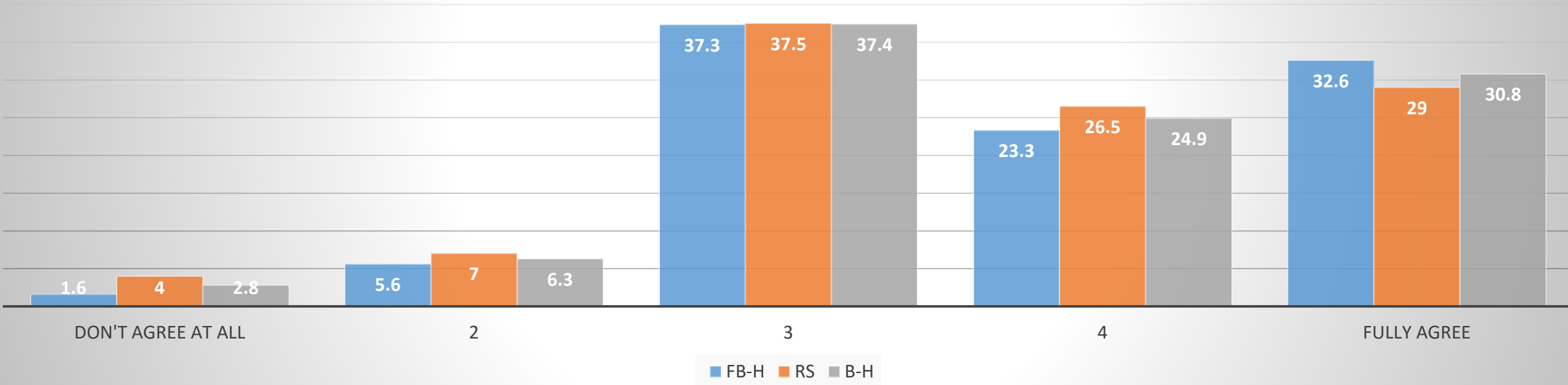


# Research results

P16. Do you agree with the statement that, despite the increase in the number of Internet portals and publicly available media content, you do not feel that you are better informed because there is too much similar information? Score 1 – Don't agree at all to 5 – Fully agree

**The majority of respondents somewhat agree with the statement that, despite the increase in the number of Internet portals and publicly available media content, they do not feel they are better informed, however, here there is a slight increase in those who fully agree with the statement.**

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

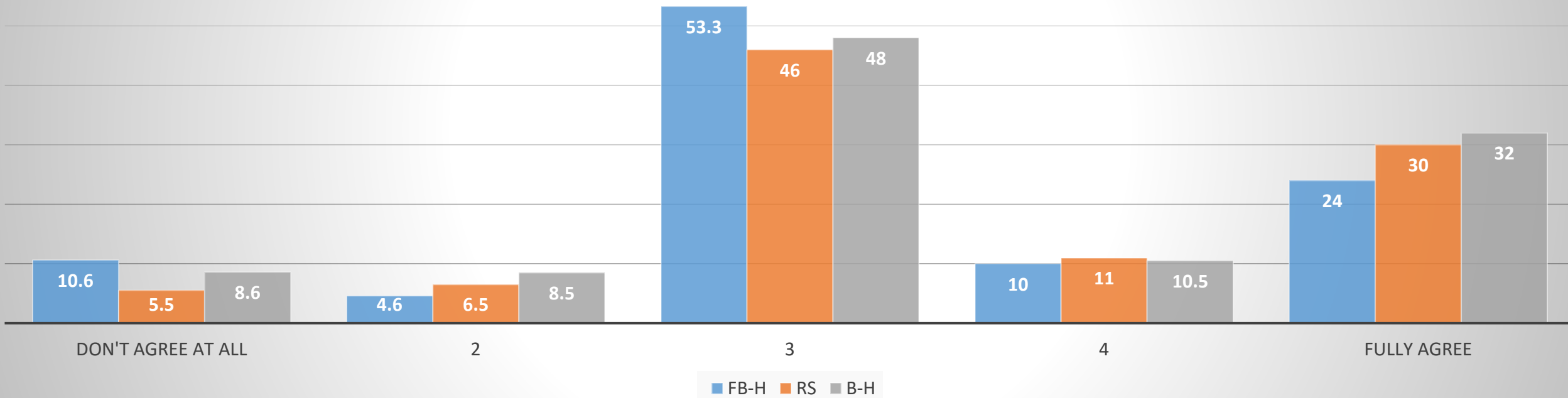


# Research results

P16. Does the B-H media contribute to increasing tensions on the political and religious front, as well as between entities in B-H? Score 1 – Don't agree at all to 5 – Fully agree

The majority of respondents agree that the B-H media contribute to increasing tensions on the political and religious front, as well as between entities in B-H. **However, increasing is the number of those who fully agree (there are more of these respondents in RS).**

## B-H media contribute to increasing tensions on the national, political and religious front, as well as between entities in B-H

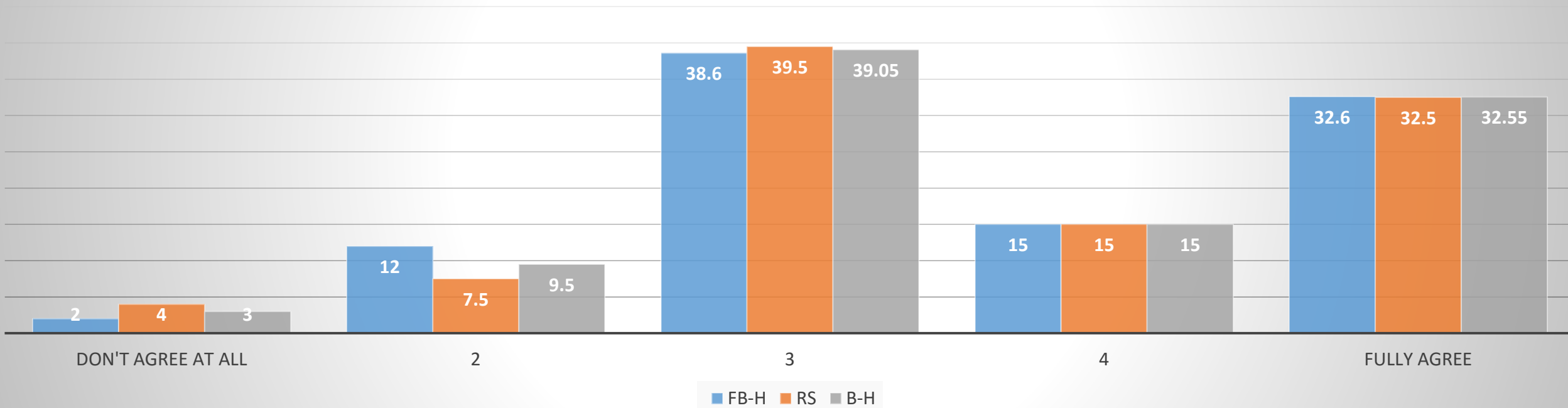


# Research results

P16. Do you agree with the statement that the work of journalists is politically motivated, and for this reason lose objectivity? Score 1 – Don't agree at all to 5 – Fully agree

**The majority of respondents somewhat or fully agree with the statement that the work of journalists is often politically motivated, and for this reason they lose objectivity!**

The work of journalists is often politically motivated, and for this reason they lose objectivity

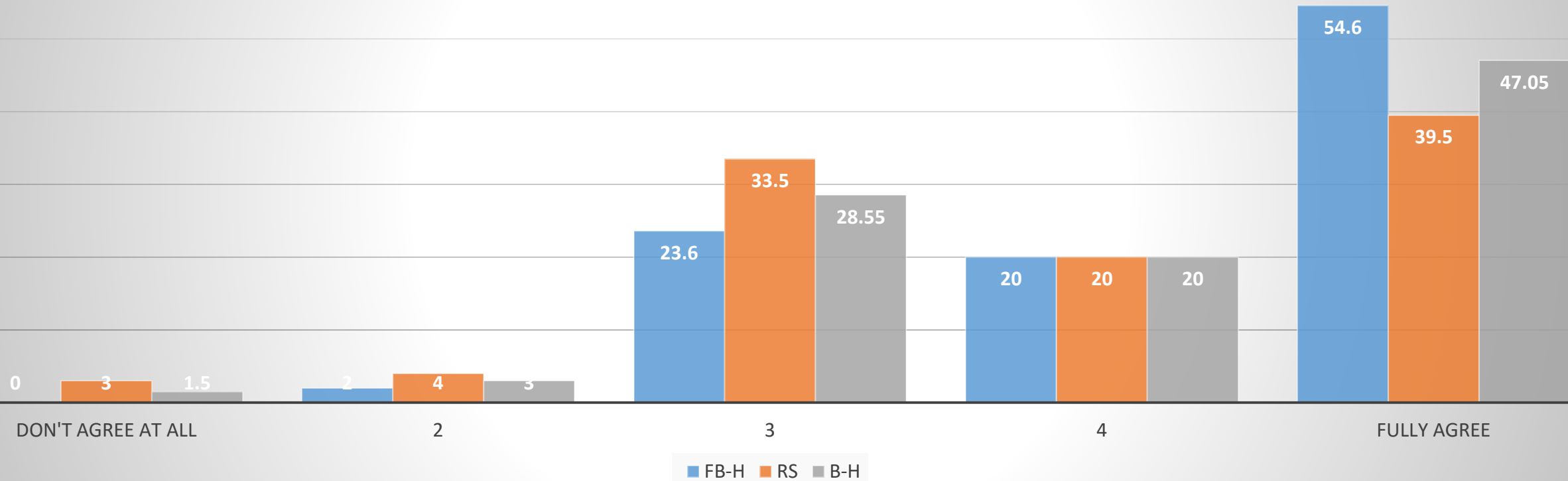


# Research results

P16. Do you agree with the statement that political influence on public media is fairly present? Score 1 – Don't agree at all to 5 – Fully agree

**Most respondents believe that political influence on public media is fairly present, whereby this impression is much more present in Federation B-H.**

## Political influence on public media is fairly present



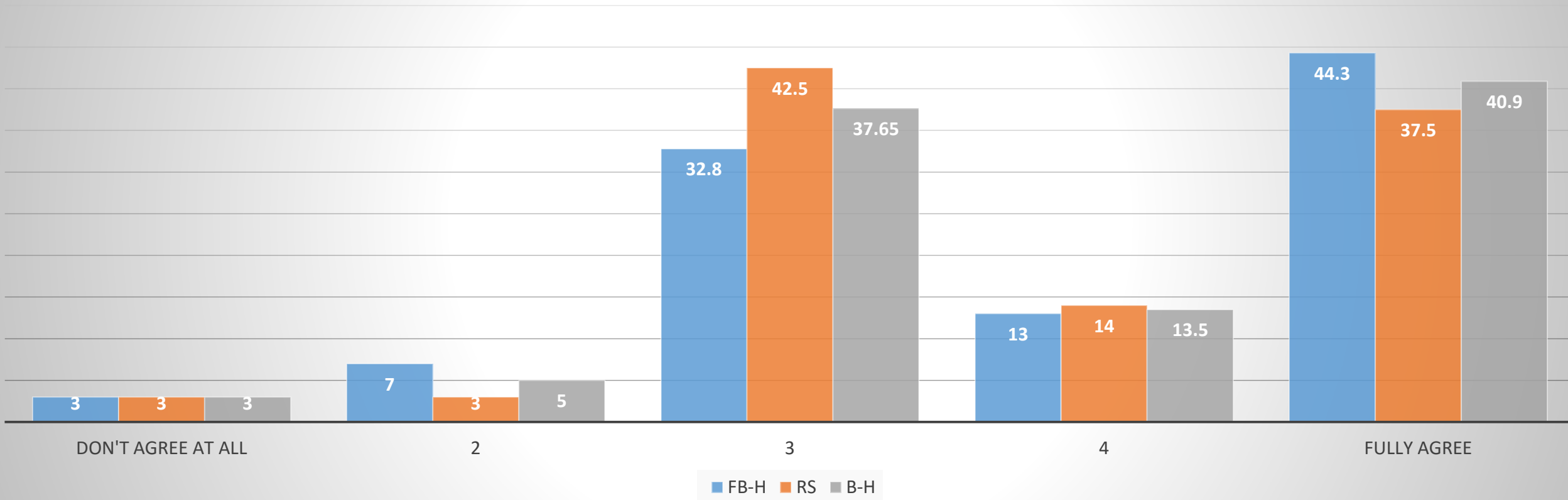
# Research results

P16. Is there too much negative information and pessimism in the media?

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

**The majority of respondents agree that there is too much negative information and pessimism in the media, and this impression is more present in Federation B-H.**

There is too much negative information and pessimism in the media





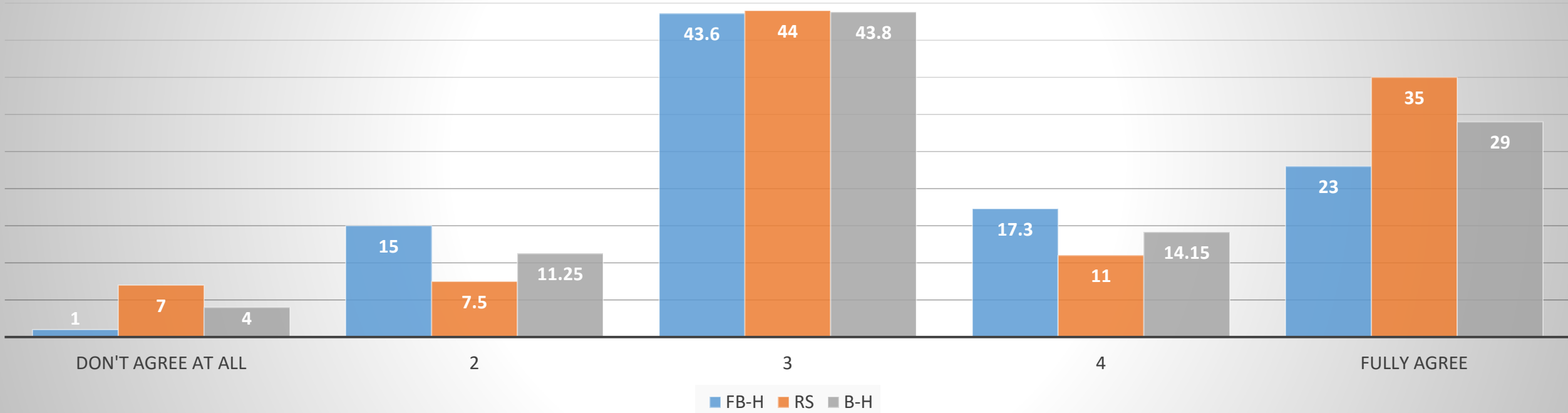
# Research results

P16. Should journalists pay more attention to ethical principles?

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

**The majority of respondents somewhat agree that journalists should pay more attention to ethical principles. Far more respondents in RS compared to the Federation fully agree with this statement!**

## Journalists should keep in line with ethical principles



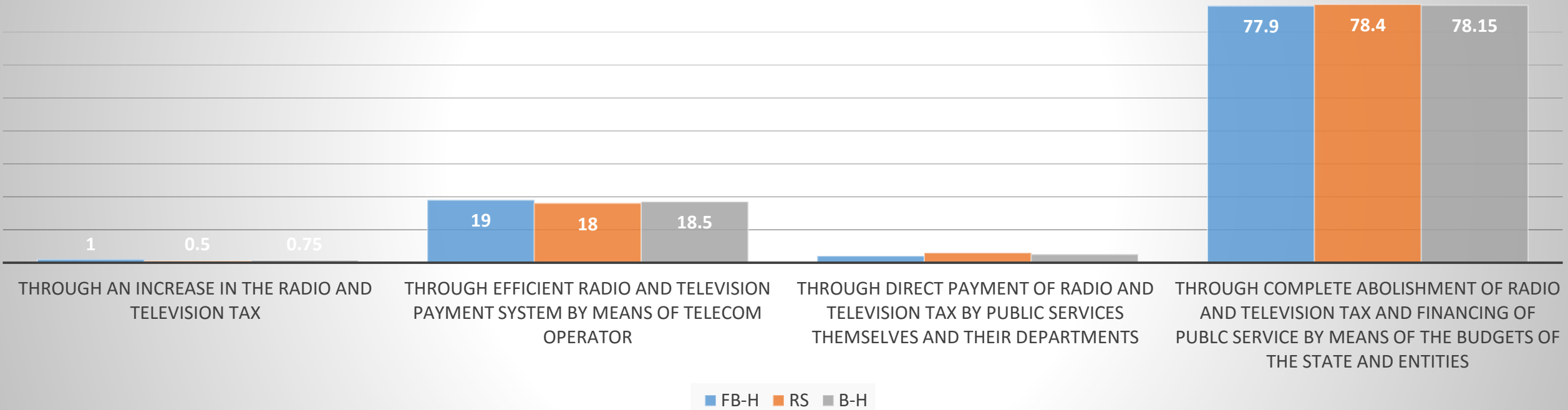
# Research results

P17. How do you envision the financial survival of public services in B-H?

**The majority of respondents envision the survival of public services in B-H through the total abolishment of the radio and television tax and financing of public services by means of the budgets of the state and entities.**

Compared to 2016, recorded was an increase in the number of respondents who envision the survival of public services through direct payment of radio and television tax by the public services themselves and their departments.

## How do you envision the financial survival of the public services in B-H

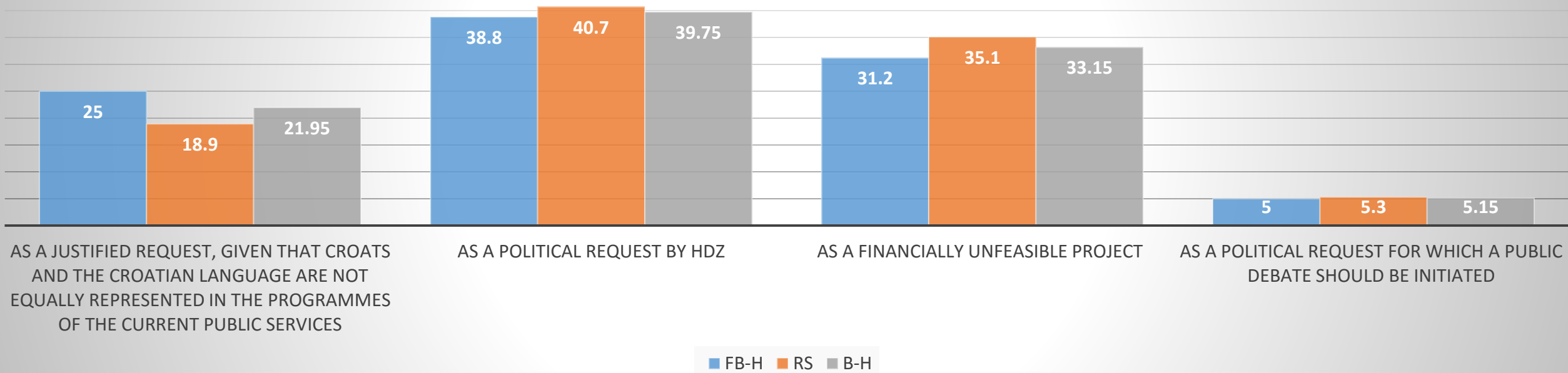


# Research results

P18. What is your opinion on the conclusions of the Croatian National Council in B-H related to the introduction of public service in the Croatian language?

Most respondents consider this request a political request of the HDZ, a party that would like to have the public service under its control. **Compared to 2016, still growing is the number of respondents that consider this request a financially unfeasible project.** Every fourth inhabitant of the Federation considers this request justified.

## What is your opinion on the conclusions of the Croatian National Council in B-H related to the introduction of public service in the Croatian language

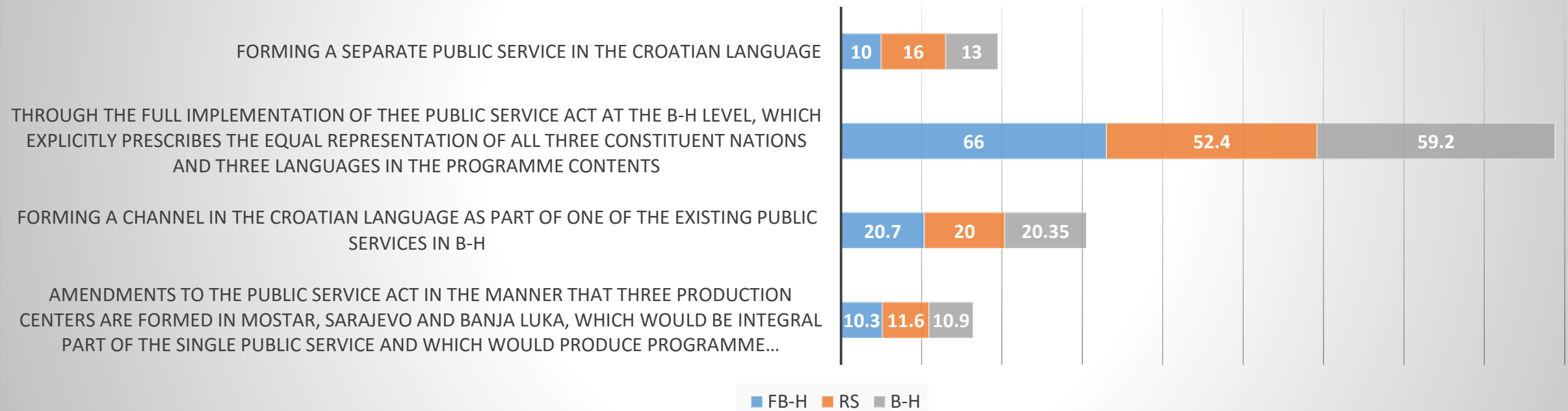


# Research results

P19. In your opinion, what is the solution for improving the quality of informing Croats in B-H in the Croatian language and greater representation of the interests of this nation in the contents of the public services in B-H?

**Again in 2017, the majority of respondents see the solution for improving the quality of informing Croats through the full implementation of the existing Public Service Act at the B-H level, which requires the equal representation of all three constituent nations and the three languages in the programme contents.**

**In your opinion, what is the solution for improving the quality of informing Croats in B-H in the Croatian language and greater representation of the interests of this nation in the contents of the public services**



## Key findings of the research and conclusions

- B-H citizens have the most trust in religious institution (both in the Federation and in Republika Srpska), followed by the media and non-governmental organizations.
- After religious institutions, dominating in the Federation is trust in the non-governmental sector and the media, while in Republika Srpska, a smaller number of respondents trust the non-governmental sector.
- There is much greater trust in the international community in the Federation than in RS!
- Citizens have the least amount of trust in political parties and politicians, while emphasized in Republika Srpska is mistrust of government authorities.
- The majority of citizens is satisfied with B-H media and recorded is a slight increase in satisfaction compared to last year in the Federation B-H. Compared to 2016, recorded is a decrease in satisfaction of respondents in the media and journalists in Republika Srpska.
- Respondents in the Federation B-H with a significant dose of mistrust follow media in Republika Srpska, although a slight increase in trust has been recorded.
- That freedom of the media has increased in Federation B-H is believed by somewhat more respondents than the previous year, while the number of respondents who believe that freedom of the media is present in Republika Srpska is lower.

## Key findings of the research and conclusions

- This year, as in previous years, the majority of respondents in B-H considers that the basic obstacles to freedom of the media are political and financial dependence, whereby the number of those who emphasize financial dependence and political climate in the country has grown.
- The majority of respondents still consider that politicians and political parties have the greatest influence on the work of the media. However, there is a decrease in respondents who consider that politicians and political parties have the most influence, and increasing is the number of those who consider owners and editors as the most influential.
- Decreasing is the number of respondents who believe that the international community has an influence on the media.
- Politicians and political parties continue to be considered the main violators of the rights of journalists and freedom of the media. Increasing is the number of respondents who believe this, while decreasing is the number of those who think that editor and owners violate rights.
- This year as well, the majority of respondents consider any form of attack on journalists unjustified, although in RS there is an increase in the number of respondents who consider that, in certain cases, attacks on journalists are justified.
- As in 2016, the majority of respondents fully or somewhat agree that the work of journalists is politically motivated and such a perception is constantly growing.

## Key findings of the research and conclusions

- Compared to 2016, there is a slight drop in the perception of respondents that the topics that B-H journalists cover are poorly selected, i.e. that journalists superficially cover topics that are of most interest to citizens.
- The majority of respondents from RS consider that the topics that B-H journalists cover are somewhat well selected. Compared to the 2016 study, there is an increase in the perception that topics covered by B-H journalists are well selected, i.e. that B-H journalists cover the main interests of citizens.
- Respondents in FB-H and RS mostly emphasize economic and health topics as those that B-H journalists should cover more than now.
- The majority of respondents consider that it is necessary to ensure better implementation of the act on protection of journalists' rights, as well as improve the education system for journalists as methods for improving the work of journalists and quality of reporting.
- The majority of respondents is best informed by means of television, although there is a slight increase in the number of respondents that are best informed by means of the Internet.
- The majority of respondents consider the Internet a moderately important medium for the public and citizens, however, there is an increase in the number of respondents that consider the Internet extremely important!

## Key findings of the research and conclusions

- Increasing is the number of respondents who fully agree with the observation that the Internet has democratized communication and pluralism of thought compared to the previous year.
- The majority of respondents agree that B-H media contribute to increasing tension on the political and religious front, as well as between entities in B-H. However, increasing is the number of those who fully agree (there are more of these respondents in RS).
- The majority of respondents somewhat or fully agree with the statement that the work of journalists is often politically motivated, and for this reason they lose objectivity!
- Most respondents believe that political influence on public media is fairly present, whereby this impression is much more present in Federation B-H.
- The majority of respondents agree that there is too much negative information and pessimism in the media, and this impression is more present in Federation B-H.
- Increasing is the number of respondents who see the survival of public services in B-H through the complete abolishment of the radio and television tax and the financing of public services from the budgets of the state and entities.
- Again in 2017, the majority of respondents see the solution for improving the quality of informing Croats through the full implementation of the existing Public Service Act at the B-H level, which requires the equal representation of all three constituent nations and the three languages in the programme contents.



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