



# chapter



## Media and Society in B-H 2014

freedom of the media – quality of reporting – confidence – professional challenges – election monitoring

Comparative report 2009-2014

**Survey conducted by:** Chapter4 Millenium and IPSOS Puls

**Prepared for:** Friedrich Ebert Stiftung



1. Methodology
2. Survey results

# Methodology

<b><i>Research period</i></b>	<b>March 25 – April 15, 2014</b>
<b><i>Method of data collection</i></b>	<b>CATI</b> (Computer Assisted Telephone Interviewing)
<b><i>Average duration of interview:</i></b>	<b>15 min</b>
<b><i>Sample size</i></b>	<b>N=505 respondents</b>
<b><i>Household selection method</i></b>	<b>Random sampling of households with landline telephone service</b>
<b><i>Respondent selection method</i></b>	<b>Last Birthday Technique (person in the household who celebrated birthday last and who is 18 years old or older)</b>
<b><i>Representation</i></b>	<b>Representative sample of households in Bosnia and Herzegovina</b>

## Main findings

- Respondents have the most confidence in the media and the religious communities, and the least in politicians.
- During the 2009-2014 research period, the only constant was growth in confidence in religious institutions.
- Respondents from the Federation of B-H (FBiH) were significantly less satisfied with the media and journalists from the Republic of Srpska (RS) than respondents from RS.
- Noticeable is a growth trend in satisfaction with media in FBiH by citizens from RS.
- The majority of respondents consider that freedom of media in FBiH is either little present or not present at all, and that there is no change at all compared to previous years.
- A greater number of respondents from RS than in FBiH consider that freedom of media in RS is little present or not at all. Furthermore, noticeable is a slight rise in the negative assessment of freedom of media in RS.
- Reduced is the share of those with the opinion that the basic obstacle to freedom of media in B-H is political and financial dependence, while increasing is the share of those with the opinion that the obstacle is the general political climate in the country.
- Nearly every second respondent from FBiH considers political and financial dependence the greatest obstacle to freedom of the media.
- There is a growth in the share of citizens from RS with the opinion that the basic obstacle to the work of the media is the general political climate.

## Main findings

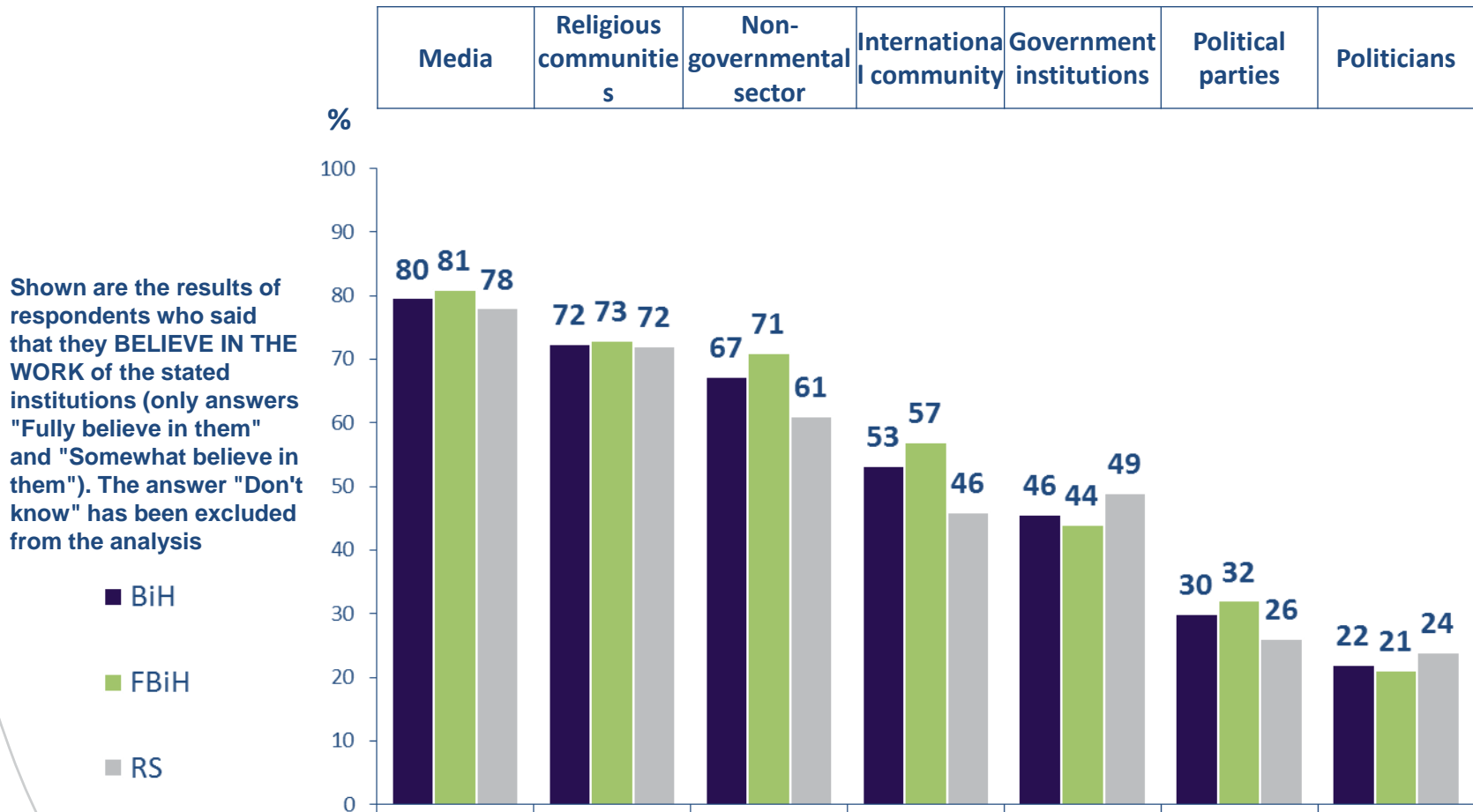
- Growing is the perception of citizens that politicians have the greatest influence on the media.
- Politicians are considered by respondents as being the main violators of the rights of journalists and freedom of the media. Each tenth respondent considers that the main violators are media owners and influential businesspersons.
- There is no change in the perception on topics about which journalists report compared to the previous research from 2013.
- Citizens of FBH to a somewhat greater extent emphasize corruption and criminal, while citizens of RS social topics as topics that journalists should cover more extensively.
- Nearly half of respondents consider that it is necessary to improve working conditions for journalists in order to improve their work and improve the quality of reporting.
- TV is still the dominant media, but also every third respondent is best informed via the Internet.
- 2/3 of respondents follow the media from neighboring countries every day or several times a week - citizens from RS somewhat more than citizens of FBH.

## Main findings

- The best information about the election campaign and the programmes of political parties in B-H that will be offered in the 2014 October elections citizens expect from television and Internet.
- For 1/3 of citizens of FBiH, Dnevni Avaz is the most reliable newspaper, while for citizens of RS this is Euroblic. However, 1/5 of citizens of B-H do not consider any newspaper reliable and accurate.
- The most popular television stations when it comes to following the election campaigns in FBiH are FTV and BHT, while in RS they are BN TV and RTRS.
- A little over 1/3 of citizens of FBiH see FTV as the most professional in reporting on election activities. In RS, each fourth citizen sees BN TV as such a medium.
- 1/5 of citizens of FBiH consider that FTV is under the influence of politics, while just as many citizens of RS consider that RTRS is under the same influence.
- In the election campaign, citizens want to hear most about topics related to employment, the prospects for the young and about economic progress. Citizens of RS to a somewhat lesser extent want to hear about constitutional changes and joining NATO compared to citizens of FBiH.

# Respondents have the most confidence in the media and religious communities, and the least in politicians.

## Confidence in the work of institutions in 2014



Base: All respondents, n=505

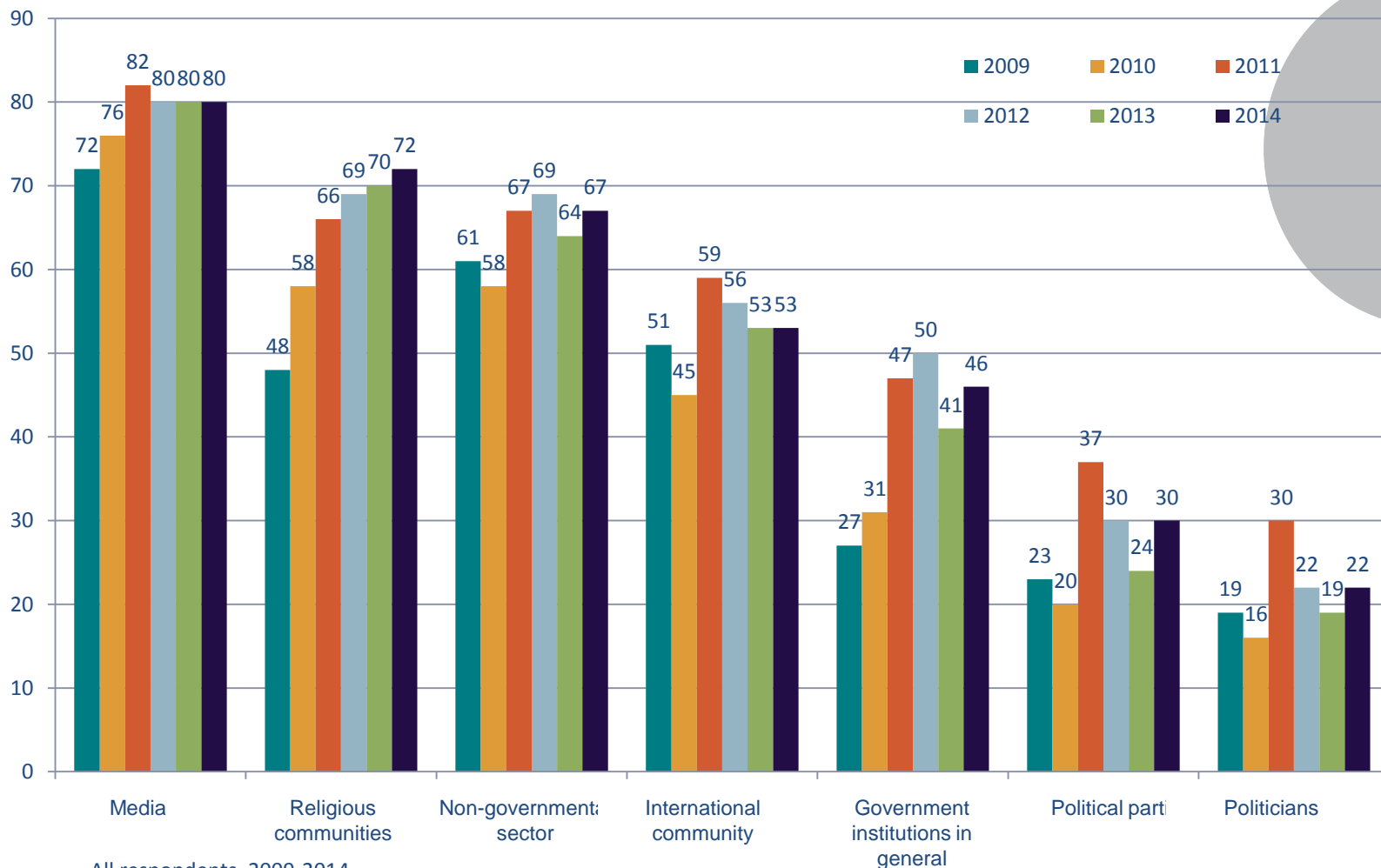
Question: Q1. How much confidence do you place in the work of the following institutions?

Level of statistical significance: 95%

During the research period 2009-2013, the only constant is the growth in confidence in religious institutions

BiH

## Confidence in the work of institutions –2009-2014



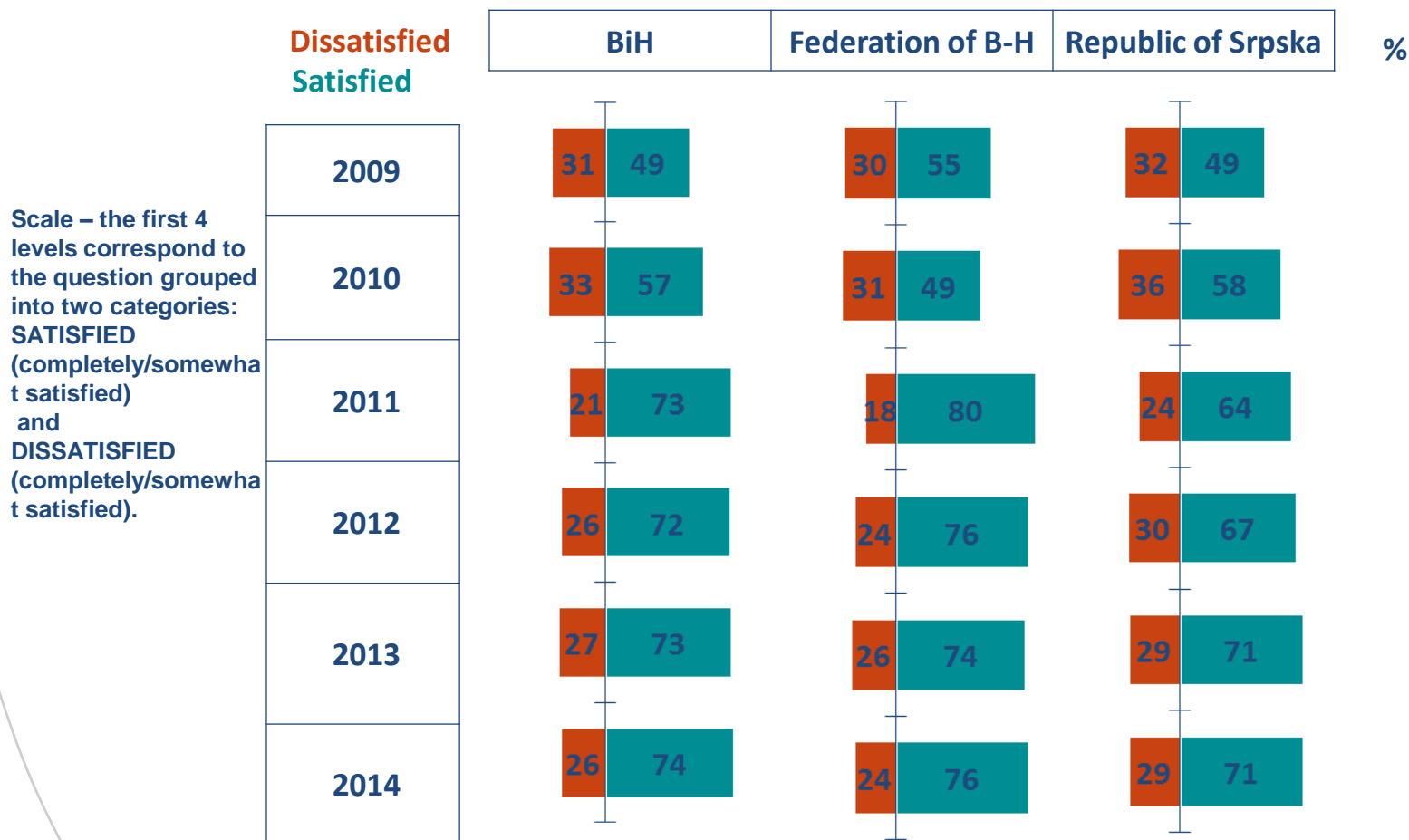
Shown are the results of respondents who said that they BELIEVE IN THE WORK of the stated institutions (only replies "Fully believe in them" and "Somewhat believe in them"). The answer "Don't know" has been excluded from the analysis.

Base:  
Question:

All respondents, 2009-2014  
Q1. How much confidence do you place in the work of the following institutions?

# Most respondents are satisfied with the work of the media in Federation B-H, with no significant difference compared to the previous period

## Satisfaction with the work of media and journalists in the Federation of B-H 2014

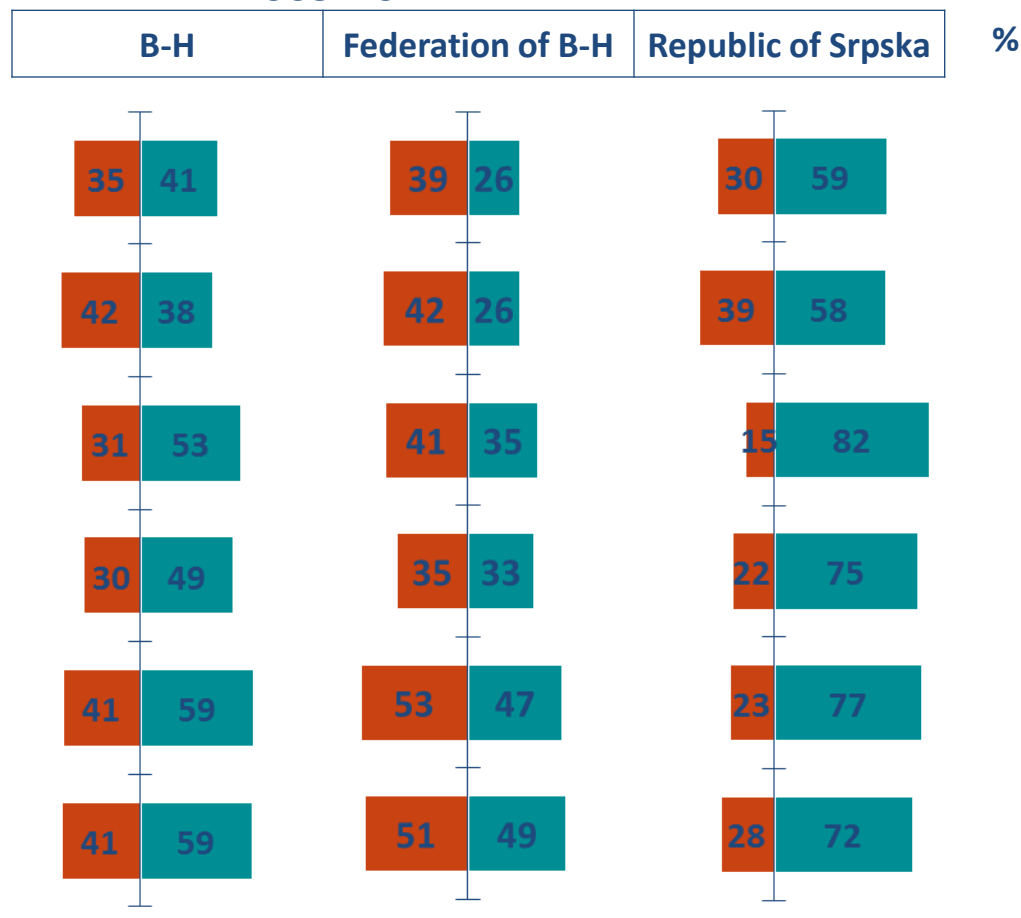


Base: All respondents, 2009-2013  
Question: To what extent are you generally satisfied with the work of journalists and media in Federation B-H?

# Respondents from the Federation of B-H are significantly less satisfied with media and journalists from the RS than respondents from RS

## Satisfaction from the work of the media and journalists in the Republic of Srpska 2009-2014

**Dissatisfied**  
**Satisfied**



Scale – the first 4 levels correspond to the question grouped into two categories: **SATISFIED** (completely/somewhat satisfied) and **DISSATISFIED** (completely/somewhat satisfied).

Base:

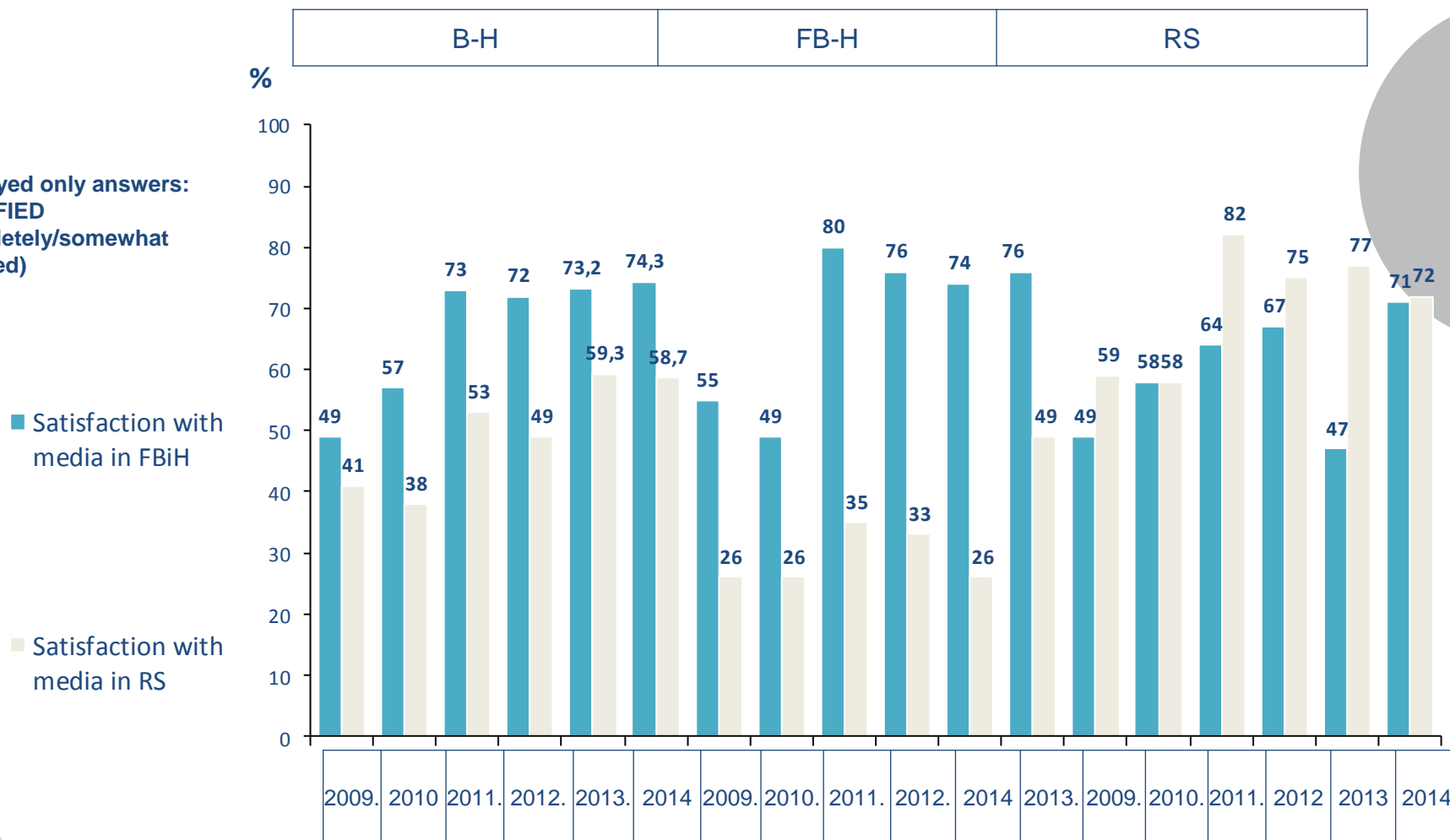
Question:

All respondents, 2009-2014

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

# Significant growth trend in satisfaction with media in FBiH in citizens from RS

## Satisfaction with the work of media and journalists in FB-H/RS 2009-2014

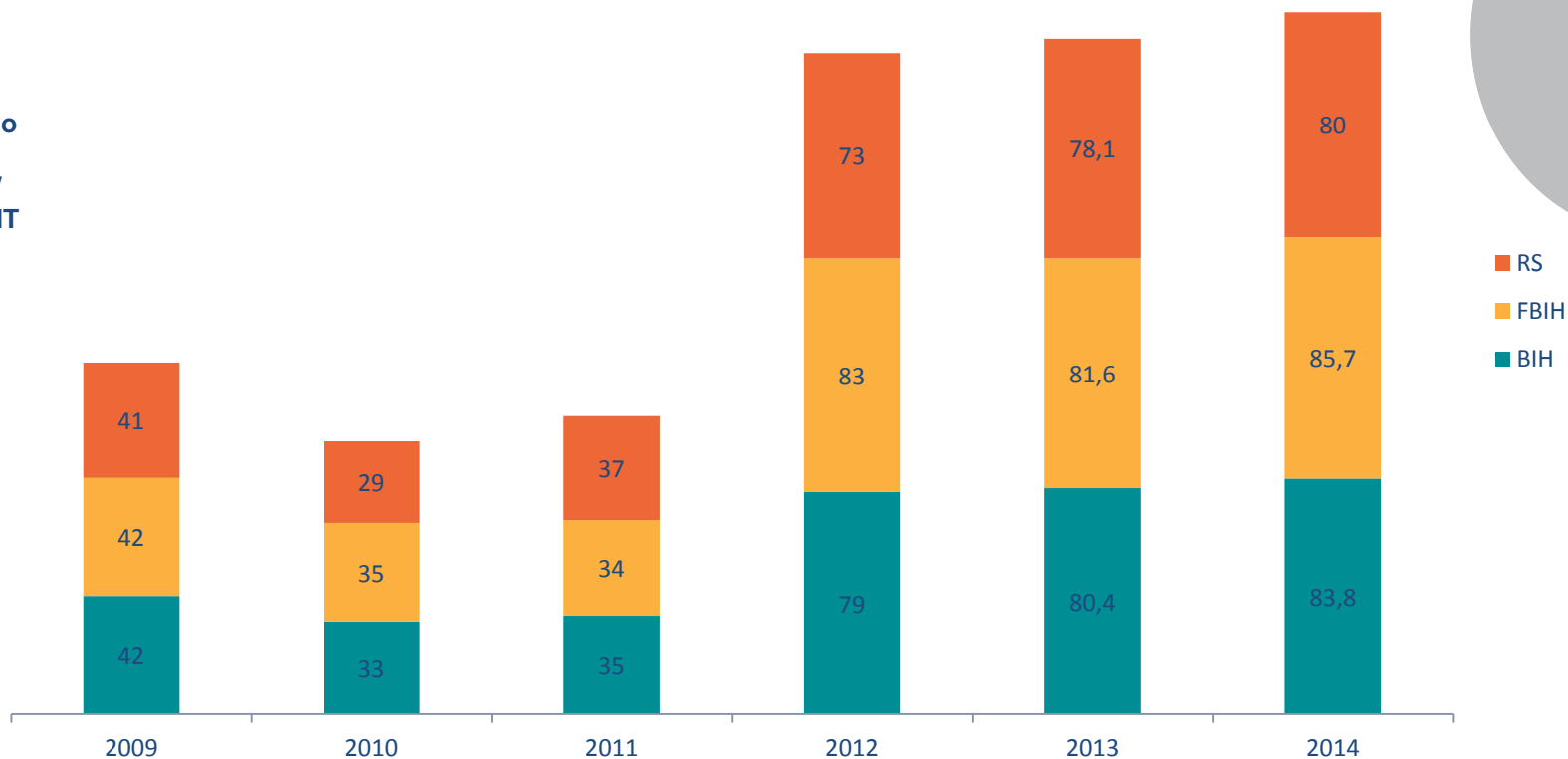


**Base:** All respondents, 2009-2014  
**Question:** To what extent are you satisfied with the work of journalists and media in the Federation B-H (P2) + Rerpublic of Srpska (Q3.)?

The majority of respondents believe that freedom of the media in FB-H is little or not present, and there are no changes in comparison to the previous year

### Freedom of media in Federation B-H – 2009-2014

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



Base:

Question:

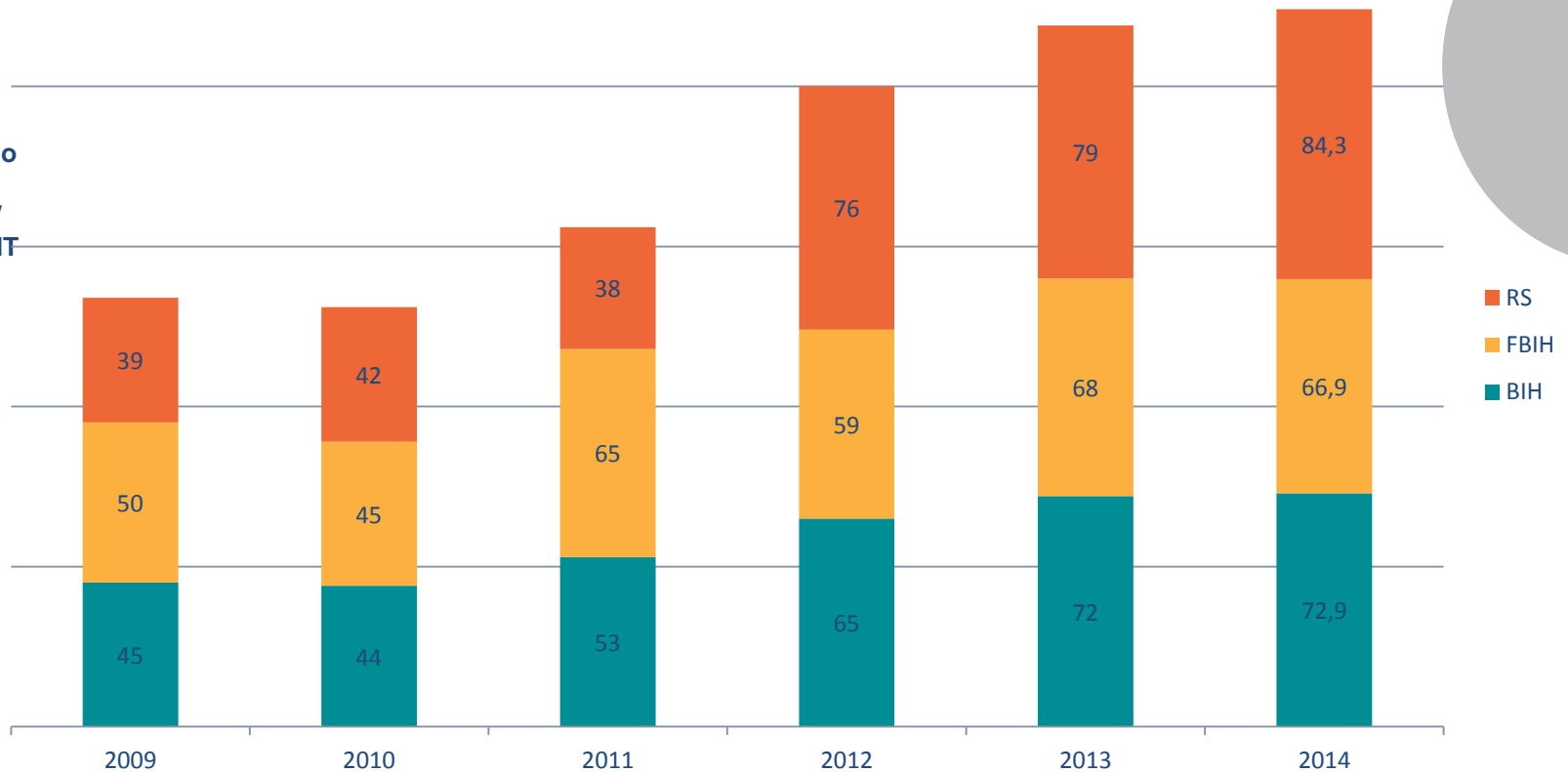
All respondents, 2009-2014

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

A larger number of respondents from RS than from FB-H considers that freedom of media in RS is little or not present. Also, noticeable is a slight growth trend of the negative assessment of freedom of media in RS.

### Freedom of media in the Republic of Srpska – 2009-2014

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



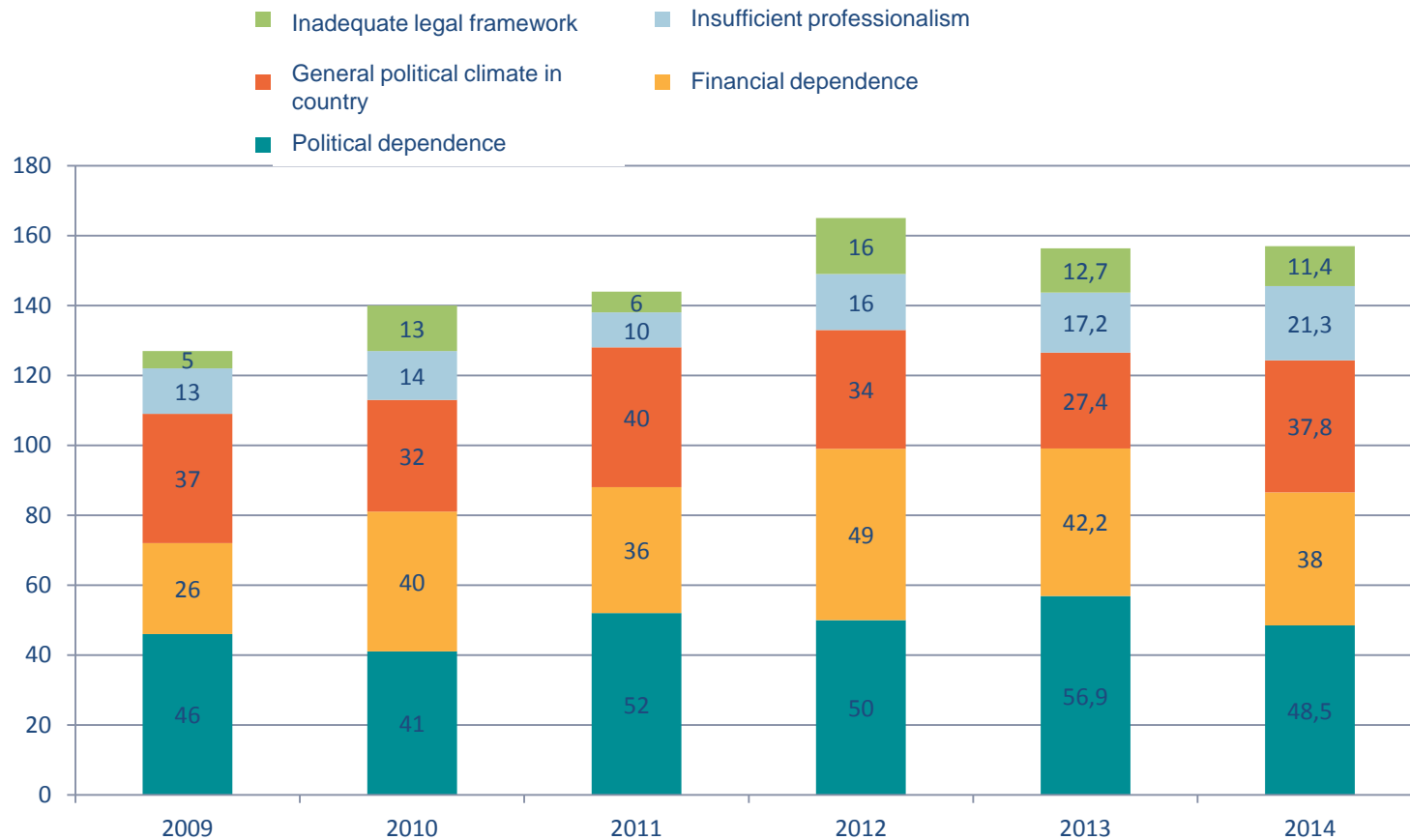
Base: All respondents, 2009-2013  
Question: In your opinion, what is the current freedom of media in the Republic of Srpska?

Reduced is the share of those with the opinion that the basic obstacle to freedom of media in B-H is political and financial dependence, while increasing is the share of those with the opinion that the obstacle is the general political climate in the country.

## Basic obstacles to freedom of the work of media in B-H 2009-2014

B-H

%



Base: All respondents, 2009-2014

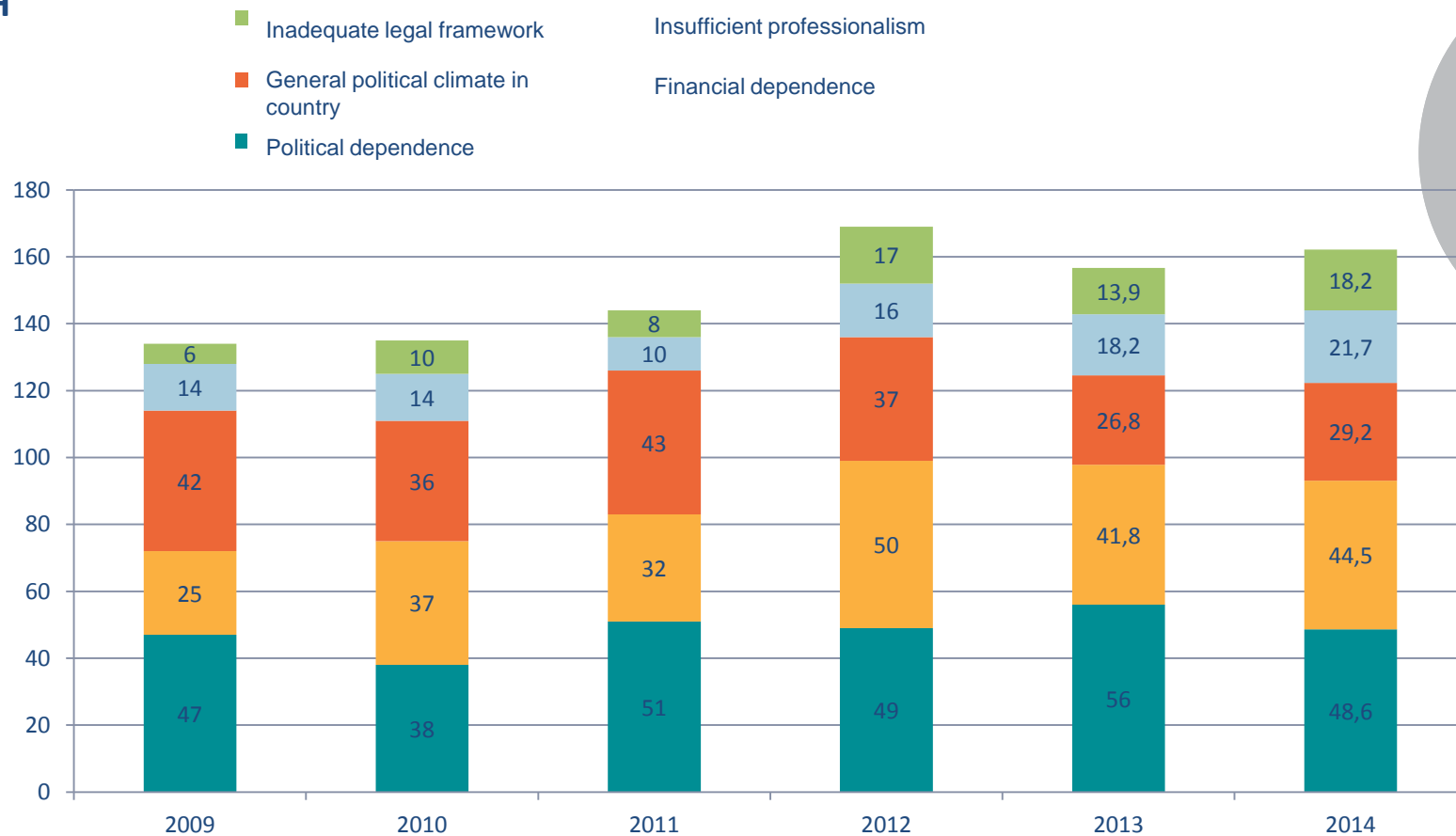
Question: In your opinion, what are two basic obstacles to freedom of the media in B-H?

Nearly every second respondent from FBiH considers political and financial dependence the greatest obstacle to freedom of the media..

## Basic obstacles to the freedom of the media in B-H 2009-2014

Federation  
of B-H

%



Base:  
Question:

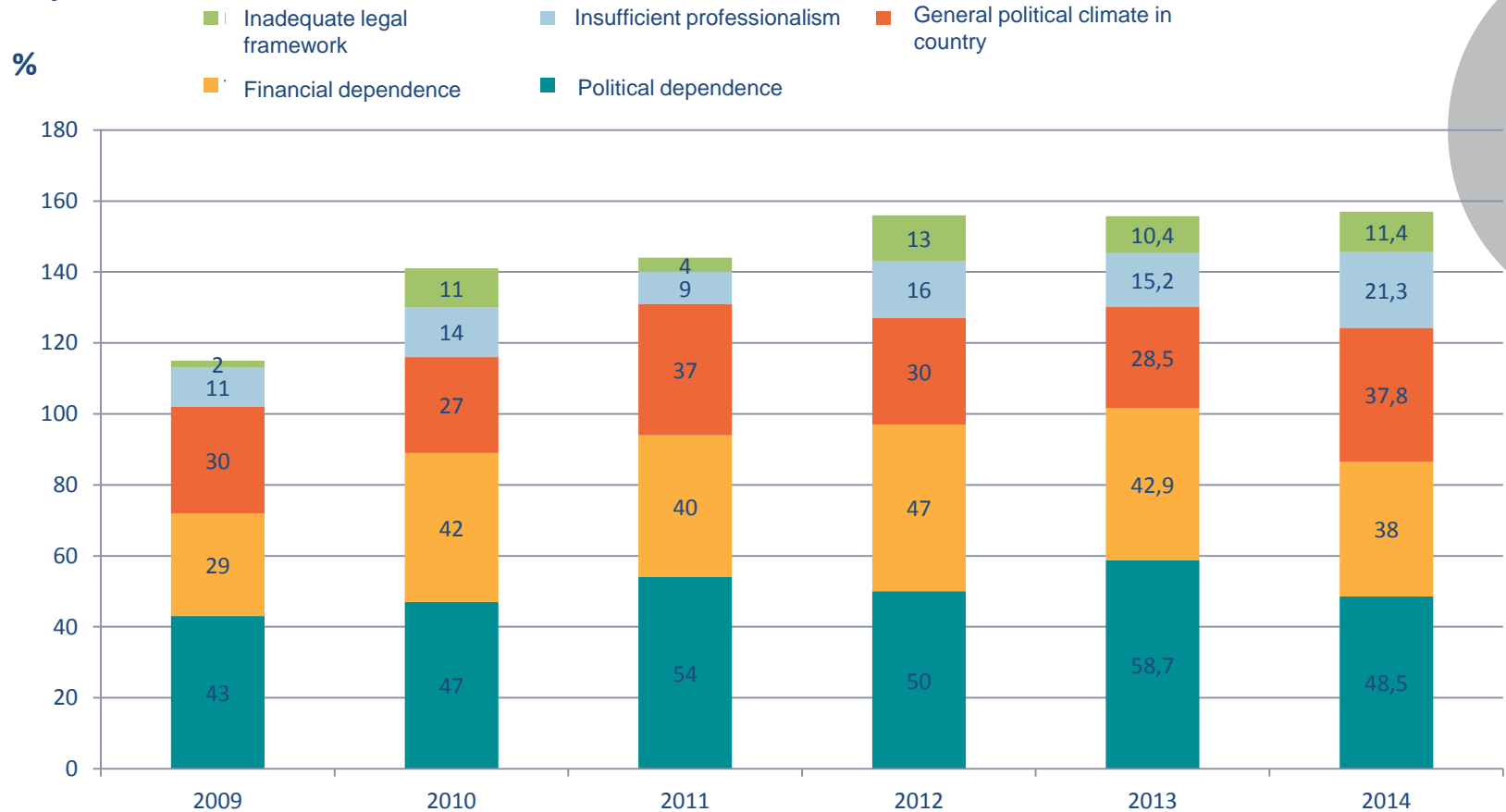
Respondents, Federation of B-H 2009-2014

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

# There is a growth in the share of citizens from RS with the opinion that the basic obstacle to the work of the media is the general political climate

## Basic obstacles to the freedom of the media in B-H 2009-2014

Republic  
of Srpska



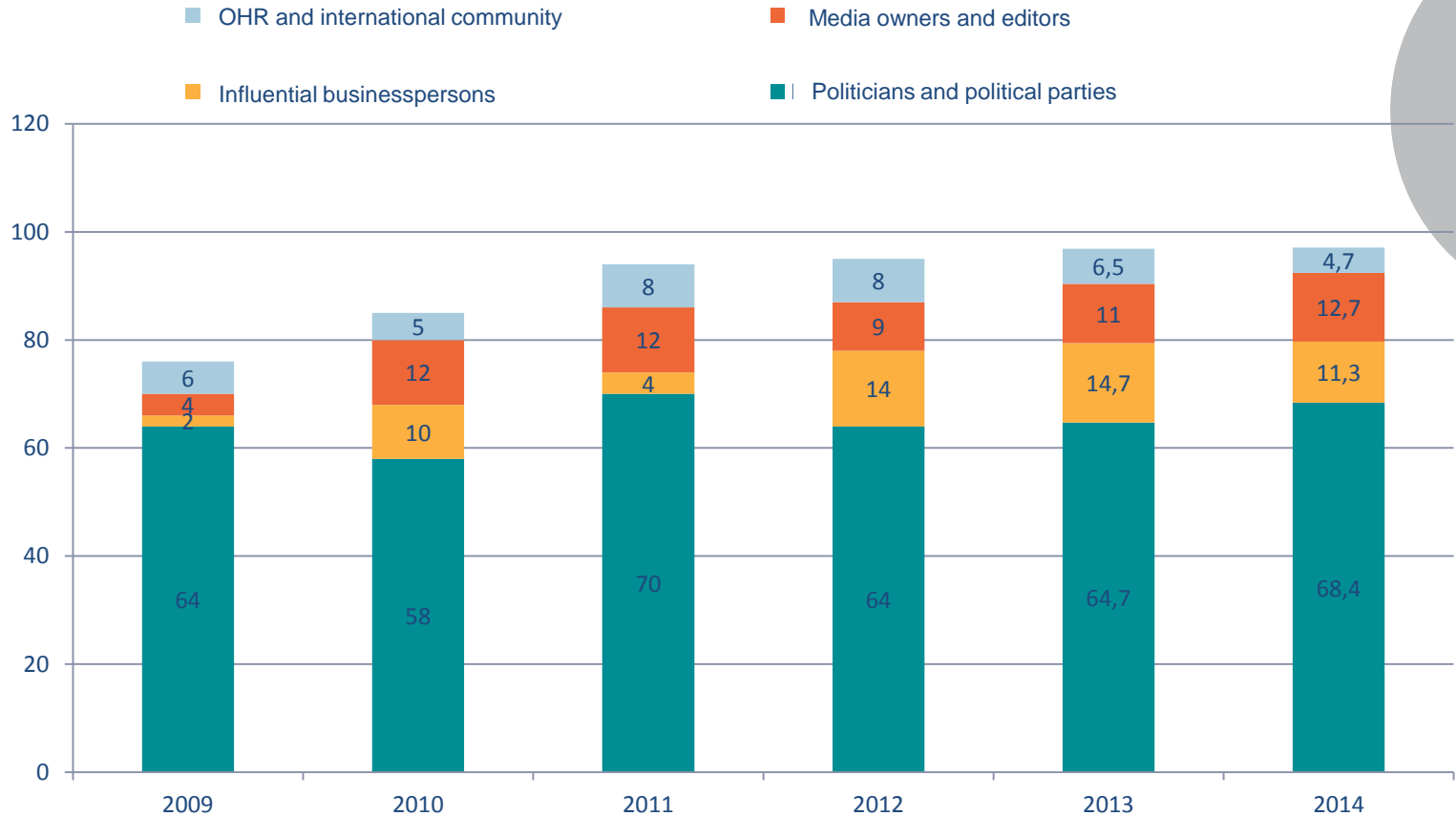
Base: Respondents, Republic of Srpska 2009-2013  
Question: In your opinion, what are two basic obstacles to freedom of media in B-H?

# Growing is the perception of citizens that politicians have the greatest influence on the media

## Most influence on the media in B-H comes from ... (2009-2014)

B-H

%



Base: All respondents, 2009-2013

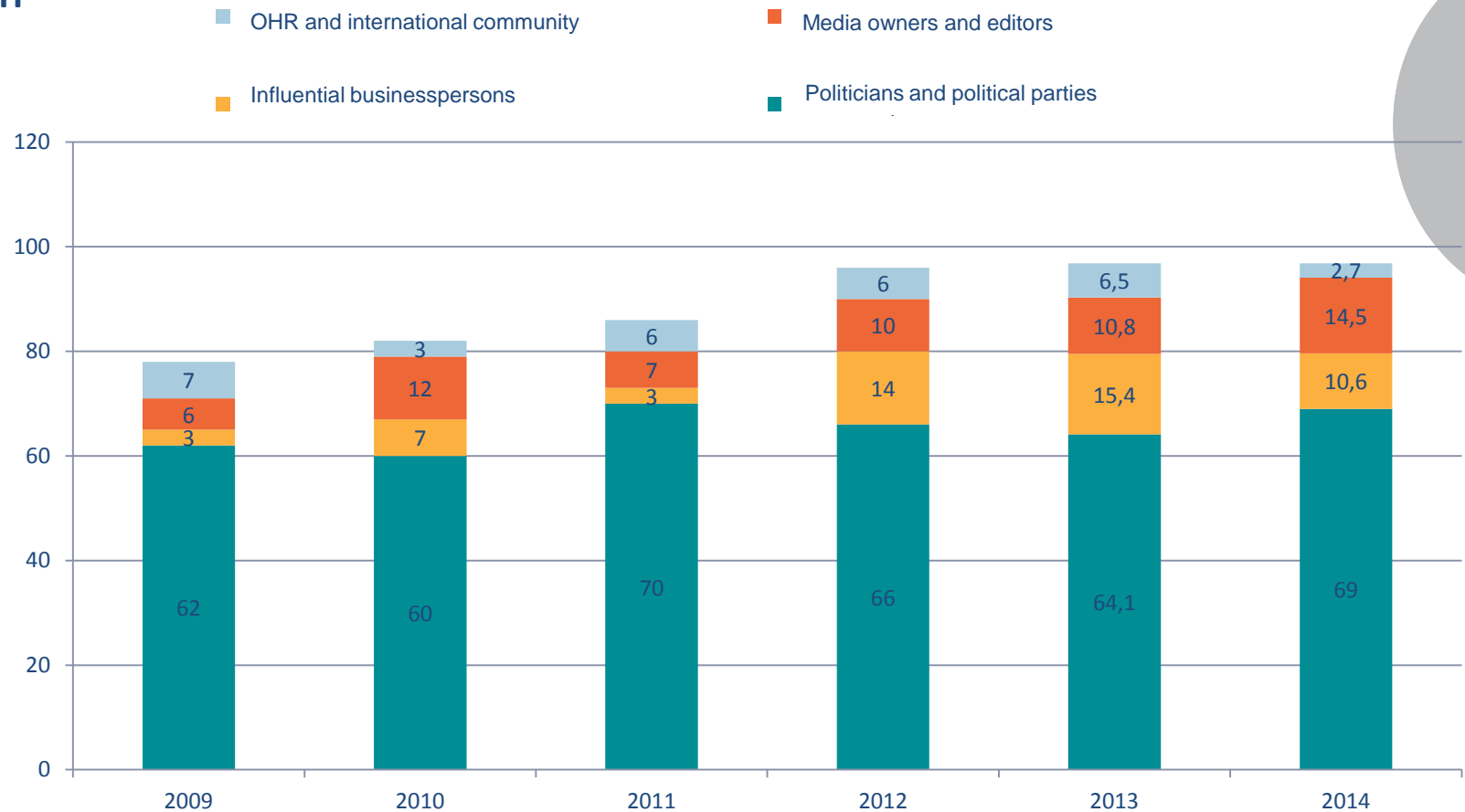
Question: In your opinion, who of the following has the most influence on the media in B-H?

# The same perception of the influence of politicians and political parties on the media is prevalent in the FB-H...

## The most influence on the media in B-H comes from ... (2009-2014)

Federation  
of B-H

%



Base: Respondents, Federation B-H 2009-2013

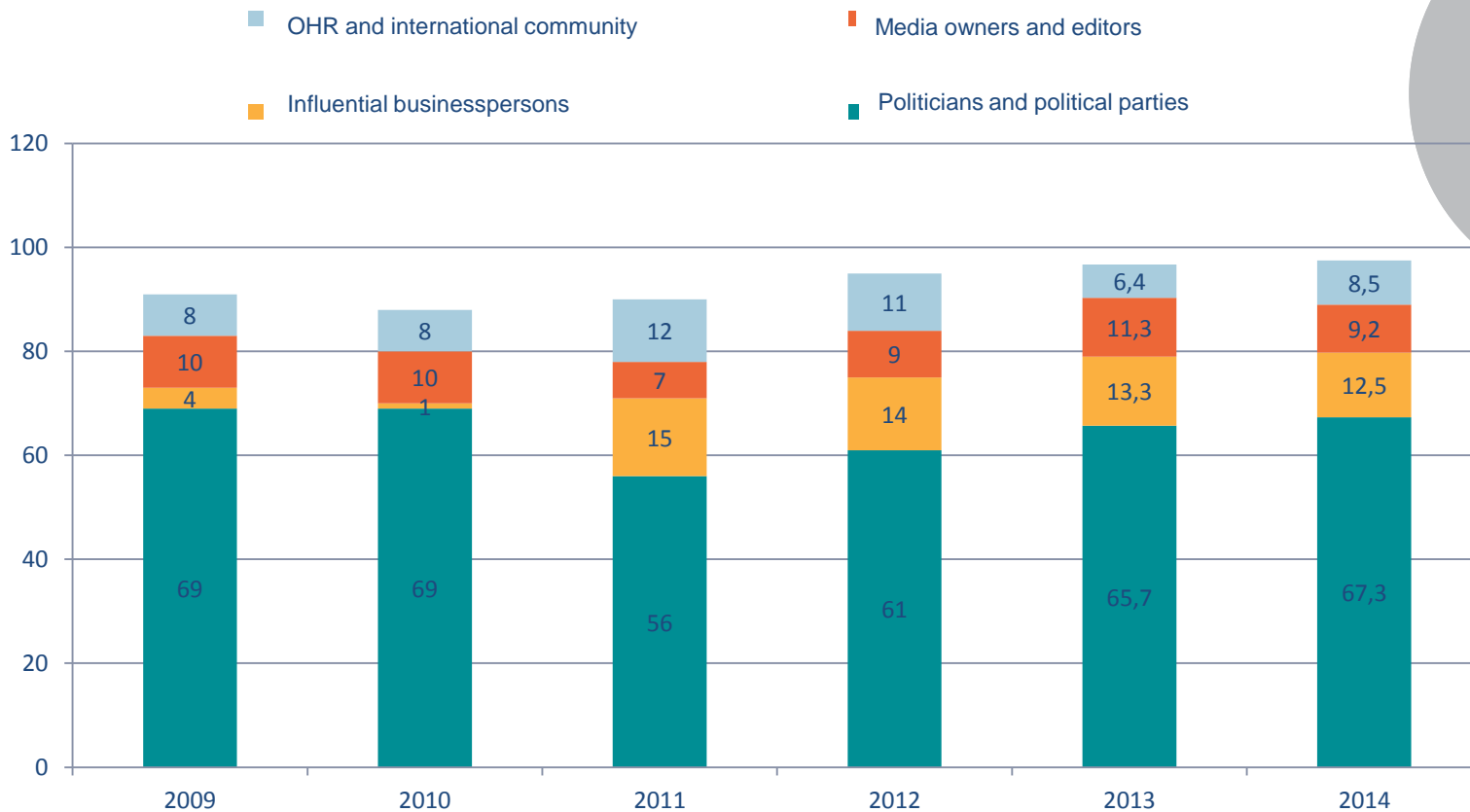
Question: Q8. In your opinion, who of the following has the most influence on the media in B-H?

Same as in the RS...

## Most influence on the media in B-H (2009-2014)

Republic of  
Srpska

%

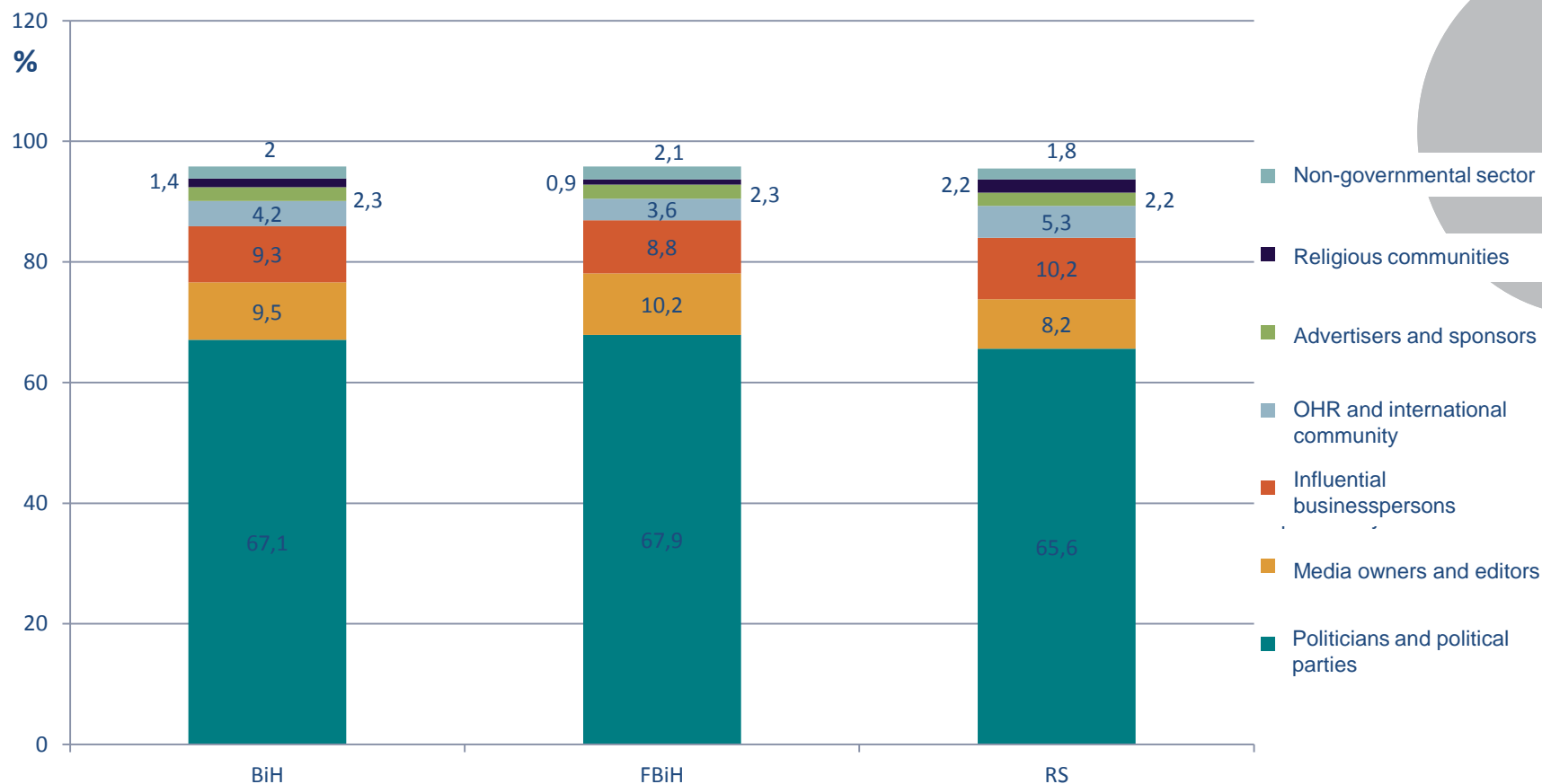


Base: Respondents, Republic of Srpska 2009-2013

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

Politicians are considered by respondents as being the main violators of the rights of journalists and freedom of the media. Each tenth respondent considers that the main violators are media owners and influential businesspersons.

### Main violators of the rights of journalists and freedom of the media in B-H - 2014



Base:

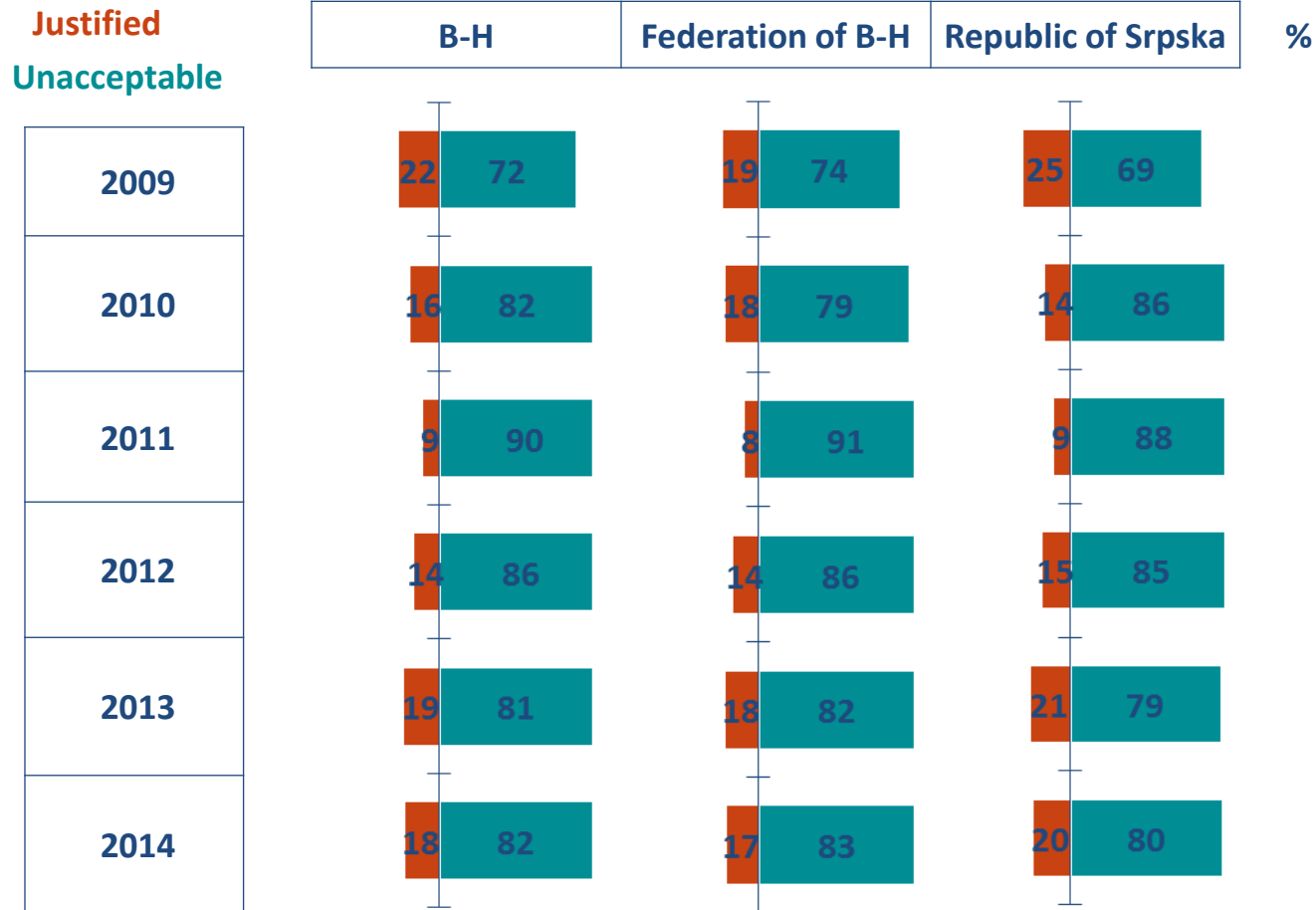
All respondents, n=505

Question:

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

**Most respondents consider that attacks on journalists are an inappropriate mode of action. Nevertheless, every fifth respondent justifies such actions.**

## Attacks on journalists – unacceptable or justified? 2009-2014



**Base:**  
**Question:**

All respondents, 2009-2013

With which of the following two statements would you agree?

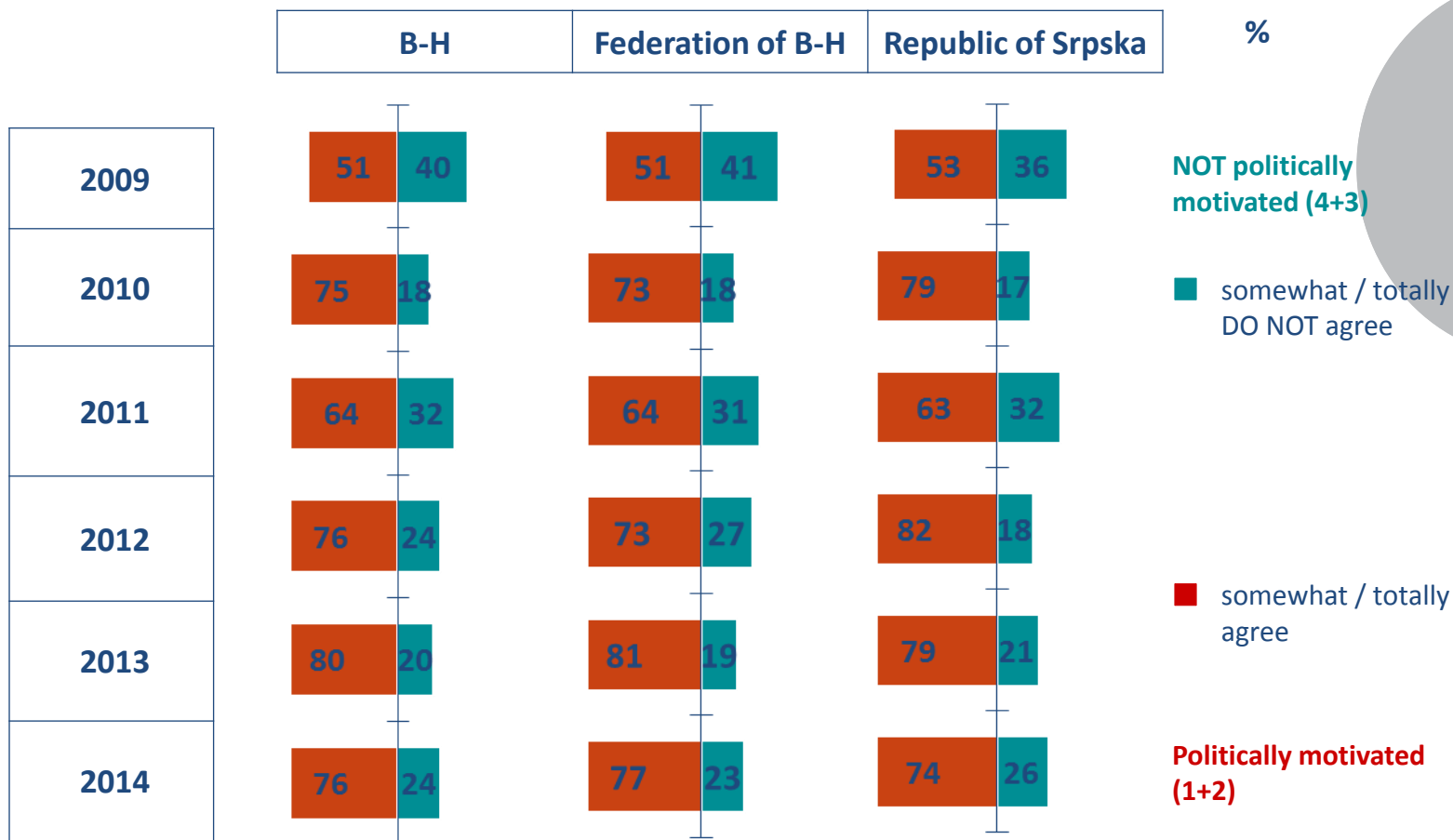
Any kind of attack on a journalist is completely unacceptable;

In some situations attacks on journalists could be justified.

## 3 of 4 respondents consider that certain journalists do not report objectively, but rather are politically motivated in their work.

### Political motivation in the work of journalists 2009-2014

Scale – the first 4 levels of answers grouped into two categories: NOT POLITICALLY MOTIVATED (completely/somewhat do not agree) and POLITICALLY MOTIVATED (completely/somewhat agree).



Base:

Question:

All respondents, 2009-2013

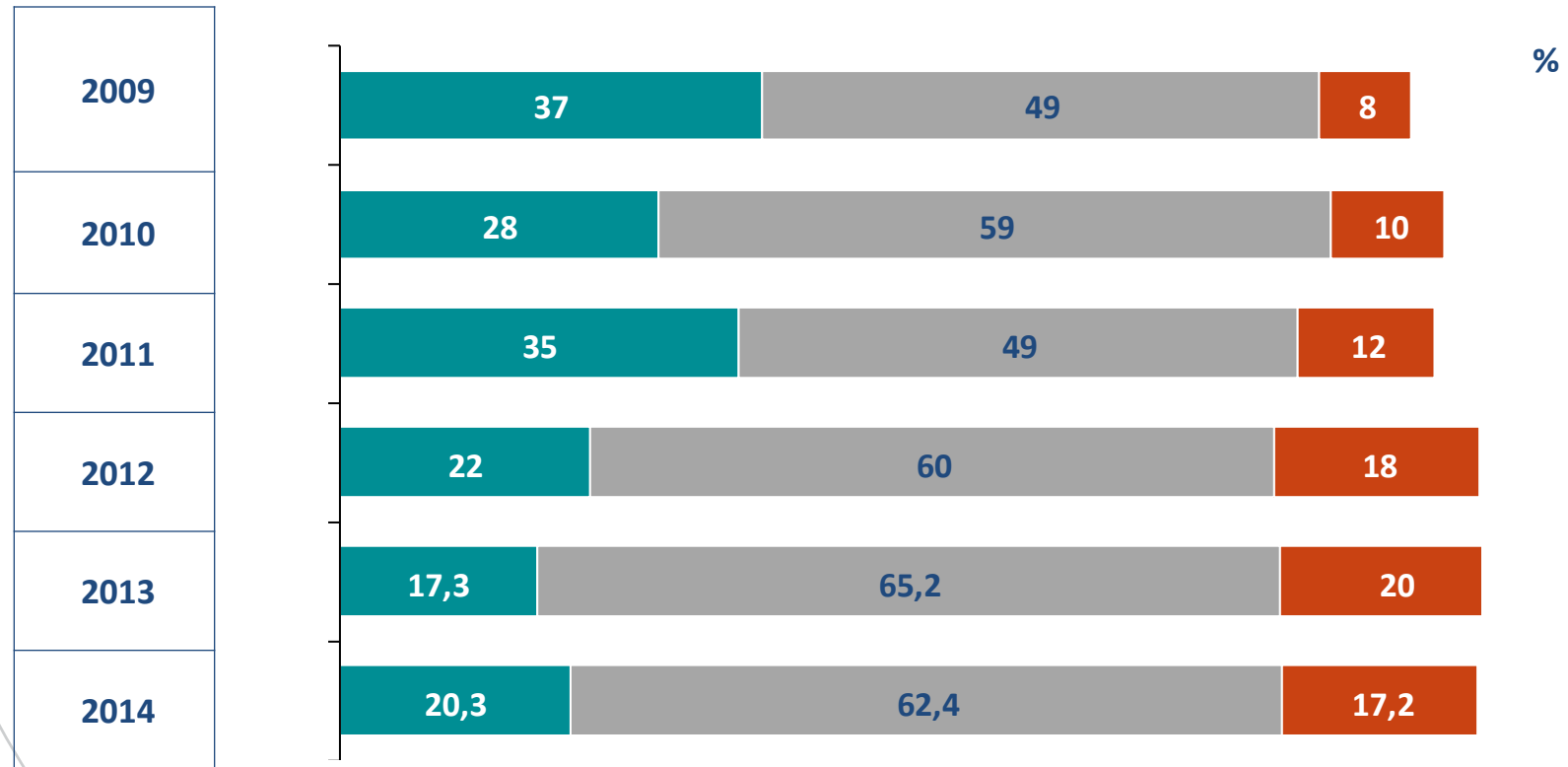
One of the most frequent criticisms of journalists from singled out politicians and influential individuals is that the work of certain journalists is politically motivated. To what extent do you agree with this opinion?

There is no change in the perception on topics about which journalists report compared to the previous research from 2013.

## Topics covered by B-H journalists

B-H

- Well selected (cover the main interests of citizens)
- Somewhat well selected (cover some of the main interests of citizens, but some topics are not covered)
- Poorly selected (journalists just superficially cover topics that citizens are most interested in)



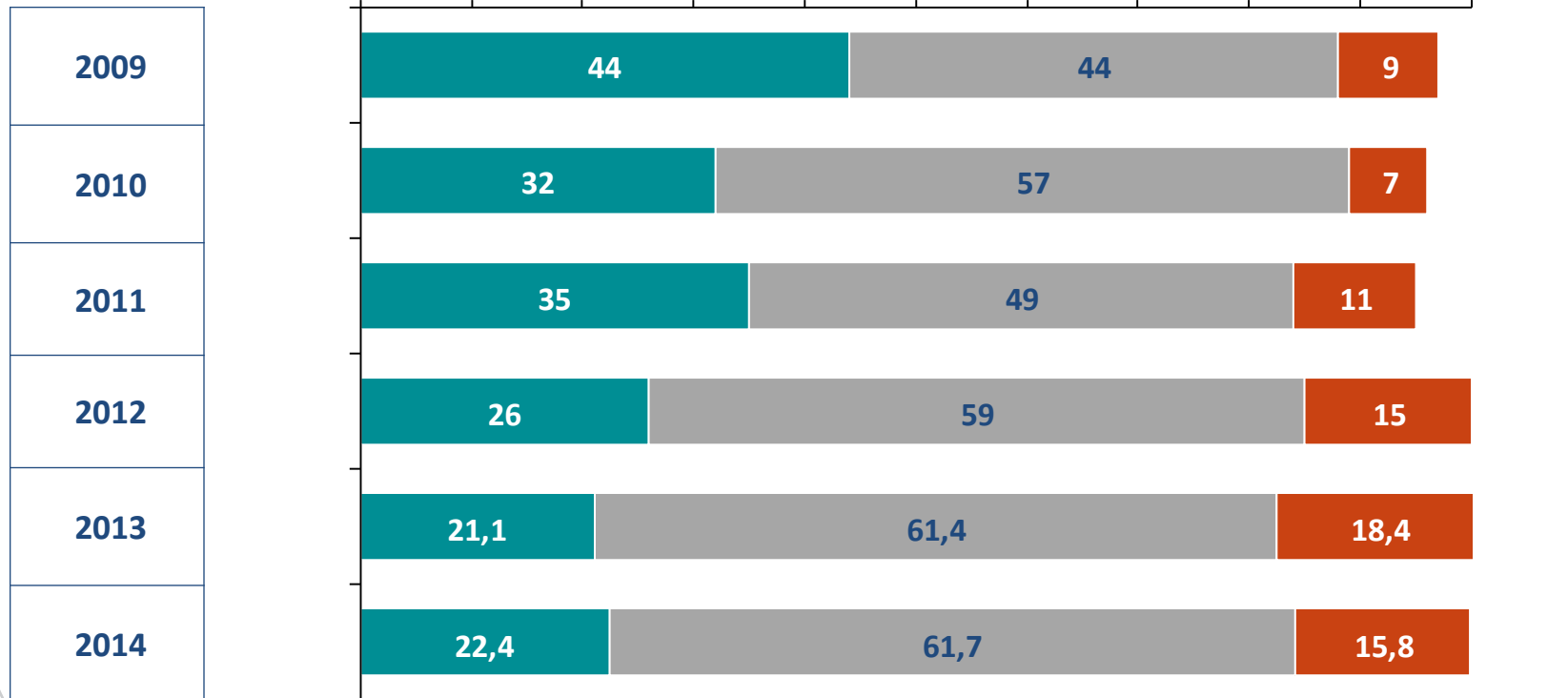
Base: All respondents, 2009-2013  
Question: Would you say that the topics B-H journalists cover are...

# There is no change in the perception on topics about which journalists report compared to the previous research from 2013 in the Federation of B-H

## Topics covered by B-H journalists

- Well selected (cover the main interests of citizens)
- Somewhat well selected (cover some of the main interests of citizens, but some topics are not covered)
- Poorly selected (journalists just superficially cover topics that citizens are most interested in)

### Federation of B-H



Base:

Question:

All respondents, 2009-2013

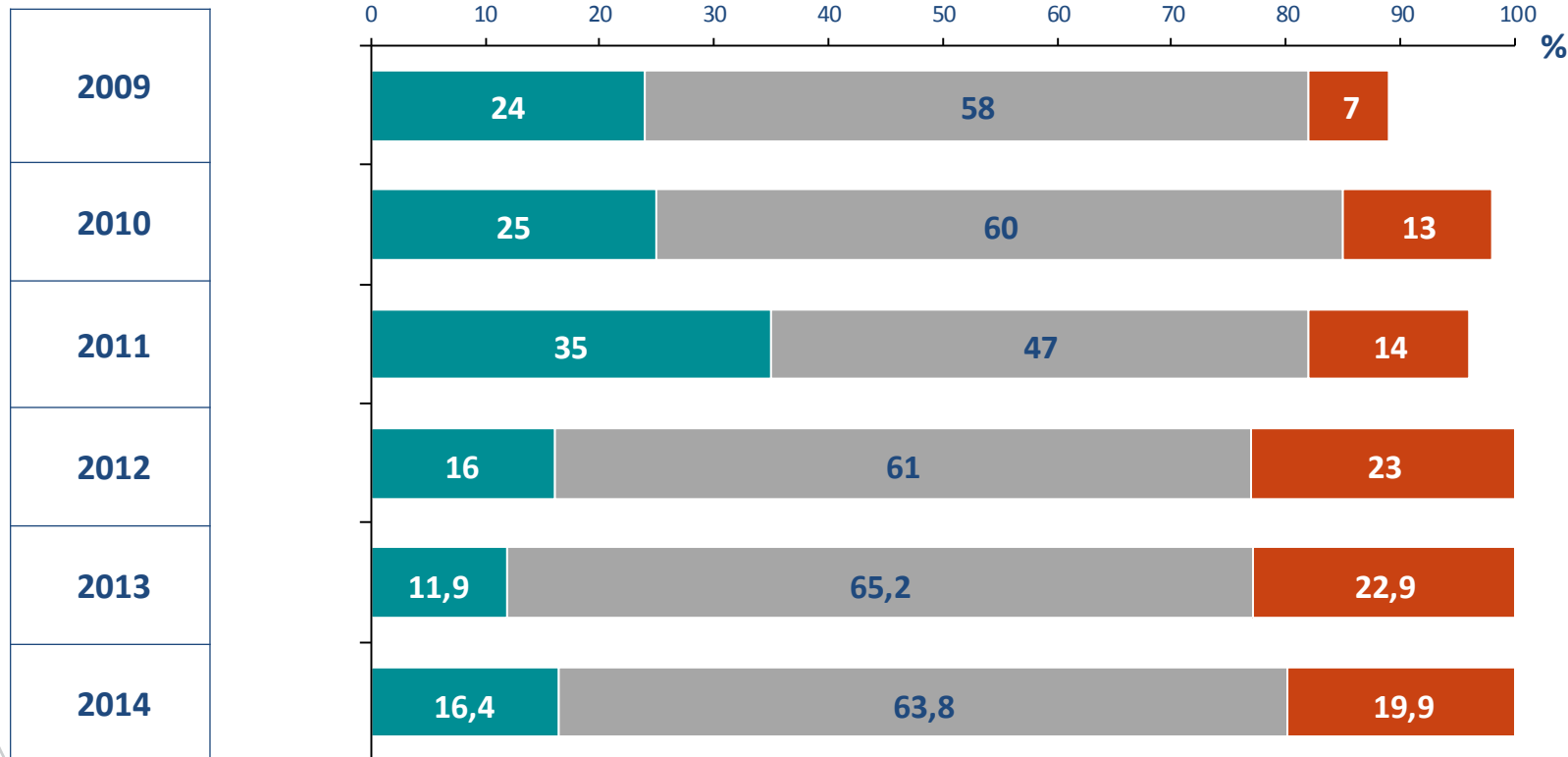
Q12. Would you say that the topics B-H journalists cover are...

# There is no change in perception about the topics on which media report compared to the previous research in 2013 in RS

## Topics covered by B-H journalists

- Well selected (cover the main interests of citizens)
- Somewhat well selected (cover some of the main interests of citizens, but some topics are not covered)
- Poorly selected (journalists just superficially cover topics that citizens are most interested in)

### Republic of Srpska



Base:

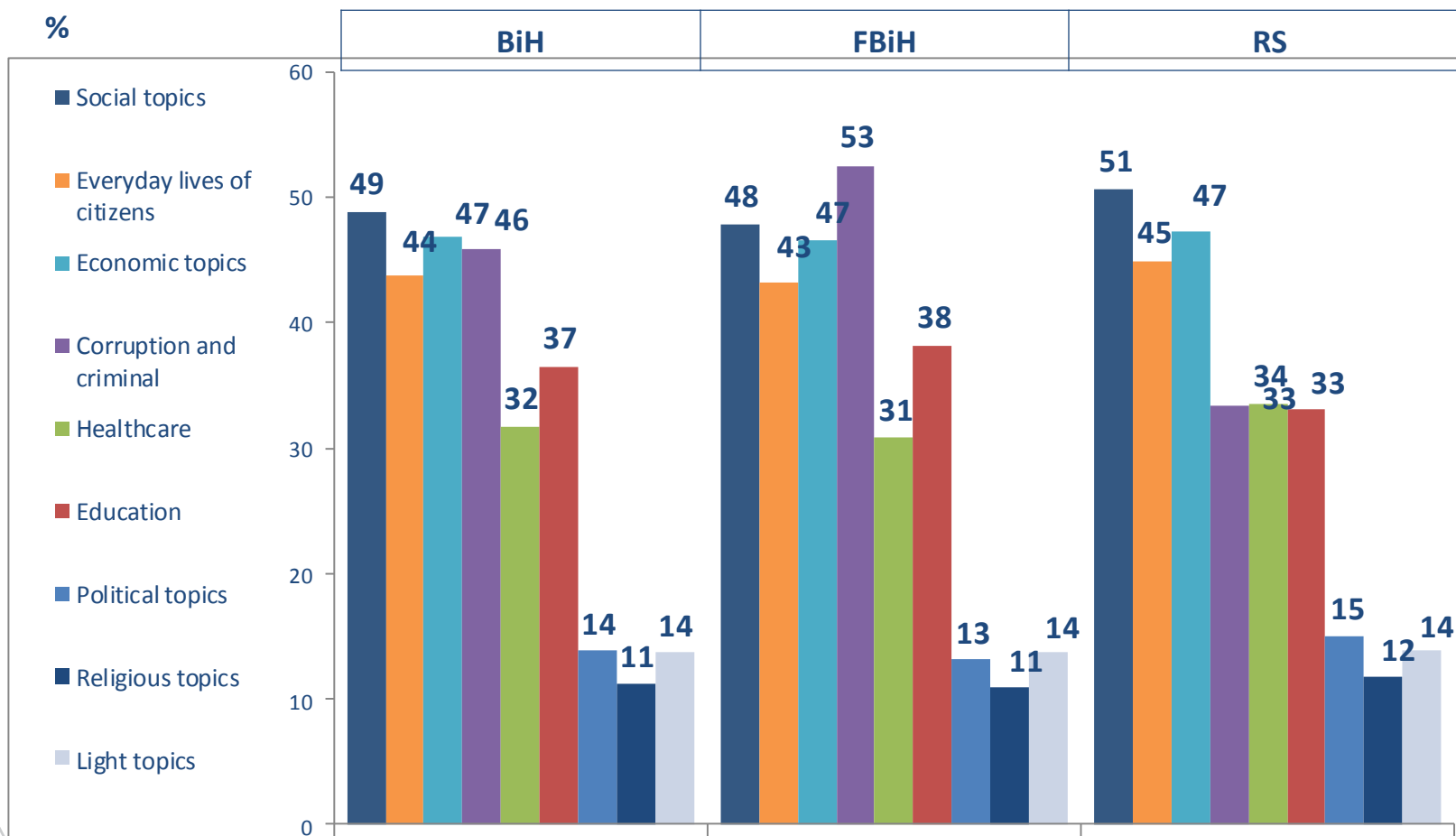
Question:

All respondents, 2009-2014

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

Citizens of FBiH to a somewhat greater extent emphasize corruption and criminal, while citizens of RS social topics as topics that journalists should cover more extensively.

## Topics that B-H journalists should cover more extensively (2014)



Base:

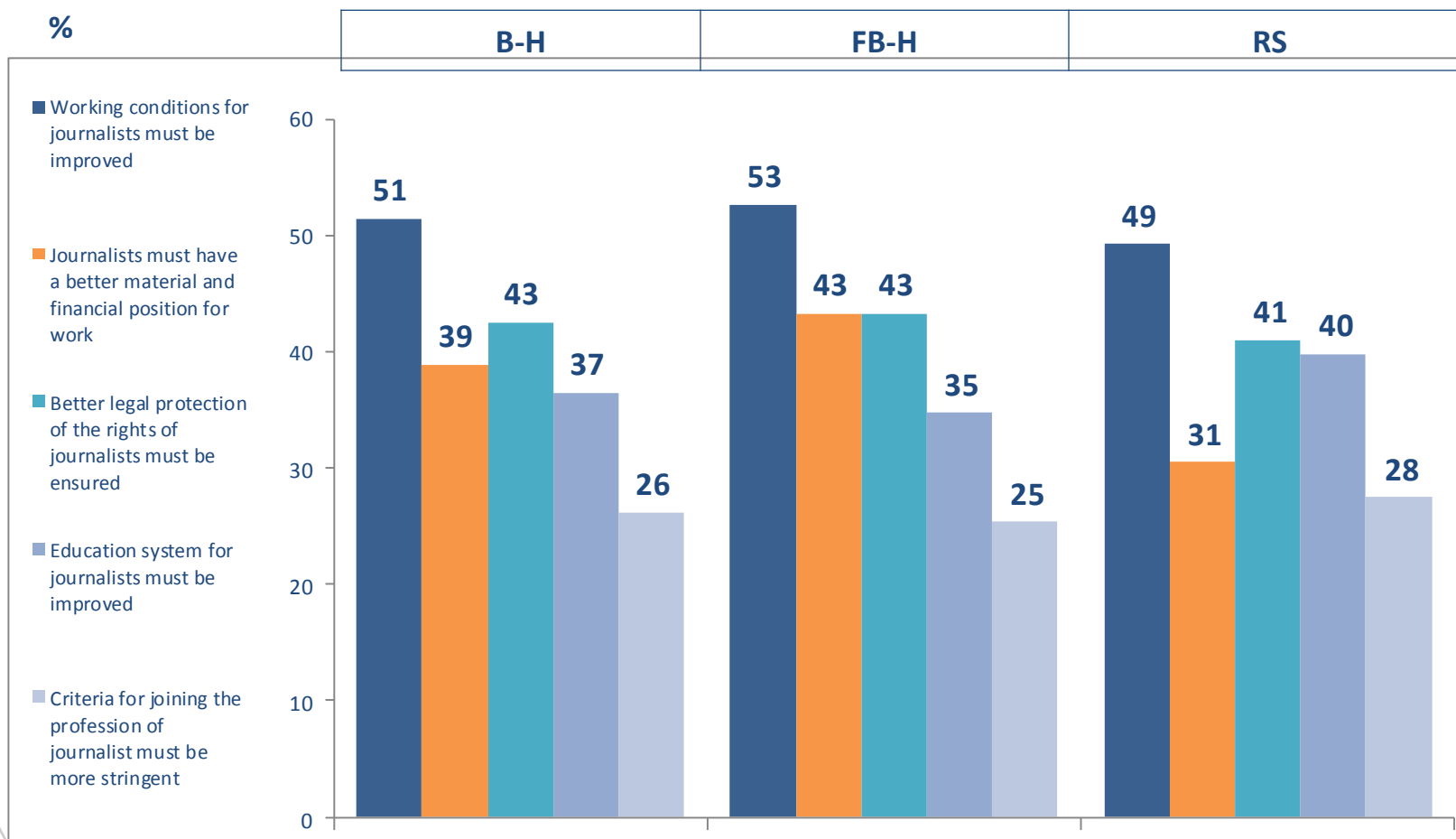
Question:

All respondents, n=505

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

**Nearly half of respondents consider that it is necessary to improve working conditions for journalists in order to improve their work and improve the quality of reporting.**

## Ways of improving work of journalists and quality of reporting (2014)



**Base:**

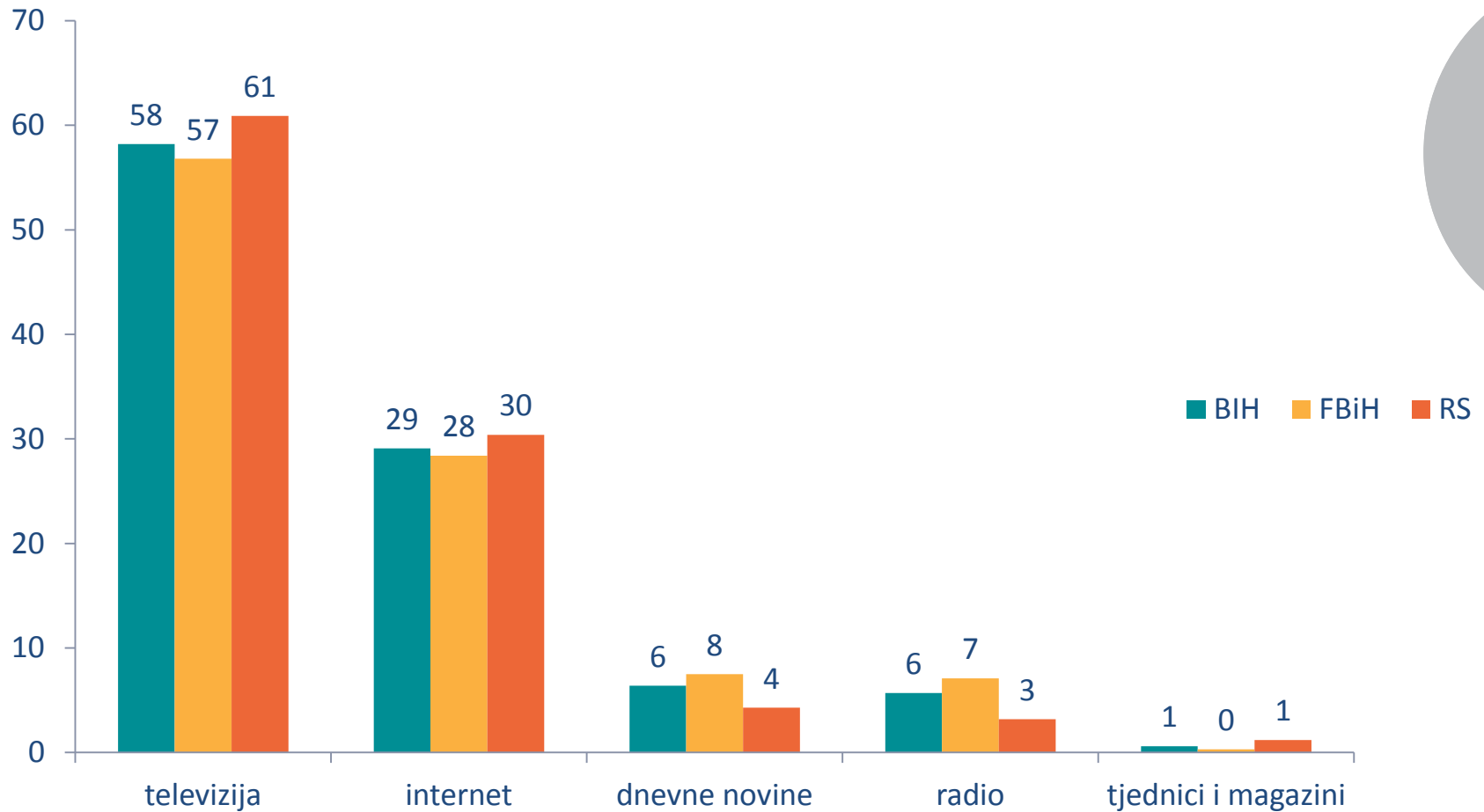
All respondents, n=505

**Question:**

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

## TV is still the dominant media, but also every third respondent obtains the best information via the Internet

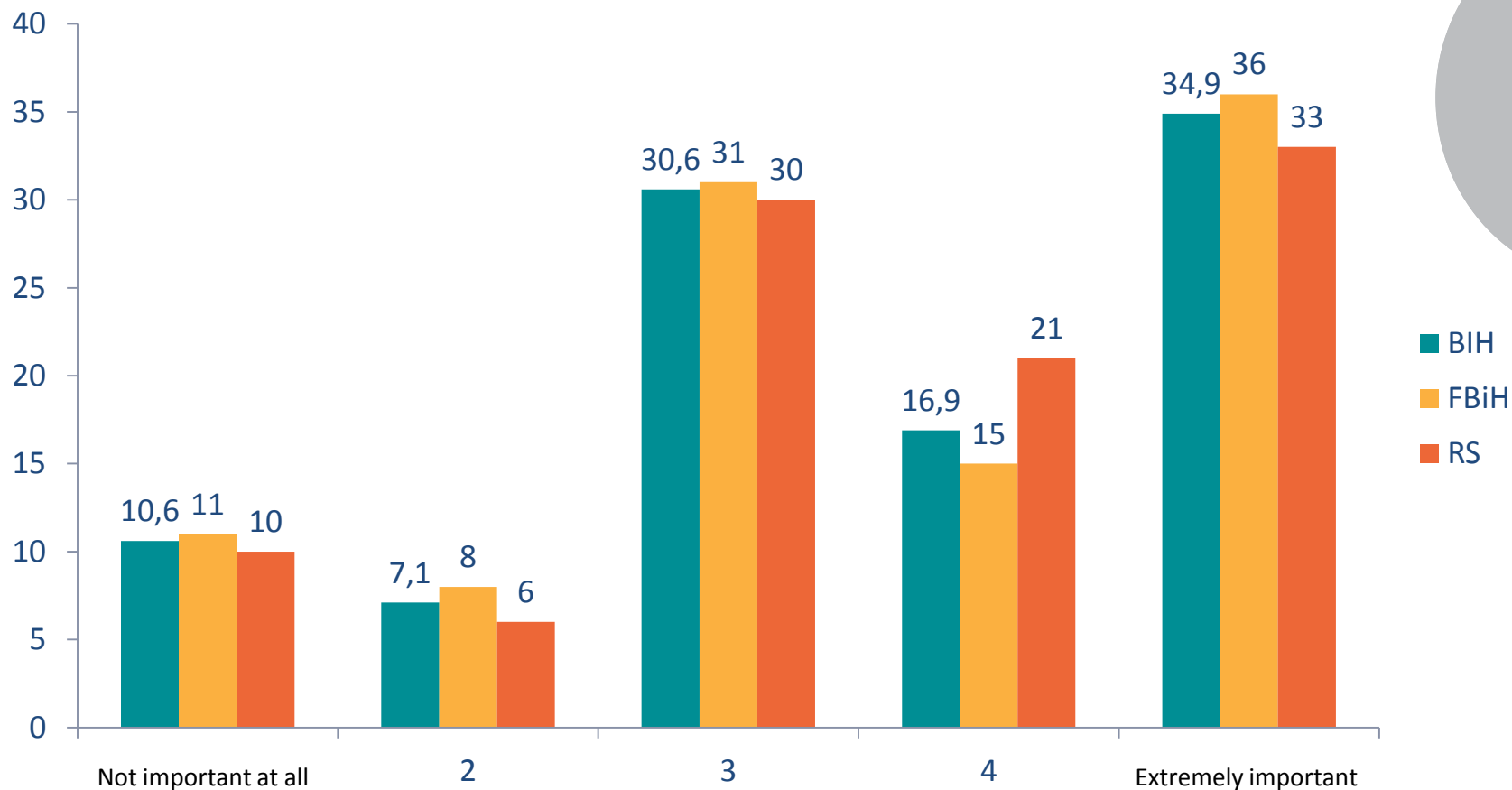
What media keeps you best informed?



Base: All respondents, n=505

## Every third respondent assesses the Internet as being extremely important

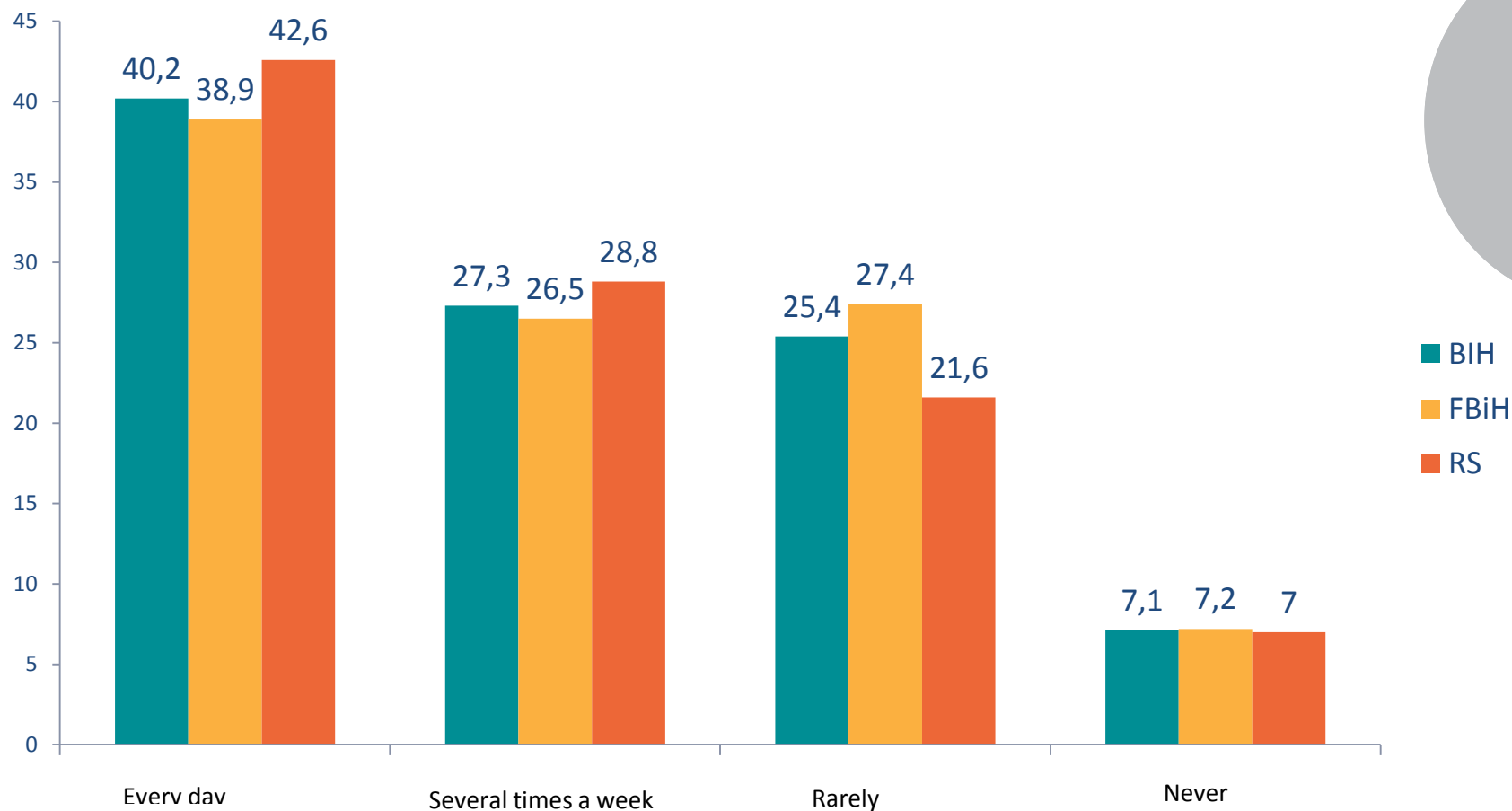
To what extent do you assess the importance of the Internet as a medium for the public and citizens? (score 1 – not at all important to 5 – extremely important)



Base: All respondents, n=505

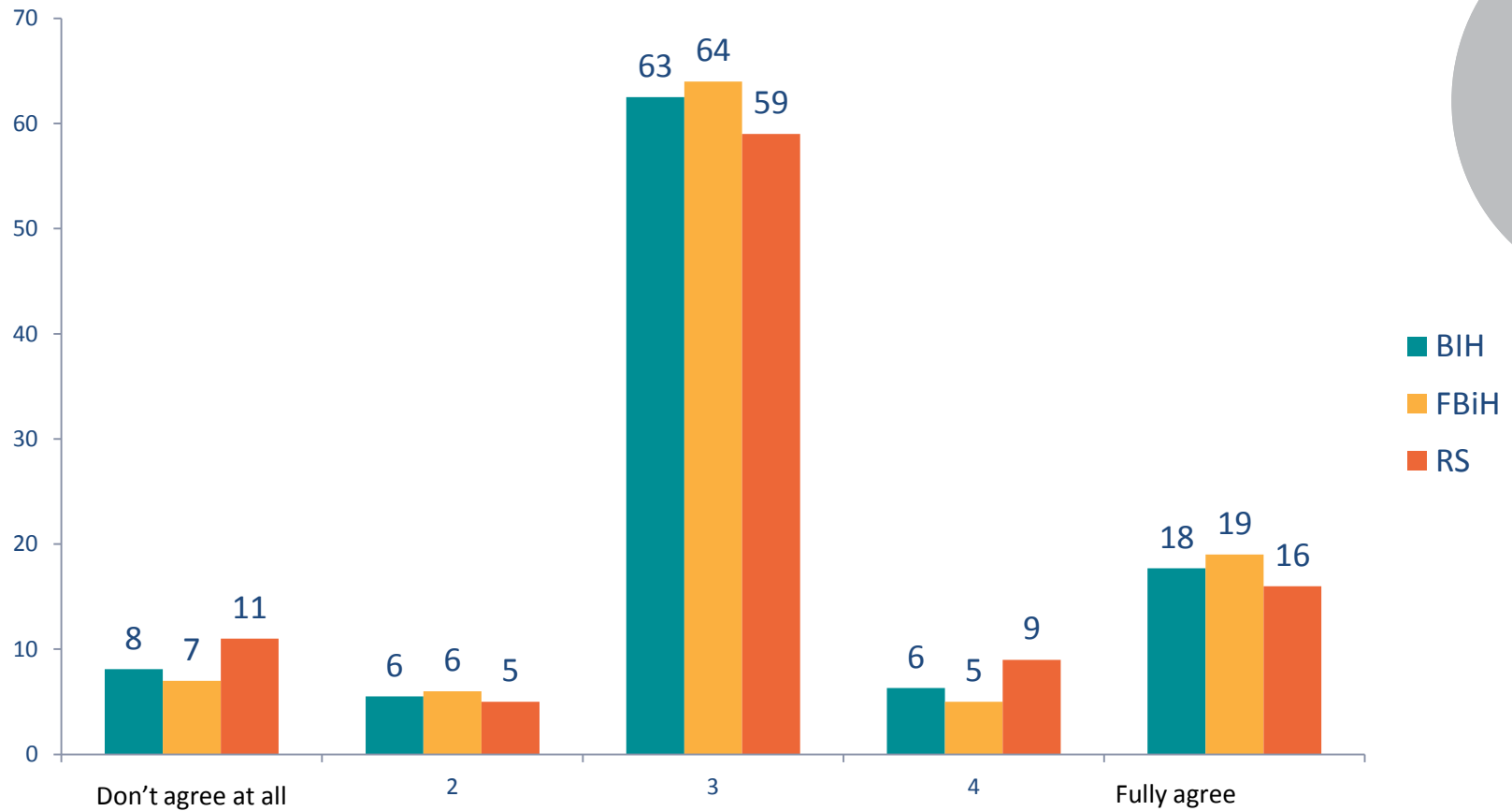
**2/3 of respondents follow the media from neighboring countries every day or several times a week - citizens from RS somewhat more than citizens of FBiH**

How often do you follow the media of neighboring countries (Croatia and Serbia)?



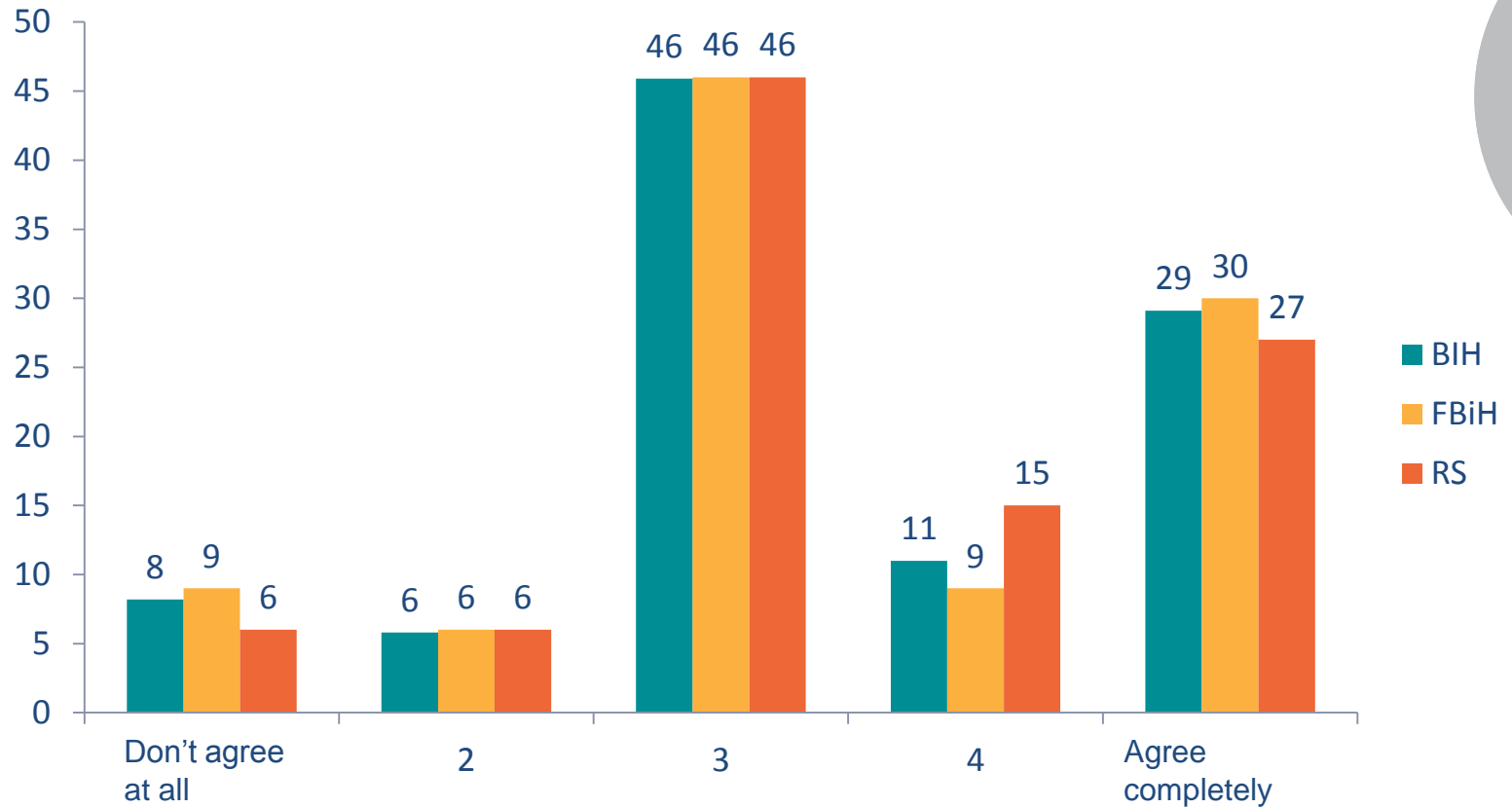
Baza: Svi ispitanici, n=505.

**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.**



Base: All respondents, n=505

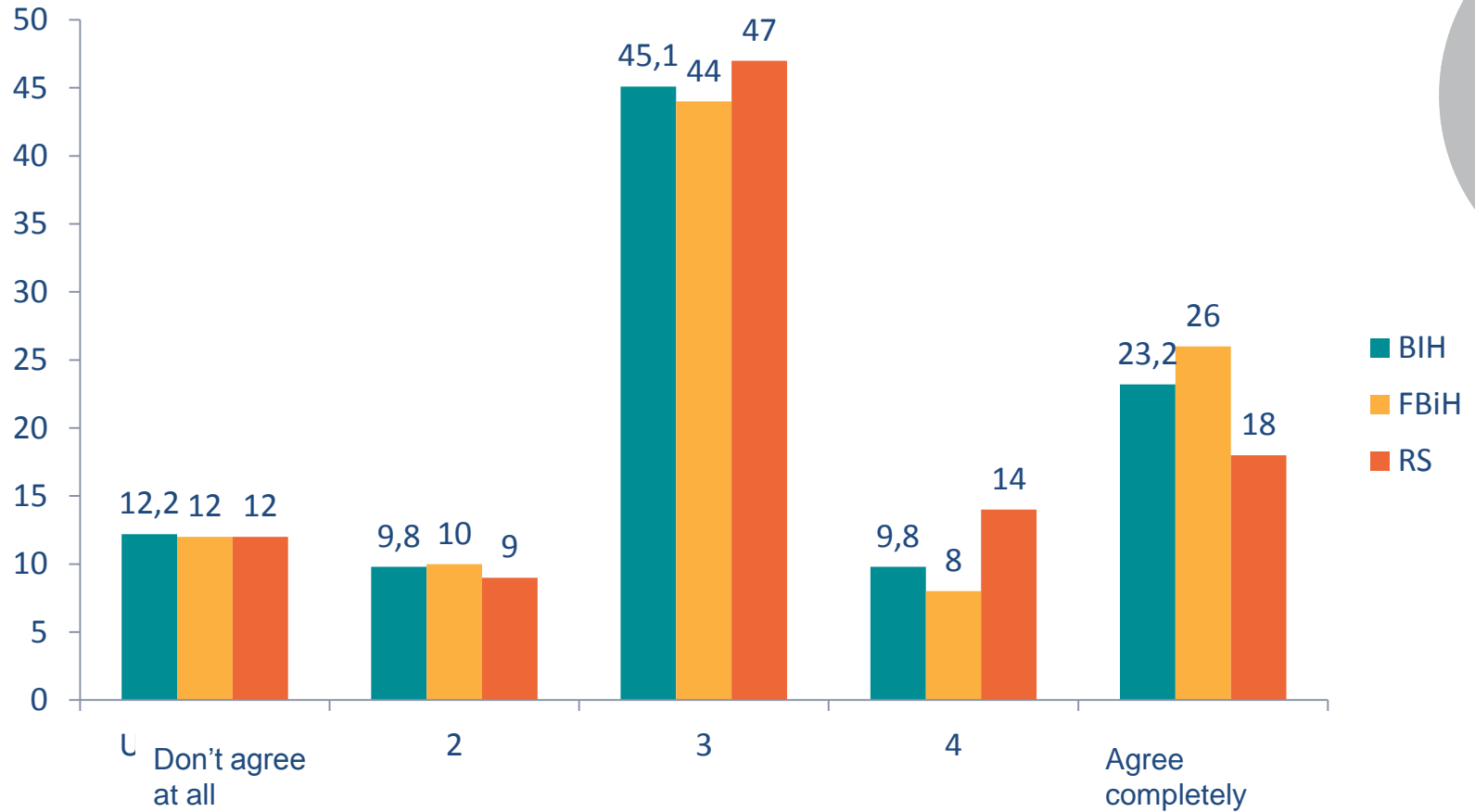
## The Internet has democratized communication and has enabled pluralism of opinion.



Base:

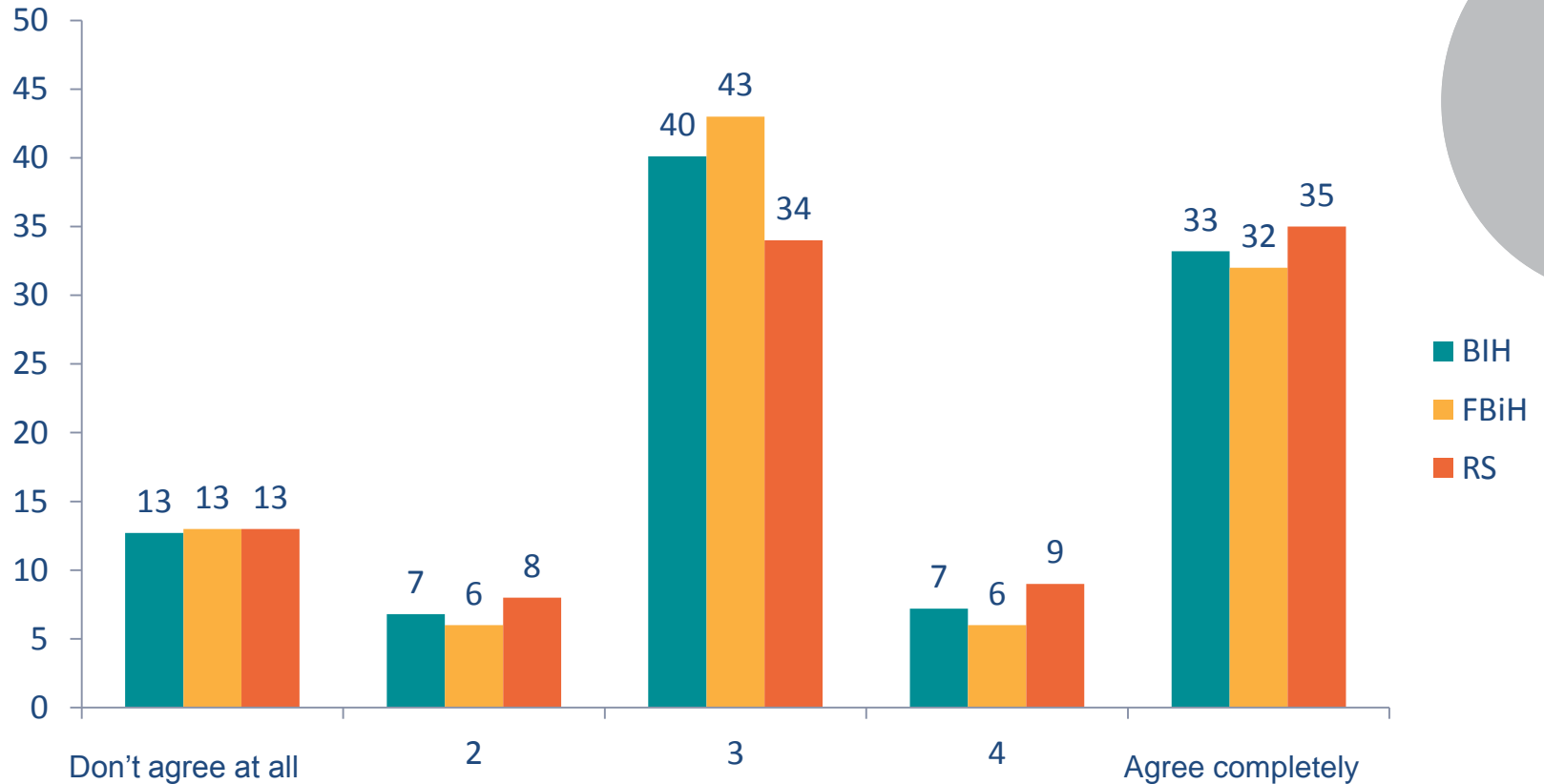
All respondents, n=505

**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.**



Base: All respondents, n=505

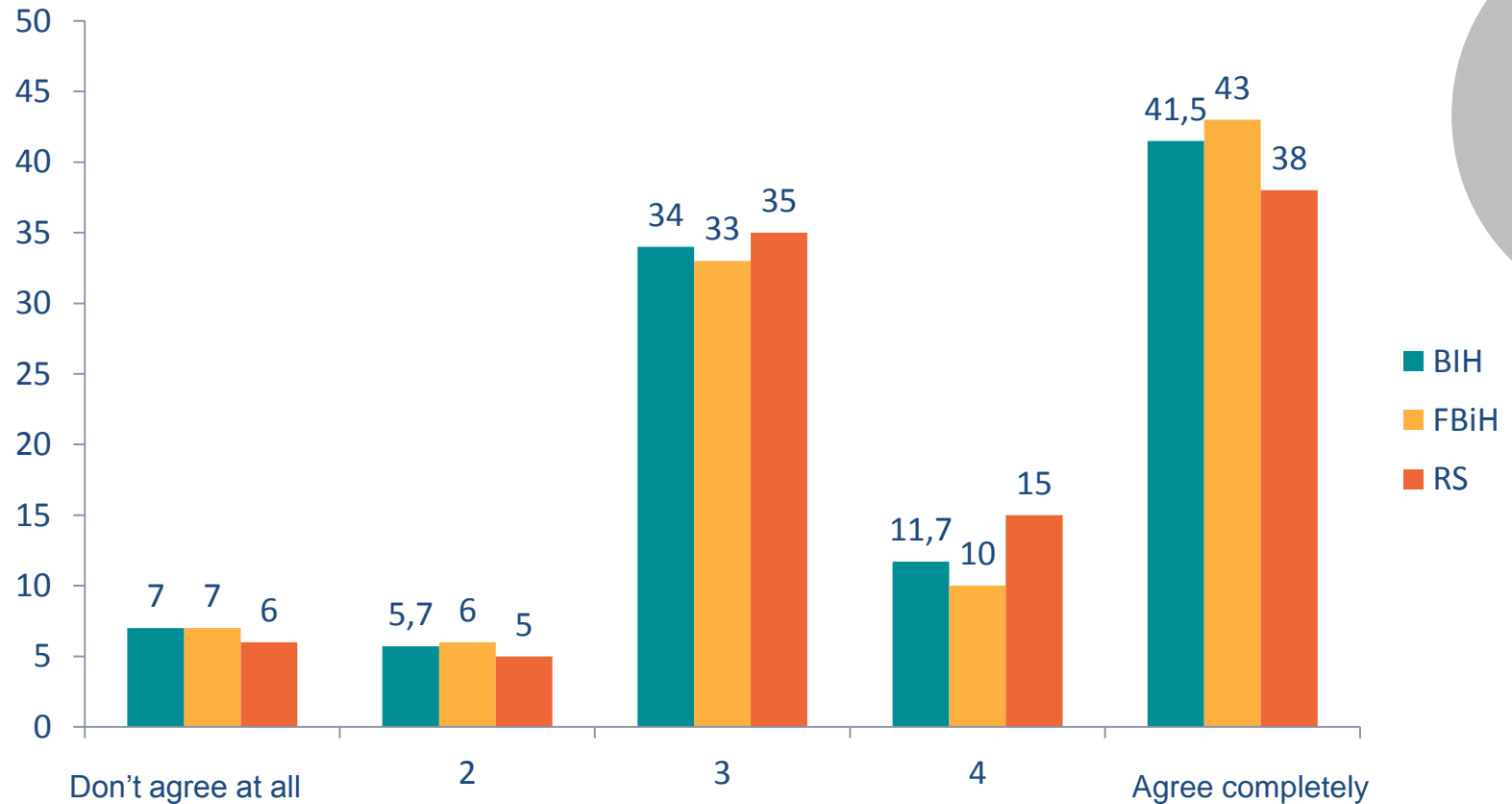
## Media from Bosnia and Herzegovina contribute to increasing tensions on the national, political and religious level and among entities in B-H



Base:

All respondents, n=505

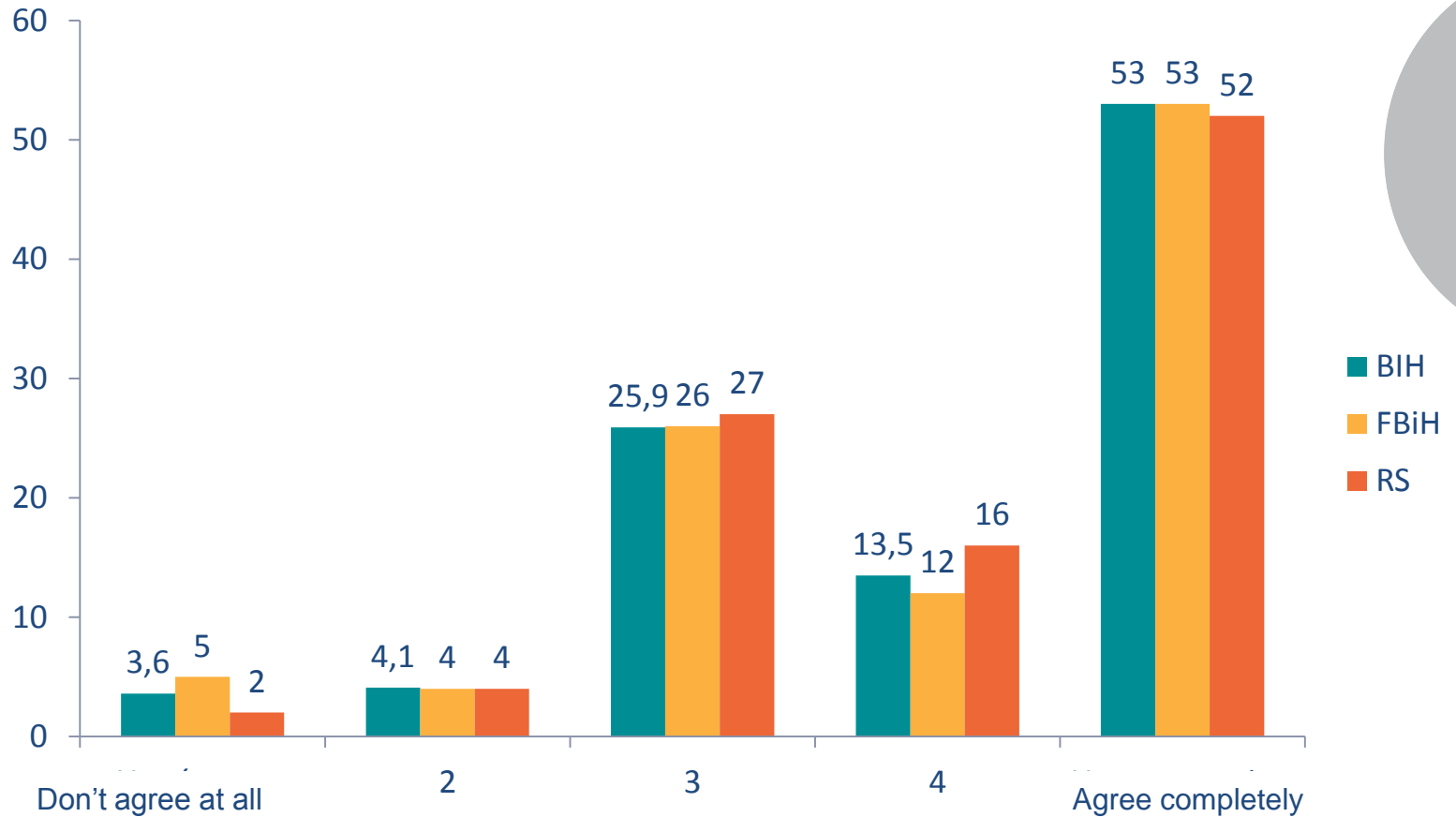
## The work of journalists is often politically motivated, which is why they lose objectivity



Base:

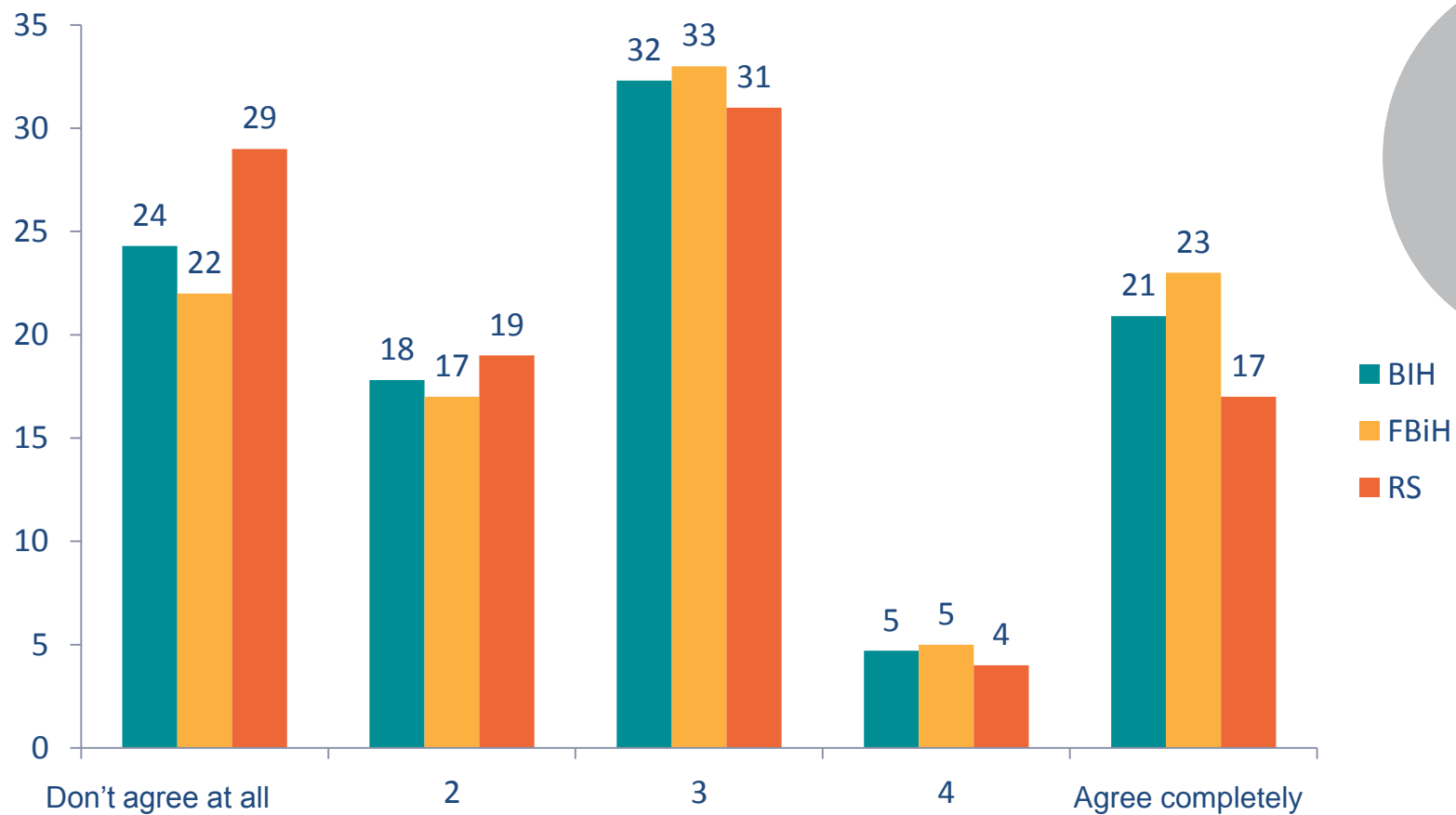
All respondents, n=505

## Political influce on public media are highly present.



Base: All respondents, n=505

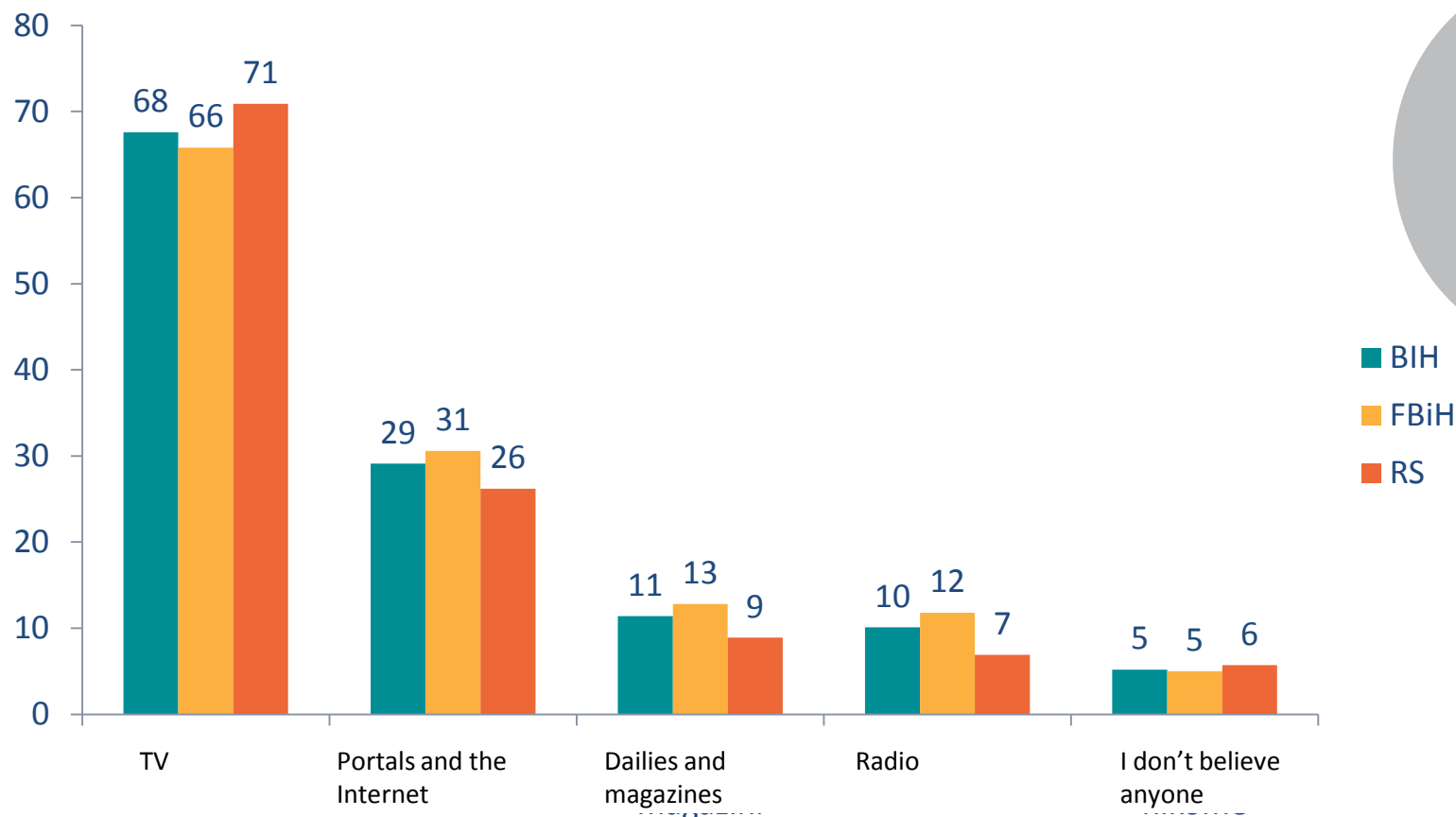
## Media in Croatia are better than in Bosnia and Herzegovina.



Base:

All respondents, n=505

## The best information about the election campaign and the program of political parties in B-H that will be offered in the 2014 October elections citizens expect from television and Internet



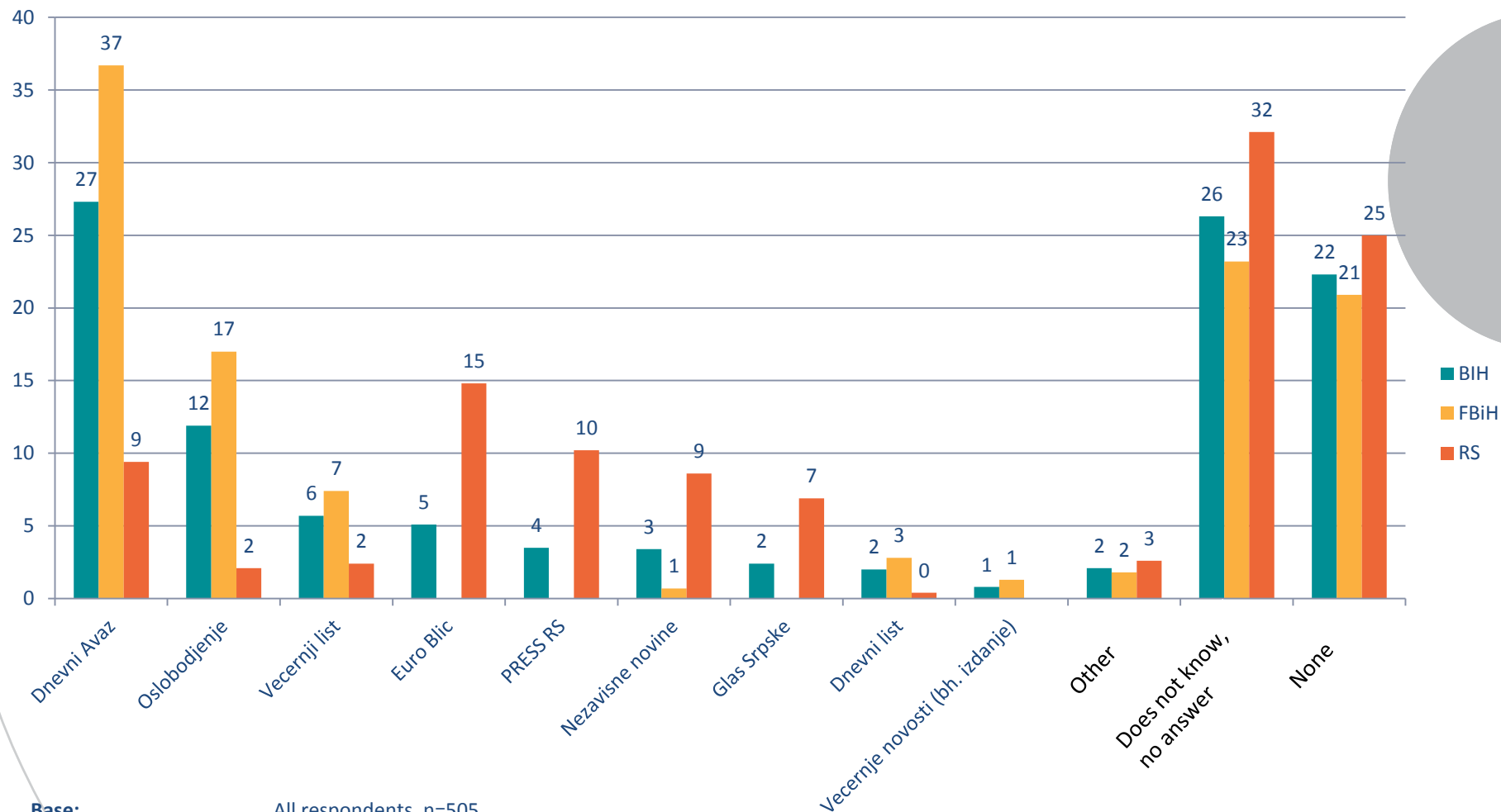
Base:

All respondents, n=505

Q18:

In your opinion, by means of what medium can you obtain the best information about the election campaign and the programs of political parties in B-H that will be offered in the 2014 October elections?

For 1/3 of citizens of FBiH, Dnevni Avaz is the most reliable newspaper, while for citizens of RS this is Euroblic. However, 1/5 of citizens of B-H do not consider any newspaper reliable and accurate



Base:

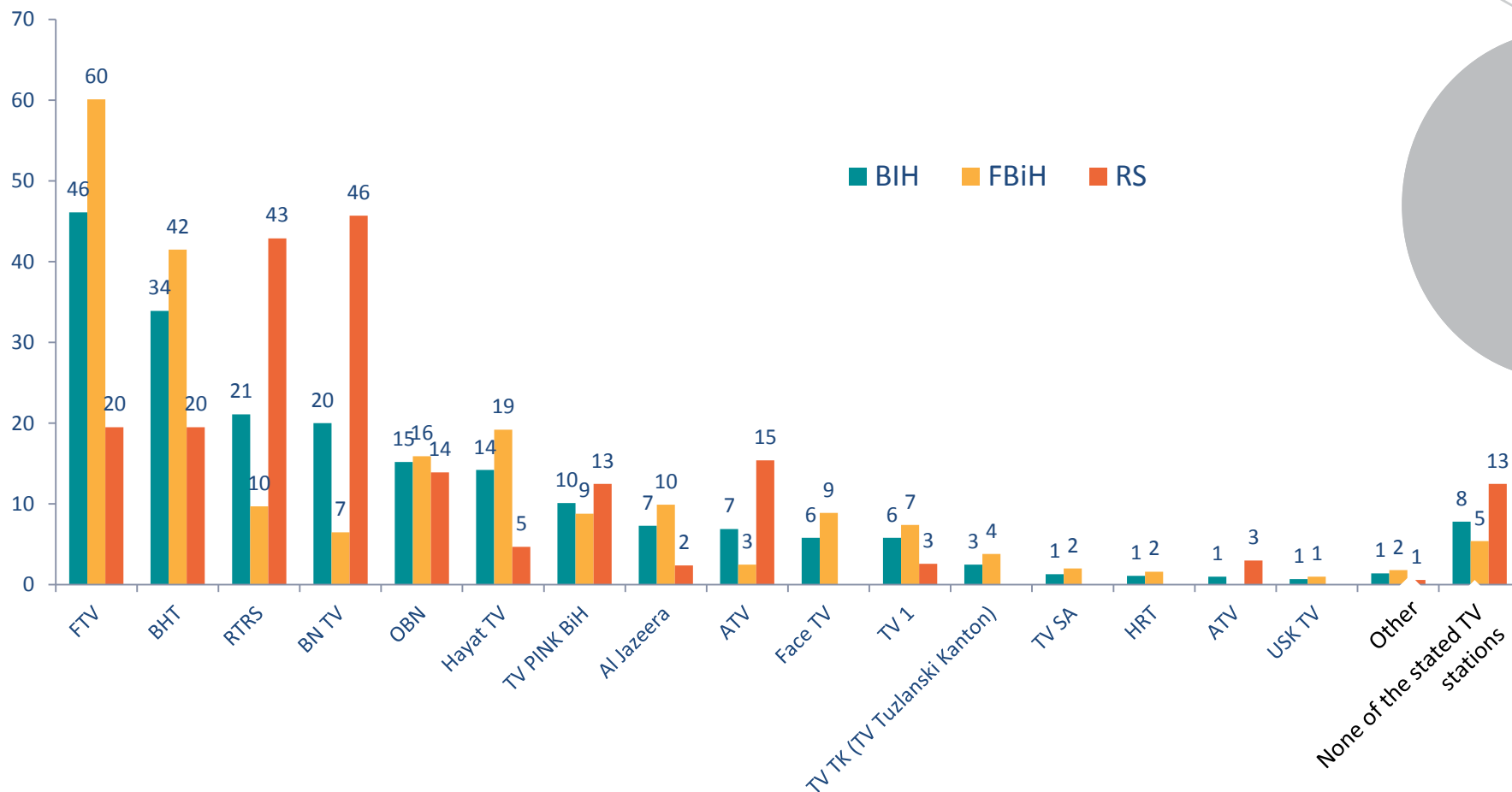
Q19:

during election campaigns in B-H?

All respondents, n=505

According to your previous experience, what newspaper in B-H provides the most reliable and accurate information

**☐ The most popular television stations when it comes to following the election campaigns in FBiH are FTV and BHT, while in RS they are BN TV and RTRS**



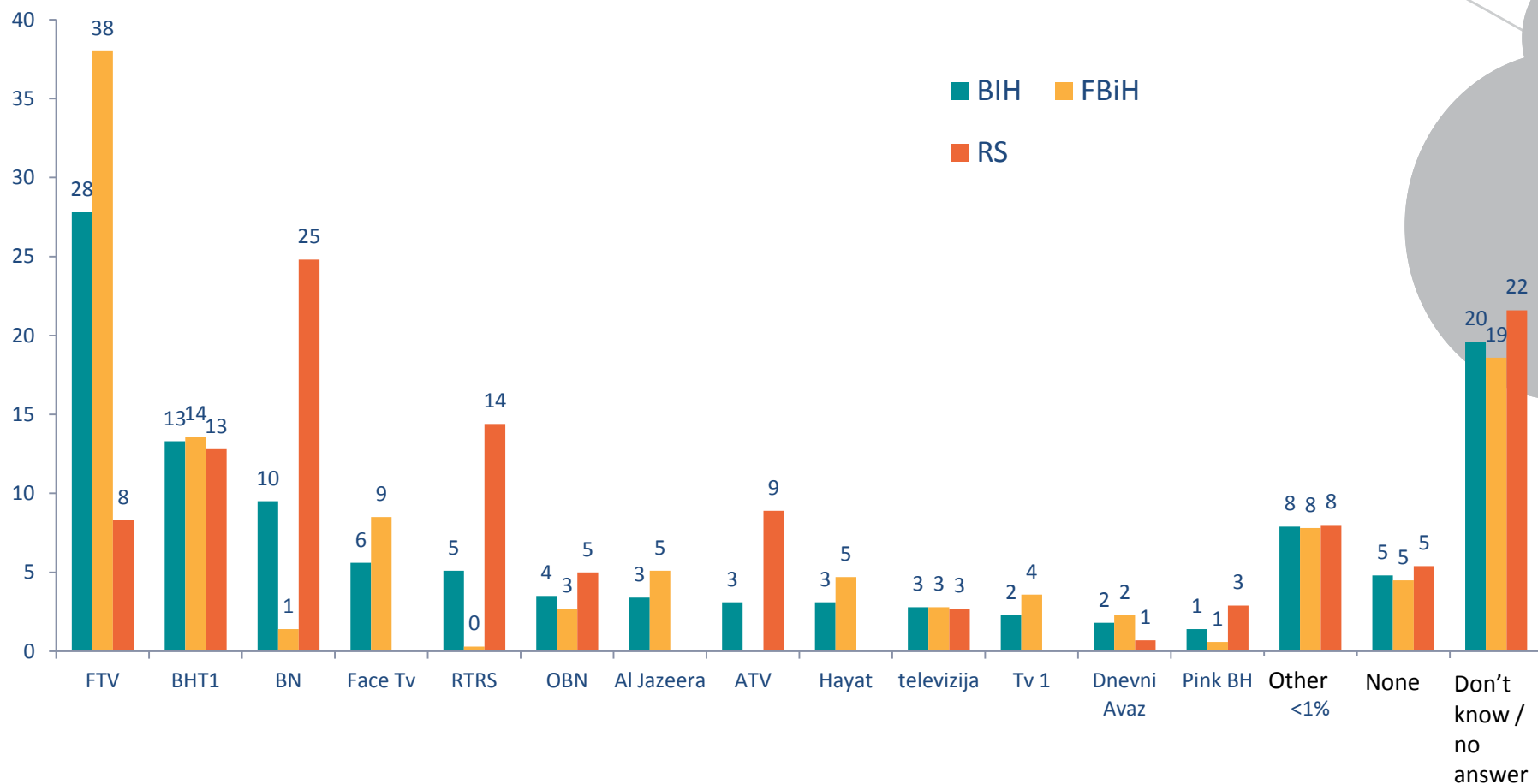
**Base:**

All respondents, n=505

**Q20:**

What television stations do you prefer watching in order to inform yourself on the election campaign in B-H and the programs of political parties for the 2014 elections?

**A little over 1/3 of citizens of FBiH see FTV as the most professional in reporting on election activities. In RS, each fourth citizen sees BN TV as such a medium..**



**Base:**

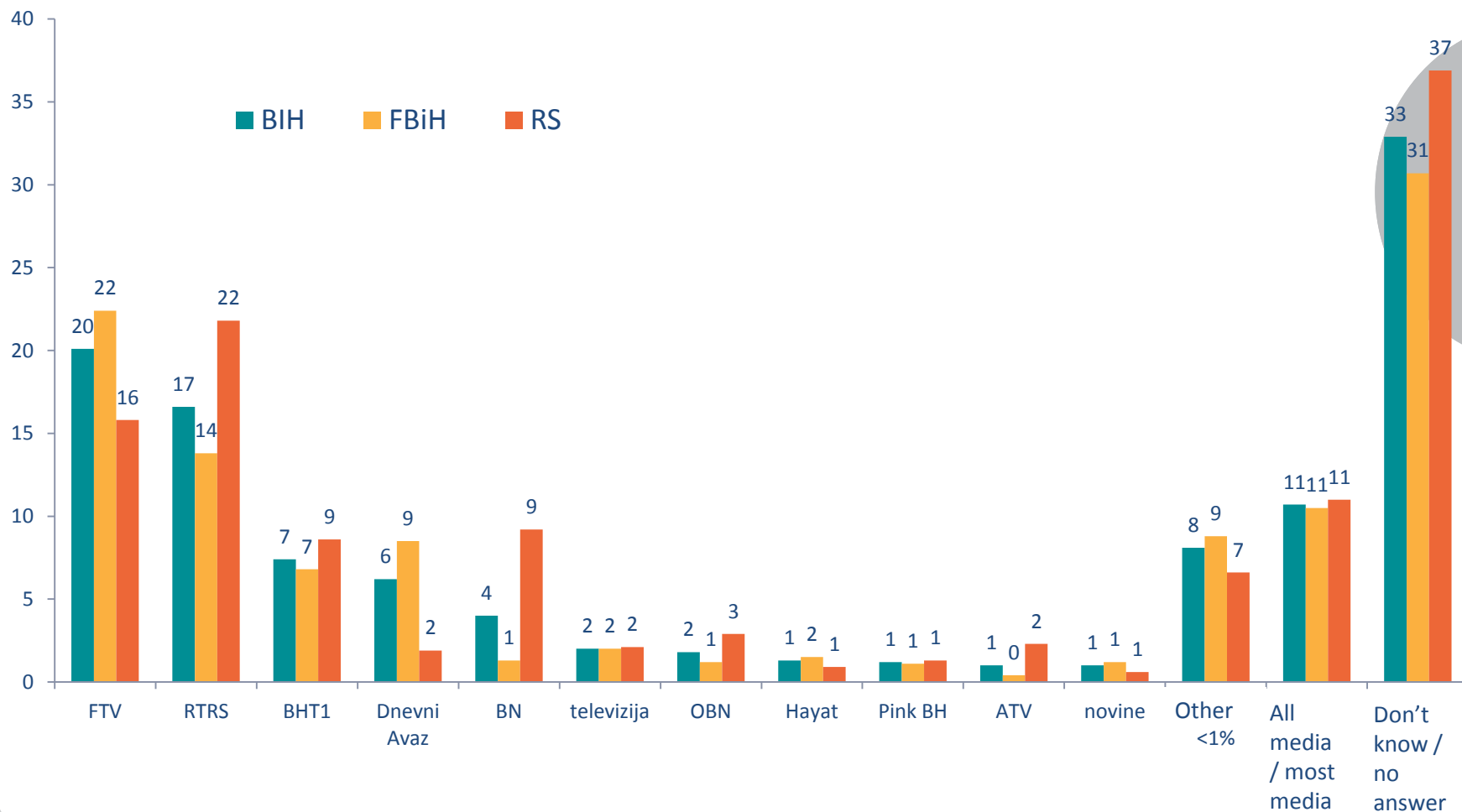
All respondents, n=505

**Q21:**

In your opinion, which media in B-H does the most professional reporting on election activities of the political parties?

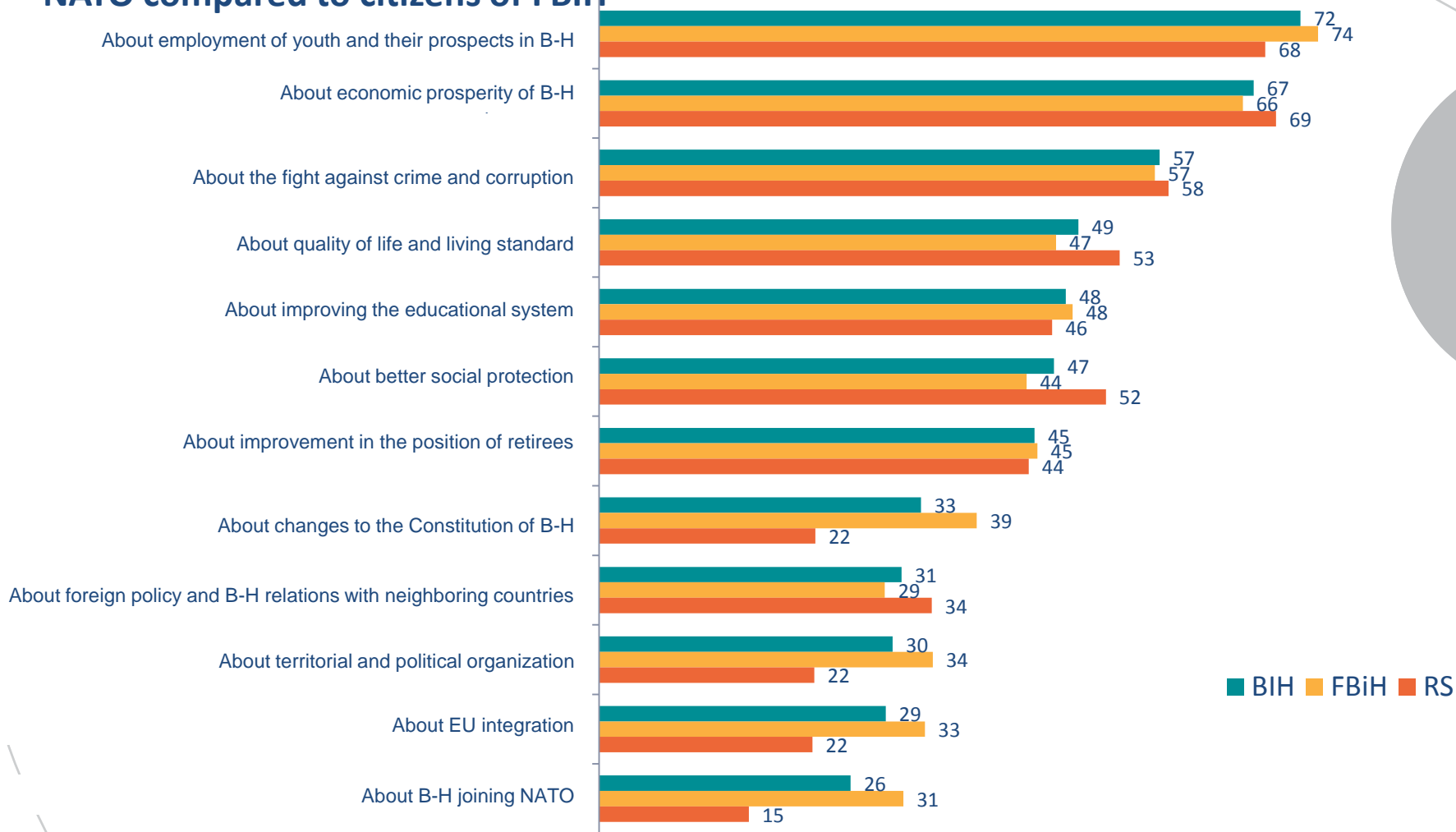
State name(s) of media (one or more).

## 1/5 of citizens of FBiH consider that FTV is under the influence of politics, while just as many citizens of RS consider that RTRS is under the same influence



Base: All respondents, n=505  
 Q22: Which media in B-H is most under the influence of politics in B-H during the election campaign?

# In the election campaign, citizens want to hear most about topics related to employment, the prospects for the young and about economic progress. Citizens of RS to a somewhat lesser extent want to hear about constitutional changes and joining NATO compared to citizens of FBiH



Base:  
Q23:

All respondents, n=505

What areas would you like to be better informed about during the election campaign?

**Prof. Božo Skoko, PhD**  
Millenium promocija, Zagreb

**Adnan Burazerović**  
Chapter 4 Millenium, Sarajevo

**Julijan Komšić**  
IPSOS Puls