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PROMOCIJA

# Freedom of the media in BiH 2020

## 2014 – 2020 Comparative report

Report  
April, 2020



# Methodology and parameters

Name	Media freedom
Method of data collection	<ul style="list-style-type: none"><li>▪ Telephone interview - CATI (Computer Assisted Telephone Interviewing).</li></ul>
Sample	<ul style="list-style-type: none"><li>▪ Sample size: n = 501, FBiH: 321, RS: 180 (standard sample error <math>\pm 4.4\%</math>).</li><li>▪ Random method, general population household landline telephones, Representative Sample 18 - 65 - Last birthday technique</li></ul>
Questionnaire	<ul style="list-style-type: none"><li>• Questionnaire duration <b>about 11 minutes</b></li></ul>
Survey Time frame	<ul style="list-style-type: none"><li>• Start of survey: 03/30/2020. End of survey: 04/19/2020</li></ul>

## Demographic structure

		BiH		FBiH		RS	
		%	n	%	n	%	n
Gender	male	49%	243	51%	164	44%	79
	female	51%	258	49%	157	56%	101
Age	18 - 29	20%	102	18%	57	25%	44
	30 - 39	18%	88	17%	56	18%	32
	40 - 49	18%	89	17%	53	20%	35
	50 - 59	19%	95	20%	65	16%	29
	60+	26%	128	28%	89	22%	39
Education	Primary and lower	12%	58	15%	48	6%	10
	High school	75%	378	71%	228	83%	149
	University and higher	13%	64	14%	43	11%	20
	N/A	0%	2	1%	2	0%	0
Employment	employed	42%	211	41%	131	45%	80
	unemployed	18%	89	15%	49	23%	41
	retired	21%	106	24%	76	17%	31
	Students and high school	4%	20	4%	13	4%	8
	Other	14%	71	16%	51	11%	20
	nk/na	0%	2	1%	2	0%	0
Nationality	Bosniak	45%	223	65%	210	7%	13
	Croat	11%	55	14%	45	6%	10
	Serb	29%	145	3%	10	75%	134
	Bosnia and Herzegovina	7%	34	8%	25	5%	9
	others (Jews, Gypsies...)	0%	2	1%	2	0%	0
	dk/na	8%	42	9%	29	7%	13

		BiH		FBiH		RS	
		%	n	%	n	%	n
Settlements	city	47%	234	43%	137	54%	97
	village	53%	267	57%	184	46%	83
Region	USC	8%	39	12%	39	0%	0
	Ze-Do + Bos Pod canton	11%	56	17%	56	0%	0
	C Sarajevo	12%	60	19%	60	0%	0
	SB canton	8%	38	12%	38	0%	0
	TZ + Pos canton	14%	71	22%	71	0%	0
	Herzegovina	11%	57	18%	57	0%	0
	Banjaluka	16%	82	0%	0	46%	82
	Doboj + D Brcko	6%	31	0%	0	17%	31
	Other in RS	13%	66	0%	0	37%	66



## Main conclusions

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# Main conclusions(1/3)

- In 2020, for BiH citizens **most trusted are the media and religious institutions** (77%), followed by the non-governmental sector (66%), the international community (63%) and government institutions (55%). Political parties and politicians are the least trusted on the part of the citizens. At the entity level, the same image is present. However, **when compared to 2019, all institutions have increased their level of trust on the part of citizens**. Thus, the greatest growth in trust is achieved by the non-governmental sector, the media, the international community and political parties. Religious communities, government institutions and politicians are seeing a slight increase in trust.
- **The citizens of BiH and also the entities separately are much more satisfied with the work of the media and journalists** in the FBiH and RS than in the previous year.
- **The majority of respondents believe that there is no freedom of the media in the FBiH or it is only partially present**. The situation is similar in the RS, where most citizens believe that there is no freedom of the media.
- As in the previous year, more than half of BiH citizens believe that **political dependence is a major obstacle** to the work of the media in BiH. On the other hand, there is a decline in the perception of citizens that financial dependency, lack of professionalism and inadequate legal framework are additional obstacles to the free work of the media in BiH. The situation is similar at the entity level.

## Main conclusions(2/3)

- In the opinion of BiH citizens, **politicians and political parties have by far the largest influence on the work of the media in BiH**. Separately viewed entities also show similar results to the BiH level. To a much lesser extent, citizens believe that media owners, editors, and businessmen have an influence on the work of the media.
- **Politicians and political parties are considered by the respondents to be the main violators of journalistic rights and media freedoms.**
- The majority of respondents consider **any type of attack on journalists to be unacceptable**. There is no significant difference from the previous year.
- Most respondents believe that the **work of journalists in BiH is politically motivated**, but there is still a clear decline in this opinion compared to the previous year
- Almost every third respondent considers that the topics reported by BiH journalists are well selected and cover the main interests of citizens. On the other hand, **more and more citizens (58%) think that there is a number of topics that are not covered**, while 14% think that **BiH journalists do not cover the topics that are of most interest to citizens** (there is a clear decrease from the previous year).

# Main conclusions(3/3)

- Unfortunately, citizens still feel that the attacks on journalists are justified, but the trend of this opinion is decreasing from 2018.
- Unfortunately, citizens still feel that the attacks on journalists are justified, but the trend of this opinion is still decreasing from 2018. Citizens of BiH generally consider that everyday life of citizens, **health care, economic topics, education and social topics are topics that journalists should address more than they do now**. On the other hand, corruption and crime, religious topics, topics on leisure and politics are topics that BiH citizens feel should not be on the agenda of journalists in BiH.
- The majority of BiH citizens believe that **in order to improve journalistic work**, the criteria for entry into the journalistic profession should be stricter as well as the **education system for journalists improved**. Also, a third believe that better **law enforcement of the protection of journalists' rights is needed**.
- Almost a majority of respondents are **mostly informed by television and the internet** and generally they **consider the internet as a very important or important media** for informing the public.
- Most citizens believe that the **subscription to public service broadcasters should be abolished** and that they should be financed from the budget.



# Media Freedoms in BiH

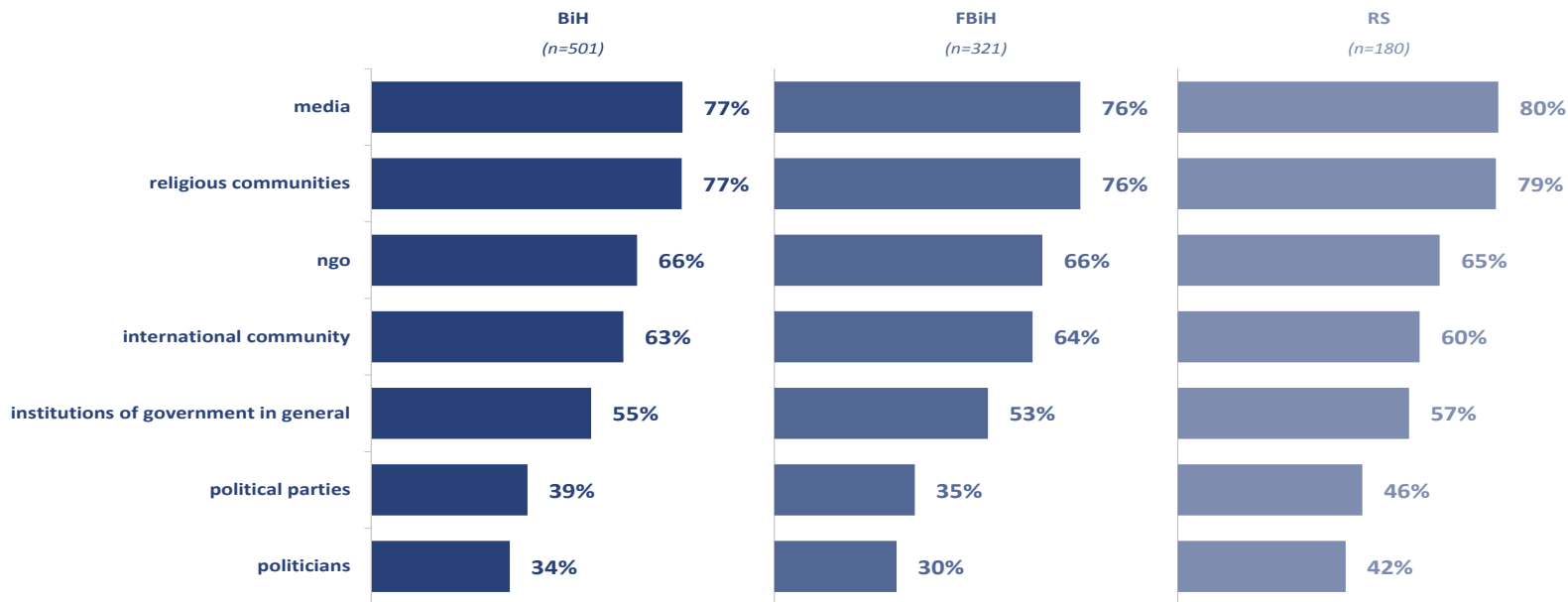
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## Confidence in the work of the Institutions 2020

The results from "I trust them completely" and "I trust them partially"

Basis: All respondents (n=501)

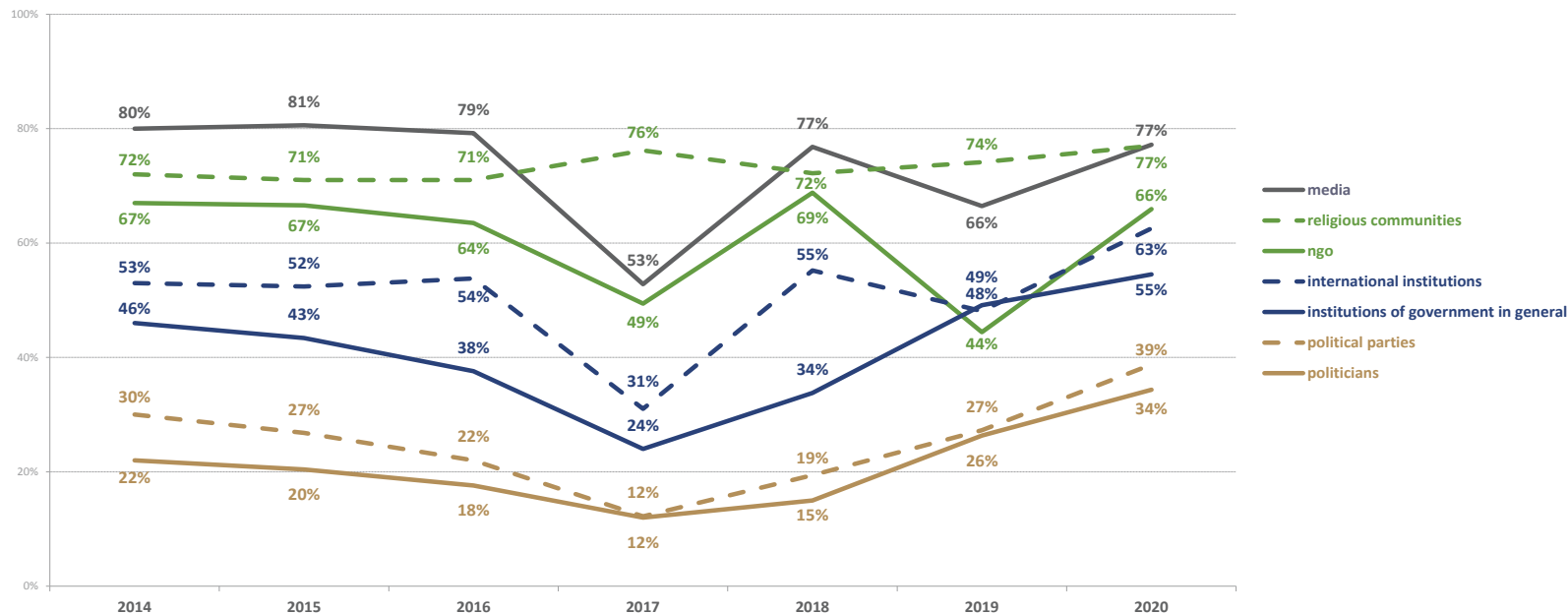


How much do you trust in the work of the following institutions?

## Confidence in the work of the Institutions 2014 - 2020

The results from "I trust them completely" and "I trust them partially"

Basis: All respondents (n=501)

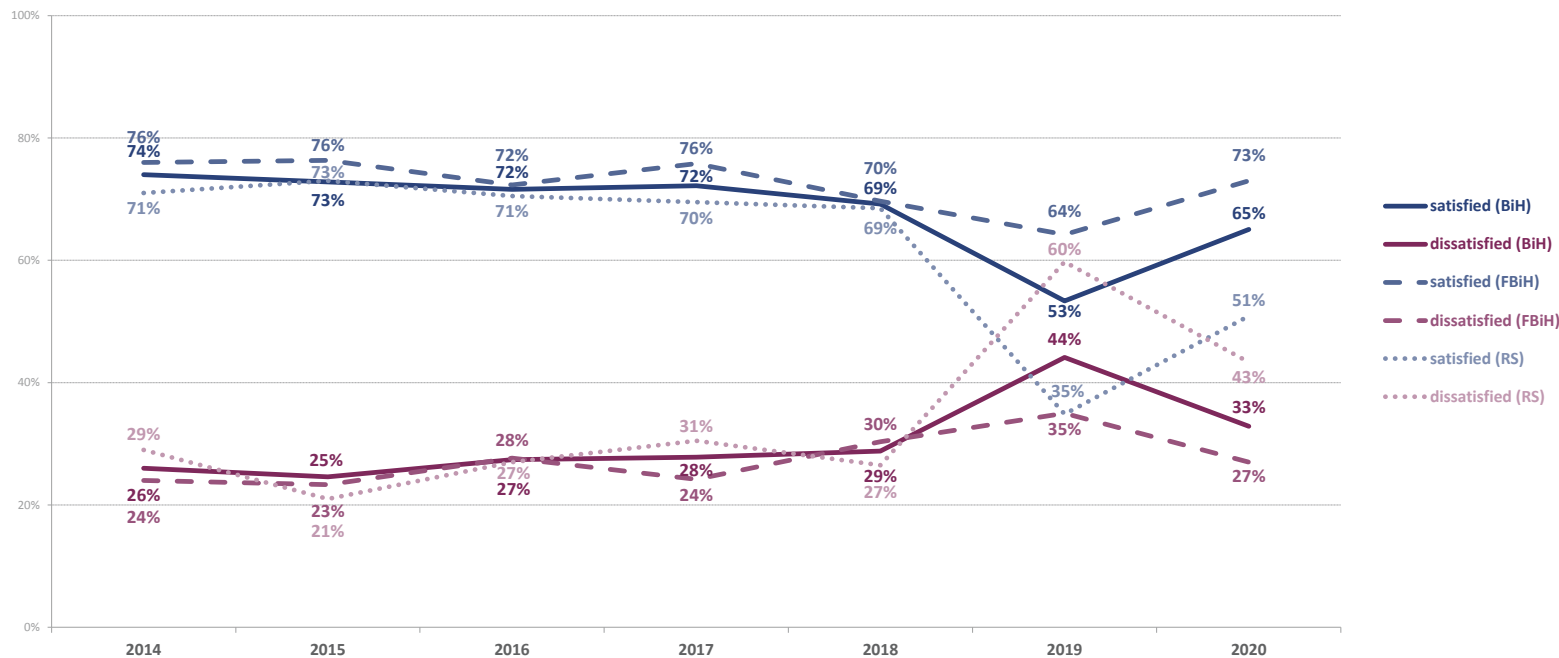


How much do you trust in the work of the following institutions?

## Satisfaction with the work of media and journalists in the Federation of BiH 2014-2020

satisfied ("completely / somewhat dissatisfied") dissatisfied ("completely / somewhat dissatisfied")

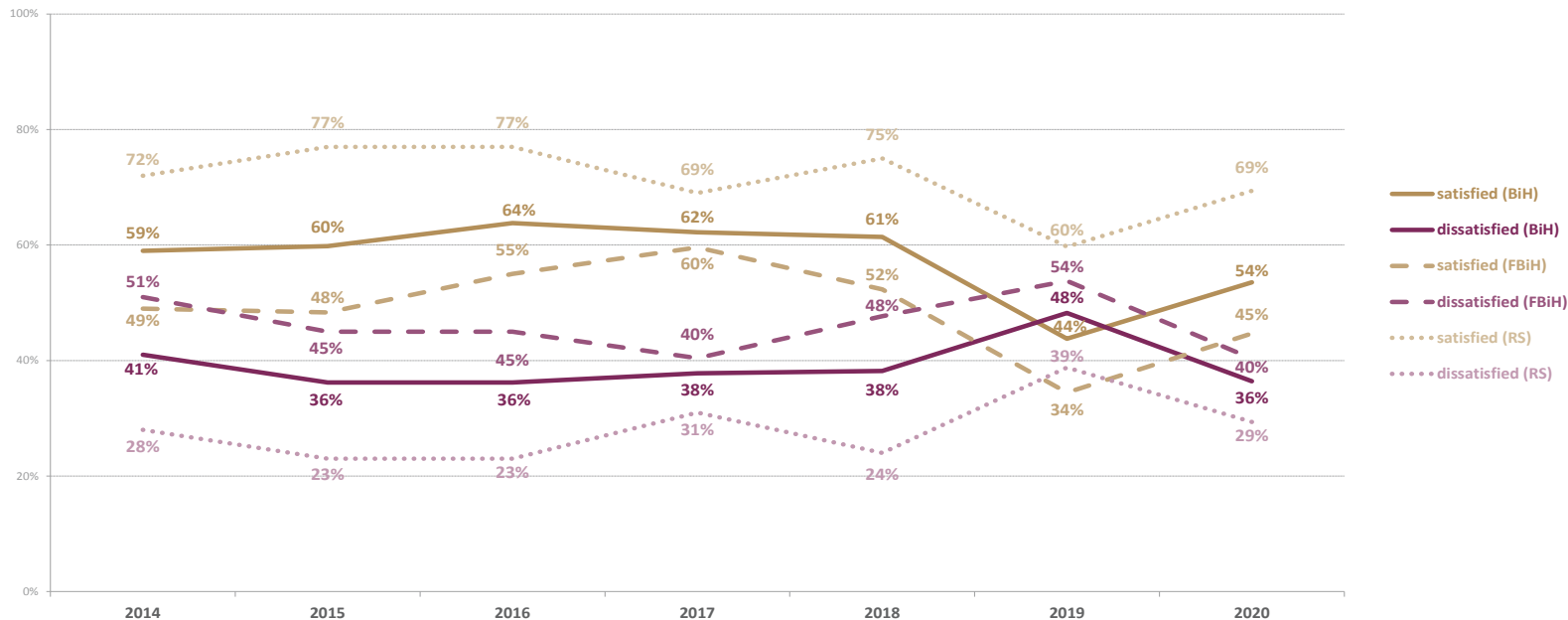
Basis: All respondents (n = 501)



To what extent are you satisfied with the work of the media and journalists in the Federation of BiH?

## Satisfaction with the work of Media and Journalists in Republic of Srpska 2014-2020

satisfied ("completely / somewhat dissatisfied") dissatisfied ("completely / somewhat dissatisfied") Basis: All respondents (n = 501)

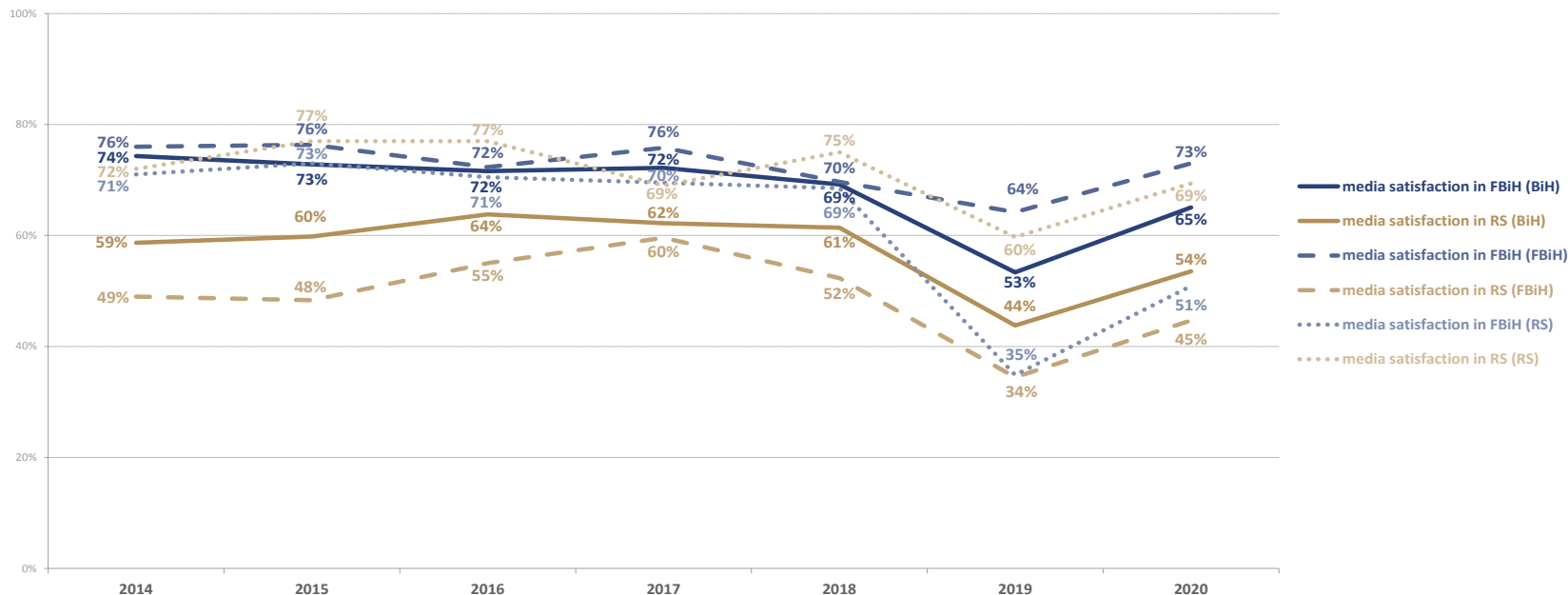


To what extent are you generally satisfied with the work of the media and journalists in Republika Srpska?

## Satisfaction with the Work of Media and Journalists in FBiH / RS 2014-2020

satisfied ("completely / somewhat dissatisfied")

Basis: All respondents (n = 501)

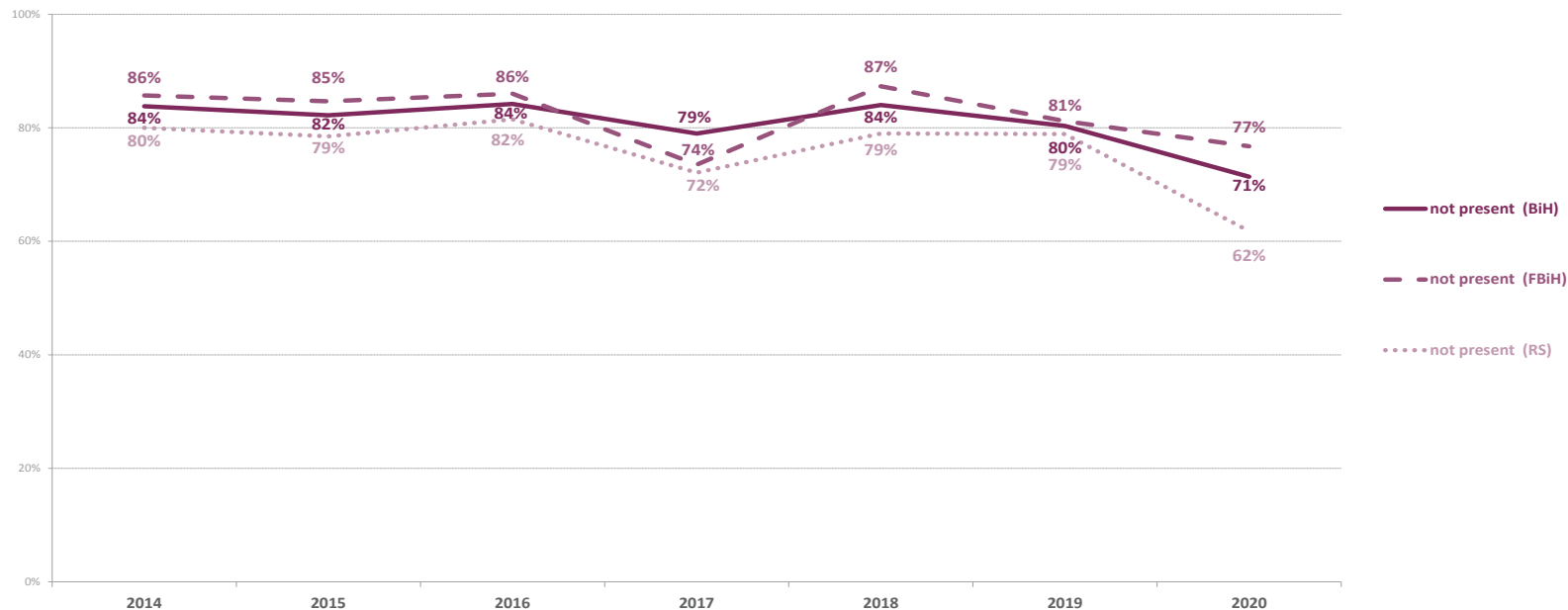


To what extent are you satisfied with the work of the media and journalists in the Federation of BiH? // To what extent are you satisfied with the work of media and journalists in Republic of Srpska?

## Freedom of the Media in the Federation of BiH 2014-2020

The results shown "nonexistent" and "partially present"

Basis: All respondents (n = 501)

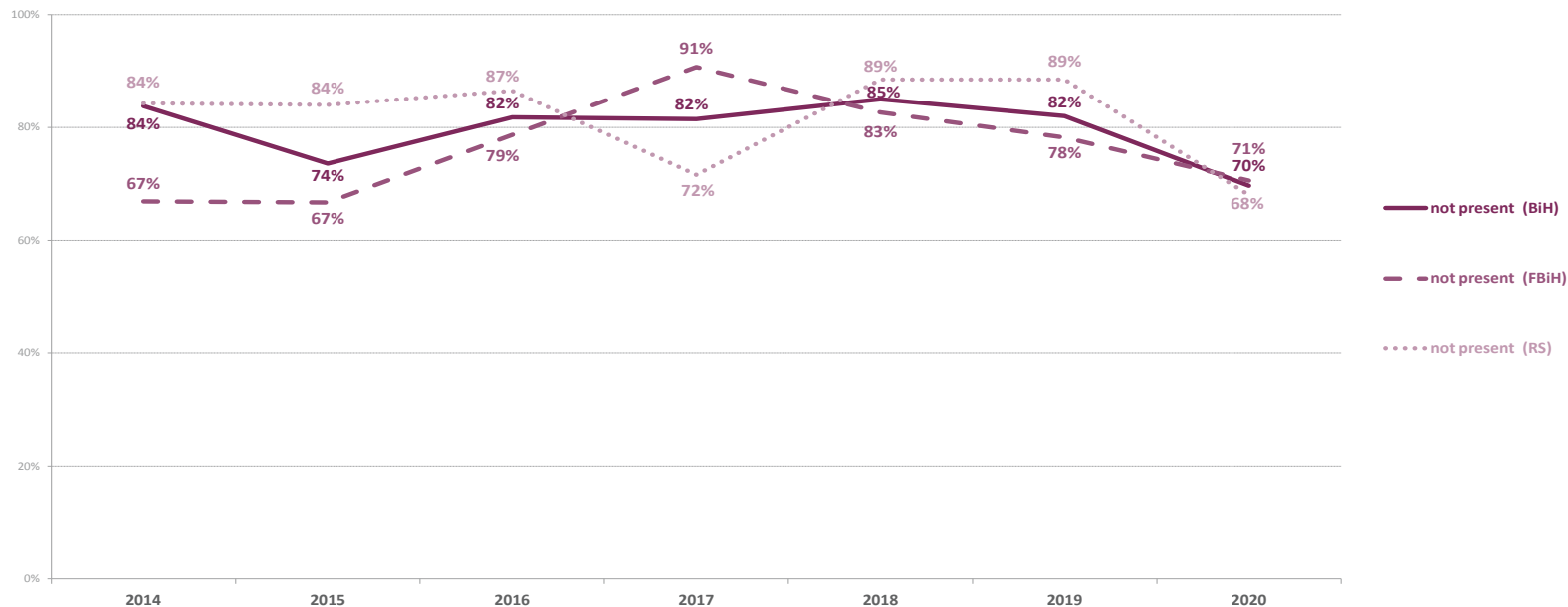


In your opinion, what is the current situation of freedom of the media in the Federation of BiH? Would you say that freedom of the media in the Federation of BiH is ...

## Freedom of the Media in Republic of Srpska 2014-2020

The results shown "nonexistent" and "partially present"

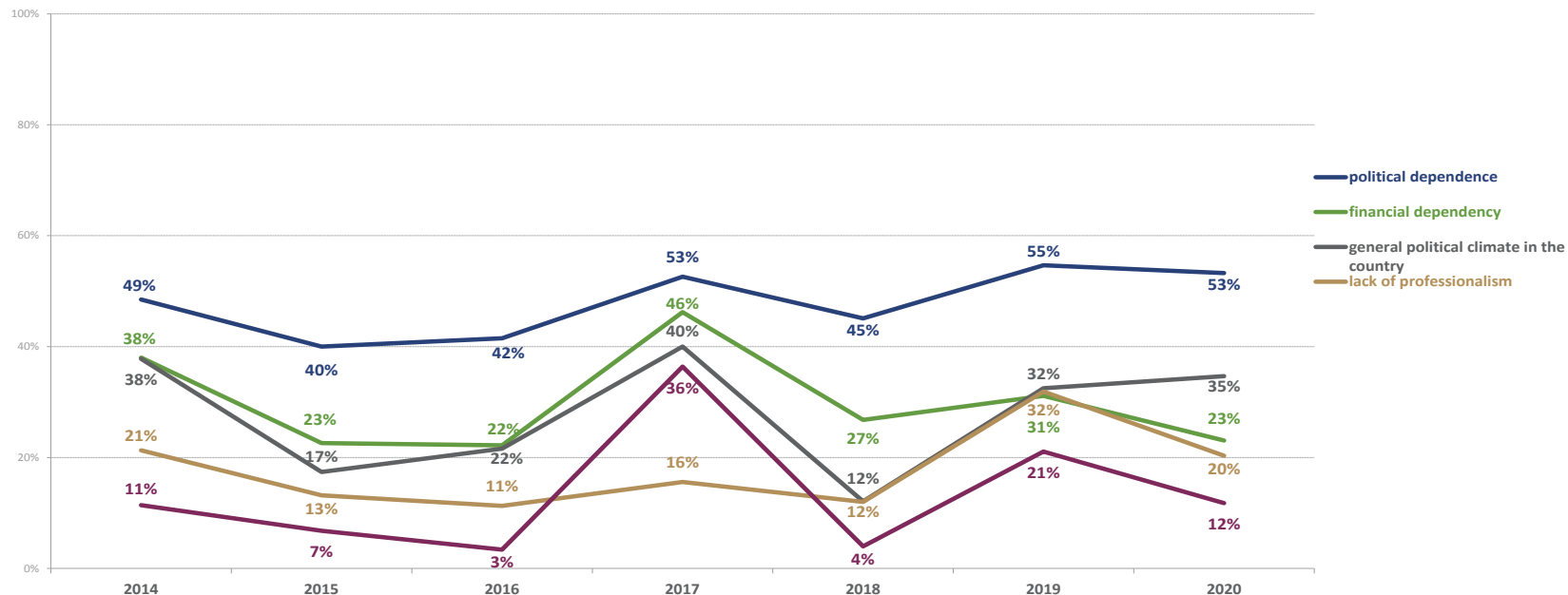
Basis: All respondents (n = 501)



In your opinion, what is the current situation of freedom of the media in Republic of Srpska? Would you say that freedom of the media in Republika Srpska is ...

## Basic obstacles to Media Freedom in BiH 2014-2020 (BiH)

Basis: All respondents (n = 501)



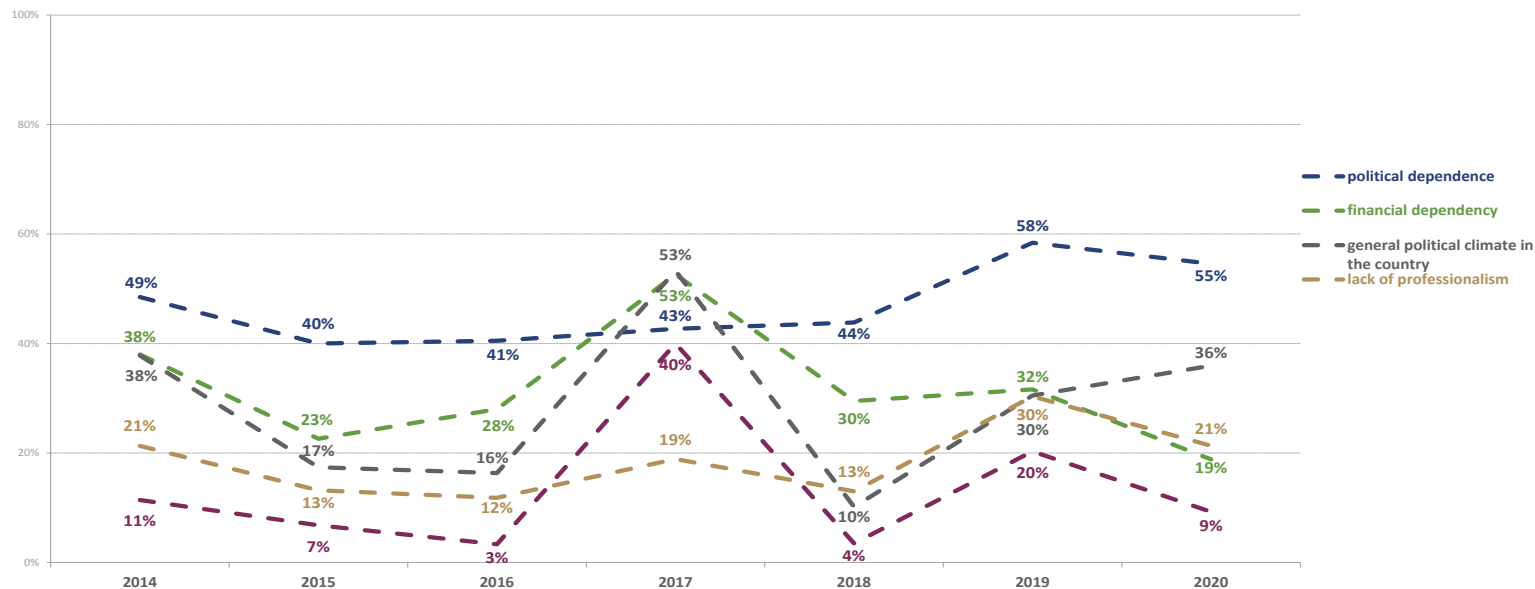
What do you think are the two main obstacles to freedom of media work in BiH?



## Basic obstacles to Media Freedom in BiH 2014-2020

(FBiH)

Basis: All respondents (n = 321)

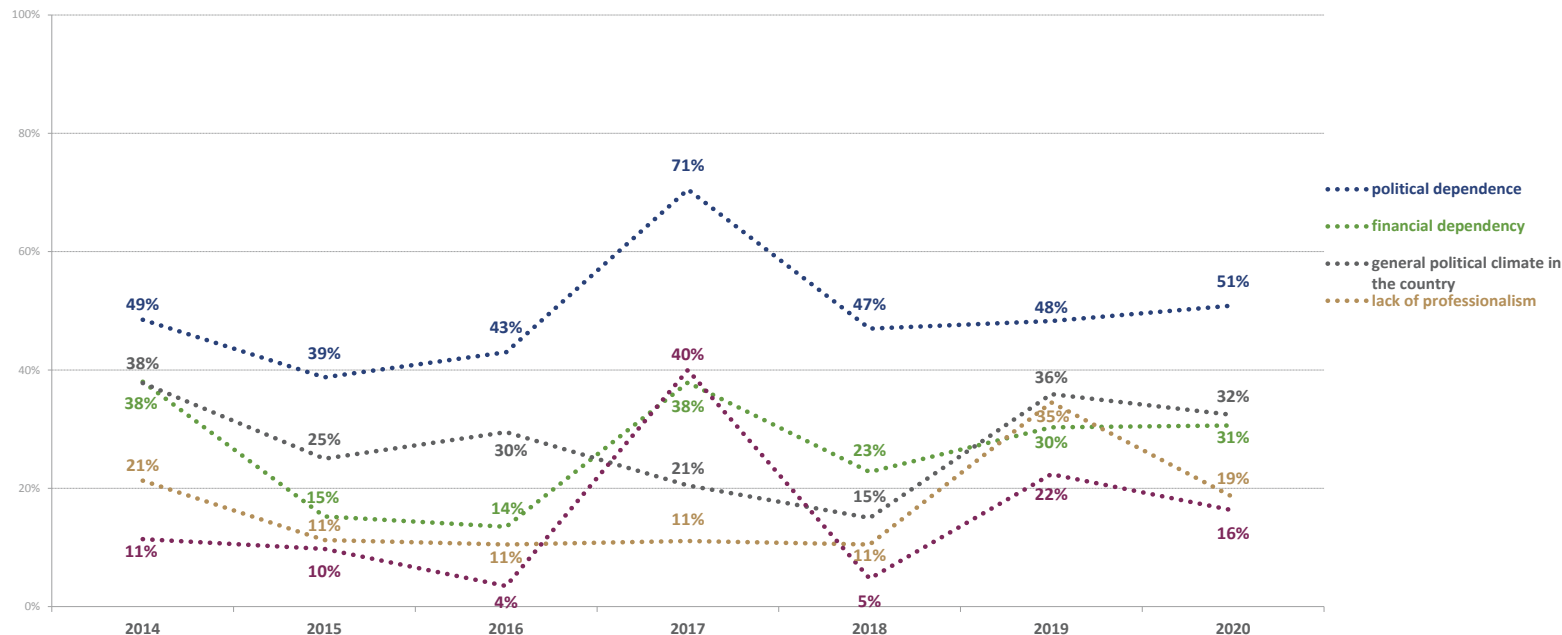


What do you think are the two main obstacles to freedom of media work in BiH?

## Basic obstacles to Media Freedom in BiH 2014-2020

(RS)

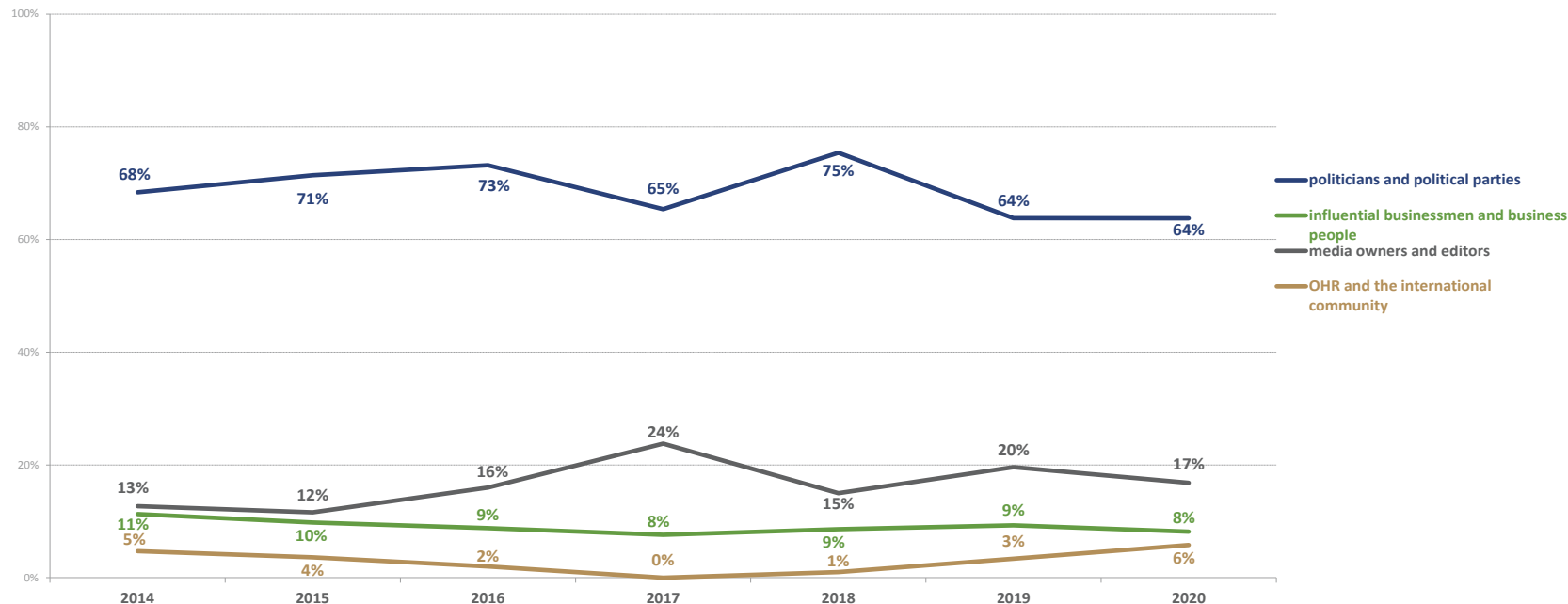
Basis: All respondents (n =180)



What do you think are the two main obstacles to freedom of media work in BiH?

## Having the greatest influence on the work of the media in BiH is ... (2014 – 2020) (BiH)

Basis: All respondents (n = 501)

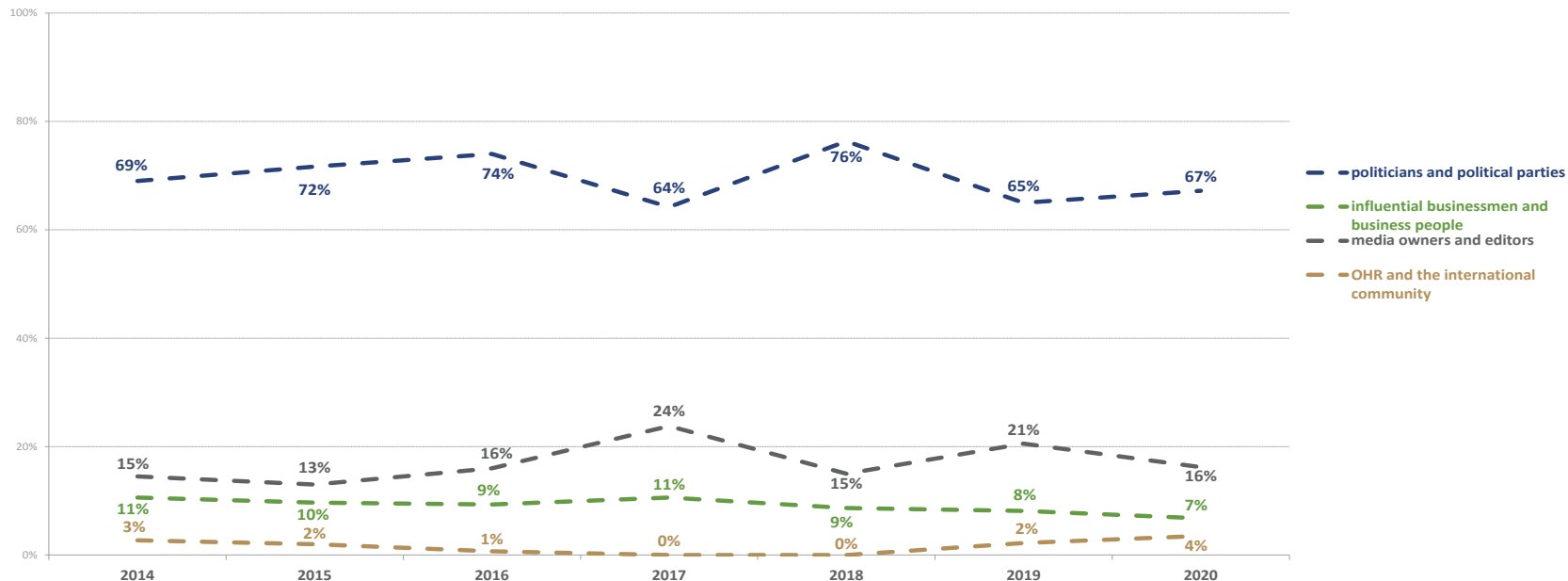


*In your opinion, who of the following has the greatest impact on media work in BiH?*

## Having the greatest influence on the work of the media in BiH is... (2014 – 2020)

(FBiH)

Basis: All respondents ( $n=321$ )



*In your opinion, who of the following has the greatest impact on media work in BiH?*

## Having the greatest influence on the work of the media in BiH is... (2014 – 2020)

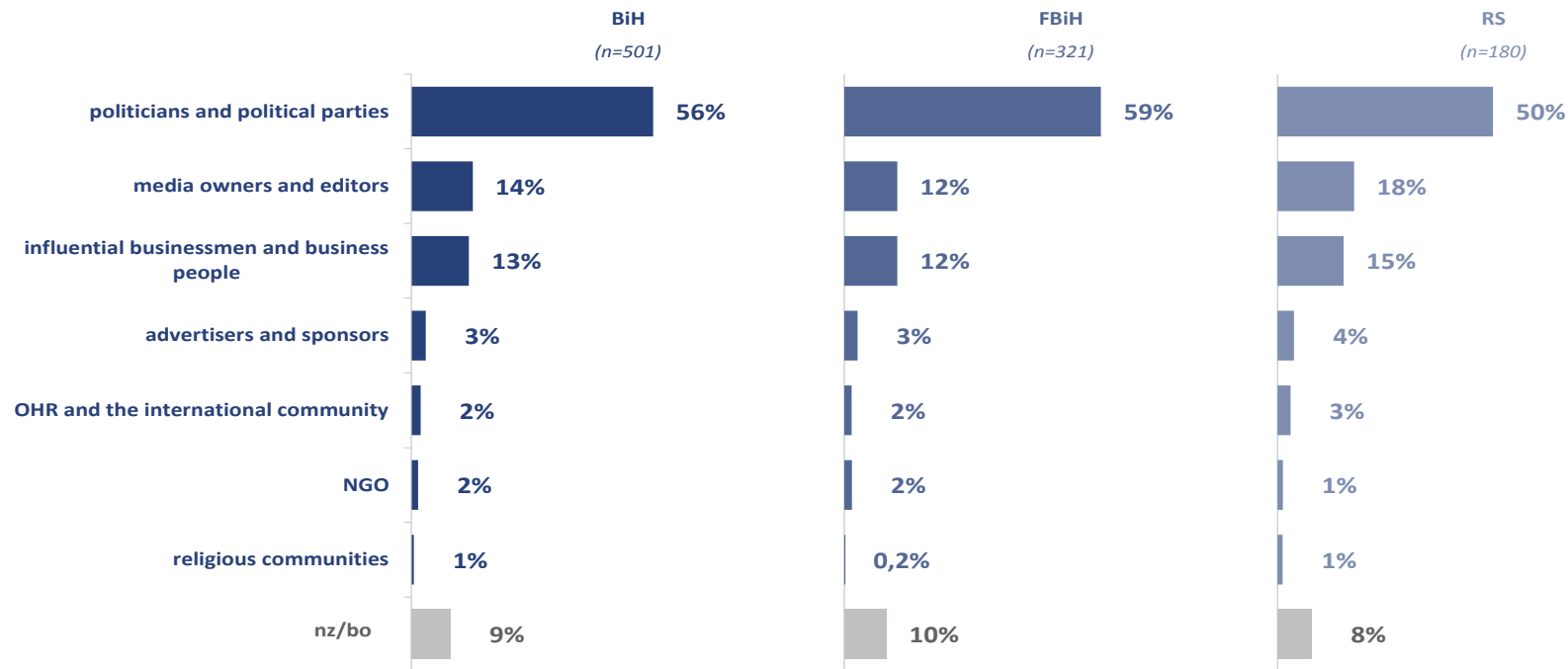
(RS)

Basis: All respondents ( $n=180$ )

*In your opinion, who of the following has the greatest impact on media work in BiH?*

## Major violators of journalistic rights and media freedoms in BiH 2020

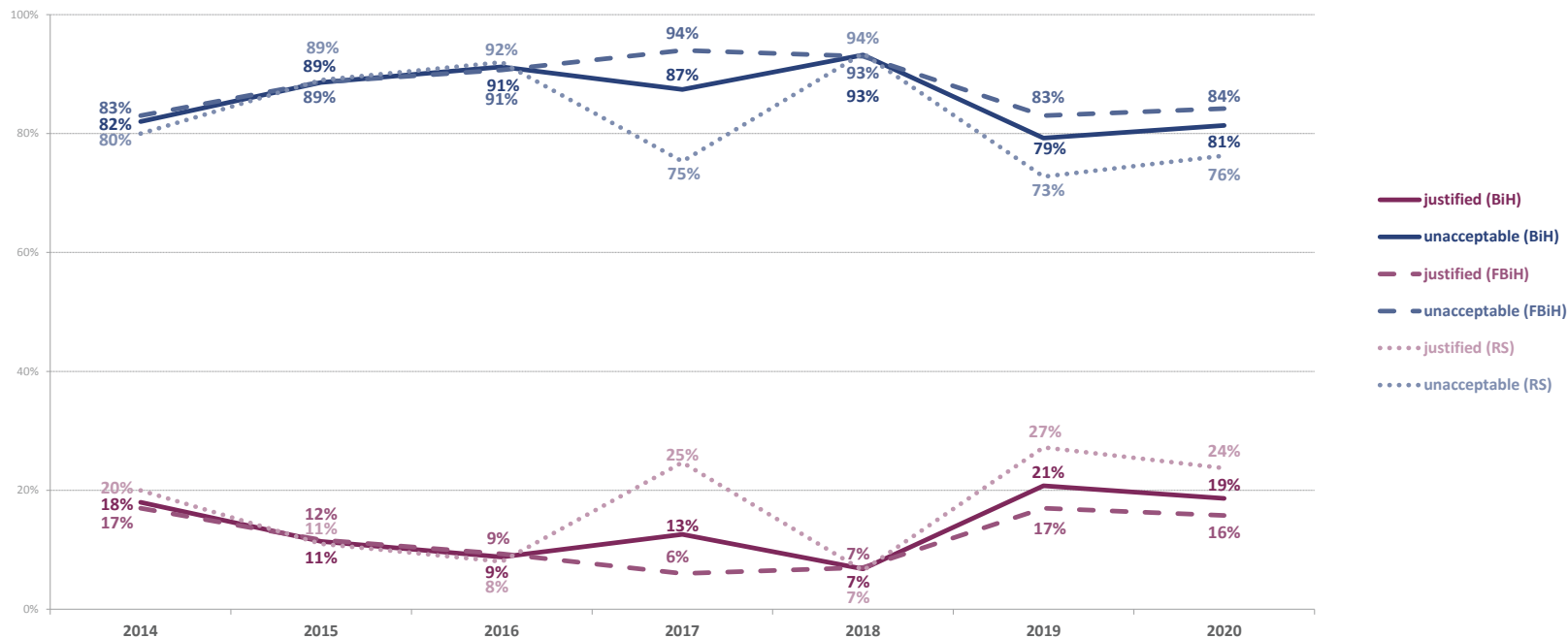
Basis: All respondents (*n*=501)



*In your opinion, which of the following are the main violators of journalistic rights and media freedoms in BiH?*

## Attacks on journalists - unacceptable or justified? (2014 - 2020)

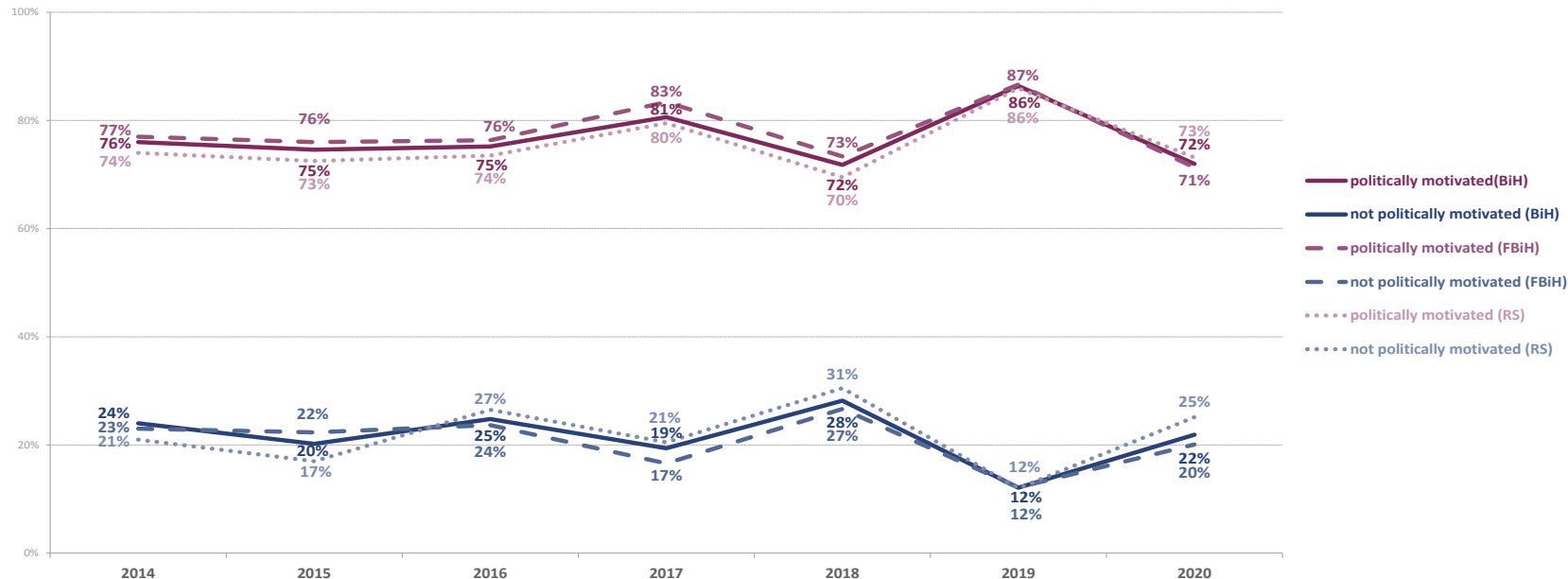
Basis: All respondents ( $n=501$ )



Which of these statements would you most agree with?

## Political motivation in the work of journalists 2014-2020

politically motivated ("totally / somewhat agree") not politically motivated ("completely / somewhat agree") Basis: All respondents ( $n=501$ )

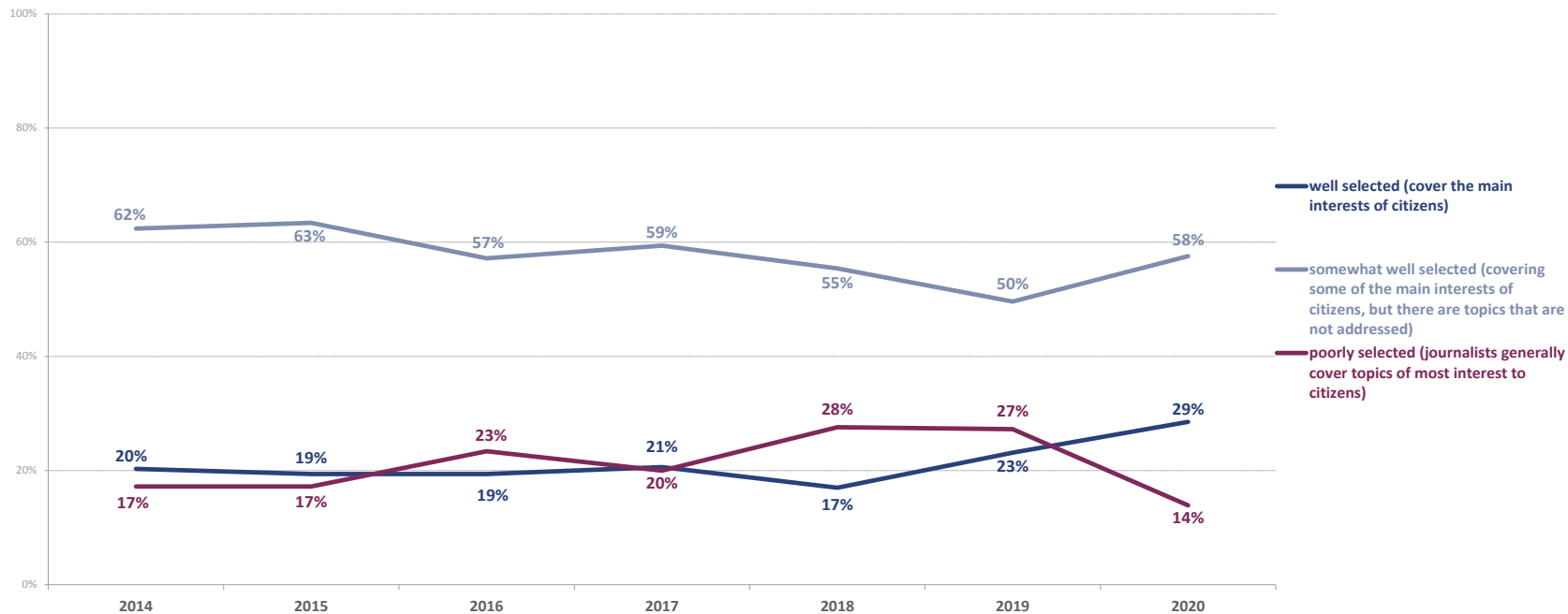


One of the most common criticisms addressed to journalists by prominent politicians and influential individuals is that the work of some journalists is politically motivated. To what extent do you agree with this opinion?



## Topics of reports by BiH journalists (BiH)

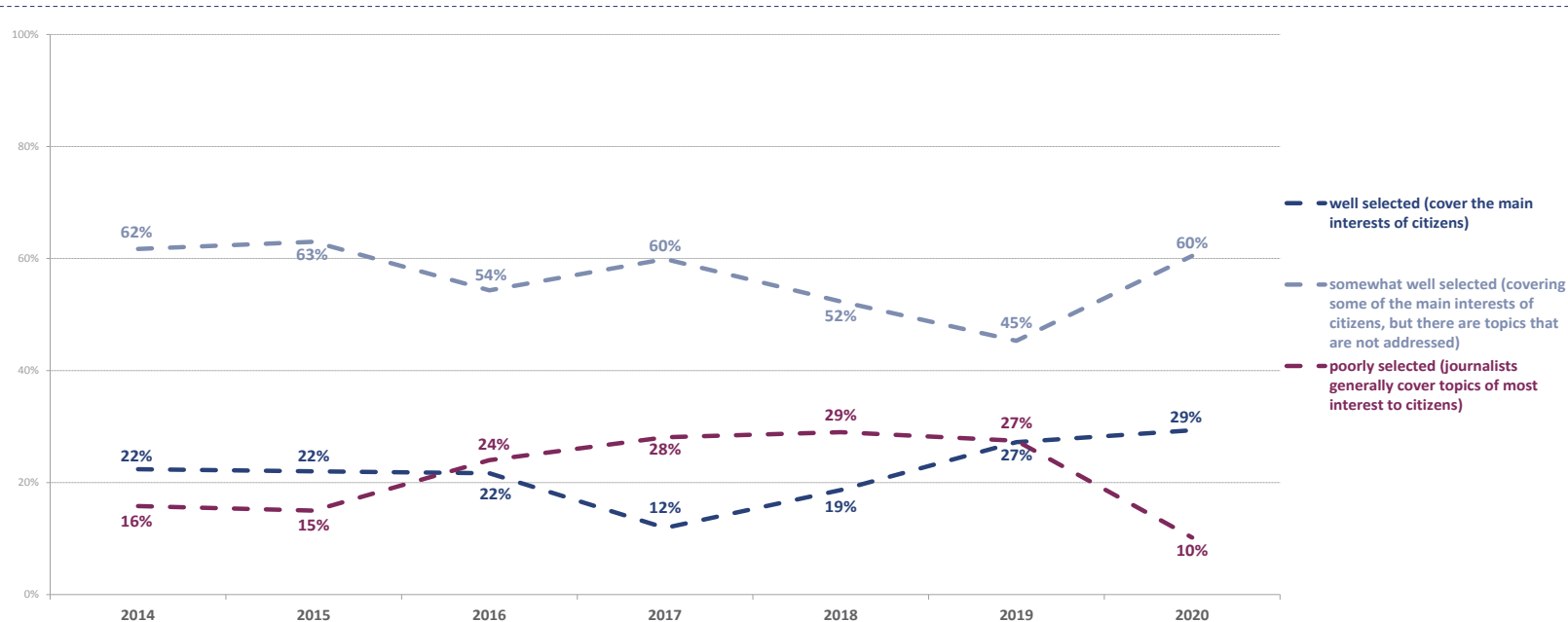
Basis: All respondents ( $n=501$ )



Would you say that the topics that BiH journalists report on are...

## Topics of reports by BiH journalists (FBiH)

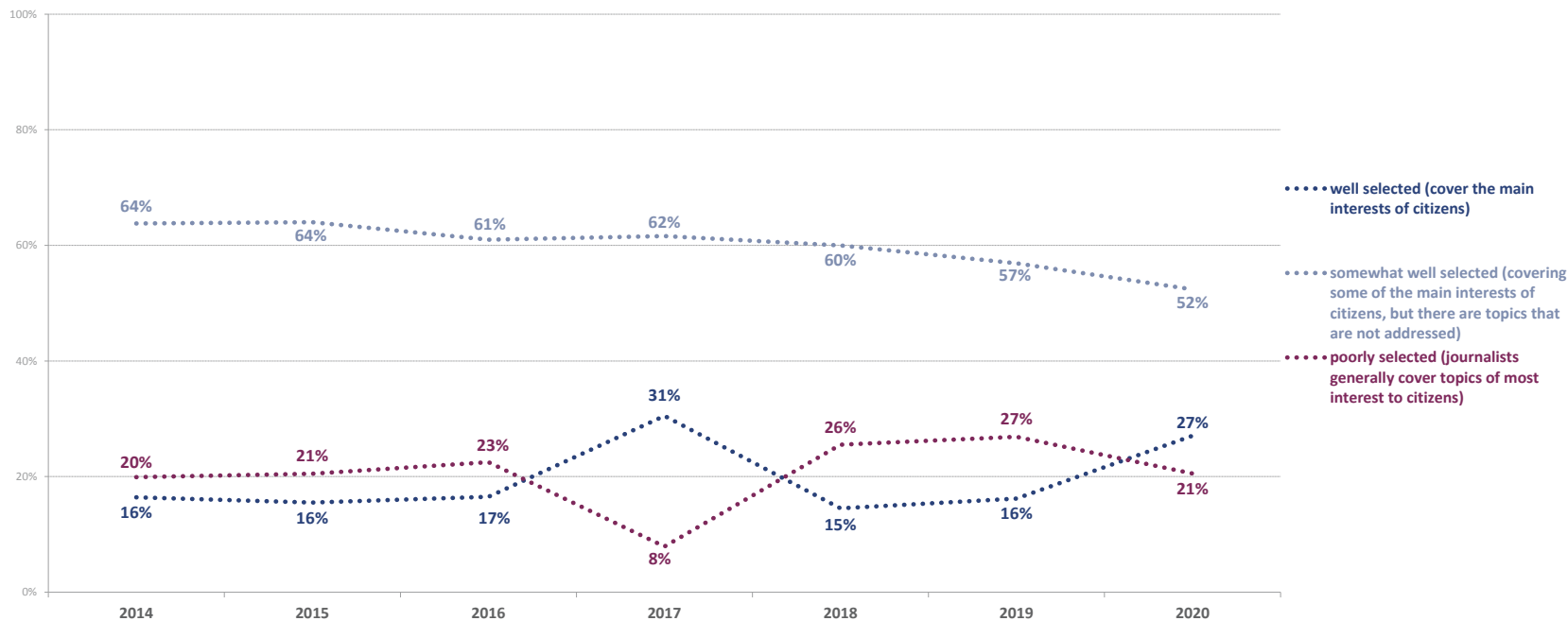
Basis: All respondents ( $n=321$ )



Would you say that the topics that BiH journalists report on are...

## Topics of reports by BiH journalists (RS)

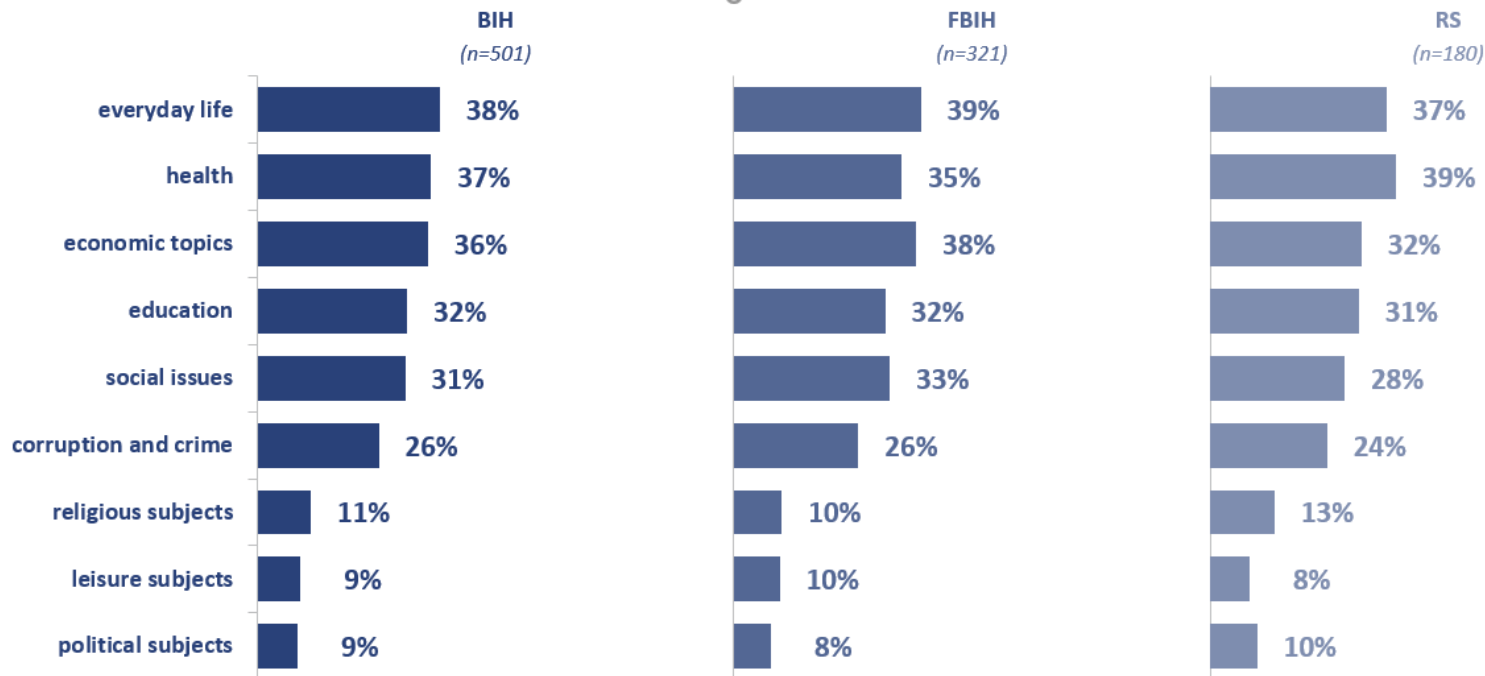
Basis: All respondents ( $n=180$ )



Would you say that the topics that BiH journalists report on are...

## Topics that BiH journalists should address to a greater extent in 2020

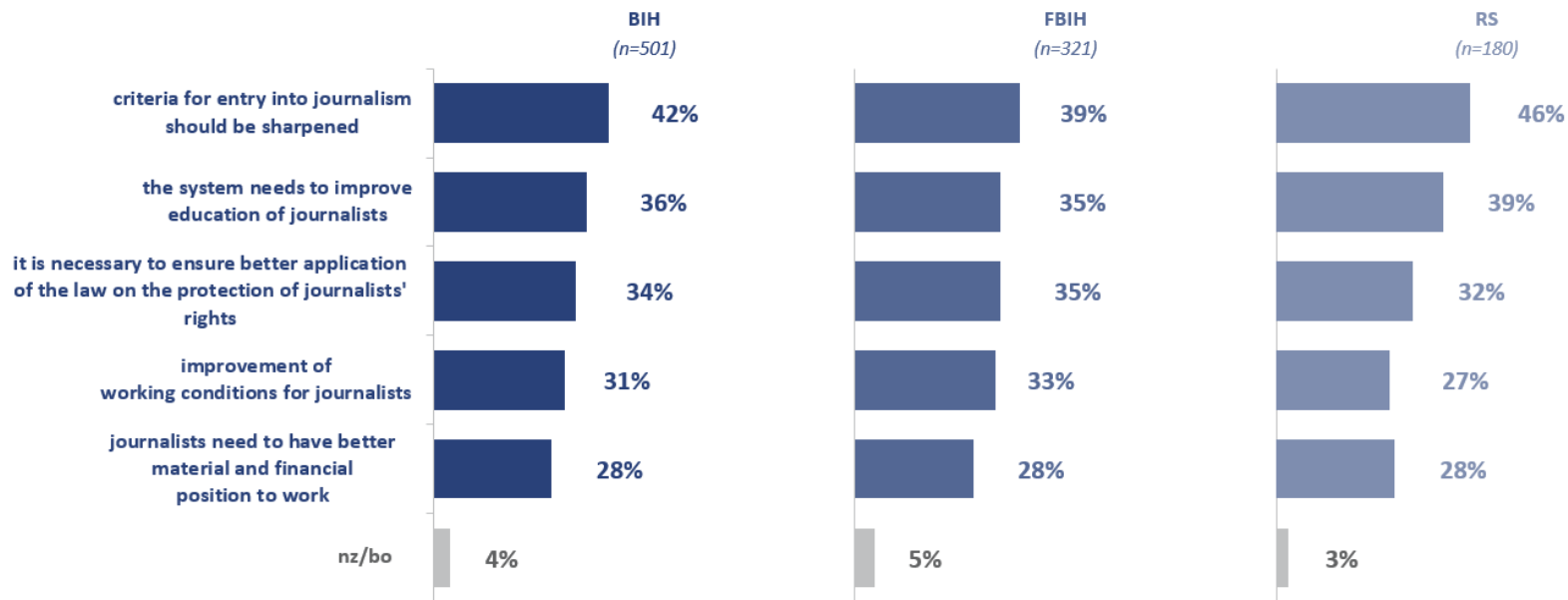
Basis: All respondents ( $n=501$ )



Which of these topics should journalists cover more than they do now?

## Ways to improve journalistic work and quality of reporting in 2020

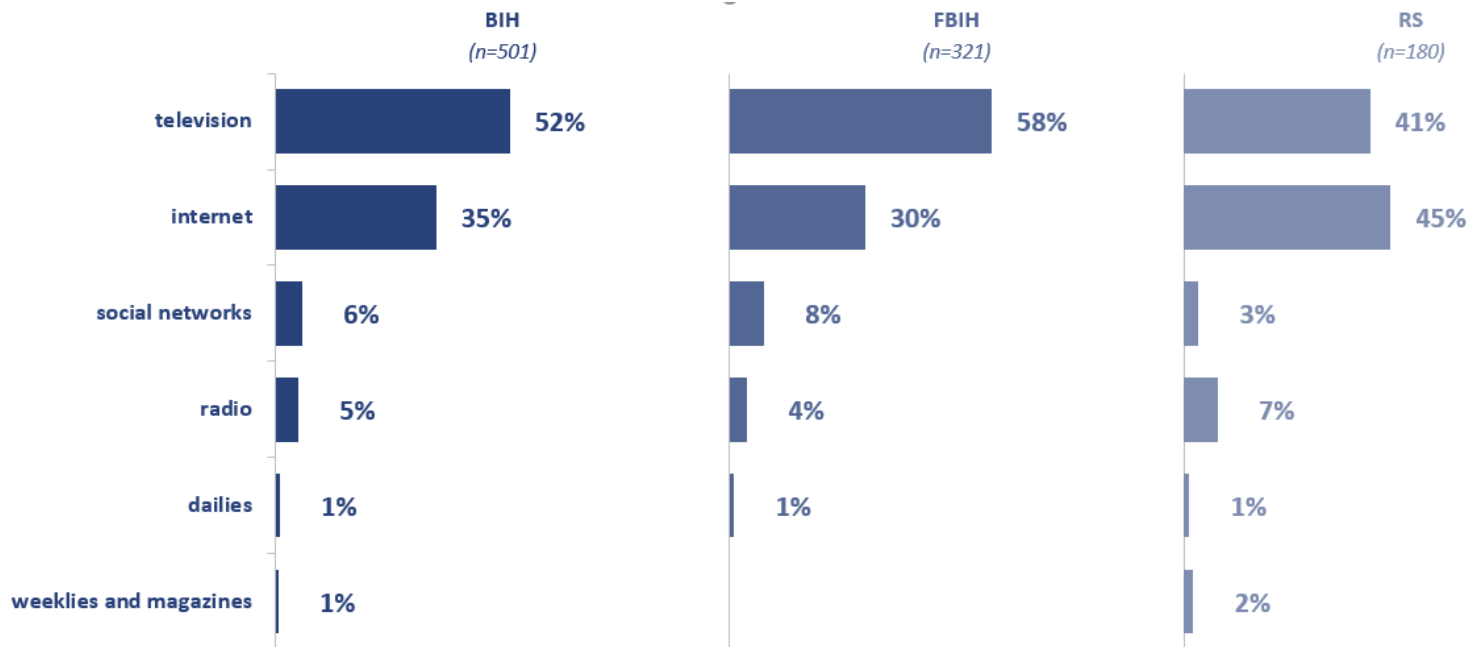
Basis: All respondents ( $n=501$ )



*In which way do you think it is necessary to improve journalistic work and the quality of reporting?*

## The first choice for media information

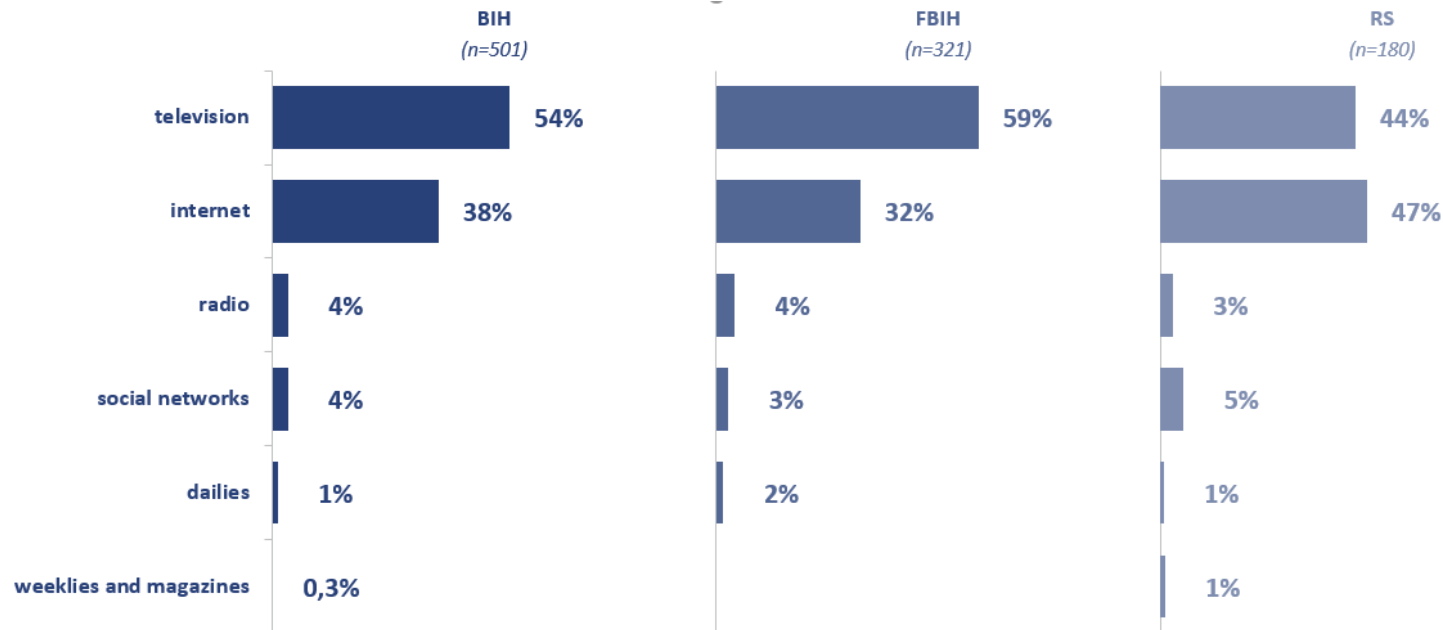
Basis: All respondents ( $n=501$ )



Which of the following is your first source of information?

## Quality of information media

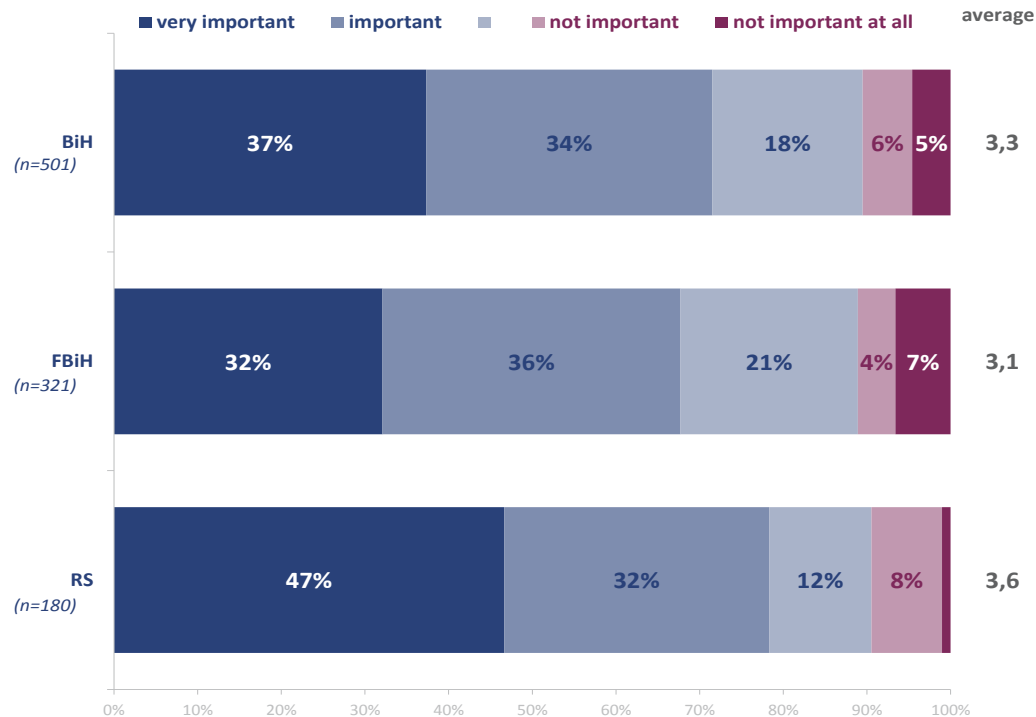
Basis: All respondents ( $n=501$ )



From what media do you get the most?

## Evaluation of the importance of the internet to the public and citizens

Basis: All respondents ( $n=501$ )



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

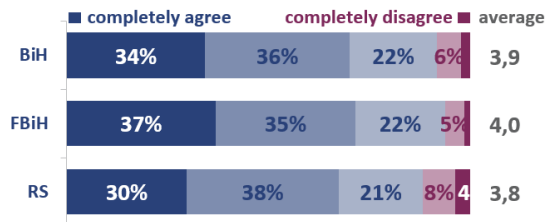


## Evaluation of compliance (1/2)

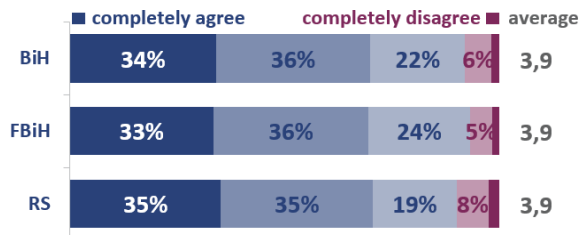
■ Completely agree  
 ■ Agree  
 ■ Neither/nor  
 ■ Disagree  
 ■ Completely disagree

Basis: All respondents ( $n=501$ )

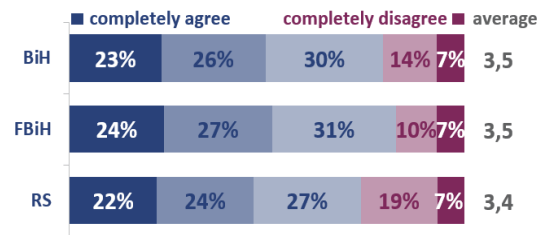
in recent years, the amount of media content in the public has increased, and thus different views on social and political issues have increased



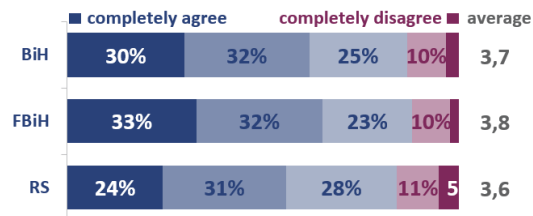
the Internet has democratized communication and enabled pluralism of opinion



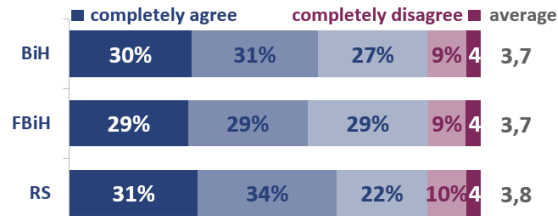
despite the increase in the number of internet portals and publicly available media content, I do not feel better informed, there is too much similar content



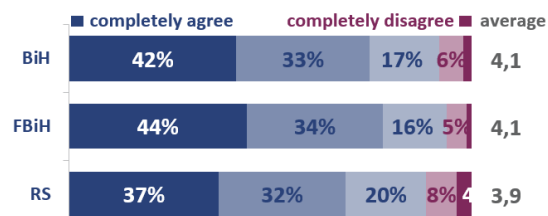
BiH media contribute to tensions at national, political, religious and entity levels in BiH



there is too much negative information and pessimism in the media



journalists should adhere more to ethical principles



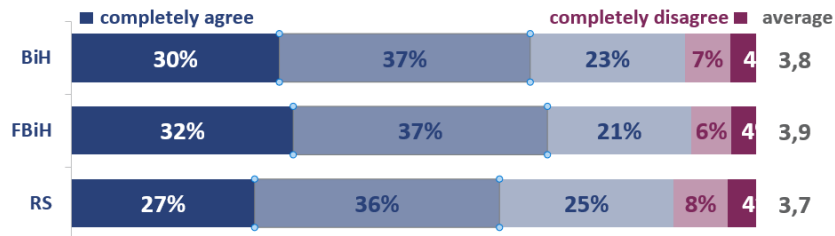
To what extent do you agree with the following statements?

## Evaluation of compliance (2/2)

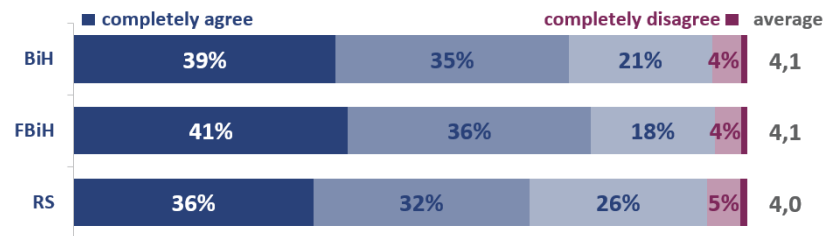
■ Completely agree  
 ■ Agree  
 ■ Neither/nor  
 ■ Disagree  
 ■ Completely disagree

Basis: All respondents ( $n=501$ )

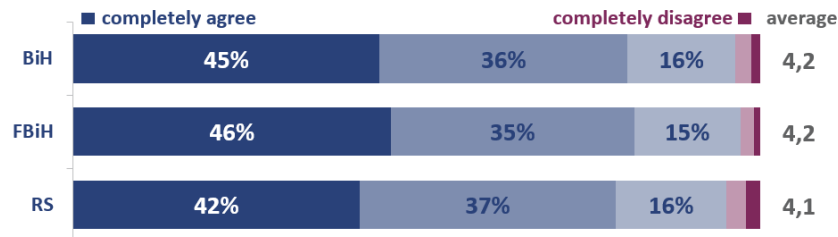
Journalists should avoid using posts by individuals, especially politicians, on social networks, and use and present them as relevant comments or "news"



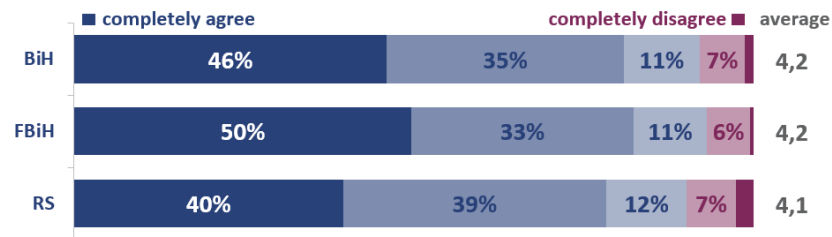
journalistic ethics requires additional verification and a more in-depth analysis of social media posts before being published as media content



before transmitting news, especially those on controversial political issues and topics, journalists should check their source's credibility and reliability



especially dangerous is the transmission of misinformation and fake news through public services and official news agencies

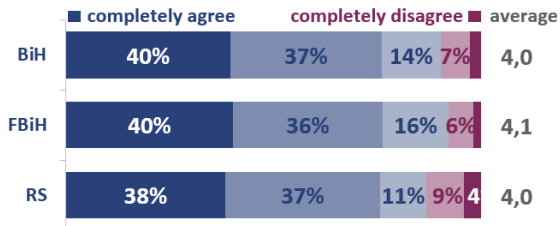


To what extent do you agree with the following statements?

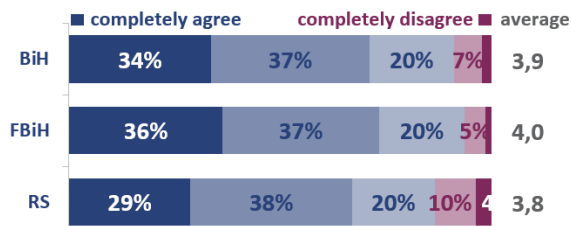
## Evaluation of political influence in the media

Basis: All respondents ( $n=501$ )

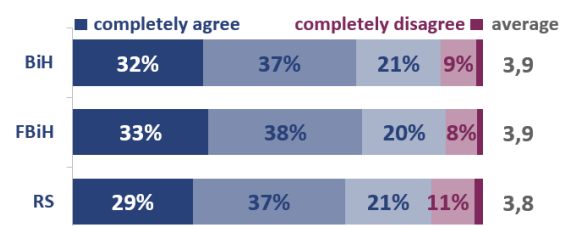
political influence on public media services is quite present



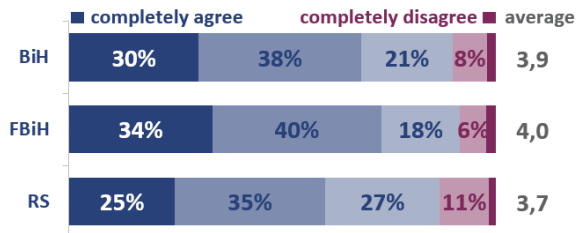
political influence in public media services is most reflected in the appointment of directors and editors



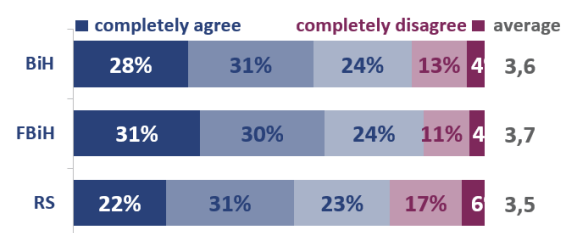
political influence in public media services is most reflected in the creation and editing of news / central news programs



political influence in public media services is most reflected in the creation and editing of political broadcasts and magazines



political influence in public media services is most reflected in the recruitment of politically fit journalists



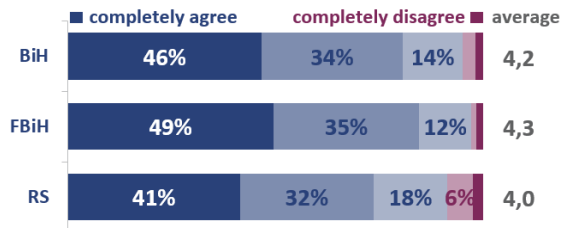
To what extent do you agree with the following statements regarding political influence in the media?

## Evaluation of compliance

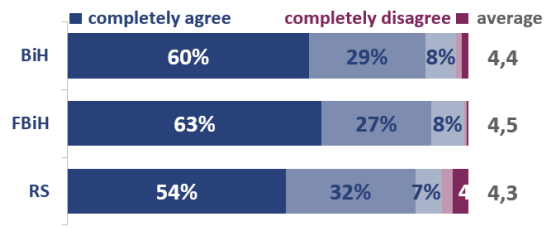
■ Completely agree  
 ■ Agree  
 ■ Neither/nor  
 ■ Disagree  
 ■ Completely disagree

Basis: All respondents ( $n=501$ )

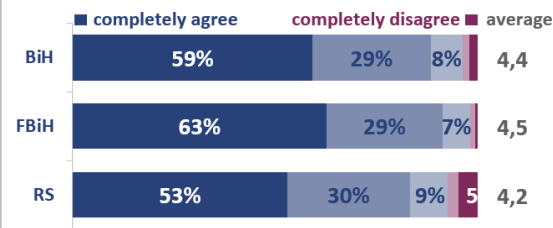
Public service broadcasters should be more committed to ethical principles and work in the interest of the public / citizens of BiH



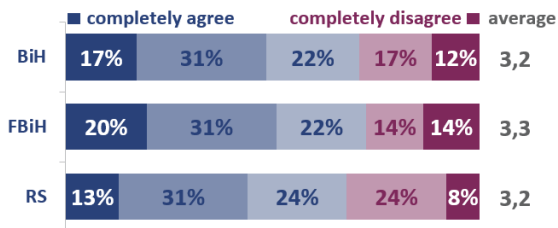
editors and directors of public service media should be selected based on their knowledge and experience in journalism



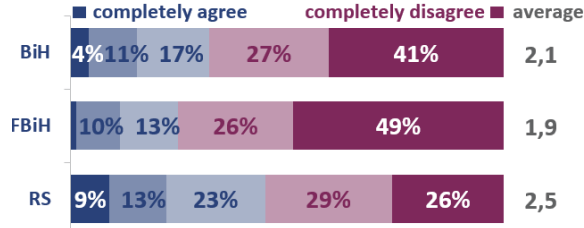
editors and directors of public service media should be selected based on proven professional expertise (awards and recognitions)



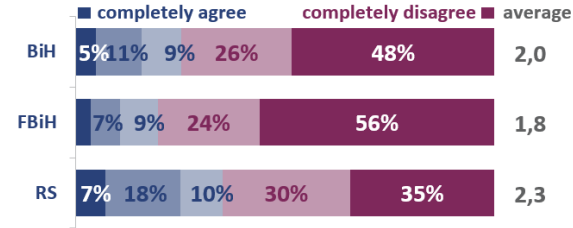
editors and directors of public service broadcasters should be selected on the basis of public reputation



editors and directors of public service broadcasters should be selected on the basis of nationality



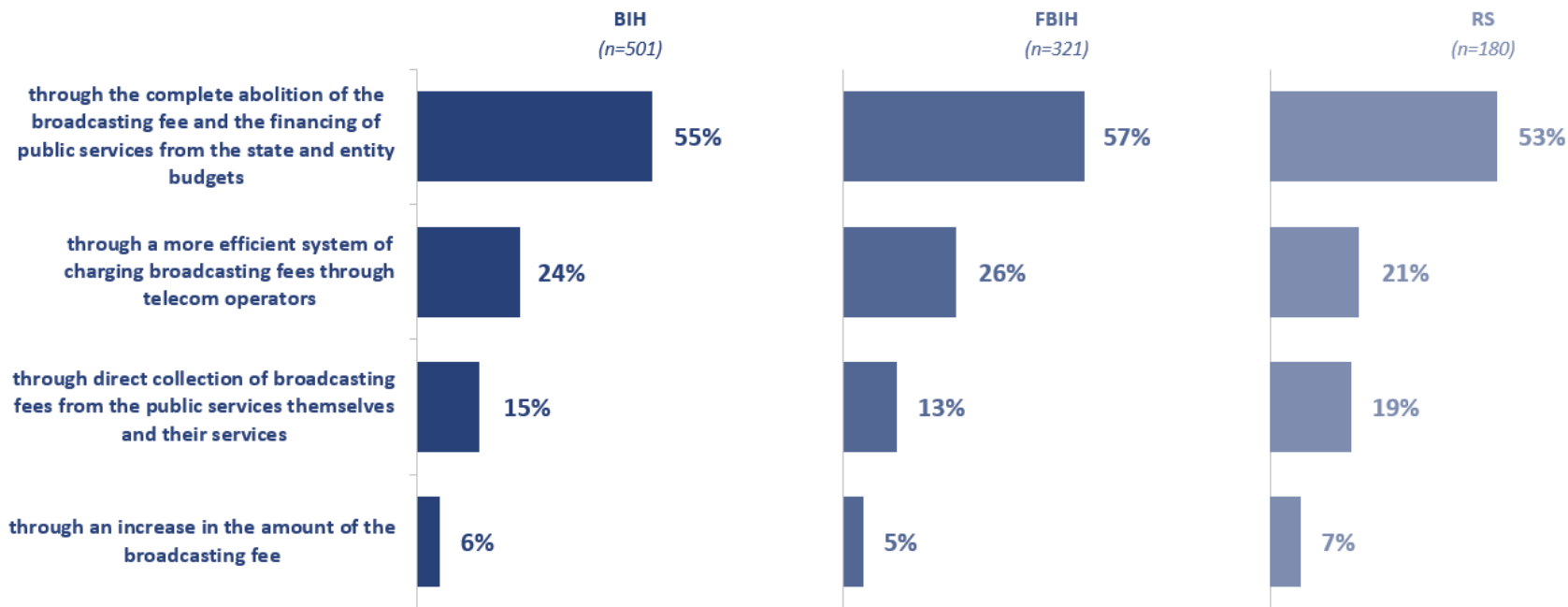
editors and directors of public service broadcasters should be selected on the basis of political support



To what extent do you agree with the following statements?

## Financial survival of Public Services

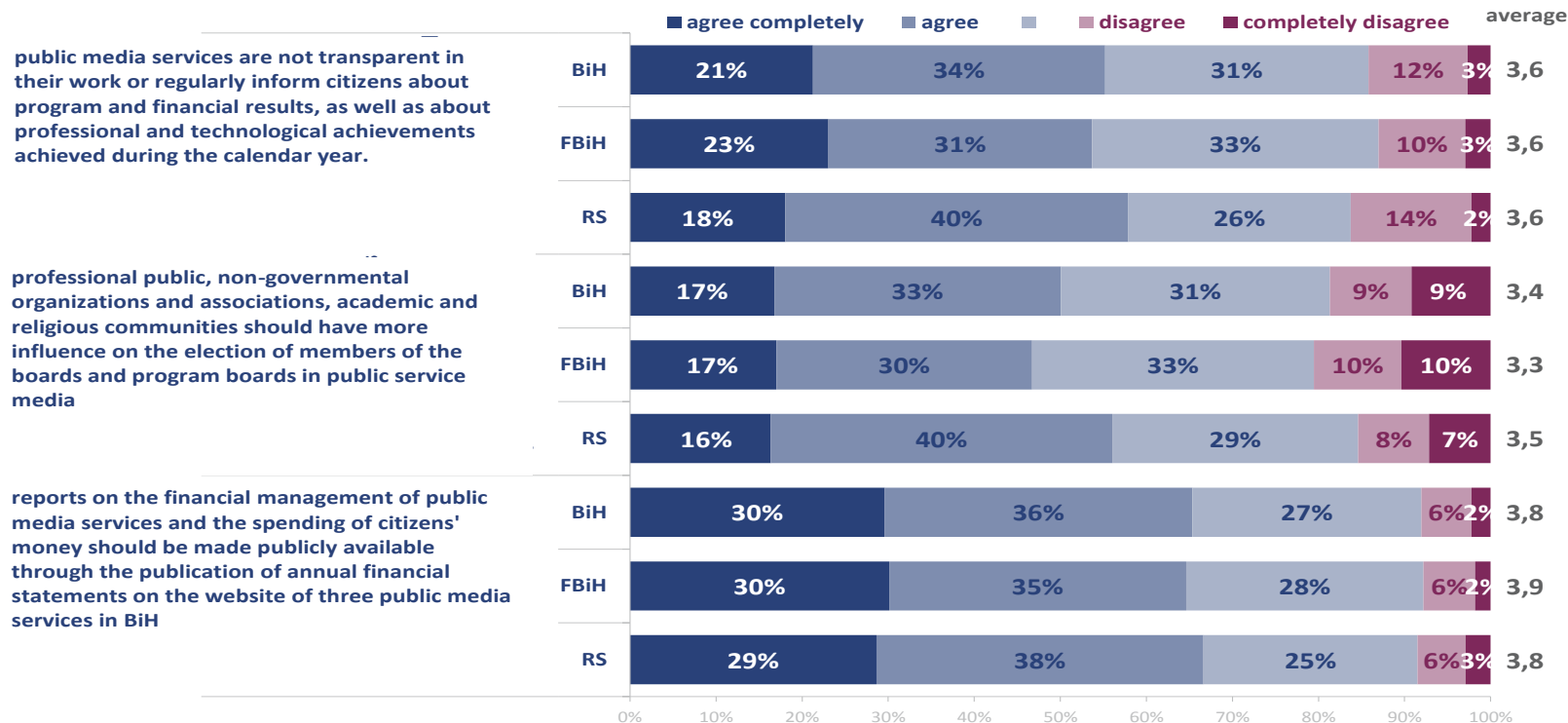
Basis: All respondents ( $n=501$ )



*How do you envision the financial survival of Public Services in BiH?*

## Evaluation of compliance

Basis: All respondents ( $n=501$ )



To what extent do you agree with the following statements

For more information

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**PROTECTION OF JOURNALISM  
SAFETY OF JOURNALISTS**