



CRRC-Armenia

The Media for Informed Civic Engagement

Marz |__|__|

Date of the interview |__|__|. |__|__|
(day/month)

Settlement name _____

Time |__|__|:|__|__|
(hour/minute, 24-hour format)

HH number |__|__|__|

Interviewer number |__|__|__|__|

Preface

Interviewer Hello, my name is /last name and first name/. I represent the Caucasus Research Resource Center-Armenia Foundation and collect data for the “Media Initiative Center” NGO within the framework of MICE project aimed at improving the quality of journalism and of alternative content about the Government of Armenia’s policies and planned reforms; increasing citizens’ and CSOs’ knowledge and skills to make them savvy media consumers; engaging journalists and active citizens in the production of multimedia content that stimulates a vibrant discussion in society about the reforms; and equipping media with skills to conduct reliable fact-based reporting and digital storytelling. Your household along with 1200 others was randomly selected to participate in this study. The findings will be used within the framework of MICE project only. The information you provide will be treated confidentially and will be used for research purposes only. Now, if you are ready let's start the interview.
Note: In the framework of this research project, we define a household as people currently living together regardless of their legal place of residence and family relations, sharing income and expenses and having common provision for food or other essentials for living.

Part 1: General usage of media

1.1 How often do you use the following sources? 1. Every day 2. 1-2 times a week 3. 1-2 times a month 4. Even rarely 5. Never -2. RA	1. Local radio
	2. National radio
	3. Local television
	4. National television
	5. Russian television channels
	6. International television channels (CNN, BBC, Euronews)
	7. Cable/satellite/paid TV
	8. Armenian newspapers
	9. Russian newspapers
	10. Internet resources, social networks
	11. Russian internet resources

1.2. Do you use social network platforms?

0	No -> skip to 1.7
1	Yes
-2	RA -> skip to 1.7

1.3.1 Which social network (s) do you use? (Accept all possible answers)

		Yes	No	RA
1	Odnoklassniki	1 -> skip to 1.3.2	0	-2
2	Facebook	1 -> skip to 1.3.2	0	-2
3	Linkedin	1 -> skip to 1.3.2	0	-2
4	Twitter	1 -> skip to 1.3.2	0	-2
5	Instagram	1 -> skip to 1.3.2	0	-2
6	VK (VKontakte)	1-> skip to 1.3.2	0	-2
7	Youtube	1 -> skip to 1.3.2	0	-2
8	Blogs	1 -> skip to 1.3.2	0	-2
9	Podcast	1 -> skip to 1.3.2	0	-2

1.3.2 How often do you use the social networks?

		Almost all the time	Several times each day	Daily or almost daily	Once a week	Once a month	Less than once a month	RA
1	Odnoklassniki	1	2	3	4	5	6	-2
2	Facebook	1	2	3	4	5	6	-2
3	Linkedin	1	2	3	4	5	6	-2
4	Twitter	1	2	3	4	5	6	-2
5	Instagram	1	2	3	4	5	6	-2
6	VK (VKontakte)	1	2	3	4	5	6	-2
7	Youtube	1	2	3	4	5	6	-2
8	Blogs	1	2	3	4	5	6	-2
9	Podcast	1	2	3	4	5	6	-2

1.4 Do you use them to have an access to news?

/The name of the social media platform will appear automatically based on the answers given to the question 1.4/

Yes	No	RA
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1	Odnoklassniki	1	0	-2
2	Facebook	1	0	-2
3	Linkedin	1	0	-2
4	Twitter	1	0	-2
5	Instagram	1	0	-2
6	VK (VKontakte)	1	0	-2
7	Youtube	1	0	-2
8	Blogs	1	0	-2
9	Podcast	1	0	-2

1.5 Do you use them to share political or social news? (specify for each sites)

(1. Only political 2. Only social, 3. Both political and social, 0. Neither political nor social)

/The name of the social media platform will appear automatically based on the answers given to the question 1.4/

		<i>Neither political nor social</i>	<i>Only political</i>	<i>Only social</i>	<i>Both</i>
1	Odnoklassniki	0	1	2	3
2	Facebook	0	1	2	3
3	Linkedin	0	1	2	3
4	Twitter	0	1	2	3
5	Instagram	0	1	2	3
6	VK (VKontakte)	0	1	2	3
7	Youtube	0	1	2	3
8	Blogs	0	1	2	3

N1 How often do you click on the news link that you read via the social networks?

Only if the respondent reads news via the social networks

1	Always
2	Mostly
3	Rarely
4	Never
5	Never read news on the social media
-1	DA
-2	RA

1.7 How often do you visit online news web-sites directly (not via social networks)?

1	Every day
2	1-2 times a week
3	1-2 times a month
4	Even rarely
5	Never -> skip to 1.9.1
-2	RA -> skip to 1.9.1

1.8 Please, mention the news sources/web-sites (up to 3) you use rather frequently to get news?

1	_____
2	_____
3	_____
-2	RA

N2 How do you usually consume online news media?

1	Directly via websites of online news media
2	Via social networks (e.g. Facebook, Odnoklassniki, Instagram, YouTube etc.)

-1	DA
-2	RA

N3 Which devices do you usually use to connect to Internet?

1	TV
2	Desktop computer
3	Notebook/netbook
4	Tablet
5	Smartphone
6	Other (please, specify)
-1	DA
-2	RA

1.9.1 Do you have subscription to any paid online resource (such as channels, journals, etc.)

0	No ->skip to 1.9.3
1	Yes
-2	RA ->skip to 1.9.3

1.9.2 If yes, please specify which sources you are subscribed to. (All mentioned sources)

-2	RA
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1.9.3 Would you pay for any online media resource to receive reliable information on regular bases.

0	No -> skip to 1.10
1	Yes
-2	RA -> skip to 1.10

1.9.4 If yes, what is the amount of money you are ready to pay in the period of one month?

1	Up to 2000 AMD
2	2001-4000 AMD
3	4001-6000 AMD
4	6001-8000 AMD
5	8001-10000 AMD
6	More than 10000 AMD
-1	DK
-2	RA

**1.10 How would you react to any wrong, false, misleading or unethical information by Armenian media?
(Interviewer: Accept and circle up to 3 answers)**

1	Complain to the journalist or media representatives	4	Discuss with relatives, friends, colleagues
2	Cooperate with the media (help the media by taking part in the creation of information, give interviews and etc)	5	Complain to the body dealing with the issues of media quality or ethics
3	Boycott (do not watch, do not read)	6	Sue the newspaper

1.11 Are you aware of the activity of “Ditord Marmin” [Observer Body] of Mass Media ethics?

0	No -> Part 2
1	Yes

-2	RA -> Part 2
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1.12 If yes, could you please describe what exactly "Ditord Marmin" does?

N4. The Media Ethics Observatory is authorized to review the actions and publications of media representatives, their compliance with the provisions of the present Code of Ethics, and it has the authority to investigate complaints on violations and to draw conclusions from the results of the investigation.

Would you be willing to apply to the MEO if necessary?

0	No
1	Yes
-1	DA
-2	RA

Part 2: Media coverage of reforms and LSGB(s)-Media relations.

2.1 How informed are you about the following reforms which took place/are taking place in Armenia?

(1. I am well informed 2. I am enough informed 3. I am little informed 4. I have only heard of it 5. Never heard of it -2. RA)

1	Power decentralization/community enlargement/local governance reforms	1	2	3	4	5	-2
2	Anti-corruption policy	1	2	3	4	5	-2
3	Integrated social services	1	2	3	4	5	-2
4	Child protection system reforms	1	2	3	4	5	-2
5	Pension system reforms	1	2	3	4	5	-2
6	Other (please, specify)	1	2	3	4	5	-2

2.2 Are you interested in the in the process of the following reforms?

(The list of reforms will appear based on the answers of question 2.1)

1	Very interested
2	Rather interested
3	Neither interested nor not interested
4	Rather not interested
5	Not interested at all
6	DK
-2	RA

2.3 How effective do you think the implementation these reforms are?

(The list of reforms will appear based on the answers of question 2.1)

1	Very effective
2	Rather effective
3	Neither effective nor not effective
3	Rather ineffective
4	Very ineffective
-2	RA

2.4 How important is the provision of the information on the different aspects of reforms' implementation by the media?

(1. Very important 2. Rather important 3. Rather not important 4. Not important at all -2. RA -1. DK)

1.	What are reforms and how are they implemented	
2.	What is the possible impact of the reforms on citizens	
3.	Detailed information about the reforms	
4.	The opinions of different political parties on the reforms	
5.	The opinions of citizens and target groups on the reforms	
6.	Other (please, specify)	

2.5 How often do you get information on earlier mentioned reforms from the following sources?

(1. Every day, 2. 1-2 times a week, 3. 1-2 times a month, 4. Even rarely, 5. Never -2. RA)

(answer options will appear based on the answers to 1.1 question)

1.	Local radio	
2.	National radio	
3.	Local television	
4.	National television	
5.	Russian television channels	
6.	International television channels (CNN, BBC,	
7.	Cabel/sattelite/paid TV	
8.	Armenian newspapers	
9.	Russian newspapers	
10.	Internet resources, social networks	
11.	Russian internet resources	

N5 Which media sources do you use to get informed on those reforms?

(Interviewer: Accept up to 3 answers)

1	_____
2	_____
3	_____
-2	RA

2.6.1 How satisfied are you with the provision of information on reforms from these sources?

(1. Very satisfied 2. Rather satisfied 3. Rather dissatisfied 4. Dissatisfied -2. RA -1. DK)

(list of sources will appear based on answers to question 2.5)

1.	Local radio	
2.	National radio	
3.	Local television	
4.	National television	
5.	Russian television channels	
6.	International television channels (CNN, BBC,	
7.	Cabel/sattelite/paid TV	
8.	Armenian newspapers	
9.	Russian newspapers	
10.	Internet resources, social networks	
11.	Russian internet resources	

2.6.2 How satisfied are you with the ethics of the journalists representing these sources?

(1. Very satisfied 2. Rather satisfied 3. Rather dissatisfied 4. Dissatisfied -2. RA -1. DK)

(list of sources will appear based on answers to question 2.5)

1.	Local radio	
2.	National radio	
3.	Local television	
4.	National television	

5. Russian television channels	
6. International television channels (CNN, BBC,	
7. Cabel/sattelite/paid TV	
8. Armenian newspapers	
9. Russian newspapers	
10. Internet resources, social networks	
11. Russian internet resources	

2.7 How much do you trust each source of information, how reliable do you think the information you get is?
(1. Fully trust/Very reliable 2. Rather trust/Rather reliable 3. Rather distrust/Rather not reliable 4. Fully distrust/Not reliable at all -2. RA -1.DK)

(list of sources will appear based on answers to question 2.5)

1. Local radio	
2. National radio	
3. Local television	
4. National television	
5. Russian television channels	
6. International television channels (CNN, BBC,	
7. Cabel/sattelite/paid TV	
8. Armenian newspapers	
9. Russian newspapers	
10. Internet resources, social networks	
11. Russian internet resources	

2.8 To what extent each source of information is independent (from the government, political party or business control)?

(1. Fully independent 2. Rather independent 3. Rather dependent 4. Fully dependent -2. RA -1.DK)

(list of sources will appear based on answers to question 2.5)

1. Local radio	
2. National radio	
3. Local television	
4. National television	
5. Russian television channels	
6. International television channels (CNN, BBC,	
7. Cabel/sattelite/paid TV	
8. Armenian newspapers	
9. Russian newspapers	
10. Internet resources, social networks	
11. Russian internet resources	

2.9 In your opinion which media covers the information on reforms the best?

(Please, specify the name(s) of the media)

Part 3. Media literacy

3.1 In which case the information is considered suspicious/unreliable?

1	If it is very unlikely
2	If the source is not mentioned
3	If the content is shared by unknown websites/people
4	If the headline and the content do not match

5	If the content is shared by unreliable websites/people
6	If I have other information
7	Other (please, specify)
-1	DA
-2	RA

3.2 What do you do when you see suspicious in the media?

1	Nothing
2	Leave a comment
3	Call the editors and complain/verify
4	Share in social media
5	Try to verify -> skip to 3.2.1
6	Other (please, specify)
-1	DA
-2	RA

3.2.1 How do you verify suspicious information?

1	I search on the same topic in the internet
2	I search for articles on the same topic in a reliable website
3	I post in the social media
4	I ask acquaintances/friends/family
5	I find the source of information and make an inquiry (official's page, official website, in case of academic topics, the research or institution's website, etc.)
6	Other (please, specify)
-1	DA
-2	RA

3.3 (2015 - 1.6.) Sometimes, Internet users have to click on the news links in their social networks to get the full text/video. Do you check in which web-sites the news are presented?

1	I always check
2	I often check
3	I rarely check
4	I never check
5	I Never click on the link that takes to a news website
-2	RA

3.4 How do you verify the reliability of the new website?

(Interviewer: Accept all possible answers)

1	URL
2	"About us" section
3	Volume of advertisement
4	The area/direction of the website
5	Editors
6	To whom it belongs to
-1	DA
-2	RA

3.5 Which of the following best describes the media literate person?

(Interviewer: Accept up to 3 answers)

1	Ability to use internet
2	Ability to open an account

3	Ability to upload necessary applications/materials
4	Ability to criticize the creator of the media content
5	Ability to analyze how the media content is perceived by others
6	Ability to analyze the presented/missing media content
7	Ability to understand the aim of creating the media content
8	Ability to create and share media content
9	Ability to meet ones financial/consumer needs
10	Ability to earn money using media
11	Other (please, specify)
-1	DA
-2	RA

3.6 Which of the following Media Center products are you familiar with?

1	Tvapatum Media Conference
2	InfoTun
3	Lratun Media Museum
4	Adventures of Literatus (game)
5	Media Mart (game)
6	Tsantsar (game)
7	Media.am (website)
-1	DA
-2	RA

Part 4. Social and Demographic Profile of the Respondent

4.1. Age

4.2 Gender

1	Male
2	Female

4.3. What is the highest level of education you have accomplished?

1	Have not attended primary school,
2	Primary (complete or incomplete)
3	Secondary (incomplete),
4	Secondary(complete),
5	Vocational,
6	Higher education (incomplete),
7	Higher education (complete),
8	PhD

4.4. Which of the following best describes your family's economic situation?

1	Family income is not enough for purchase of food
2	Family income is enough for purchase of food, but not for clothes.
3	Family income is enough for purchase of food and clothes, but is insufficient for buying expensive household items, such as refrigerator or washing machine.
4	We can afford to buy expensive items, such as refrigerator or washing machine.
5	We can afford to buy anything we want.

4.5 Employment status

1	Employed
2	Unemployed
3	Self-employed
4	Employed Student
5	Unemployed Student
6	Self-employed Student
7	Working Retired
8	Not Working Retired
-2	RA

4.6 Marrital status

1	Married
2	Living together
3	Divorced
4	Living separately
5	Widowed
6	Never married
-2	RA

4.7 Now I am going to read a list of group types. For each group, could you please indicate whether you are a member or not, and if YES, under what terms.

(1. Not a member, 2. Passive member, 3. Active member, 4. Official leader, -2.RA)

1	A political party or its local branch
2	An NGO, a community-based organization or an association
3	A group of political activists
4	A religious group
5	Other voluntary association (e.g., youth group or business association) (please, specify)

Thank You

Please, note that according to the established code of conduct, some interviews will be checked by our company a few days after the interview. It may be likely that your interview is not checked, but I would like to ask your telephone number (home phone number, mobile phone number) in case you are selected for a backcheck. The only aim of such a check is to make sure that the interviews were conducted according to the required standards of quality. In any case, please note that all your answers will remain strictly confidential.

Please, give your home phone number or mobile phone number. I guarantee that they will be only used to contact you.	
Whom to ask	Phone number

End time |__|__|:|__|__|
(hour/minute, 24-hour format)