Media image among the public and *media trust* in Albania

Albanian Media Institute
Instituti Shqiptar i Medias

Media image among the public and *media trust* in Albania

Rrapo Zguri

With the support of

Albanian Media Institute
Instituti Shqiptar i Medias

OPEN SOCIETY FOUNDATION
FOR ALBANIA

Tirana, 2019

Publisher:

Albanian Media Institute
Instituti Shqiptar i Medias

Rr. Gjin Bue Shpata, No.8, Tiranë, Albania
Tel./fax: ++ 355 4 2229800
E-mail: info@institutemedia.org
www.institutemedia.org

OPEN SOCIETY FOUNDATION
FOR ALBANIA

This publication is supported by Open Society Foundation Albania. The opinions expressed in this report are only those of the authors and do not necessarily reflect the opinions of Open Society Foundation for Albania.

TABLE OF CONTENTS

Context and Methodology 5

Image of the Media Among the Public 7

Level of Trust in the Media and in Other Public Institutions 13

Public's Consumer Behavior Toward the Media 19

Summary of main Findings and Conclusions 25

Sources 31

Anexes 32

CONTEXT AND METHODOLOGY

Global developments of recent years have seen a decline of the level of political rights and civil freedoms in many countries of the world. According to a Freedom House report, the decline, which began since 2005, continues to date.[1] It has swept even countries with developed democracies, such as the U.S. and part of European countries, mainly in those places where one notices a revival of authoritarian and populist tendencies. The decline in the overall aspect of rights and freedoms, as a result, has led to a decline in freedom of speech and of the media. In the meantime, various research studies have proven that there is a correlation between the level of freedom of the media and the level of public trust in it. The freer and the more independent media are in a country, the higher public trust in them is.

Although not at the same alarming dimensions as in Hungary, Turkey, the U.S., etc., some signs of populism have begun to emerge even in Albania, under the influence and model of these countries. These have influenced the level of freedom of the media and the level of public trust in them.

In its 2018 report, Freedom House ranked Albania again as a partially free country with a partially free media. The organization Reporters Without Borders ranked Albania 82nd among 180 countries.

In the meantime, not so infrequently one notices denigrating speech among the Albanian political leadership toward the media, clearly expressed in the metaphor of the "cauldron" that the Albanian Prime Minister uses in his arguments against some media outlets or actors in mass communication. Such discourse,

[1] Freedom in The World 2019, Link: https://freedomhouse.org/report/freedom-world/freedom-world-2019

on the one hand seems to have increased pressure on critical voices in the media; on the other, as a result, it has enhanced political control over the media, as demonstrated in the results of this opinion survey that is analyzed in the following pages. At the same time, it has had its influence also in a kind of decrease of trust in the media. Regarding the media, developments of recent years, such as the extensive spread of *fake news* and *propaganda* have further shaken public trust.

Research and studies on the image of the media among the public and *media trust* in Albania have been sporadic and, in some cases, even contradictory. According to an EBU (European Broadcasting Union) research study, media in Albania appear to enjoy high public trust, of a level comparable to those of Scandinavian countries; in some other studies, for instance a study by the Journalism Department of the University of Tirana of 2017, the level of trust does not go beyond average. Aside from finding a medium level of trust, an IDM survey finds that this trust has seen a decrease by 4 percentage points in 2017 compared to 2016.[2]

In order to contribute to a more complete and clearer current overview of the image of the media among the public and the level of *media trust* in Albania, the Albanian Media Institute undertook a nationwide survey during January-February 2019. This report seeks to shed light upon and analyze public perception of the media and the level of trust therein, relying precisely on the results of this survey.

The research realized through this survey focused on three aspects: first, research focuses on the image of the media among the public; second, it focuses on the level of public trust in the media; and, third, it focuses on the public's consumer behavior toward the media, in an attempt to highlight tendencies and problems in this regard.

The survey conducted by the Albanian Media Institute took place in Tirana, Shkodra, Tropoja, Bulqiza, Vlora, Korça, Librazhd, and Përmet, realizing proportional and random interviews with

[2] Trust in governance, IDM, Tirana 2018, Link: http://idmalbania.org/wp-content/uploads/2018/03/IDM-OpinionPoll-2017-AL-web.pdf

citizens at the centers of towns, in their suburbs, as well as in villages of the selected regions. The sample of respondents, based on the relevant estimate formula,[3] was determined at 800, with an error margin of +/- 3.5% and a confidence level of 95 %. In undertaking this survey, we applied control quotas for gender ratios, demographic structure and geographic spread of the population in order to enable as complete as possible a representation of various categories of the public.

IMAGE OF THE MEDIA AMONG THE PUBLIC

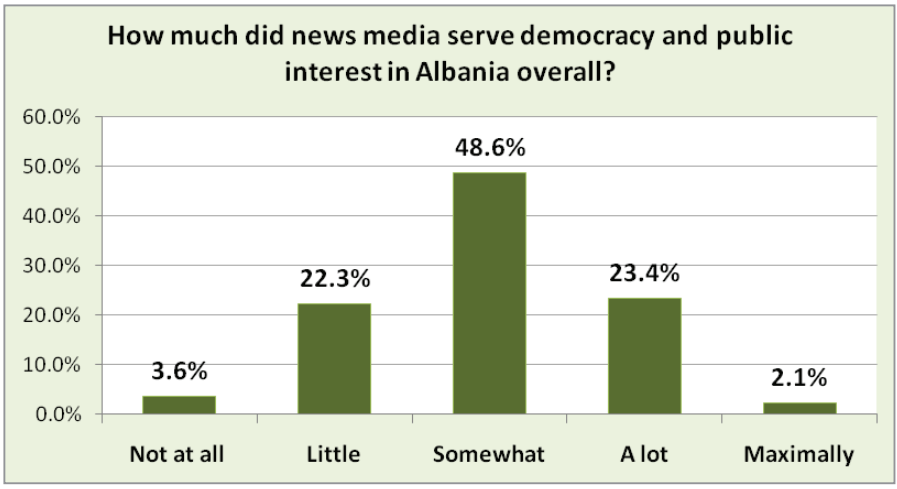
In the survey undertaken by AMI, creation of an overview of the image of the media among the public was realized by focusing on terms of the image such as level of fulfillment of the public mission by the media, the level of freedom, the degree of independence from politics and business interests, the influence on the fight against corruption, the exposure of the media themselves toward corruption, etc.

As one may see from the analysis of the survey results, the Albanian public overwhelmingly considers that the media are of great importance for a country's democracy. About 70% of respondents consider the media very important or extremely important for the democratic level of a society. Meanwhile, about one fourth of respondents are less optimistic and say the media are somewhat important for democracy and only a small part of the Albanian public is skeptical about the role of the media vis-à-vis democracy.

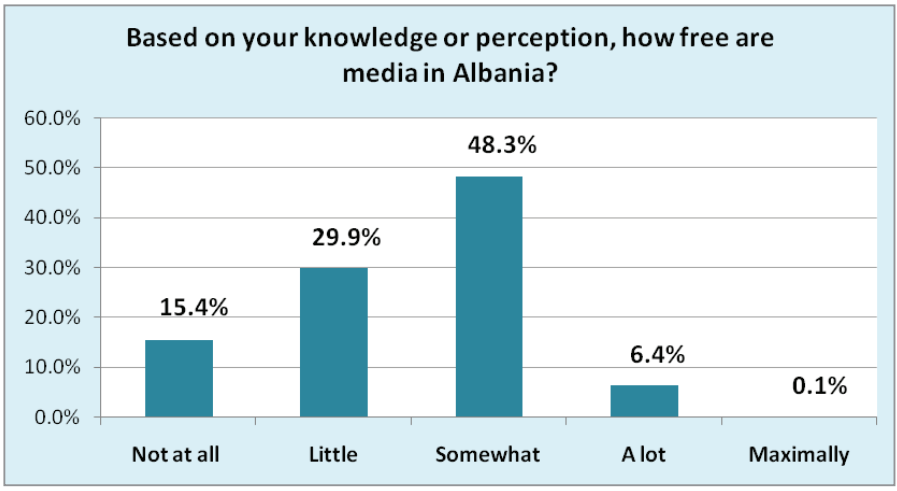
Although it recognizes a very important role of the media with regard to democracy, the Albanian public is more reserved when asked how much news media have served democracy and public trust in Albania overall. About half of those polled (48.6%) say the media served somewhat democracy and public interest. Thus,

[3] Sample size calculator, https://www.surveymonkey.com/mp/sample-size-calculator/

for this aspect, a medium evaluation prevails, against minimal evaluation or great evaluation with one fourths of respondents each.



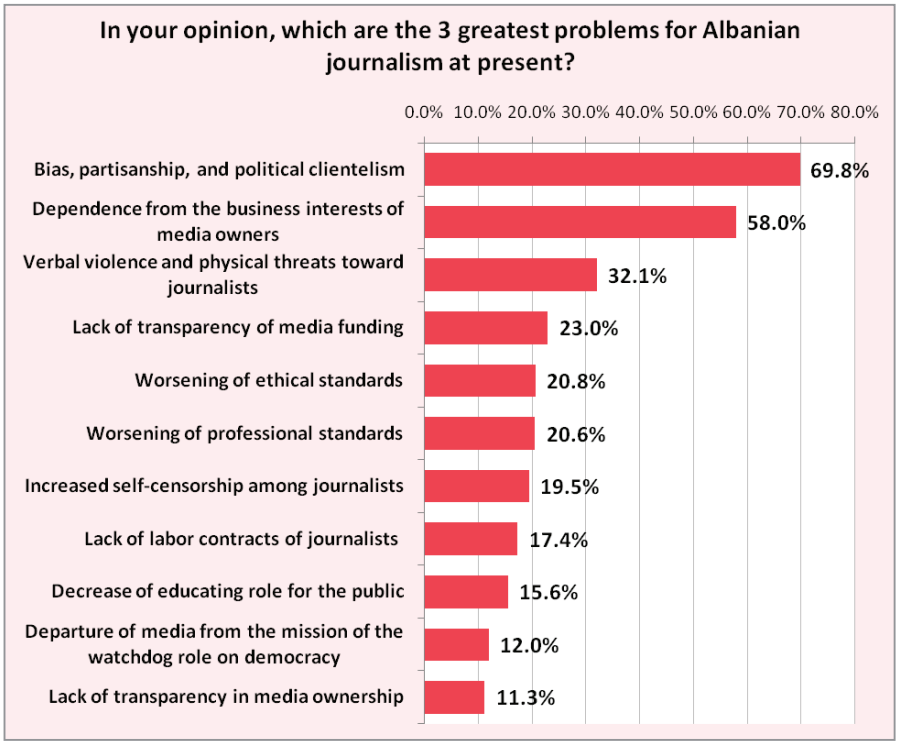
Along the same lines as some of the most important international reports, the Albanian public considers that media in Albania are partially free. As may be seen in the following graph, the highest number of respondents (48.3%) state that media in Albania are partially free. A considerable number also say that Albanian media are scarcely free (29.9%) and not at all free (15.4%).



Thus, the survey verifies the classification by Freedom House, which considers Albanian media partially free.

To research the reasons for partially free media in Albania, we also asked questions that sought to shed light on the biggest problems in the Albanian media ecosystem, according to public perception.

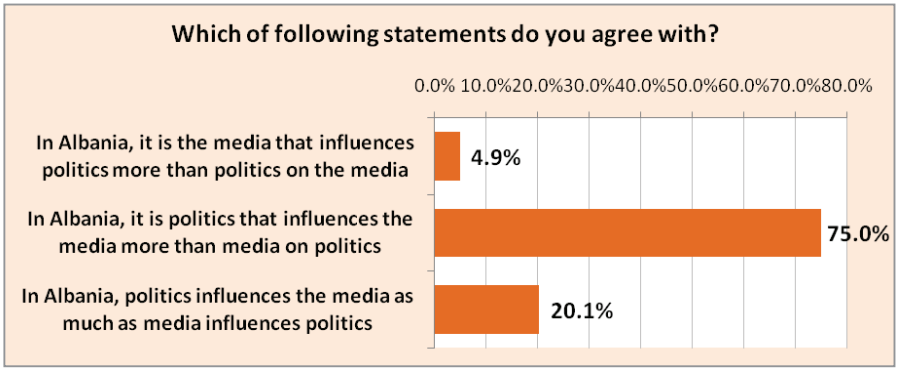
In response to a question about the greatest problems faced by Albanian media and journalism today, about 70% of respondents mentioned bias, partisanship and political clientelism as the biggest problems. This indicator enhances conclusions by some research studies in the media field in Albania, which have pointed to a high level of dependence of media on politics. According to public perception and evaluation, about 58% of the Albanian public mentions dependence from the business interests of media owners as the second greatest problem of Albanian media outlets. About one third of respondents agree that a third problem is verbal violence and physical threats toward journalists. These are the three main problems that prevail in the list of problems of Albanian journalism.



The prevalence of such very serious problems for the functioning of the media and the fulfillment of its public mission explains why Albanian media are partially free. On the other hand, the presence of such problems at the top of the list of issues demonstrates deficiencies and serious challenges in terms of media freedom and independence.

Bias, partisanship, and political clientelism, as well as dependence on the business interests of owners have direct influence on the decrease of public trust in the media. They create the premises for their abandonment by the public and a decline in the democratic functioning of the society.

The survey casts light also on the mutual rapport between media and politics, confirming the presence of pressure exercised by politics on the media. For 75% of respondents, it is politics that determines more on the media than media on politics. Such a perception of the public not only points to the direction of pressure, but it also illustrates and supports the conclusions of some other reports or researches on the high degree of political control of the media in Albania.

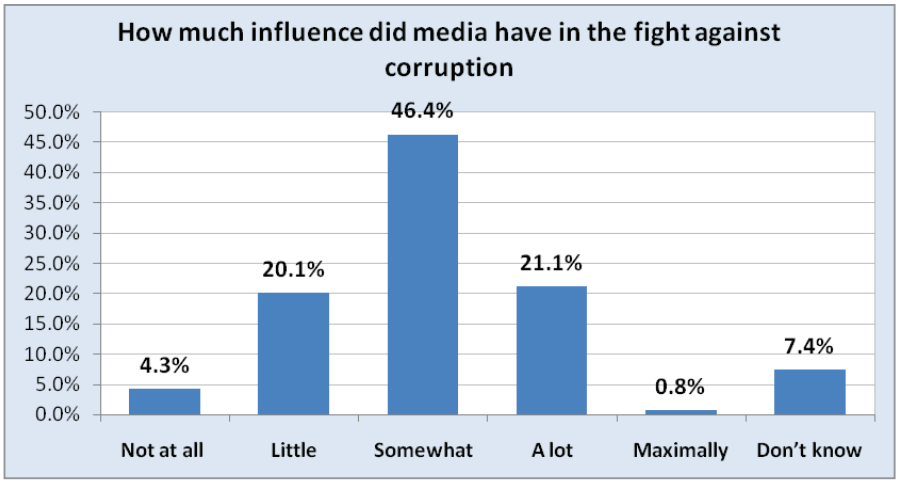


The role of the media as a *watchdog* of democracy and a denouncer of abuse and corrupt affairs is known. Since decades ago, Joseph Pulitzer stated that "more crime, immorality and rascality is prevented by the fear of the press than by the law."[4]

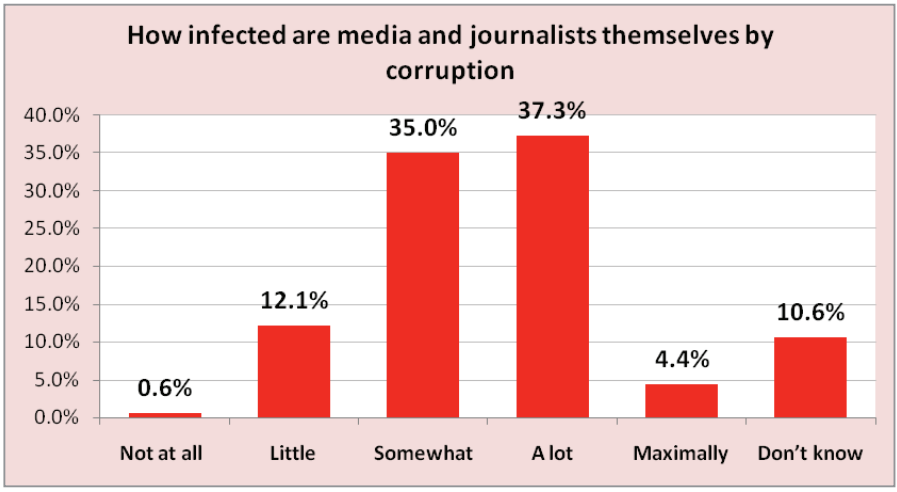
[4] Cited in: Russ-Mohl, Stephan, *Journalism*, K&B, Tirana, 2010

To test the fulfillment of this role of the media in the Albanian society, respondents in the AMI survey were also asked about the influence that media have had on the fight against a phenomenon as widespread and disturbing for Albanian society as corruption. The analysis of responses in the survey shows that half the public (46.4%) state that the media somewhat influenced the fight against corruption and 21% of respondents said the media greatly influenced the fight against corruption, while 20% said they had little influence in this regard.

Thus, the public only recognizes only a partial contribution of the media in the fight against corruption, thus exposing a considerable shortcoming in this aspect of its public mission.



Besides, according to public perception and evaluation, media themselves and journalists have been exposed in no minor level to corruption. For 35% of respondents, the media and journalists are somewhat infected by corruption; for 37.3% of them, they are very much infected by corruption. In other words, about two thirds of respondents confirm the fact that media, more or less, are infected by corruption themselves.



Such public perception and evaluation toward the media necessarily leads to consequences when it comes to public trust in the media. Insufficient influence in the fight against corruption on one hand, and the considerable level of infection by corruption among media themselves tarnishes their public image and reduces trust in them.

LEVEL OF TRUST IN THE MEDIA AND IN OTHER PUBLIC INSTITUTIONS

Trust is a very important factor in media-public relations. The level of public trust in the media is determined by the level at which the media fulfills its public mission and the quality and standards of media message and product. When the media fails to be, even partially, a representative and protector of public interest and when the journalistic standards and quality decline, the crisis of trust begins to emerge.

In the context of this research study, public trust in the media was measured initially within the context of citizens' trust toward public institutions to see where trust in the media stands against the backdrop of trust in other institutions. Then, we tested trust according to the different categories of the traditional media and online ones, by the media profile and based on their geographic spread. Furthermore, the study researches and analyzes public trust in different categories of human resources in the media as well as in different news categories. The research and study of *media trust* in this report focused mainly on the informing dimension of the media and is based on three of the main principles of *media trust*, defined and applied by the American Press Institute: completeness, accuracy, and balance in information.[5]

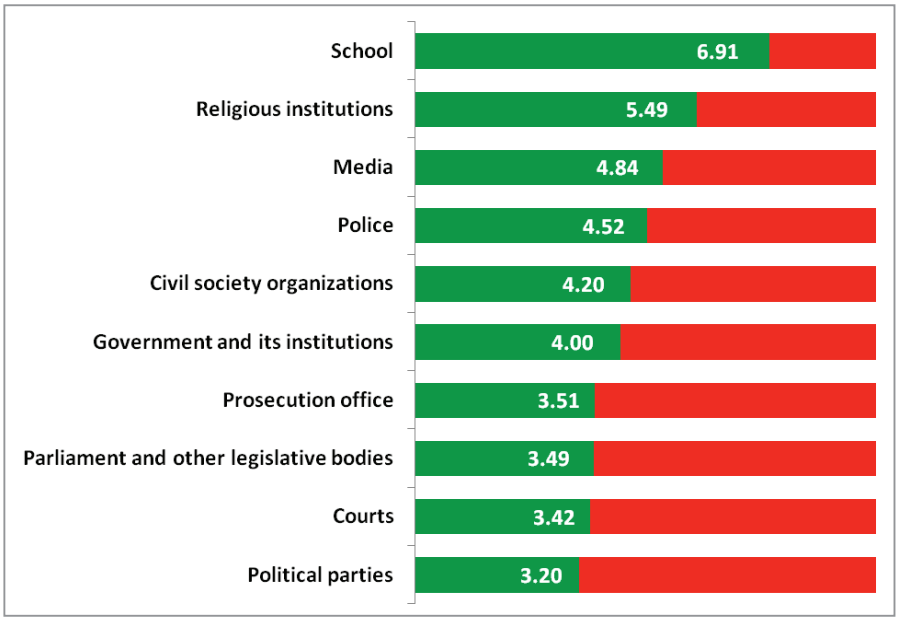
Among public institutions of democratic societies, the media enjoys relatively high trust among the public. In Albania too, the media ranks among public institutions with higher credibility compared to several other public institutions.

[5] The meaning of trust in news, American Press Institute, Link: https://www.americanpressinstitute.org/publications/reports/survey-research/the-meaning-of-trust-in-news/

In the AMI survey, trust in public institutions was tested first with regard to the criterion of their service to public interest. The term "public interest" here is used in the sense of the common good.

Below, we are presenting the results emerging from responses to the question: "How much do you trust the following institutions when it comes to their service to public interest?"

From 1 to 10 (whereby 1 = not at all and 10 = maximally), how much do you trust the following institutions when it comes to their service to public interest:

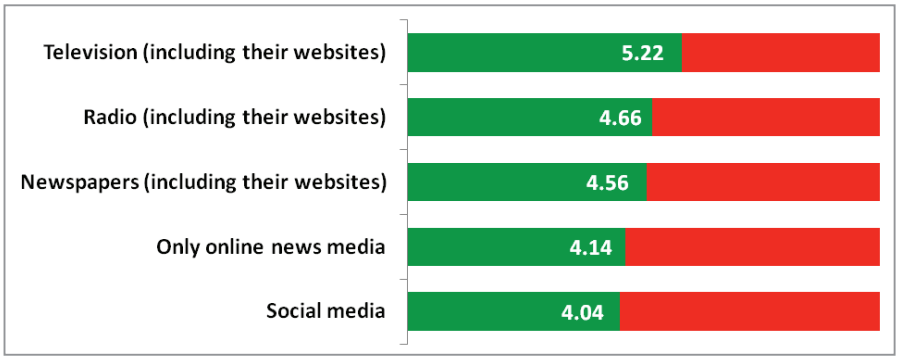


As may be seen, media ranks third in terms of level of trust vis-à-vis service to public interest. Only two public institutions, school and religious institutions enjoy a higher trust level than the media. In this spectrum, media appears to have a trust level that is a bit higher than average, while for most other public institutions, the level of trust is under average, thus confirming the existence of a crisis of trust, which starts with the crisis of trust toward governance and continues with the crisis of public trust in the prosecution office, parliament, courts, and political parties. In

this survey, one cannot but notice the low level of credibility of the public in political parties, which appear to have an even lower level of trust compared to justice bodies. Paradoxically, the five institutions with the greatest decision-making weight in services for public interest display the lowest level of public trust.

In this research, the public trust in the media was tested also in terms of categories of the media. The evaluation criteria in this case were the completeness, accuracy, and impartiality of information. As may be seen in the graphic below, based on these criteria, television is the media that enjoys the highest level of public trust compared to other categories of the media. On a scale of 1 to 10, television is evaluated at 5.2, which is between the medium and high level of trust. Radio and newspapers rank at the medium level of public trust, confirming the fact that traditional media remain the most credible ones for the public. With regard to online news media and social media, their trust level is below average.

On a scale of 1 to 10 (with 1 = not at all and 10 = maximally), how much do you trust the following media when it comes to complete, accurate, and impartial information



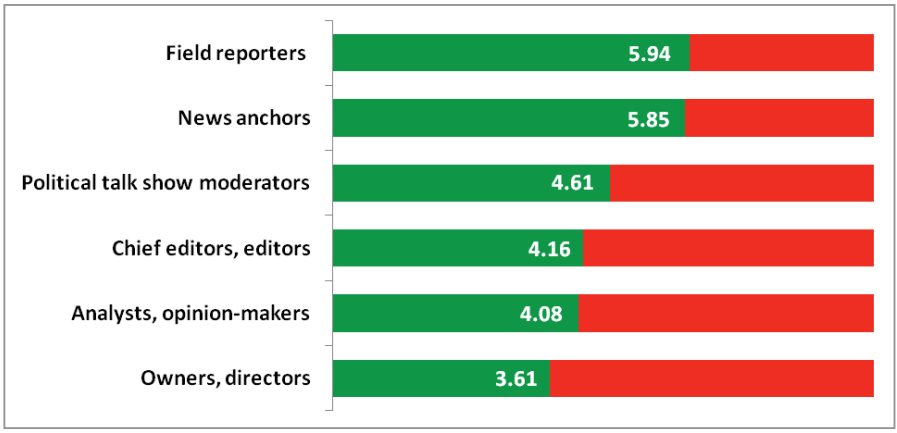
A similar situation of trust in the different types of media exists also in EU countries. In these countries too, traditional media, according to an EBU survey, continue to enjoy the highest level of trust compared to online media.[6] The only difference from Albania

[6] Trust in media 2018, EBU - European Broadcasting Union, 2018, Link:https://www.ebu.ch/publications/trust-in-media-2018

is that, unlike in Albania, radio is forerunning television and newspapers in terms of credibility in EU countries.

The difference of trust is also verified among the different categories of human resources in the media world. In this survey, the different levels and categories of the staff of media outlets were tested in terms of trust in them based on the criteria of independence and impartiality.

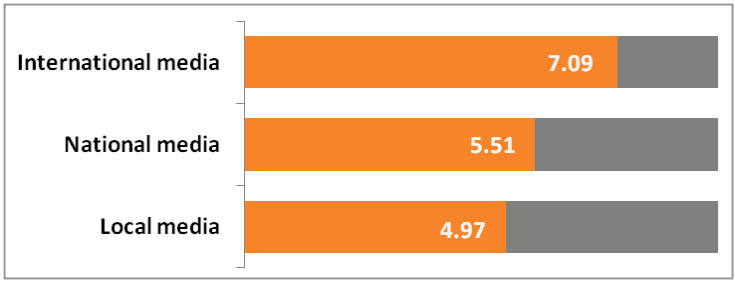
On a scale of 1 to 10 (whereby 1 = not at all and 10 = maximally), how much do you trust the following human resources of media, when it comes to their independence and impartiality



Among the Albanian public, as may be seen from the survey, field reporters enjoy the highest level of trust (trust coefficient of 5.94), followed in ranking by news anchors (5.85). The moderators of political *talk shows* enjoy a medium level of trust and the decision-making levels of the media, including owners, directors, chief editors, editors, as well as analysts and opinion makers enjoy the lowest level of public trust, when it comes to their independence and impartiality.

Based on the criteria of completeness, accuracy, and impartiality, the survey also tested the level of trust in media according to their geographic reach. As may be seen in the following graphic, for the Albanian public, international media enjoy a trust level that is higher than national and local media outlets.

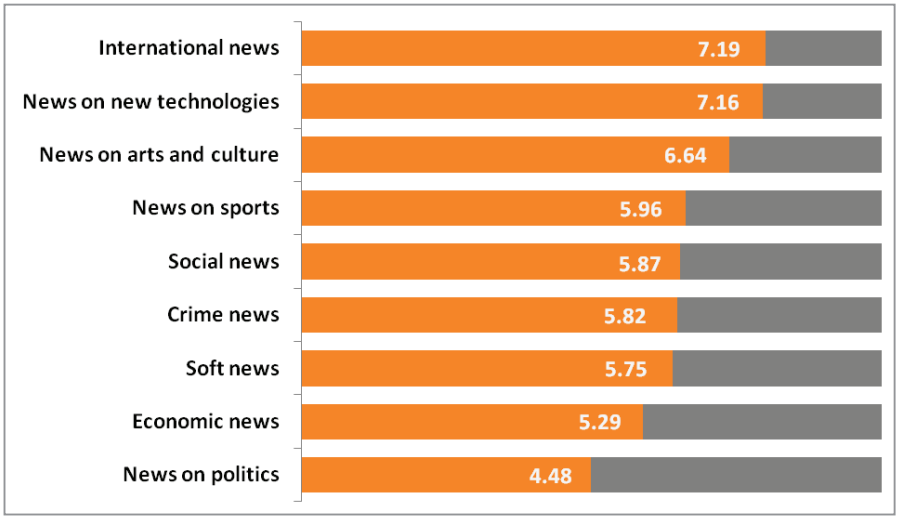
On a scale of 1 to 10 (whereby 1 = not at all and 10 = maximally), how much do you trust the following categories of media, when it comes to complete, accurate, and impartial information?



On the spectrum of trust from 1 to 10, international media have a trust coefficient of 7.09, national media have a coefficient of 5.51, and local media a coefficient of 4.97. This confirms once again the superiority of international media versus domestic ones when it comes to complete, accurate, and impartial information. The fact that the Albanian public trusts international media more than domestic ones also reflects the differences in standards between western and Albanian media outlets.

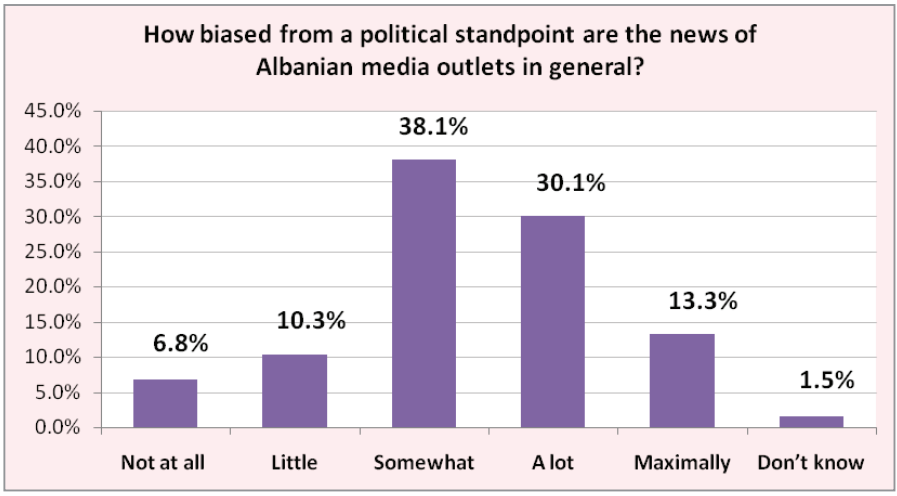
The Albanian public has different levels of trust also with regard to different categories of news, as may be seen in the following graphic.

On a scale of 1 to 10 (whereby 1 = not at all and 10 = maximally), how much do you trust the following categories of news, when it comes to complete, accurate, and impartial information?



An analysis of survey results shows that international news, news on new technologies, and news from art and culture enjoy the highest coefficient of public trust (respectively 7.19, 7.16 and 6.64). News from politics have the lowest trust figures, which confirms bias in this category of news.

The bias is also proven by responses to the question, "How biased from a political standpoint are the news of Albanian media outlets in general?" On this question, 38.1 % of respondents said the news were politically biased; 30.1 % said they are very biased; and 13.3 % said they are maximally biased, compared to only 10.3 % who view them as little biased and 6.8 % who view them as not at all biased.



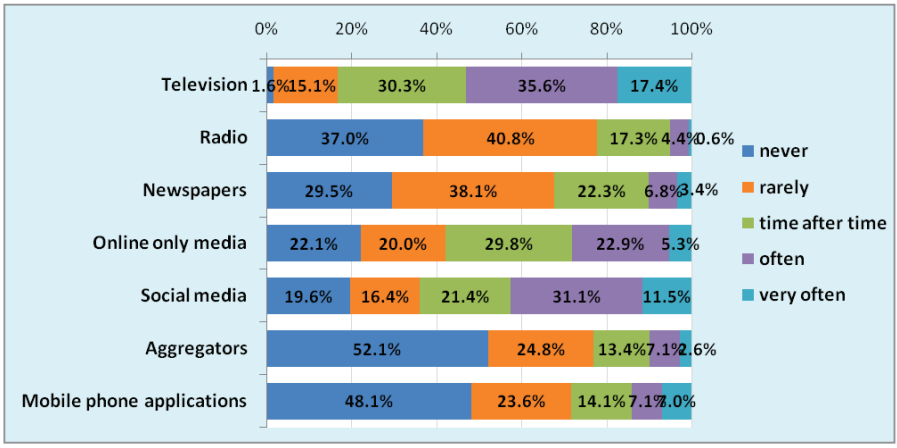
PUBLIC'S CONSUMER BEHAVIOR TOWARD THE MEDIA

The emergence of the internet and online media has led to drastic changes in the public's consumer behavior toward the media. The birth of new information channels led to a segmentation of the audience and increased the number of those who are informed through online channels instead of traditional media channels. This global tendency was manifested very quickly in the consumer behavior of the Albanian public toward the media.

This situation is verified also by the AMI survey results. According to the survey, at present, the channel most frequently used by the public to get the news of the day is television, followed by social media, and online only media, continuing with news aggregators and mobile phone applications, leaving newspapers and radio for last.

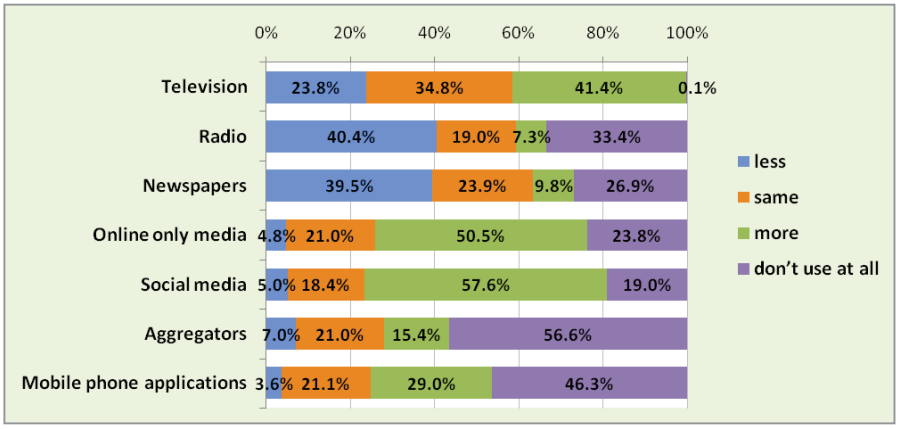
Aside from television, which is resisting in the battle for information, the other channels of traditional media, such as newspapers and radio, these have already lost the battle with online media in Albania, when it comes to news of the day. In fact, the survey brings further bad news for these two categories of media when it finds that 37% of those polled said they never use radio to learn about news of the day and 29.5% never use newspapers for this purpose. Unlike these two media categories, the number of respondents who do not use online only media and social media for information is about 20%. Meanwhile, results of the survey point to a limited use of news aggregators and mobile phone applications: about half the public has not started to use them.

How often do you use the following channels of information to learn about news of the day?



We get an even clearer overview regarding channels of information when comparing their use today versus 5 years ago. Respondents confirm that media most used compared to 5 years ago include social media and online only media. Television ranks third in this variable. Mobile phone news applications have seen considerable increase compared to five years ago.

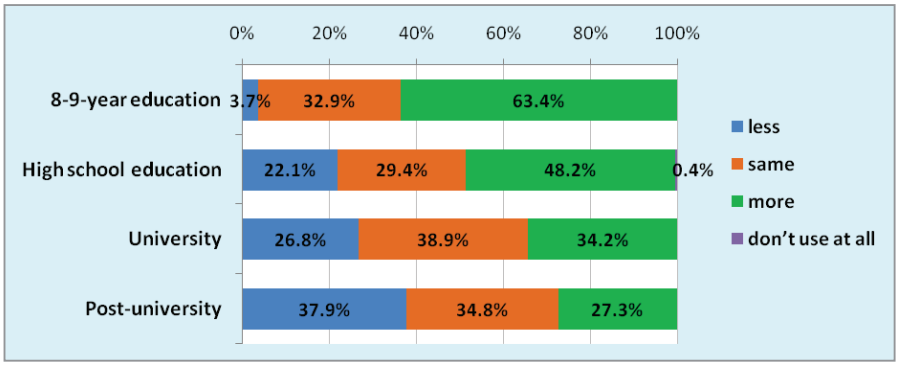
Compared to 5 years ago, how much do you use the following channels of information to learn about news of the day?



Survey data also point to some aspects of the digital divide between different age groups and between different levels of education. The medium most used for information to date – television –

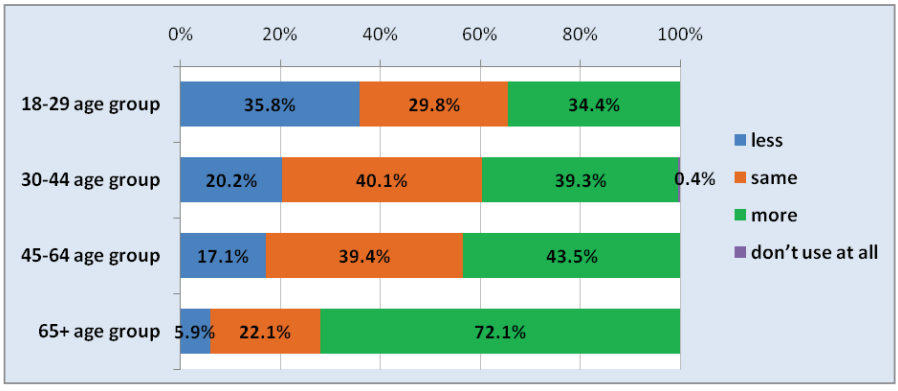
appears to be used less by the more educated and more by the less educated. As may be seen in the following graph, the more educated people are, the less they use television to learn about news of the day compared to 5 years ago. On the other hand, the less educated they are, the more they use television to learn about news of the day, compared to 5 years ago.

Compared to 5 years ago, how much do you use television to learn about news of the day? – response by level of education



A similar situation of the digital divide among television users is seen when we become familiar with data by age group. The younger the respondents, the less they use television compared to 5 years ago. The older they are, the more they use television to learn about news of the day.

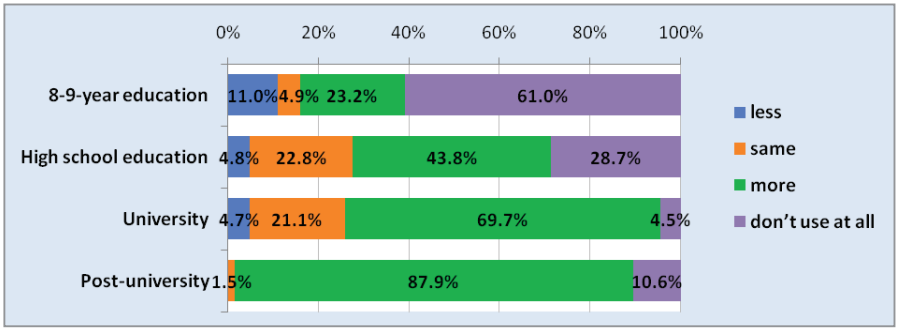
Compared to 5 years ago, how much do you use television to learn about news of the day? – response by age group



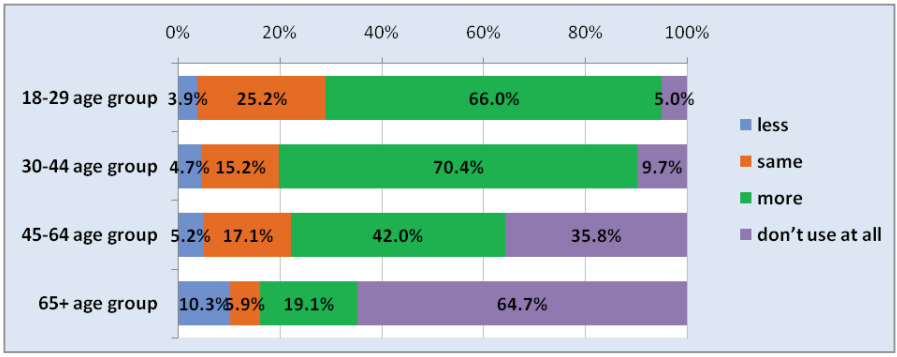
What does that mean? Is television turning into a medium of the less educated and the older, when it comes to its use as a channel for learning news of the day? The signs confirm that trend, but developments in the near future may provide a clearer and more final response on this hypothesis.

An opposite situation is seen in the survey data when talking about the second largest channel of information for the public – the social media. The more educated respondents are, the more they use social media as a channel for learning about news of the day. Also, the younger they are, the more they use them. It is interesting to notice that the largest number of those who do not use social media at all is in the oldest age group (65+ years) and those with lowest level of education (see graphics below).

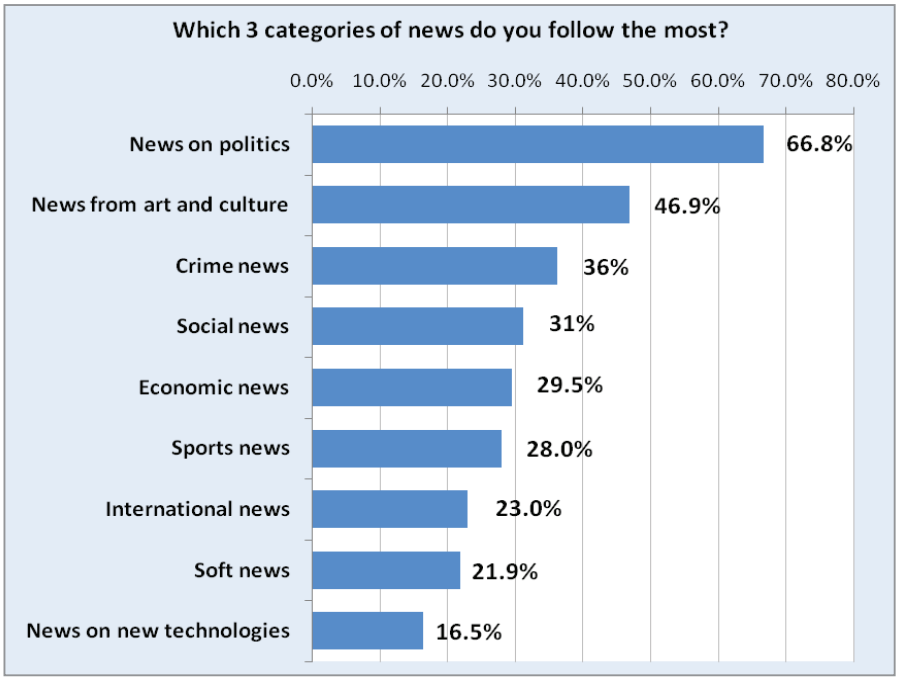
Compared to 5 years ago, how much do you use social media to learn about news of the day? – response by level of education



Compared to 5 years ago, how much do you use social media to learn about news of the day? – response by age group



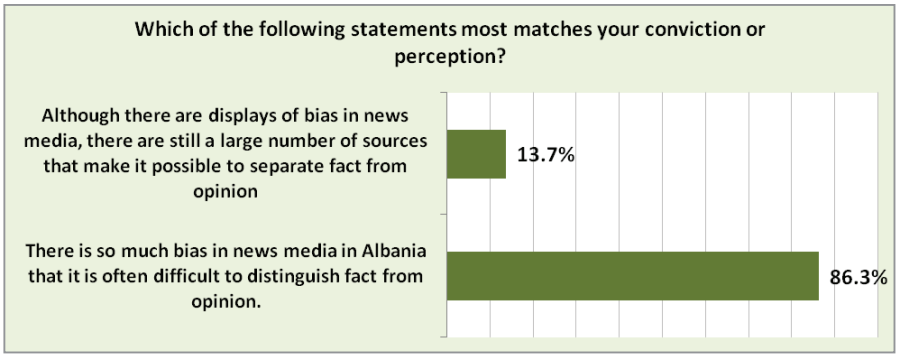
The research undertaken by AMI also addressed the content of media information, namely the types of news consumed the most by Albanian media audiences. The analysis of survey data paradoxically discovers that the category of news with the lowest public trust also has the highest level of consumption by the public. Political news rank first among news followed by Albanians. This reflects also the high level of politicization of the Albanian society.



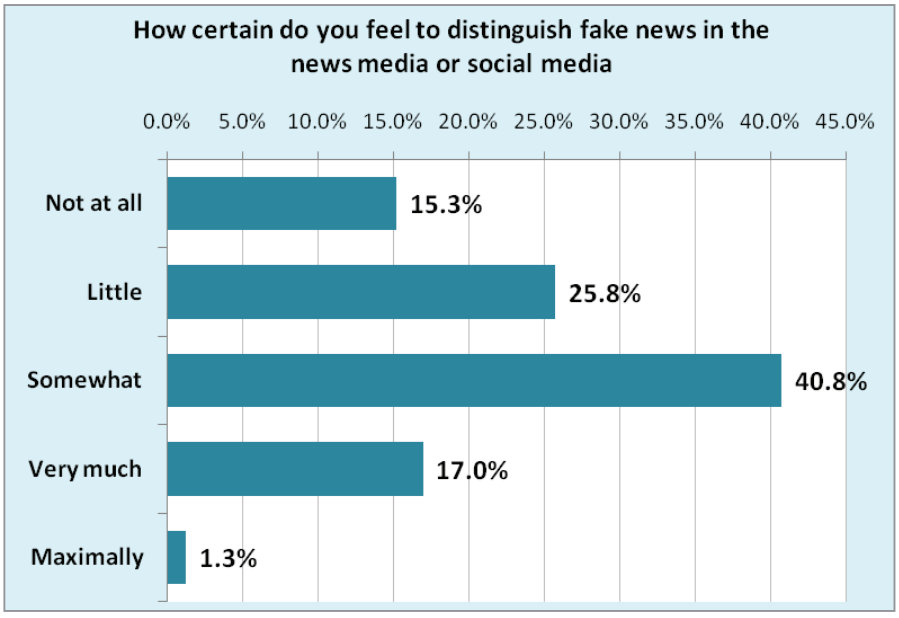
This high level of politicization has affected the programming as well as the agenda of the media. As may be seen also from other research studies, political news takes up the "lion's share" in news editions compared to other categories.[7] Following the increased tendency of the public for political content, Albanian television stations within the last 10 years have visibly increased the television or radio airtime as well as the space of newspapers or news portals filled with political content. From this standpoint, politics has managed to impose itself on the agenda of the media and their public.

[7] Relationship between media and politics in Albania, AMI, 2018: Link: http://www.institutemedia.org/Documents/PDF/shqip%20marredheniet%20mes%20medias.pdf

The situation of bias and extreme politicization of the media has made it difficult to distinguish facts from opinions for more than 86% of those surveyed. They state that they do not feel certain about distinguishing in the media fact-based reporting from comment or opinion-based reporting.



The same thing occurs with the situation of fake news. Although the public views the phenomenon of fake news as very serious about the future of media, still most respondents do not feel certain in distinguishing fake news in news media or social media.



SUMMARY OF MAIN FINDINGS AND CONCLUSIONS

The AMI survey discovers that the Albanian public, in its overwhelming majority, considers that the media has great importance for the democracy of a country. However, although they recognize the very important role of the media vis-à-vis democracy, about half of respondents say that Albanian media have served democracy and public interest somewhat.

The surveyed Albanian public also considers that media in Albania are partially free. This perception and evaluation are in line with Freedom House and other international institutions, which classify Albanian media as partially free.

Respondents said that the three greatest problems for Albanian media are: 1. Bias, partisanship, and political clientelism; 2. dependence on business interests of media owners, and 3. verbal violence and physical threats toward journalists. The prevalence of such very serious problems for the functioning of the media and the fulfillment of its public mission explains the fact why Albanian media are partially free. On the other hand, the presence of such issues at the top of the list of problems demonstrates serious shortcomings and challenges with regard to aspects of their freedom and independence.

The survey casts light also on the mutual rapport between media and politics, confirming the presence of pressure exercised by politics toward the media. For 75% of the respondents, it is politics that influences the media more than the media influencing politics.

Respondents were also asked regarding the influence that media has had on the fight against corruption. About half the public

(46.4%) state that the media has somewhat influenced the fight against corruption and 21% say the media has greatly influenced the fight against corruption; meanwhile, 205 say the media has had little influence on it. Thus, the public does recognize partial contribution of the media in the fight against corruption, thus exposing considerable deficiency in this aspect of its public mission.

Besides, according to the public's perception and evaluation, the media and journalists themselves have been also exposed to corruption. For 35% of respondents, media and journalists are somewhat infected by corruption, while for 37.3% of them, they are very much infected by corruption. the insufficient influence in the fight against corruption on the one hand and the considerable level of infection by corruption of the media themselves on the other tarnish the public's image of the media and reduces trust in them.

In the AMI survey, trust in the media was first tested with regard to the criterion of their service to public interest. According to results, among public institutions, media ranks third in terms of the level of trust in terms of its service to public interest. Only two public institutions, schools and religious institutions, appear to enjoy a higher level of trust than the media. In this spectrum of trust, the media appears to have a level of trust somewhat above average, while for the majority of the other public institutions, the level of trust is below average, thus confirming the existence of a crisis of trust that starts with the crisis of trust toward governance and continues with the crisis of public trust in the prosecution office, parliament, courts, and political parties. Striking in this survey is the low credibility of political parties among the public, with them enjoying even lower credibility than justice bodies. Paradoxically, institutions with the greatest decision-making weight in services to public interest also enjoy the lowest level of public trust.

The public's trust in the media was also tested on the basis of media categories. The survey results confirm the fact that traditional media remain the most credible for the public. The evaluation criteria in this case were the completeness, accuracy, and impartiality of information. Based on these criteria, television is the medium that

enjoys the highest trust of the public compared to other media categories. Radio and newspapers rank in the medium level of public trust. With regard to online only media outlets and social media, they have a credibility level below average.

The difference of trust is verified also between different categories of human resources in the media, based on the criteria of independence and impartiality. The survey indicates that field reporters enjoy the highest level of trust in this regard, followed by news anchors. Moderators of political talk shows enjoy a medium level of trust, while the decision-making part of the media – including owners, directors, chief editors, editors, as well as analysts and opinion makers – enjoy the lowest level of public trust when it comes to their independence and impartiality.

Also, based on the criteria of completeness, accuracy, and impartiality, the survey discovers that Albanian public places more trust in international media compared to national and local media. this confirms the supremacy of international media versus domestic ones when it comes to complete, accurate, and impartial reporting and also reflects the difference in standards between western and Albanian media outlets.

The Albanian public places different levels of trust to different categories of news. An analysis of survey results shows that international news, news on new technologies, as well as news from arts and culture have the highest coefficient of public trust. News on politics have the lowest coefficient of public trust.

The survey also finds that the emergence of the internet and online media have led to drastic changes also in the consumer behavior of the Albanian public toward the media. According to the survey, the channel used most frequently to learn about news of the day is television, followed by social media and online only media outlets, then followed by online news aggregators and mobile phone applications, leaving newspapers and radio last.

Aside from television, which is resisting in the battle for information, the other channels of traditional media, such as

newspapers and radio, these have already lost the battle with online media in Albania, when it comes to news of the day. In fact, the survey finds that 37% of those polled said they never use radio to learn about news of the day and 29.5% never use newspapers for this purpose. Meanwhile, results of the survey point to a limited use of news aggregators and mobile phone applications: about half the public has not started to use them.

An even clearer overview on channels of information appears when drawing a comparison between their use today and their use five years ago. Respondents confirm that the media they use the most compared to 5 years ago are social media and online only media. Television ranks third in this variable. News applications on mobile phones have also seen considerable growth compared to 5 years ago.

Survey data also point to some aspects of a digital divide between different age groups and different levels of education. The medium most used to date for obtaining information – television – is used presently less by the more educated and more by the less educated compared to 5 years ago.

A similar situation of the digital divide among users of television is displayed when we look at data by age groups. Thus, the younger the people, the less they use television compared to 5 years ago. And, the older they are, the more they use television to learn about news of the day.

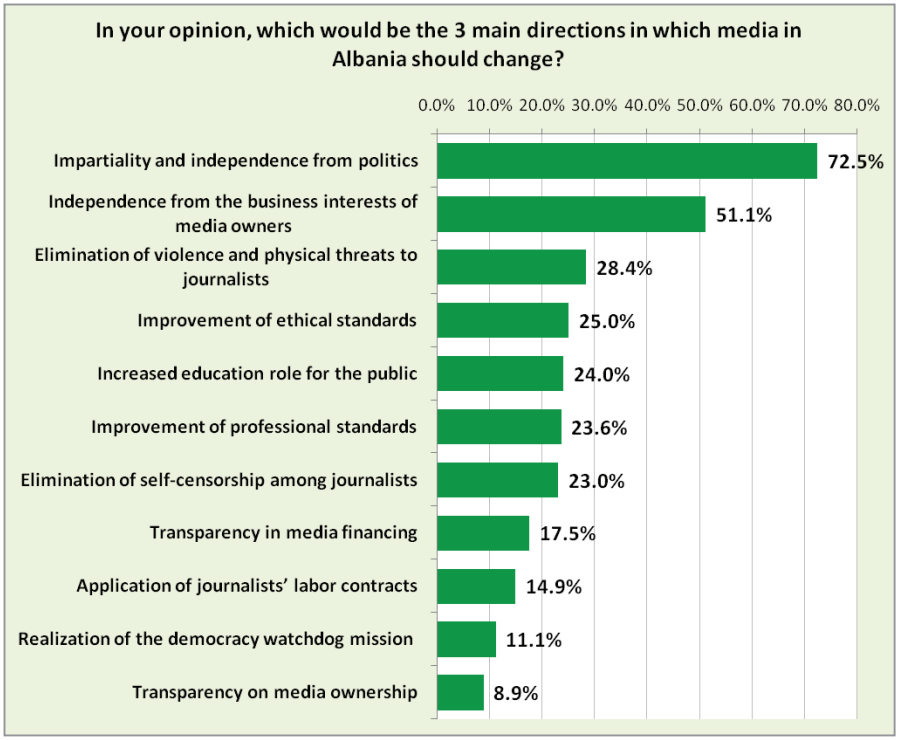
Thus, the survey results discover the tendency that television is turning into the medium of the less educated and of the older, when it comes to its use as a channel for learning news of the day.

The opposite situation is seen in survey data when talking about the second largest channel of information for the public – social media. The more educated the people, the more they use social media as a channel for learning about news of the day. Also, the younger they are, the more they use them.

With regard to credibility in different types of news, the analysis of survey data paradoxically finds that the category of news with the lowest credibility level from the public also enjoys the highest level of consumption by the public. Political news rank first among news followed by Albanians. This also reflects the high level of politicization of Albanian society and media.

Also, 86% of those polled state that they do not feel certain about being able to distinguish fact-based reporting from comment or opinion-based reporting in the media. The same occurs with the situation of fake news. Although the public views *fake news* as very serious for the future of media, still the majority of respondents do not feel certain about being able to distinguish fake news in the news media or social media.

Which would be the main directions in which media in Albania should change in the future? The response of the Albanian public for this question lies in the following graph.



As may be seen, the public puts at the top as main directions in which Albanian media should change their impartiality and independence from politics, independence from the business interests of media owners, elimination of violence and physical threats toward journalists, improvement of ethical standards, etc.

As a general and summarizing conclusion, it may be said that the results of the survey verify the presence of what may be called the **partiality syndrome:** a country that is partially free, which has a media that is partially free, which partially enjoy public trust, and partially fulfill the required standards. In other words, we're in front of the typology of developing democracies, which have a long way to achieving the standards of developed democracies.

SOURCES

Freedom In The World 2019, Link: https://freedomhouse.org/report/freedom-world/freedom-world-2019

Albanian media and European standards, AMI, Tirana, 2018, Link: http://www.institutemedia.org/Documents/PDF/Media%20shqiptare%20dhe%20standardet%20evropiane.pdf

Trust in governance, IDM, Tirana 2018, Link: http://idmalbania.org/wp-content/uploads/2018/03/IDM-OpinionPoll-2017-AL-web.pdf

Sample size calculator, Link: https://www.surveymonkey.com/mp/sample-size-calculator/

Russ-Mohl, Stephan, *Journalism,* K&B, Tirana, 2010

The meaning of trust in news, American Press Institute, Link: https://www.americanpressinstitute.org/publications/reports/survey-research/the-meaning-of-trust-in-news/

Trust in media 2018, EBU - European Broadcasting Union, 2018, Link: https://www.ebu.ch/publications/trust-in-media-2018

Relations between media and politics in Albania, AMI, Tirana, 2018, Link: http://www.institutemedia.org/Documents/PDF/shqip%20marredheniet%20mes%20medias.pdf

ANEXES

DEMOGRAPHIC DATA

Sample: 800 persons
Margin of error: +/- 3.5%
Selection: random
Confidence level: 95%
Profile: national
Period: January-February 2019
Coverage: center/suburbs/rural area

D.1 Village/city

Number of respondents living in cities

City	Number
Tirana	334
Shkodra	68
Vlora	57
Korça	41
Bulqiza	23
Librazhd	35
Përmet	37
Tropoja	20

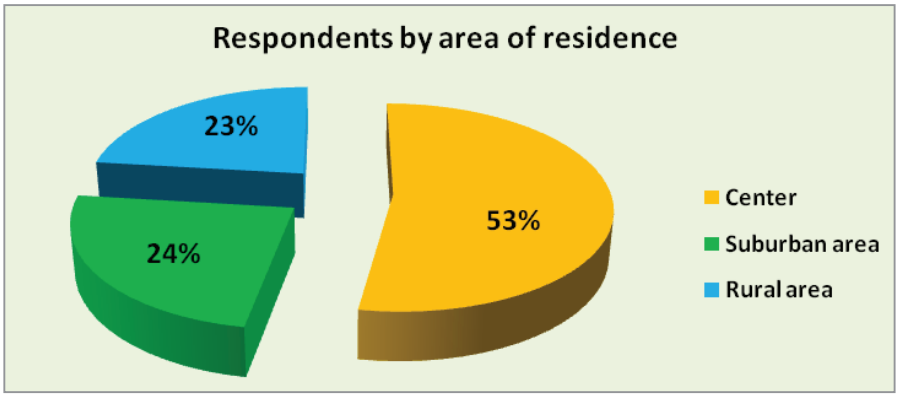
Number of respondents living in villages

Village	*Number*	*Village*	*Number*	*Village*	*Number*	*Village*	*Number*
Markaj	6	Qukes	14	Peze	14	Gjorice	3
Margegaj	6	Kanikol	3	Linze	15	Peshkopi	4
Kerrnaje	8	Strembec	2	Zall Herr	22	Selenice	2
Veliterne	5	Gosnjisht	2	Cerkeze	6	Armen	6
Polenë	19	Shupenze	2	Krrabe	6	Zall Sapot	2
Sovjan	5	Zerqan	9	Ndroq	4	Dregua	3
Çarshovë	5	Vajkal	6	Sopot	3	Gjinkar	3

D.2 Area of residence:

Respondents by area of residence

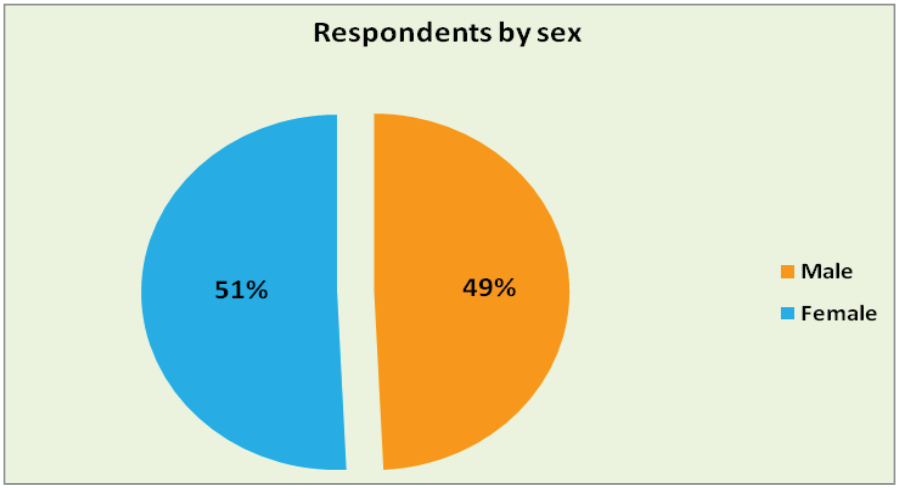
	Area of residence	*Number*	*%*
a	Center	422	52.8%
b	Suburban area	193	24.1%
c	Rural area	185	23.1%



D.3 Sex:

Respondents by sex

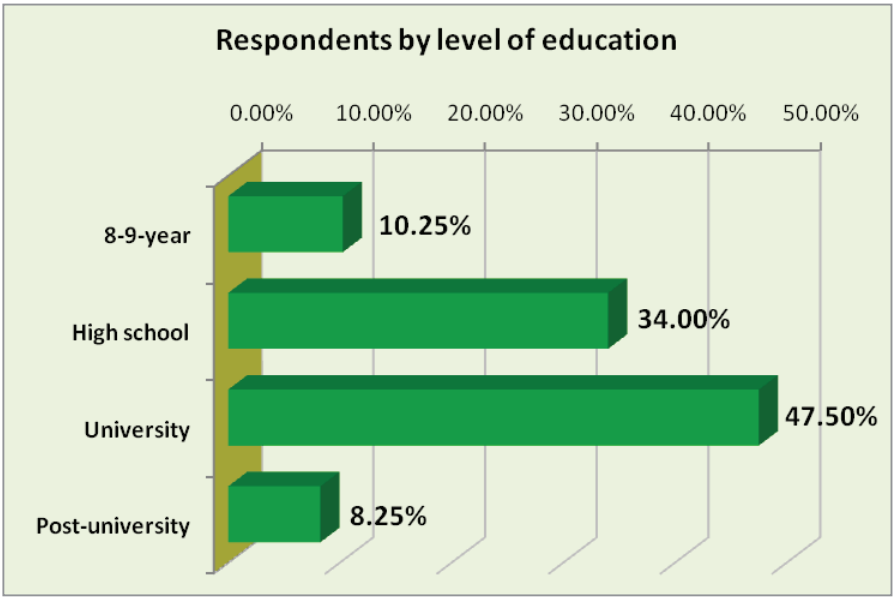
	Sex	*Number*	*%*
a	Male	394	49.25%
b	Female	406	50.75%



D.4 Education:

Respondents by level of education

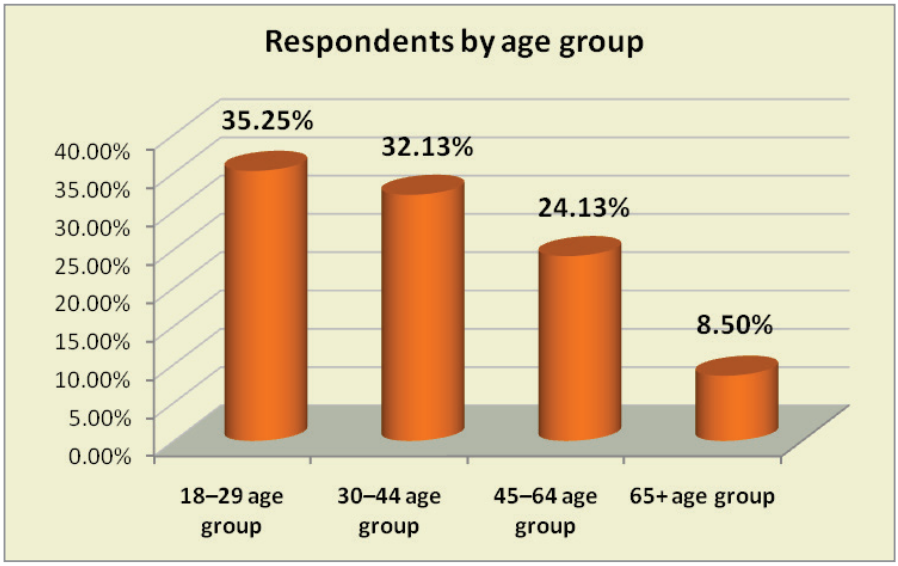
Niveli i arsimimit		*Numri*	*%*
a	8-9-year	82	10.25%
b	High school	272	34.00%
c	University	380	47.50%
d	Post-university	66	8.25%



D.5 Age:

Respondents by age group

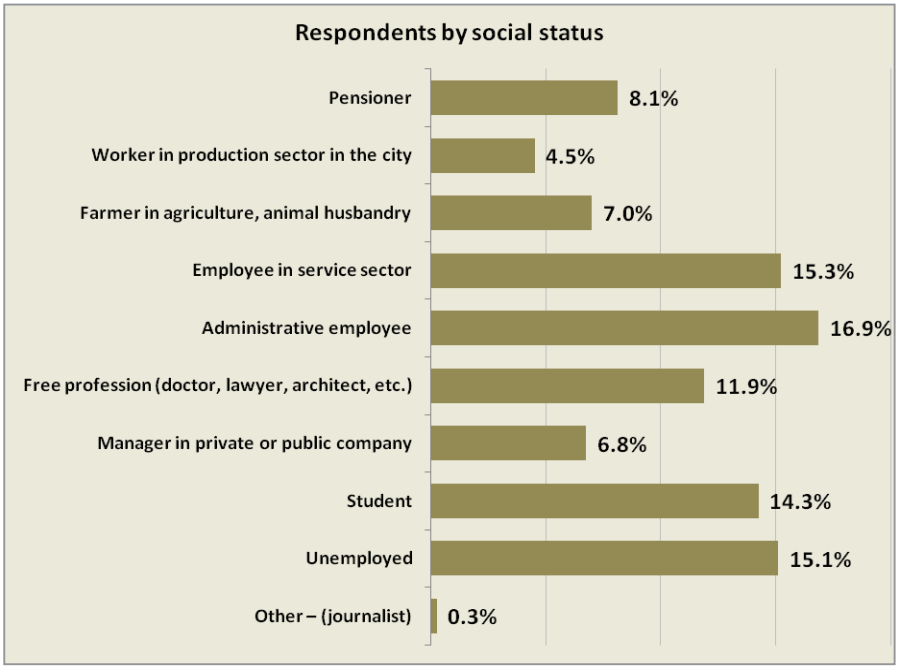
Age group		*Number*	*%*
a	18–29 age group	282	35.25%
b	30–44 age group	257	32.13%
c	45–64 age group	193	24.13%
d	65+ age group	68	8.50%



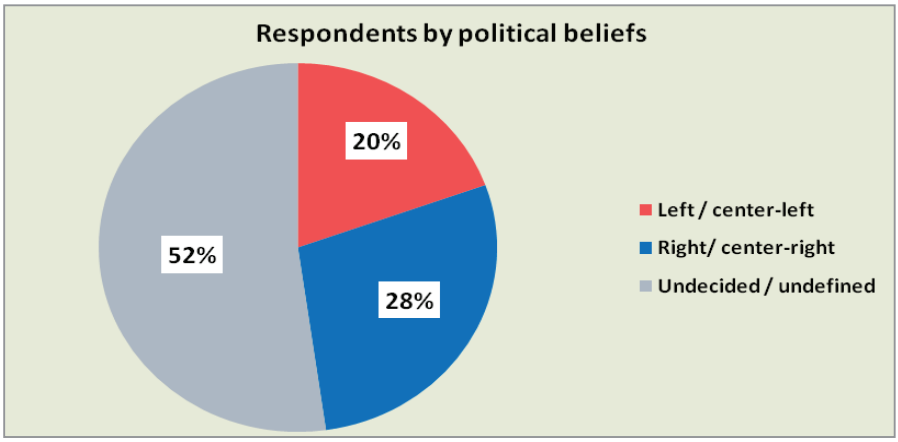
D.6 Social status:

Respondent by social status

	Social status	Number	%
a	Pensioner	65	8.1%
b	Worker in production sector in the city	36	4.5%
c	Farmer in agriculture, animal husbandry	56	7.0%
d	Employee in service sector	122	15.3%
e	Employee	135	16.9%
f	Free profession (doctor, lawyer, architect, etc.)	95	11.9%
g	Manager in private or public company	54	6.8%
h	School	114	14.3%
i	Unemployed	121	15.1%
j	Other – (journalist)	2	0.3%



D.7. Political beliefs

Respondents by political beliefs

	Political beliefs	*Number*	*%*
a	Left / center-left	156	19.50%
b	Right/ center-right	226	28.25%
c	Undecided / undefined	418	52.25%