

ANNEXE C

C1 Research methods

Phase 1 «History, development and current structures of mass media in independent Kyrgyzstan»

Duration : 6 months (September 2000 – March 2001²):

Component 1. Development of mass media in Kyrgyzstan during 10 years and panorama of current media

Methods: field research – interview, polling and focus groups with audiences, processing of statistical information: comparative analysis

Research questions:

What are the preconditions and distinct characteristics of the development of mass media in independent Kyrgyzstan? What determines development of the mass media system? What is the legislative and legal framework for media activities in sovereign Kyrgyzstan? What are the differences between the capital and regional media? What characterizes the work of the language and ethnic minority media? How are the relations between the state and media built – both the pro-government and the oppositional? How are the state media different from private ones? What are the audiences of various media? How do audiences use media? What are the relations between media and audiences? etc.

Component 2. Analysis of the structures of major media (based on a representative sample)

Methods: questionnaire-based survey, interview, participatory observation, and secondary analysis of information

Research questions:

What is the organizational structure and ownership pattern of the selected media? What determines their popularity? To what extent is the medium organization transparent for its employees and the public? Are there differences between the “declared” and the actual owners of the medium? Do the owners define the policy of their media? Is there a clear-cut separation of the management structures and the

² The period of approximately one month, from December 15, 2000 till January 15, 2001, «fell out» of the research because in general this is quite a difficult season in terms of holidays and the overall decline of activities.

editorial/news structures? How well do the media know their audiences and how to they set up feedback with them? What are the sources of funding and information? etc.

Component 3. Analysis of the most important media problems

Methods: survey, focus groups with specialists, internships (participatory observation)

Research questions:

Is the most important problem lack of financial resources and weak advertising base? How do the media resolve the problem of lack of financial resources? What is the degree of state interference into the media activities and what forms does it take? What are the main infrastructure problems in terms of the material base and resources? What are the main problems in the area of human resources? (For example, training needs) Is it necessary to change the current legislation and if so, how? Is there a difference between what is declared on paper and what is done in practice? (For example, the Constitutional amendment on freedom of expression) What are the most important problems in terms of ethics and how can they be resolved? Is the quality of information high enough and if not, how can it be improved? What are the most important problems of distribution and delivery of media products and how are they resolved? etc.

Phase 2 «Causes and nature of the information gap between the North and South of Kyrgyzstan»³

Duration : 3 months (April-June 2001.)

Component 1. Analysis of media and information available in the South

Methods: survey, interview, content analysis, focus groups with media specialists and audiences

Research questions:

What media serve the population living in the South of Kyrgyzstan (including foreign and Bishkek-based media)? What kind of information do they supply? What is the share of national news and news from Bishkek in the local media? To what extent do residents of the South have access to information on what is going on in their regions and in Bishkek? Do they agree with how the national media portray the South? If not, what are the main shortcomings in coverage of the South?

³ Phase 2 of the research was based on the results and materials collected during Phase 1, with the main focus on analysis of local media in Osh, Jalal-Abad and Batken oblasts.

Component 2. Information on the South provided by the central media

Methods: survey, interview, content analysis, focus groups with media specialists and audiences

Research questions:

What information does the central media on the South provide? Is there a relation between the intensity of coverage and the emergence of negative events, such as the threat of war, terrorist attacks, local conflicts and drug trafficking? How do the audiences assess objectivity of coverage of the south (are events presented as negative, positive, or neutral)?

Component 3. Mechanisms of transfer and exchange of information between the South and the North

Methods: survey, interview, focus groups with media specialists and audiences, participatory observation, secondary analysis of information

Research questions:

What mechanisms are used for transfer of information about the South to Bishkek media? How is information transferred from Bishkek into southern media? How effective are these mechanisms? To what extent do the physical and infrastructure barriers (for example, the mountain range between the South and the North and the bad conditions of the roads), influence communication and exchange of information? What is the role of new electronic technologies (Internet and email) in the process of information exchange?

C2 Questionnaire for media survey

Newspaper title _____

1. When was your newspaper created? _____ By whom? _____
2. What is the regularity of your newspaper? _____
3. Who owns your newspaper? _____

4. What was/is your newspaper's circulation in

1993?	199?	199?	1999?	?

5. What is the area of your newspaper's coverage? (*check the appropriate answer*)

- city oblast other _____
 rayon republic (please specify) _____

6. Where do you print your newspaper (facility)? _____
7. What is the cost to produce one copy of the paper? _____
8. What is the retail price of the copy? _____
9. How many full-time staff do you have? _____
Including journalists _____ Including graduates of journalism schools _____
10. How many part-time staff do you have? _____
Including journalists _____
11. Among the staff journalists, what is the percentage of women? _____
12. What is the main function of your newspaper (why was it created)? _____

13. Please estimate the percentage proportion of main revenue sources of your newspaper:

- advertising revenue - _____ %

- subscription - _____ %
- retail sales - _____ %
- state subsidies - _____ %
- international grants - _____ %
- paid printing services - _____ %
- commercial activities - _____ %
- credits - _____ %
- political groups - _____ %
- business groups - _____ %
- individuals - _____ %
- other (*please explain*) _____ - _____ %

14. Is it possible for your newspaper to become profitable? (*check the appropriate answer*)

- yes no hard to say

15. Can your newspaper increase its advertising revenue? (*check what applies*)

- yes no

16. If it is not possible to increase the advertising revenue, what are the main obstacles (*please select all appropriate answers*)?

- | | |
|--|--|
| <input type="checkbox"/> limited number of advertisers | <input type="checkbox"/> lack of advertising specialists |
| <input type="checkbox"/> lack of understanding by potential advertisers of newspaper advertising | <input type="checkbox"/> advertising rates unaffordable for small and middle-scale entrepreneurs effectiveness |
| <input type="checkbox"/> unattractiveness of the newspaper due to small circulation | <input type="checkbox"/> other (<i>please specify</i>) _____ |

17. Please estimate the approximate percentage proportion of your newspaper's expenditure:

- production costs (paper, printing, etc.) - _____ %
- payment of staff - _____ %
- honorariums - _____ %
- business trips expenses - _____ %
- taxes, fees and dues - _____ %
- rent of facilities, furniture and equipment - _____ %
- Internet and other multimedia communications - _____ %
- purchase of information, pictures from news agencies - _____ %
- marketing costs - _____ %
- transportation and delivery costs - _____ %
- other (*please explain*) _____ - _____ %

18. Is there media censorship in Kyrgyzstan, including indirect censorship
(check what applies)?

- yes no hard to say

19. If censorship exists, who are the censors (check all that applies)?

- state bodies media staff themselves (self-censorship)
 media owners business people and advertisers
 local self-government bodies other people (please specify who) _____

20. Who determines the policy of your newspaper? _____

For questions 21-25, please check one appropriate answer:

21. In your opinion, journalism is business or politics?

- business both business and politics
 politics other (please specify) _____

22. Are there free, independent media in the republic?

- yes, they are (please name) _____
 no, because _____
 other (please specify) _____

23. How freely can your newspaper criticize national/local state power structures?

- quite freely to some extent cannot criticize at all

24. In your opinion, your newspaper is perceived as

- opposition neutral
 pro-governmental minority

25. A newspaper can be shut down by a Presidential or Governmental decree.

- agree do not agree hard to say

26. If you agree that a newspaper can be shut down, on what grounds can it be done?

- 1) _____
 2) _____
 3) _____

27. In your opinion, what forms of media prosecution or pressure exist in Kyrgyzstan (please check all applicable options)?

- assault of journalists
- fines for journalists and media
- refusal of printing services
- shutting down of media
- killing of journalists
- phone calls "from above" recommending not to publish the material
- court hearings as a pretext to shut the medium down
- threats to media staff and their relatives
- prosecution through tax inspection
- other (*please specify*) _____

28. A medium can be considered independent when it (*please check all that applies*)

- represents different opinions
- is linked to a political party
- is not linked to a political party
- criticizes the government
- is in private ownership
- has a high percentage of revenue from advertisers
- has access to diverse sources of information
- other (*please specify*) _____

29. Please check all main channels through which your newspaper receives information:

- information from own reporters
- information found on the Internet
- government bodies' press services
- advertisers/business
- news agencies: national, Russian, international (*please underline what applies*)
- reprints from the central/Russian press
- other (*please specify*) _____

For questions 30-34, please select all applicable answers and rank them in the order of importance on the 1-10 scale, where 1 is most important and 10 is least important

30. What topics are on the highest priority list in your newspaper?

- _____ domestic and foreign policy of the state
- _____ information on crime
- _____ political/economic reforms
- _____ social issues
- _____ cultural issues
- _____ legal issues
- _____ local/regional issues
- _____ entertaining materials
- _____ investigative journalism pieces
- _____ foreign news
- _____ other (*please specify*) _____

31. What criteria are used to select the material for publication in your newspaper?

- timeliness
- factuality
- analytical character of commentaries to facts
- emotionality
- sensationalism
- satisfaction of tastes of those who order the material
- compliance with the newspaper's position
- satisfaction of readers' interests
- credibility of the author
- other (*please specify*) _____

32. What materials are most liked or preferred by your readers?

- crime reports
- political information
- economic articles
- horoscopes
- jokes
- spiritual materials, articles on arts and culture
- sports coverage
- crossword puzzles
- article on beau monde
- other (*please specify*) _____

33. What is the main audience toward which your newspaper is oriented?

- entire country
- residents of a region (*specify which one*)
- children
- youth
- elderly people
- destitute, low-income layers of population
- business representatives
- politicians
- people from the sphere of arts, culture and science
- females
- males
- representatives of a certain ethnic group (*specify which one*) _____
- other (*please specify*) _____

34. What are the problems that are most urgent for your newspaper at present?

- obsolete technologies and equipment
- inaccessibility of credits
- ineffective management/leadership of the newspaper
- low professionalism of journalists
- lack of marketing strategies
- limitations of the advertising market
- lack of political freedom
- reader's inability to pay for the copy
- uneventful life in the provinces
- other (*please specify*) _____

Information on the respondent (*will be used only for statistical purposes*):

Name _____

Position/year started _____

Year of birth _____ Education _____

Previous employment _____

May we refer to your newspaper in the official documents of the research?

Would you like to participate in expert focus groups to be conducted in November in Bishkek with the purpose of discussing the problems and challenges faced by Kyrgyzstan's media today? _____

WE GREATLY APPRECIATE YOUR COOPERATION!

C3 Questionnaire for media users

1. Do you read newspapers?

- Yes
- No

2. If yes, what newspapers do you read? (*please name*)

- Local _____
- National _____
- Other _____

3. Why do you read these newspapers?

- They are affordable
- Other papers are not delivered here
- I like these newspapers, because _____
- Other _____

4. How often do you read newspapers?

- Every day
- 2-3 times a week
- once a week
- from time to time

5. What information do you read in the newspapers first of all?

- Brief, informative (news)
- Analytical stories (political, economic, cultural – *underline what applies*)
- Reports on crime
- Horoscope
- Jokes
- Crossword puzzles
- Other (*specify*) _____

6. If you do not read newspapers, why?

- No money to buy/subscribe
- No time to read newspapers
- Because all newspapers are bias, corrupt and I do not trust them
- Other (*specify*) _____

7. What TV channel do you mainly watch?

- KTR
- ORT
- Cable TV (*name*) _____
- Other (*specify*) _____

8. Why do you prefer this channel?

- This is the only channel in Kyrgyz
- I trust this channel's information, they tell the truth
- This channel shows more interesting films and TV series
- Other _____

9. For how long do you usually watch TV?

- less than 2 h/day
- 2-4 hours/day
- 4-6 hours/day
- more than 6 h/day

10. What do you usually watch on TV?

- TV series
- Feature films
- News
- Other (*specify*) _____
- Sports programs
- Crime reports
- Entertaining programs

11. When do you usually watch TV?

- Early morning, before work
- During the day (or while doing housework)
- After work (after 6 pm)
- Late evening and night

12. What radio stations do you listen to?

- Kyrgyz state radio
- Russian radio
- Local (*name*) _____
- Other (*specify*) _____
- Pyramida
- Evropa +

13. When do you usually listen to the radio?

- Early morning, before work
- During the day (at home or work)
- On the way to and from work
- Evening and night

14. What do you like to listen to on the radio in particular?

- Music
- News
- Entertaining programs (talk shows, jokes, greetings, etc.)
- Other (*specify*) _____

15. What do you think of ads in the media?

- I don't like ads, they distract and irritate

- I like ads, they give me aesthetic satisfaction
- I am indifferent
- Other (*specify*) _____

16. What comes first to your mind when you hear the phrase "south of Kyrgyzstan"?

17. Do you agree with the following statements about the southern region on Kyrgyzstan?

- There is a war there
- Lawlessness rules there
- The power of money and connections is very strong there
- It is an epicenter of inter-ethnic and inter-religious conflicts
- It is a region of ancient and rich culture and history
- This region is more agriculturally developed than the north

18. How do you picture a typical resident of the southern regions of the country?

19. Do you agree with the following statements about the people living in the south?

- They are skilled culinary experts and cooks
- They are hardworking, love and know how to work on the land
- Mostly, they are more religious than the people living in the north
- People in the south are richer than in the north
- People in the south are poorer than in the north
- Most of them are Uzbeks
- Most of them are Kyrgyz

20. How would you describe a typical resident of the northern region of Kyrgyzstan?

Data on respondent (only for statistical purposes):

Gender: _____ Ethnicity _____
 Age: _____ Education _____

THANK YOU VERY MUCH FOR PARTICIPATION!

C4 Focus group design for journalists

TOPICS OF DAY 1:

- Sources of information
- Perception of interrelations with power structures and authorities
- Freedom and professionalism in journalism
- News (news values) and objectivity in journalism. Audiences
- Journalism ethics
- Membership roles in the staff

Moderator's introductory remarks

- Reasons for the meeting
- Topics to be discussed, main goals and objectives
- Contexts of the desired discussion
- Rules of discussion in focus groups.

Introduce all focus group assistants to the participants.

Ask the participants to fill in the general questionnaire that has 2-3 questions on each of the topics to be discussed to probe the attitudes and perceptions.

1. Ask the participants to start the first topic «Sources of information». Distribute the three Kyrgyz laws relating to journalism – Mass Media Law, Law on Access to Information and Law on Protection of Journalist's Professional Activities – and ask the participants to find all articles relating to sources of information. What do they say? How can they be compared with the tradition of the working and protection of sources in the US and Western Europe? Then start discussing the following issues:
 - What sources of information are accessible to you in your daily activities?
 - What sources of information still remain closed for journalists?
 - Are there any rules of working with the sources (professional techniques)?

2. In previous discussion, the participants will most probably name different levels of government as one of the sources of information. Ask to discuss the next topic, «interrelations with power structures and authorities».

Offer the participants the chance to watch 3 news pieces from different TV channels on the same event (declaration of 2001 as the Year of Tourism). Ask them to define which channel produced which piece.

- How can this be defined?
- What are the relationships of these channels with the government?
- What are their companies' relations with the government?
- What defines or influences these relations?
- Forms of government influence on media.

3. «Freedom and Professionalism in Journalism». When discussing this issue, the following aspects should be highlighted:

Is there still the unwritten rule of “Criticism competence levels” according to which the media may criticize only the power structures of a lower level (for example, the national media – oblast authorities, oblast newspapers – rayon state administrations, rayon newspapers – village governments, i.e. there is a niche that is untouched by criticism – the Republic’s government which under Soviet times was criticized only by the all-Union and now is not covered by any media?)

- Who and what defines the degree of freedom?
- What are the relations between notions of freedom and professionalism are they inversely proportional to each other?
- Define the degree of media freedom in Kyrgyzstan with the help of *scale questionnaires*.
- Offer to the participants a set of major national newspapers available at news stands and ask them to choose those that they believe are the most professional and independent. Ask them to explain their choices.

4. “News (news values) and objectivity in journalism, audiences”

Ask the participants to choose articles to read and to explain their choices. The following questions should be discussed after debate of the motives:

- What creates the most audience interest in media messages?
- To what extent do the media follow these ideas?
- How does it become known what is interesting for the audiences (forms of feedback)?
- Ask to fill out the scale questionnaire on objectivity and news values.
- What news values are significant for you?
- Can interesting news be objective?
- Do you know objective journalists?
- To what extent is it possible at all to be objective in journalism? Why?
- Ask to read the selected articles and evaluate their objectivity

5. “Journalism ethics”

Issues to be discussed:

- What ethical rules must be obligatory for all journalists (refer to issues discussed earlier, for example, non-disclosure of sources)
- Ethics of internal relations in the media outlet

6. “Membership role”

- What is the understanding of the membership role?
- What does it mean – to work in a certain media outlet?
- Are there any unwritten rules and norms for the staff?
- Does the personnel hierarchy mean inequality of membership roles?
- Membership role and participation in decision-making.

TOPICS OF DAY 2:

- Levels of acknowledgement of conflicts in society
- Lines of division: south-north, center-periphery
- Images of regions in the media

Start with questionnaire to test the "south-north" line of division.

Summarize the work of the previous day and ask those who were not actively involved in the discussion to participate more actively (without referring to anyone by name)

Offer to discuss the first topic – "conflicts in the society." Ask to list all problems our society is facing at present. Identify the most important and significant among them. Apply the exercise "Wheel of problems" to analyze the reasons. Discuss the role of media in prevention and resolution of these conflicts.

Lines of division:

1) South-north

- Identify understanding of consolidation and integration of society.
- Define the individual degrees of consolidation and integration. Perception of the "South-north" division (*suggest some projecting method – either sentences completion test or the caricature method*)
- Possible scenarios and perception of people's future behavior in the south and in the north.
- Identification of measures necessary to enforce the integrative factors to connect the regions and identification of roles and actions of the government.

2) Centre-periphery

- What is the centre's role in integration processes?
- How can the differences between the centre and the periphery be removed?
- What are the perceptions of those who live in the center and in the provinces of each other?

3) Images of regions in the media

- Discuss how regions are presented in the media: who gets more attention and why, is coverage positive or negative, is there any consistent media policy in relation to coverage of various regions of the city, etc.

Develop an action plan – what media can do to remove the information gap between the north and south, the capital and peripheries and to integrate society in general. What needs to be done to implement this action plan (needs and recommendations)?

C5 Content analysis

Sample:

- 1) Television news programmes of KTR, Pyramid, NBT, KOORT channels for three months: November 2000, February and June 2001. All news items relating to the southern regions or mentioning these regions in any context were selected, with the total numbers as follows:
 - November 2000 =64
 - February 2001 =70
 - June 2001 =110
- 2) Central newspapers (articles mentioning southern regions):
 - *Delo Nomer*: 1999 =156; 2000 =86
 - *Slovo Kyrgyzstana*: 1999 =97; 2000 =72
- 3) Regional southern newspapers for 1999-2000 (articles mentioning northern regions and Bishkek):
 - *Ush Sadosi* =11
 - *Ekho Osha* =67
 - *Osh Janyrygy* =72

The total number of all content analysis texts is 805.

Subject of content analysis:

- Image of the regions in the national media
- Image of Bishkek and other regions in southern media.

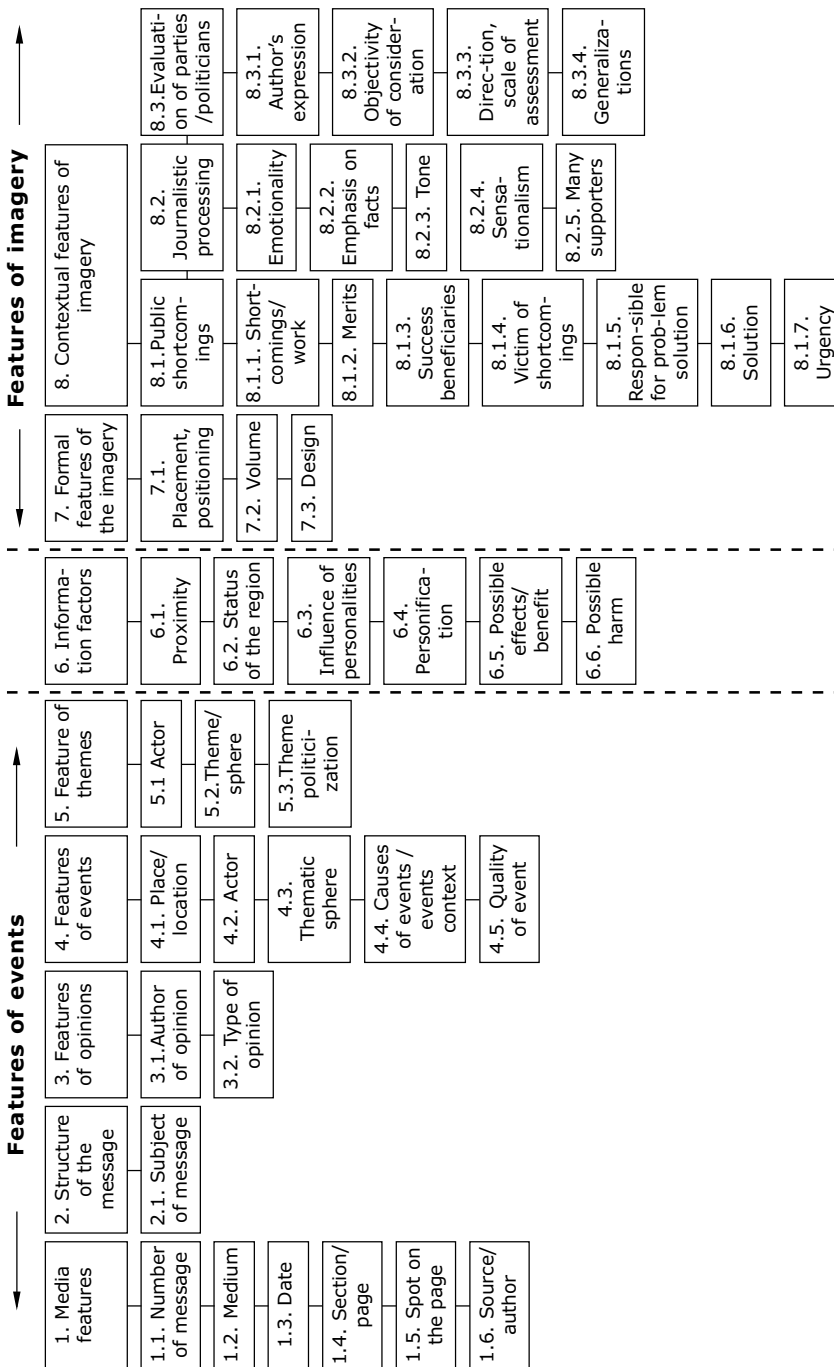
In addition, all articles in the February 1998, 1999, 2000 and 2001 issues (a total of 79 items) of the "Vecherny Bishkek" newspaper's "politics and society" column were content analyzed as well. The task for content analysis of Vecherny Bishkek articles was to answer the question, "To what extent are the regions the subjects of political coverage in a major national newspaper?"

The research used both *quantitative* and *qualitative* content analysis techniques. *Quantitative* content analysis was based on the inductive strategy and included the following components:

- Absolute frequency of texts devoted to the subject (i.e. how many times the subject appeared in the texts of the analyzed period)
- Absolute frequency of key words and word groups (the following key words and groups were identified: 1. north or south; 2. Batken and events/war/conflict; 3. terrorism/ vakhbism/ Islamic fundamentalism; 4. Kyrgyzstan and Uzbekistan/Russia/ Kazakhstan/ Central Asia / China; 5. Government/authorities and citizens/population/populace)
- Cumulative frequency of appearance
- Structural and grammatical complexity, lexical variety
- As well as other formal features: newspaper issue, date and weekday, number of pages, publisher.

For *qualitative* content analysis (based on the deductive strategy), a special card (see below) and relative coding sheets were developed.

QUALITATIVE CONTENT ANALYSIS CARD



NEWSPAPER														
P														
Ashar (1993-1997)	h r r h s r a s a s a s r a r a s s h r	r r sh r ra	(1 ss)									as ss	as ss	as ss
(sar a)	h r r r ars a s s h s as as as	r r s a h a r a r a s r h h a r r s	as ss									as ss	as ss	1
r () s	h a h r r	Ars	as ss									as ss	as ss	
a (r)	h r r h s s s a a s	aa	as ss									as ss	as ss	aa
asarha (r 199	h r r r h h a h s a r r r	r h r h a h a a r h a h r s	as ss									as ss	as ss	as ss
aaa a a a	aa	aa	aa											
P N														
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NEWSPAPER										
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r amisi from	s a aaAa aas ass a a ars of ouatio io i oao roli	Assis a o farmrs	o issu	o issu	o issu	o issu				
mu sari from	riso imas i ir our	o roaa ri a of if amo imas								
itim ua	uaors i s oas sf fiiio o ori i ar a si a rsis of s oas	ooola assisa o ars								