



CREDENCE TO MEDIA, INFLUENCE OF RUSSIAN PROPAGANDA, AND MEDIA LITERACY IN UKRAINE



NGO "Detector Media", Kyiv International Institute of Sociology,
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POLL METHODOLOGY

○The poll was conducted by Kyiv International Institute of Sociology (KIIS) in February 2018, as requested by NGO “Detector Media”, financed by Danish Ministry of Foreign Affairs and US National Endowment for Democracy. The fieldwork lasted from Feb. 5 to Feb. 21, 2018.

○For this research KIIS developed stratified 4-level sample, random at each level. The sample is representative for Ukraine in general and each of the four macro-regions:

- Western – Volyn, Rivne, Lviv, Ivano-Frankivsk, Ternopil, Zakarpattia, Khmelnytskyi and Chernivtsi regions,
- Central – Vinnytsia, Zhytomyr, Sumy, Chernihiv, Poltava, Kirovohrad, Cherkasy, Kyiv regions and the city of Kyiv,
- Southern – Dnipropetrovsk, Zaporizhia, Mykolaiv, Kherson and Odesa regions,
- Eastern – Donetsk, Luhansk and Kharkiv regions.

○In Donetsk and Luhansk regions the poll was conducted only at territories currently under control of Ukrainian authorities.

○The total number of interviews was 2043, with respondents representing all Ukrainian regions and the city of Kyiv (except Crimea). The interviewing was conducted via personal interviews using tablet PC in the respondents’ private households (Computer Assisted Personal Interviewing, CAPI).

○Statistical error (with probability 0.95 and design effect 1.5) does not exceed:

- 3.3% for indexes close to 50%,
- 2.8% for indexes close to 25 or 75%,
- 2.0% for indexes close to 12 or 88%,
- 1.4% for indexes close to 5 or 95%,
- 0.7% for indexes close to 1 or 99%.





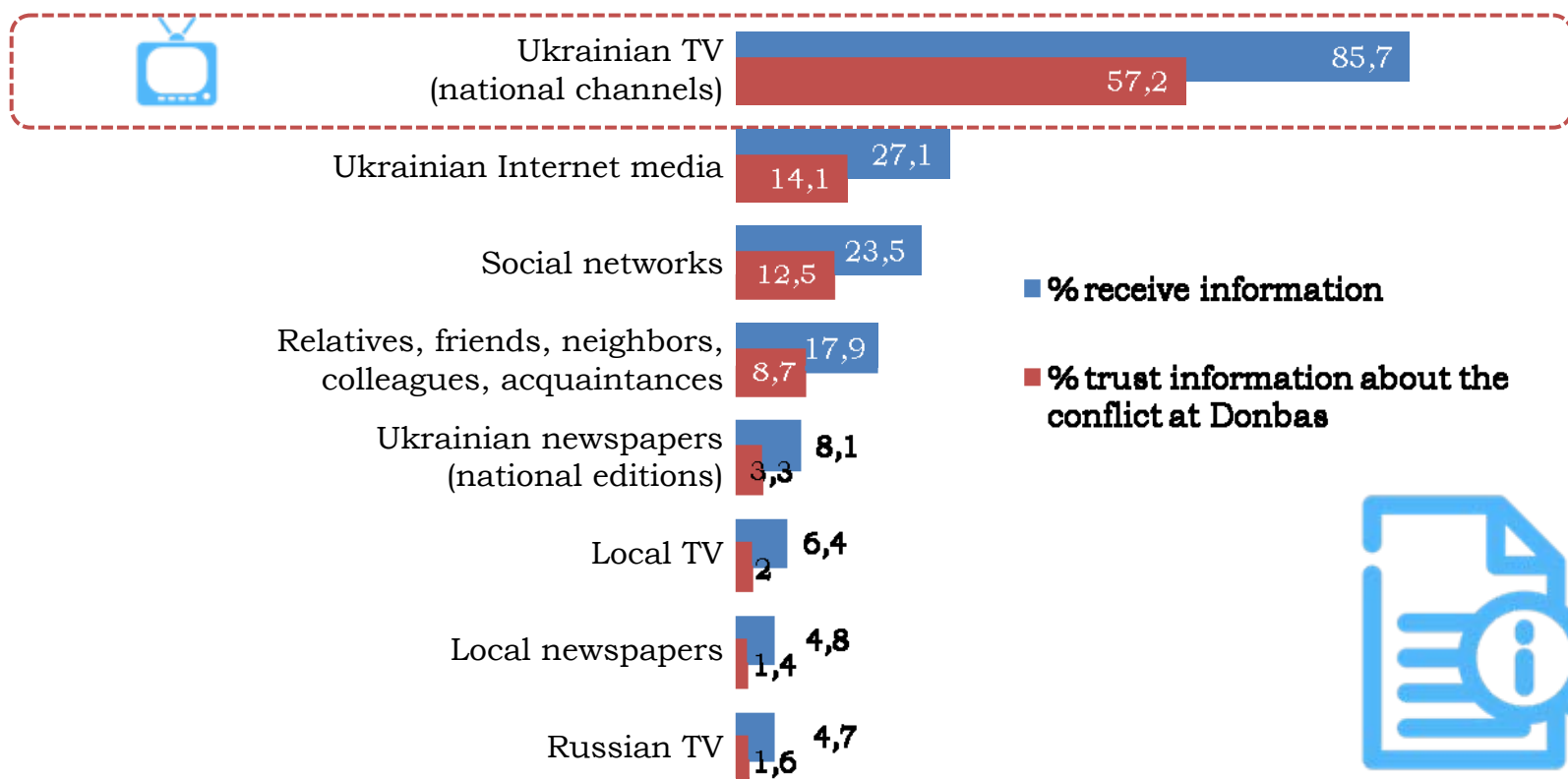
USAGE OF AND CREDENCE TO VARIOUS INFORMATION SOURCES

STRUCTURE AND CREDENCE TO INFORMATION SOURCES: TOP SOURCES

Ukrainian national TV is the main source of information for absolute majority of Ukrainians. The other two top sources are Ukrainian Internet media and social networks.

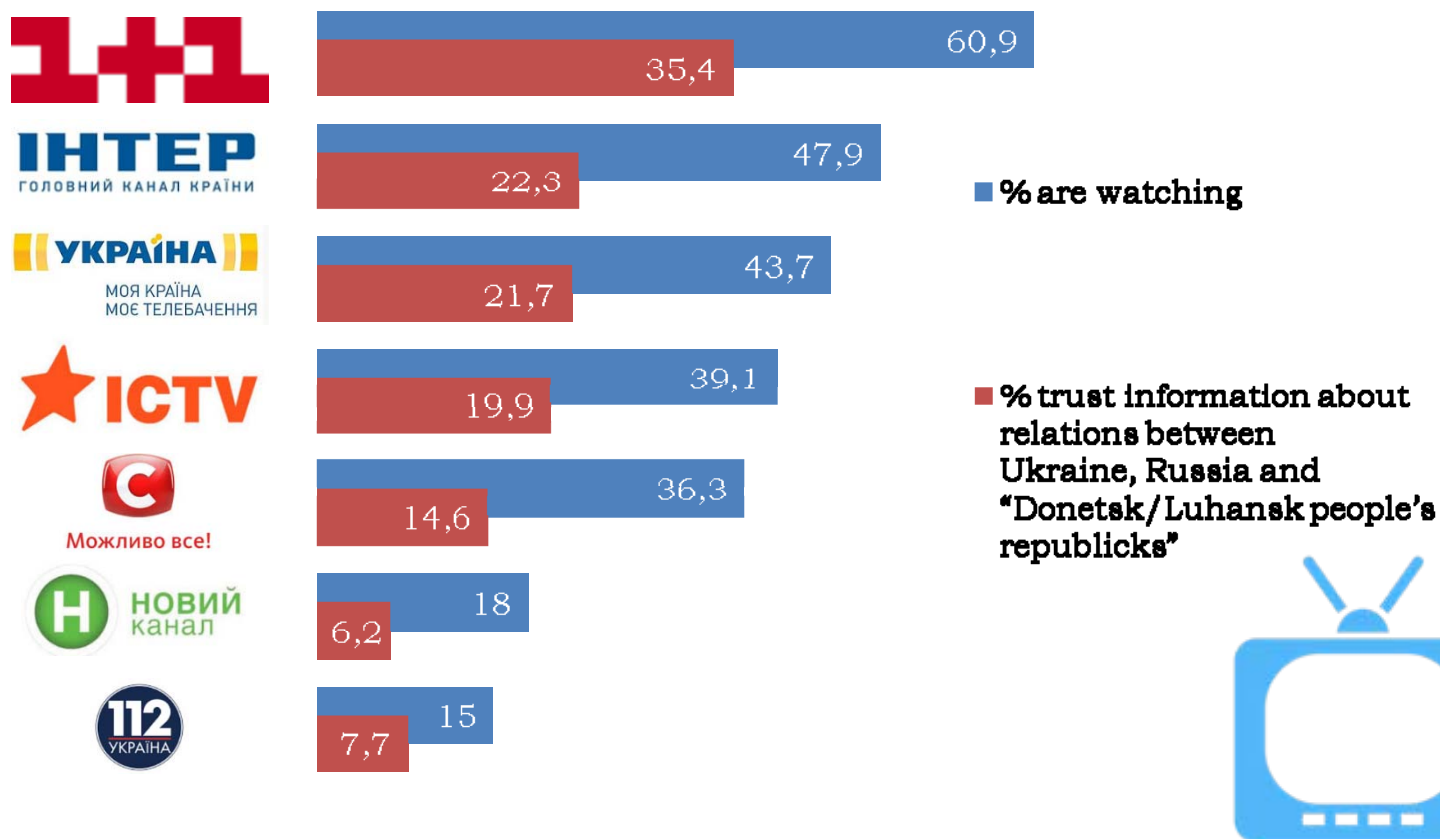
At the same time, 5% Ukrainians (about 1.4 millions) receive information from Russian TV channels. 67% of such respondents are living in the Southern and Eastern parts of Ukraine.

From which sources you receive the information about Ukrainian and world events most often? / Which of the listed sources of information about the armed stand-off in Donbas you trust?



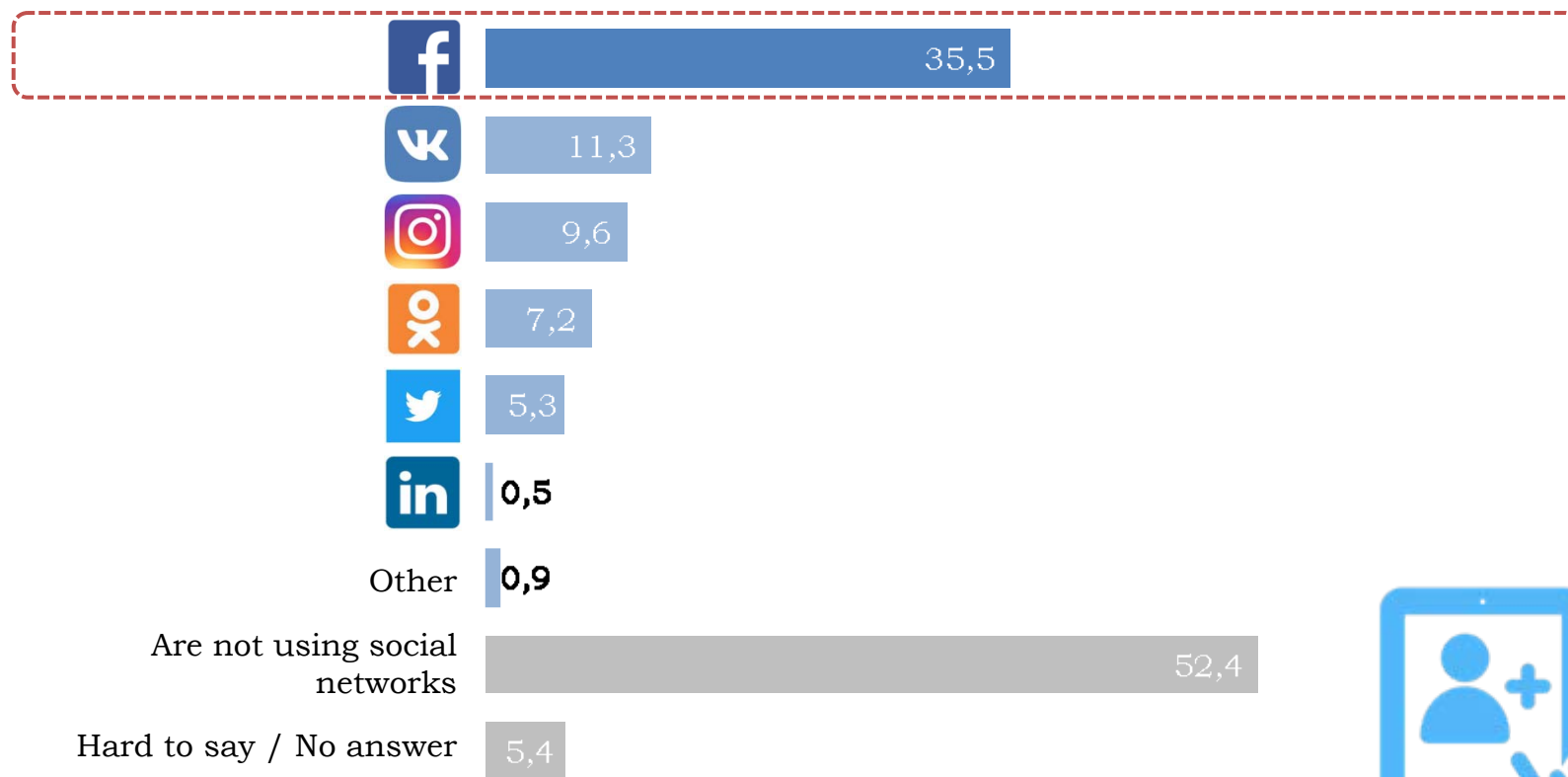
TOP UKRAINIAN TV CHANNELS

Which Ukrainian TV channels you watch most often? / Which of those Ukrainian channels you trust most regarding the information on events in Ukraine and relations between Ukraine, Russia and “Donetsk/Luhansk people’s republics”?



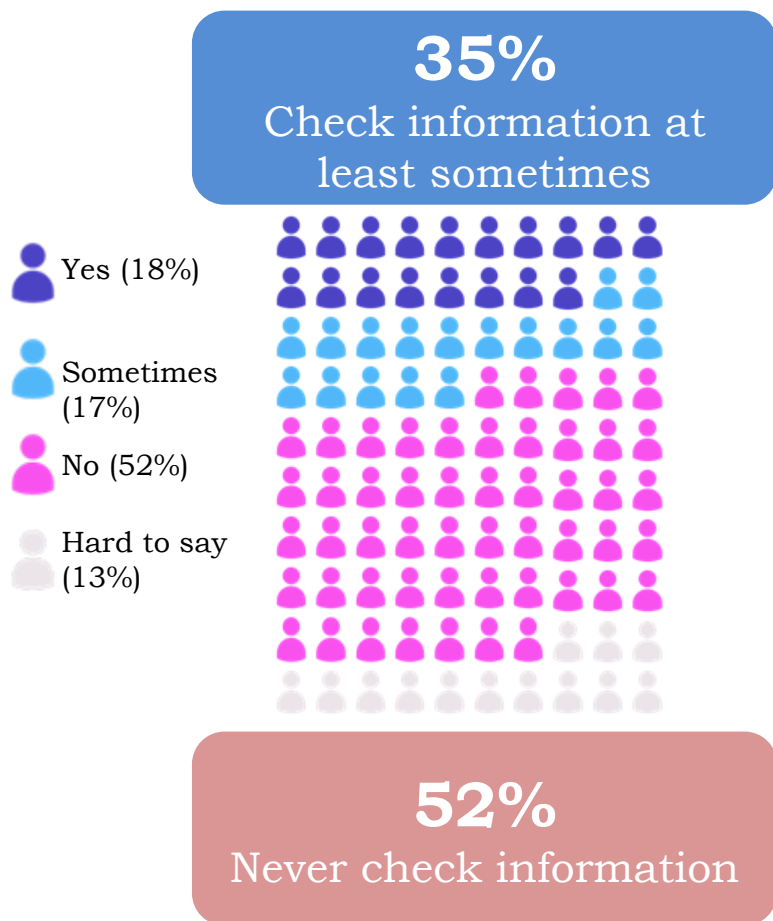
TOP SOCIAL NETWORKS

Which **social networks** you use to get information about events in Ukraine and the world?



INFORMATION CHECK WITH OTHER SOURCES

If you get an information from Ukrainian national, Russian, your local media, or media of “Donetsk/Luhansk people’s republics”, would you **check this information with the other side’s media?**



If an information you get from Ukrainian national, Russian, your local media, or media of “Donetsk/Luhansk people’s republics” is **contradictory, or at least significantly differs**, which media you usually **trust most**?

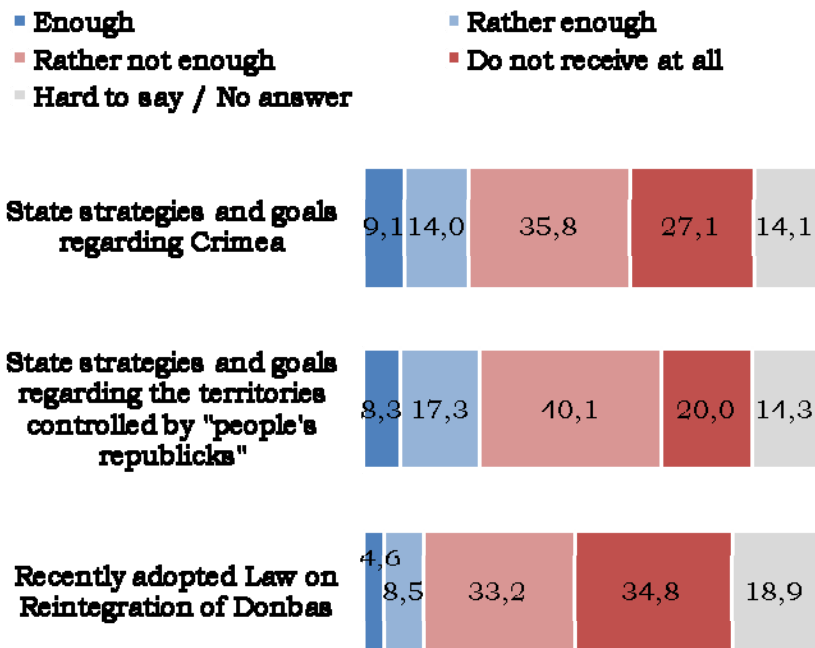


AWARENESS ABOUT STATE STRATEGIES AND GOALS IN CRIMEA AND DONBAS

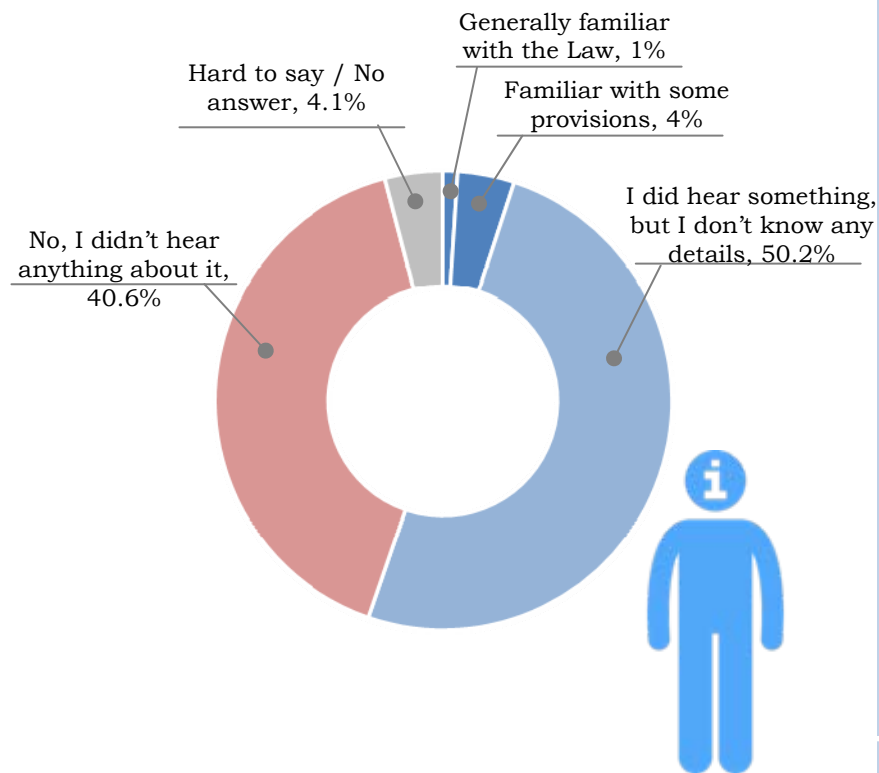
As compared to KIIS poll conducted in December 2016, the level of awareness about state strategies and goals in Crimea and Donbas is now somewhat higher (previously 17% respondents had enough information about Crimea, now 23%; about Donbas, respectively, 20% vs. 26%).

Only 5% know at least some provisions of the Law on Reintegration of Donbas.

Do you receive **enough information** about...?



Are you familiar with the **Law on Reintegration of Donbas**?











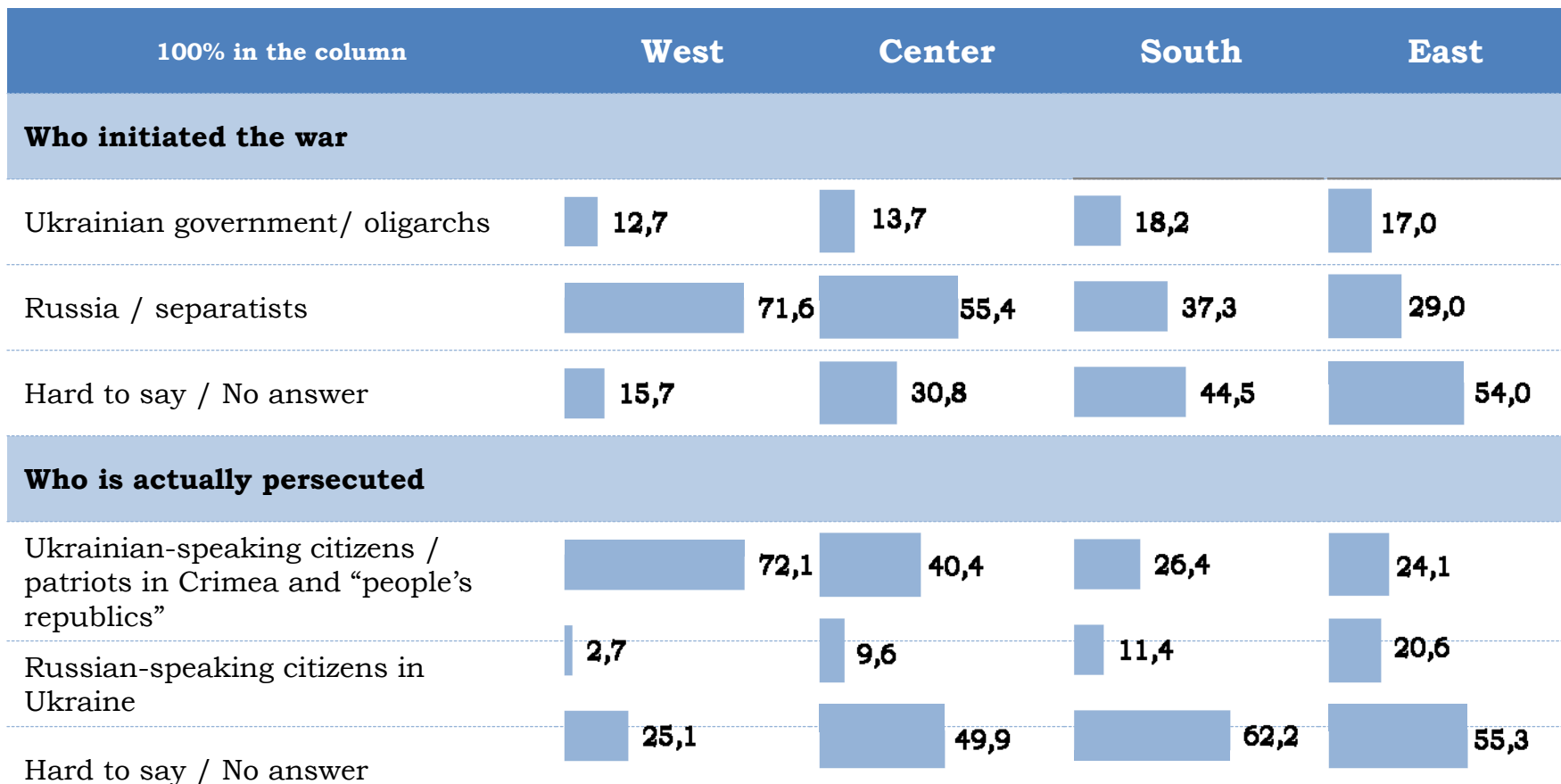
**INTERPRETATIONS OF CURRENT EVENTS IN THE CONTEXT OF
ANNEXATION OF CRIMEA AND THE CONFLICT IN DONBAS**

INTERPRETATIONS OF CURRENT EVENTS IN THE CONTEXT OF ANNEXATION OF CRIMEA AND THE CONFLICT IN DONBAS

Please select in each pair one sentence which best reflects your personal opinion about the events or state acts and decisions.

The war was initiated by Ukrainian government and oligarchs	15.0  51,8 <i>Hard to say / No answer – 33.2</i>	The war was initiated by separatists and Russia
In Ukraine there is an attack on the freedom of speech	29.6  32,8 <i>Hard to say / No answer – 37.7</i>	In Ukraine there are too much pro-Kremlin propagandist media , whereas the state's and society's reaction is too weak
The ban of Russian TV channels in Ukraine is a necessary step for the protection of state	36.6  43,7 <i>Hard to say / No answer – 19.7</i>	The ban of Russian TV channels in Ukraine is a mistake and only restricts citizens' rights
The ban of some Russian artists and movies in Ukraine is a necessary step for the protection of state	29.2  53,0 <i>Hard to say / No answer – 17.8</i>	The ban of some Russian artists and movies in Ukraine is a mistake and only restricts citizens' rights
The ban of Russian social networks is a necessary step for the protection of state	30.2  45,8 <i>Hard to say / No answer – 24.0</i>	The ban of Russian social networks is a mistake and only restricts citizens' rights
Ukrainian-speaking citizens and Ukrainian patriots are persecuted in Crimea and on territories controlled by "Donetsk/Luhansk people's republics"	43.3  9,6 <i>Hard to say / No answer – 47.0</i>	Ethnical Russians , Russian-speaking citizens and dissidents are persecuted in Ukraine













WHO INITIATED THE WAR AND WHO IS ACTUALLY PERSECUTED



BAN OF RUSSIAN TV CHANNELS, ARTISTS / MOVIES, SOCIAL NETWORKS

100% in the column	West	Center	South	East
Ban of TV channels				
Necessary step	55,5	37,6	26,0	15,1
Mistake	25,8	40,1	57,6	63,9
Hard to say / No answer	18,7	22,3	16,4	21,1
Ban of artists / movies				
Necessary step	52,3	24,9	20,5	9,8
Mistake	29,5	54,5	66,6	71,7
Hard to say / No answer	18,2	20,6	12,9	18,5
Ban of social networks				
Necessary step	53,0	27,0	19,1	13,2
Mistake	28,5	44,0	60,2	58,8
Hard to say / No answer	18,5	29,0	20,7	28,0

WHAT HAPPENS IN UKRAINE: ATTACK ON THE FREEDOM OF SPEECH OR COMBAT AGAINST PRO-KREMLIN PROPAGANDA

100% in the column	West	Center	South	East
Attack vs. combat				
Attack on the freedom of speech	 27,4	 23,1	 33,8	 43,3
Combat against pro-Kremlin propaganda	 47,0	 30,5	 29,5	 15,9
Hard to say / No answer	 25,6	 46,5	 36,7	 40,8



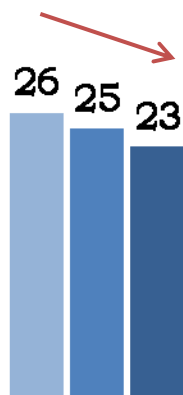


OPPOSITION TO RUSSIAN PROPAGANDA AND MEDIA LITERACY

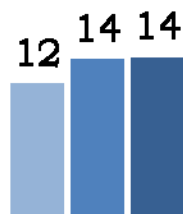
PERFORMANCE INDEX OF RUSSIAN PROPAGANDA

Index changes: 0 to 100, where 100 mean best performance of Russian propaganda

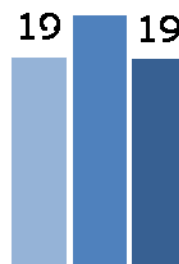
■ Feb.15 ■ Sept.16 ■ Dec.17



Ukraine



West



Center



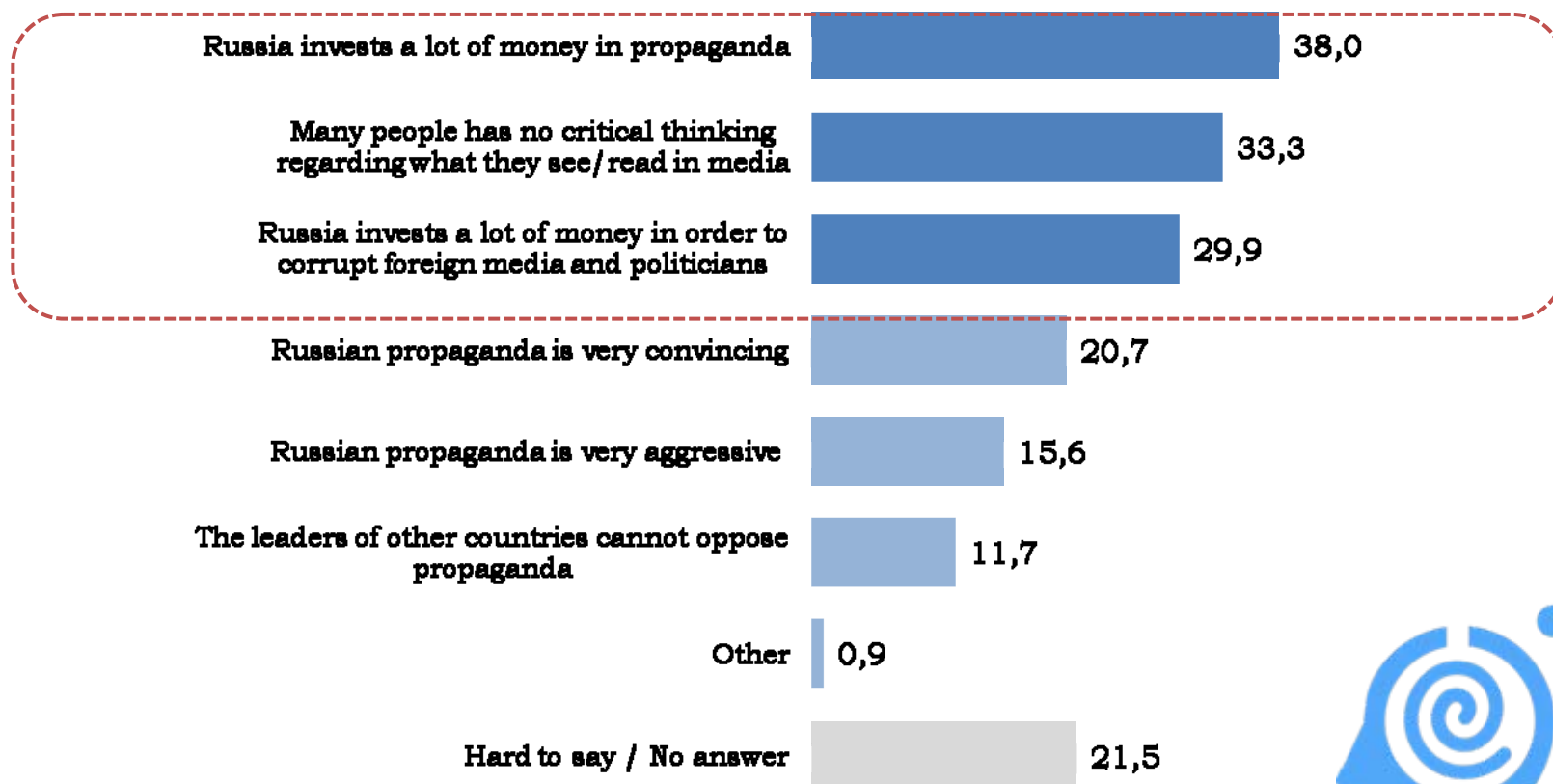
South



East

RUSSIAN PROPAGANDA'S "SECRET OF INFLUENCE"

In your opinion, what is the **secret of influence of Kremlin propaganda** on many people in the whole world?

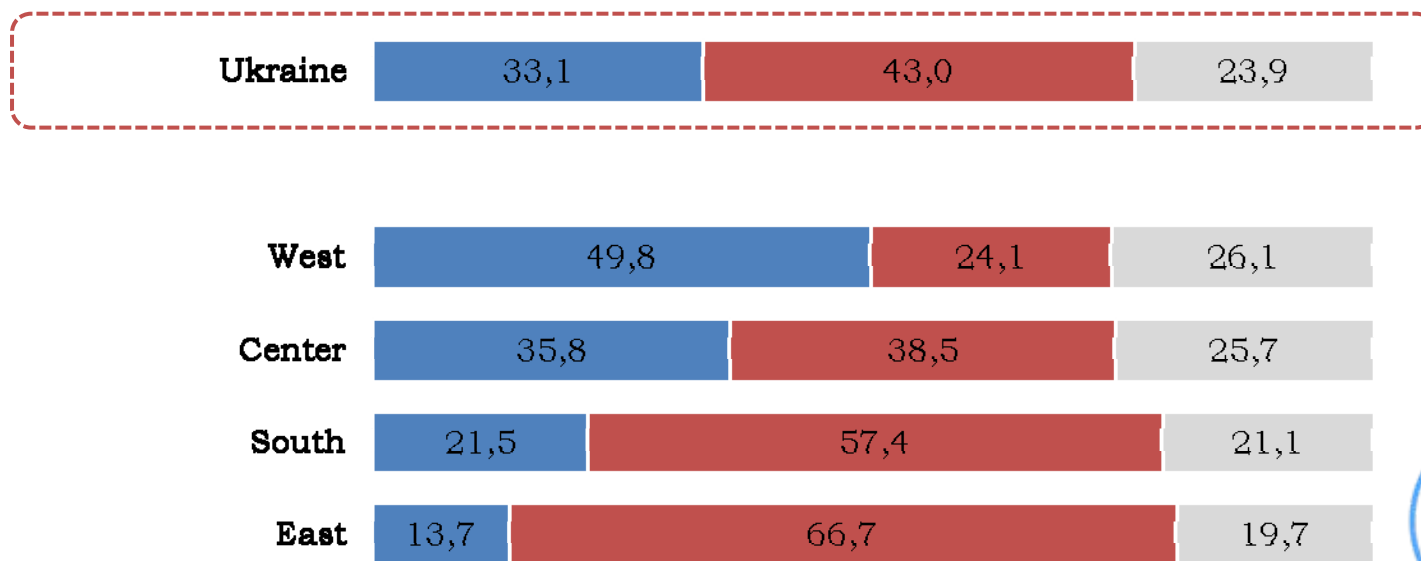


INTRODUCTION OF QUOTAS FOR UKRANIAN LANGUAGE ON RADIO AND TV

Only one third of the population supports the quotas. At the same time, of those who support this step, only one third believe that the state and NGOs do enough.

Do you believe that **introduction of quotas for Ukrainian language on radio and TV** is expedient?

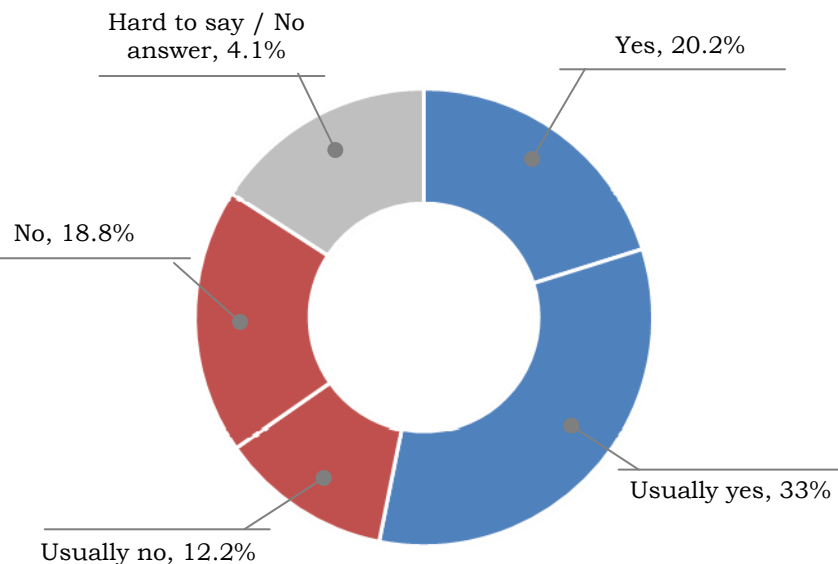
■ Yes ■ No ■ Hard to say / No answer



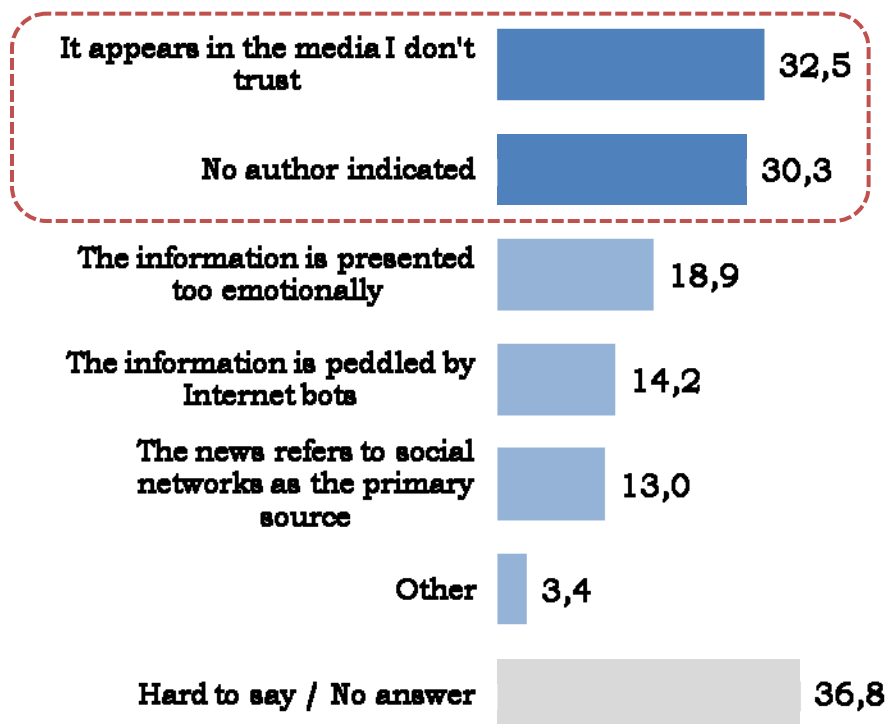
SELF-ASSESSMENT OF ONE'S ABILITY TO RECOGNIZE FAKES AND CRITERIA OF IDENTIFICATION OF ROTTEN INFORMATION



**Do you believe that you yourself can distinguish
good-quality information from disinformation
and fakes?**



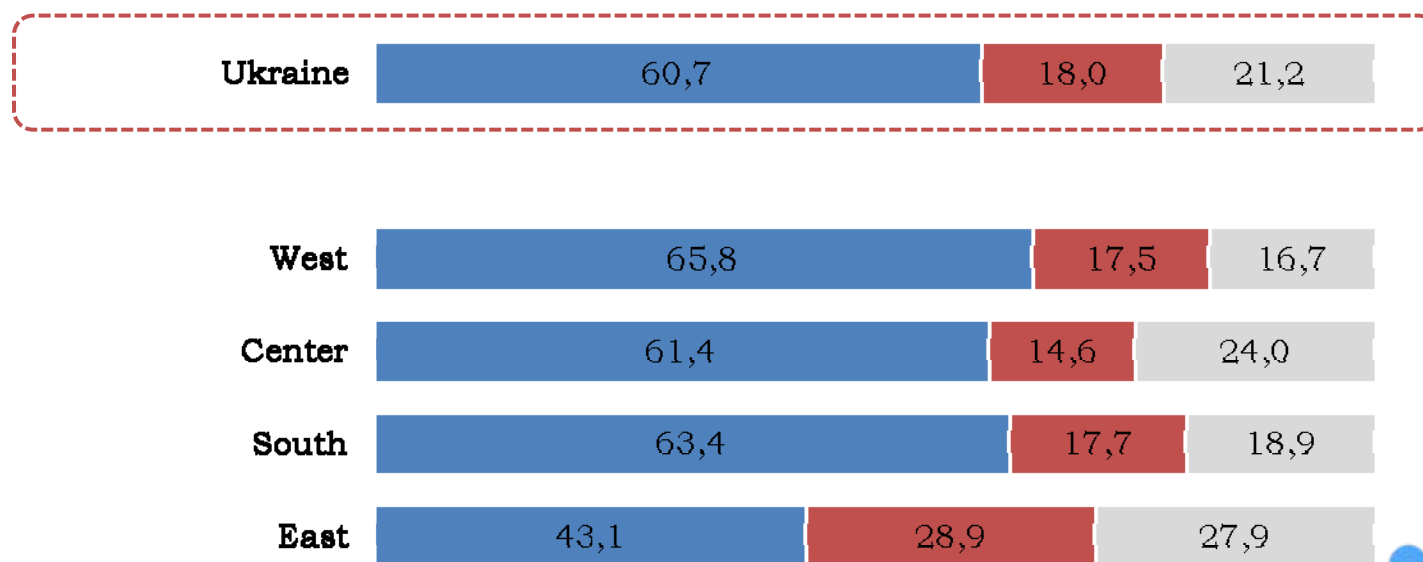
How do you identify fake information?



THE NEED TO ENHANCE MEDIA LITERACY OF THE POPULATION

In your opinion, is there a need for the state and NGOs to teach media literacy, ability to critically process information, distinguish good-quality information from bad-quality information and information from disinformation?

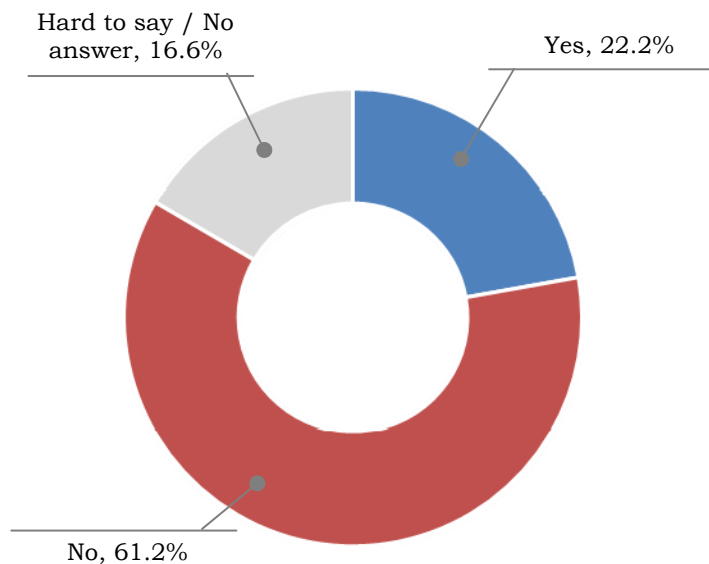
■ Yes ■ No ■ Hard to say / No answer



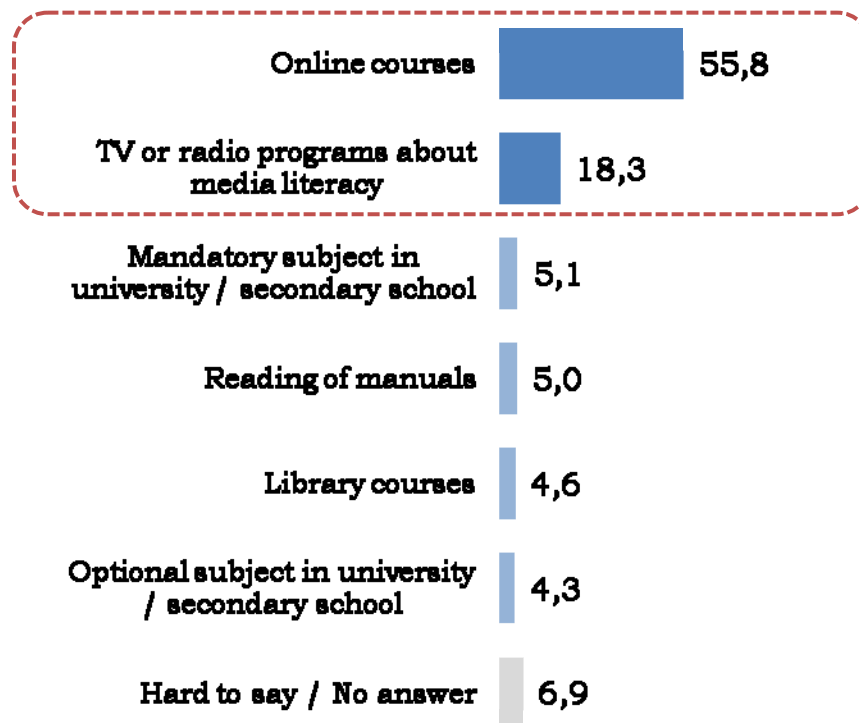
PERSONAL READINESS TO RECEIVE TRAINING FOR MEDIA LITERACY ENHANCEMENT



Would you yourself agree to receive training, including online, for the enhancement of your media literacy?



Which way of training would be most convenient for you?



THANK YOU FOR YOUR ATTENTION!

