



# Media Monitoring Methodology

October 2015

Rasťo Kužel &  
Oleksandr Chekmyshev

Thomson Foundation  
+44 20 3440 2440  
46 Chancery Lane  
London WC2A 1JE

[thomsonfoundation.org](http://thomsonfoundation.org)





# Media monitoring methodology

## Monitoring of media coverage of Internally Displaced Persons

Rasťo Kužel & Oleksandr Chekmyshev

*“The mass communications media provide information to most voters that is essential to the choice they exercise at the ballot box. Therefore, proper media conduct toward all political parties and candidates, as well as proper media conduct in the presentation of information that is relevant to electoral choices, are crucial to achieving democratic elections. Monitoring media conduct – when done impartially, proficiently and based on a credible methodology – establishes whether this key aspect of an election process contributes to or subverts the democratic nature of elections. Media monitoring can measure the amount of coverage of electoral subjects, the presence of news bias, appropriateness of media access for political competitors and the adequacy of information conveyed to voters through news, direct political messages, public information programming and voter education announcements. Shortcomings in media conduct can be identified through monitoring in time for corrective action. Abuse of the mass media power to affect voter choices also can be documented, which allows the population and the international community to appropriately characterize the true nature of the electoral process.”<sup>1</sup>*

Robert Norris and Patrick Merloe

### INTRODUCTION

This document presents a methodology for monitoring the Ukrainian regional media in the framework of the “Regional Voices: Strengthening conflict sensitive coverage in Ukraine’s regional media” project financed by the European Union and implemented by the Thomson Foundation, the European Journalism Centre, Association Spilnyi Prostir, MEMO 98 and the Institute for Regional Media and Information. The overall objective of the project is to decrease potential areas of conflict through balanced news output in the regional media, thereby contributing to a decrease in communal tensions, specifically between IDPs and their host communities. This will be achieved by strengthening regional media’s ability to respond to the conflict through enhanced independence and quality of content as well as by strengthening regional media access to networks, both within Ukraine and beyond its borders.

The project envisions development of an early warning capacity of incendiary coverage of conflict related issues through consistent media monitoring and evaluation, including on election coverage, of participating regional media. The intention of this document is to help local media monitors to familiarize themselves with the methodology of media monitoring which will be applied in the course of the project.

### MEDIA MONITORING METHODOLOGY

The methodology for the media monitoring has been developed jointly by the Slovak media monitoring organisation MEMO 98 which has used it in some 51 countries around the world and the Ukrainian association Spilnyi Prostir. It employs quantitative and

qualitative methodological tools according to international standards for media monitoring. Given its comprehensive content-oriented approach, it is specially designed to provide in-depth feedback on pluralism and diversity in media reporting, including coverage of chosen subjects/themes.

### QUANTITATIVE ANALYSIS

The quantitative component of the monitoring consists of a content analysis of a representative sample of media outlets, focusing on compliance with standards that are themselves quantitative, such as the amount of time or space. Media monitors measure the total amount of time and space devoted to monitored “subjects” (IDPs, political parties, local government, president etc.) as well as to selected monitored topics related to IDPs – e.g. shelter, employment, health, social adaptation etc. In doing so, we can determine whether or not broadcasters are complying with certain legal and ethical obligations, such as the requirement that broadcasters respect political and social pluralism.

To monitor the broadcast media (television and radio), monitors use stopwatches (a DVD timer could also be used for television) to measure the actual “direct appearance time” of previously selected subjects. They also separately record each instance where a subject is mentioned indirectly (e.g. by a news presenter or by someone else) as a “reference”.

Quantitative analysis also evaluates whether the information about selected monitored subjects is positive, negative, or neutral in its content. Positive and negative ratings refer to whether or not a viewer is offered a positive or negative impression of the sub-



<sup>1</sup> Media Monitoring to Promote Democratic Elections: An Ndi Handbook for Citizen Organizations, Hardcover – Jul 2002 by Robert Norris and Patrick Merloe: [https://www.ndi.org/files/1420\\_elect\\_media\\_02\\_1-31\\_0.pdf](https://www.ndi.org/files/1420_elect_media_02_1-31_0.pdf)



# Media Monitoring Methodology

## Monitoring of media coverage of Internally Displaced Persons

ject or topic. These data are recorded for all stories and presented graphically to illustrate differences between outlets and differences over time (see below).

It is important to keep in mind that it is the behavior of media outlets that is being assessed, not the monitored subjects. Positive and negative evaluation refers to whether or not a viewer is offered a positive or negative impression of the subject or topic. Examples of positive evaluation of the selected subject would be: subject A is a very popular member of the parliament; people like subject A; A is a respected politician. Examples of negative evaluation would be: B is a political loser; B is not an honest politician. If there is no positive or negative evaluation, the message is rated as neutral, for example when the report says: subject C is a candidate.

Moreover, it is also important to understand the context in which the message is reported, giving the message positive or negative light just by the nature

of the story or event reported. For example, the fact that subject A negotiated the peace agreement, or the fact that the unemployment rate in the country will be reduced due to new law proposed by the member of parliament A is perceived by the majority of society as a rather positive development. On the other hand, inherently negative stories could feature for instance: subject B, a minister whose car injured a pedestrian because it did not respect the speed limits. The fact that: subject C participated at parliament session is neutral.

The tone of the coverage is positive if the way the message is presented and the nature of the message are both positive, similarly if both factors are negative, the tone is negative. The neutral tone is the result of both factors being neutral. If the way the message is presented and the context of the message do not match, monitors have to determine the tone according to what is the prevailing factor (so it could be either the content of the story or context).

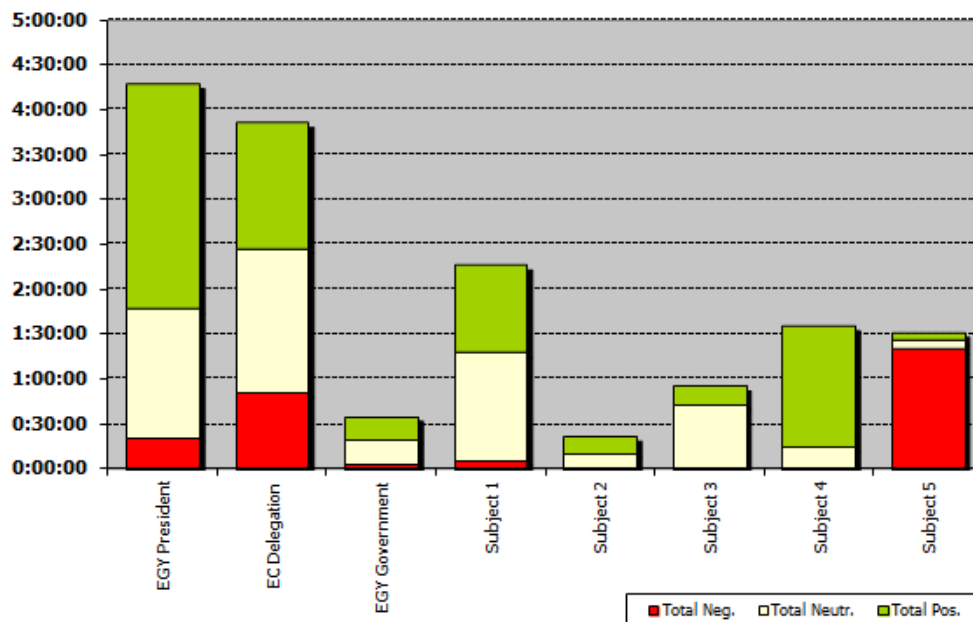
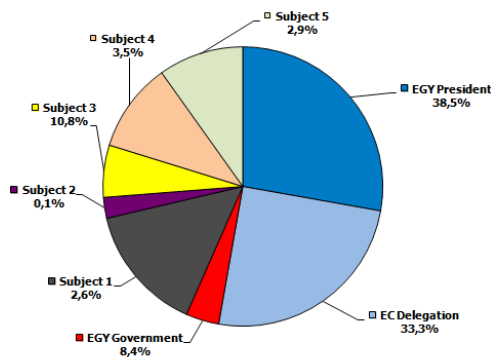
The evaluation mark is thus attached to all monitored subjects to determine whether the subject was presented in positive, negative, or neutral light. The description of the five-level evaluation scale is as follows: Grade 1 and 2 mean that a certain monitored subject was presented in a very positive (1) or positive (2) light respectively; in both instances the news coverage is favourable. Grade 3 is a "neutral mark", with the coverage being solely factual, without positive or negative connotations. Grades 4 or 5 signify that a subject was presented in a negative or very negative light respectively. Such coverage has

negative connotations, accusations or one-sided criticism of a subject portrayed in an item or story. It is always important to consider the actual evaluation (judgment) on the monitored subject and also the context of the story or item.

In order to eliminate any elements of subjectivity present in qualitative analysis, a monitoring coordinator should do frequent checks on how individual monitors analyse the media. Where there is a difference of opinion over the evaluation of a particular item, the whole monitoring team (or a team leader) evaluates the item before making a final decision on its "tone."

The five-grade scale is designed to provide monitors with a larger scale of choice they are to make in evaluating the presentation of political entities. Balanced news coverage means that a media outlet attempts to cover events in a balanced, fair and objective manner by offering time or space to all subjects of a certain item to present their views. Such news item is purely informative and does not contain any one-sided evaluating standpoints or criticism.

When using quantitative monitoring, it is necessary to set the unit of analysis. This refers to the different blocks of broadcast time that is monitored, measured and assigned various codes. The unit of analysis is determined according to what sort of monitoring is being conducted. For example, for advertising, the unit of analysis is each advertisement. For monitoring of media coverage of elections, it is the actual time that each monitored subject is referred to or speaks directly on air.







## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

It is important however to monitor the unit of analysis in relation to the unit of context, depending on what is being monitored. The unit of context for advertising is both the hour and the day (or 24 hours) since there are legal obligations about the proportion of advertising that can be broadcast within each hour and in the course of a day. For the news item the unit of context can be the whole news program - as it is also important to determine the order in which different items are broadcast (as some politicians/political parties could always be covered at the beginning of the news whereas others always at the end). In addition, the unit of context can also be the news programs in a longer period (one or two weeks) – to determine if a story is balanced over a period of time (e.g. if it is reported over a longer period).

#### MEDIA MONITORING INDICATORS

Indicators in media monitoring (as in all social science research) have to meet two important criteria. They must be both reliable and valid.

★ **Reliability** means that the indicators should be consistently identified by any trained monitor. As such, assigning each code would always produce the same result regardless of who is doing the monitoring. This is achieved first by selecting indicators that are objectively verifiable – they are not the result of subjective opinions or preference on the part of a monitor. Time-related indicators are clearly objective, as are pre-determined lists of codes that identify different topics or different types of people who appear in the broadcast. Consistency is achieved by a systematic and thorough training and practice.

★ **Validity** means that the selected indicators actually show what they are intended to show. Indicators must be selected for a clear purpose and not interpreted to show more than they actually indicate. For example, counting the number of times women are cited as sources does not necessary indicate that the media have a gender bias. If women's voices are under-reported there are several possible explanations for this. It might be media bias, but it may equally be that institutions of government, political parties and businesses do not choose women to represent them.

The common indicators that are generally used in the monitoring methodologies described here are the sources of information identified in broadcasts, the topics that are covered and, of course, the time allocated to different topics and speakers. If we want to do a more complex evaluation, we need to add other indicators. Statistical analysis of these







## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons



THOMSON FOUNDATION/HROMADSKJE DISPLACED PROJECT

indicators is not especially complex. The monitoring data gathered during a monitoring exercise are descriptive rather than inferential. This means that analysis only addresses the actual broadcasts that have been monitored and does not attempt to predict the characteristics of other broadcasts that have not been monitored (by techniques such as regression analysis).

The main analytic techniques used are aggregation and cross-tabulation. Aggregation simply consists of adding up (and comparing) data such as the amount of direct and indirect broadcast time afforded to politicians or other monitored subjects. Cross-tabulation or crossing variables, which is easily carried out even with the basic spreadsheet software, compares the distribution of frequency of a variable with another variable, to check their degree of association. This could indicate, for example, if a politician was more quoted by one television than by another. A more complex analysis could show the association between the topics reported by the media and the sources that they use, or which types of alcohol are more likely to feature in advertising aimed at young people. The possibilities for crossing variables are extensive. There are some examples of the crossing of variables in this document.<sup>2</sup>

Quantitative analysis focuses on the amount of time allocated to selected political and other relevant entities (local government, government, president, IDPs) and the tone of the coverage in which these entities were portrayed – positive, neutral and negative. The monitoring also focuses on thematic and geographical structure of the news, evaluating the thematic and geographical diversity by measuring the actual time devoted to different topics and focusing on the

geographical area from where the news is broadcast. Below is a concrete example of what entities/subjects and topics were included into the monitoring. In addition, the monitoring team focused on the geographical area of coverage.

The key questions to be answered when monitoring the news programmes include:

- ★ Was there any bias in quantity of time allocated to actors and entities?
- ★ Were political actors given a fair amount of time, reflecting the scope of activities? Is there much more coverage of one party than another? Can this be justified by news values?
- ★ Was there any bias in quality?
- ★ Does the tone of coverage favour one party over another?

The time given to political actors is only a basic indicator of fairness of the media coverage given to political figures. The direct speech segments of actors' speeches are more attractive for the viewers or listeners and also they give political actors more "direct" access to media to convey their messages, in contrast with reproduced segments of broadcasts presenting actors indirectly. However, it is editors or journalists who select segments of the direct speech that appear in the news programmes, not the political actors. The time given to actors cross-tabulated with the tone of the coverage and with the direct speech provide by far more accurate picture of the approach the media have taken in their coverage of relevant actors.

The objective of the project is to decrease potential areas of conflict through balanced news output in the regional media, thereby contributing to a decrease in communal tensions, specifically between IDPs and their host communities

<sup>2</sup> Media Monitoring Indicators – described by Richard Carver (Oxford Brookes University/Oxford Media Research) and Marek Mracka (MEMO 98) in Monitoring Moldovan Broadcasters: Methods and Techniques





## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

It is obvious that balance between competing parties or candidates may not be reflected in a single news bulletin (This may be the case, for example, if one party is launching its manifesto or holding a major campaign event). However, the expectation would be that over a longer period of time there should be a balance of coverage that provides a fair reflection of all parties and candidates. This is why it is recommended to conduct the monitoring of political diversity in the media reporting for a minimum period of two weeks before identifying any tendencies & trends and before drawing any conclusions. As the election day grows closer, it will be more important to ensure that there is balance within a shorter period of time, since there will be less time available for candidates to respond to their political opponents.

[MONITORING SAMPLE: SEE THE ANNEX](#)

[LIST OF MONITORING ENTITIES/SUBJECTS](#)

- ★ President
- ★ Government
- ★ Local Government
- ★ Political parties
- ★ IDPs
- ★ Volunteers
- ★ NGOs
- ★ International organisations
- ★ Church

[LIST OF MONITORED TOPICS](#)

#### Internally Displaced Persons

- ★ **Shelter** (module camps, resettlement of IDPs, systematic planning, lack of accommodation capacity etc)
- ★ **Employment** (impact of massive influx of work force on “salary market”, ability of IDPs to find a job, business operations by IDPs in the regions, grants provided to IDPs by international organisations)
- ★ **Health care** (H1N1 flu, tuberculosis, immunisations campaigns, specialized IDP healthcare)
- ★ **Social adaptation and community life** (free legal assistance for IDPs, psychological rehabilitation courses, partnership with local businesses to promote social adaptation, special programmes supporting children, social assistance to retired IDPs, charity, cultural events, social tensions)
- ★ Social tension
- ★ Crime
- ★ “Fake IDPs”



Images (above): Media monitors conduct quantitative analysis of television



## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

- ★ Business
- ★ Education
- ★ Elections (voting rights campaigning)
- ★ State Aid
- ★ Charity
- ★ Role of Church
- ★ Other

#### GEOGRAPHICAL AREA OF COVERAGE

- ★ ARC
- ★ Vinnytsia region
- ★ Volyn region
- ★ Dnipropetrovsk region
- ★ Donetsk region
- ★ Zhitomir region
- ★ Transcarpathian
- ★ Zaporozhye region
- ★ Ivano-Frankivsk region
- ★ Kirovohrad region
- ★ Luhansk region
- ★ Lviv region
- ★ Mykolaiv region
- ★ Odessa region
- ★ Poltava
- ★ Rivne region
- ★ Sumy region
- ★ Ternopil region
- ★ Kharkiv region
- ★ Kherson region
- ★ Khmelnytsky region
- ★ Cherkasy region
- ★ Chernivtsi region
- ★ Chernihiv region

#### QUALITATIVE ANALYSIS

Qualitative media monitoring is used to assess the performance of media against measures, such as ethical or professional standards, that cannot be easily quantified. These standards include but are not limited to balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language.

For this particular qualitative analysis, we would ask our monitors to:

- ★ identify the sources for a story;
- ★ evaluate the placement of selected stories and items in comparison with other reported topics and issues;
- ★ evaluate the overall quality of information provided about selected subjects & topics;
- ★ evaluate journalist's knowledge of the reported subject & topic;

- ★ evaluate the ability of the author to work with facts and information;
- ★ evaluate the ability of the author to engage audience;
- ★ overall impression of how the media outlet covers selected subject & topics related to IDPs and local elections;
- ★ in case an interview is conducted, are the questions fair or "loaded;"
- ★ how does the language shape the audience's understanding and perception of a story;
- ★ does the media outlet use certain language, graphics and camera angles to influence the audience's perception of the monitored subjects and topics;
- ★ evaluate journalist's involvement in the story

Other relevant issues that should be included into qualitative analysis of IDPs are as follows:

- ★ Do journalists/media adhere to principles of even handed, non-sensational reporting when it comes to reporting on IDPs? Are journalists providing analytical coverage of issues related to IDPs, looking deeper into some of the more difficult or even controversial issues, or are they playing it "safe" instead?
- ★ Are 'human stories' incorporated for 'human face' element sake or do they lead to a proper journalistic investigation?
- ★ Do journalists/media only identifying the problem (with IDPs) or do they attempt to establish a public forum at local level, aimed at solving the problem?
- ★ Are journalists/media producing their own original stories or do they simply use ("recycle") stories taken from news wires or "national" media?
- ★ Are journalists 'making a point' on a particular side rather than providing a balanced objective view on the issue or problem in question?
- ★ Are journalists/media able to work with a range of different sources of information (diverse sources of expertise)? When using data or statements from officials, do journalists/media confront & question them? Do they use proper fact-checking?
- ★ Are media preserving correctness in the terminology they use while reporting on IDPs or are they using some derogatory words when referring to IDPs?
- ★ Are media able to differentiate between 'internally displaced persons' and refugees?

Other relevant issues that should be included into qualitative analysis related to the media coverage of local elections are as follows:

- ★ Is there any relevant information missing?

The time given to political actors is only a basic indicator of fairness of the media coverage given to political figures. The direct speech segments of actors' speeches are more attractive for the viewers or listeners and also they give political actors more "direct" access to media to convey their messages





## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

(media often avoid the problem of how to cover politically or socially sensitive stories by simply not covering them at all. It is also important to look at how or whether gender issues are covered.)

- ★ Choice of issues (Does the selection of news items favor the agenda of one party or another, even if there is no explicit bias?)
- ★ Similar style of coverage (Are campaign events of different candidates reported in similar ways / for example, do they all receive actuality footage or direct quotation) or do only some of them?
- ★ The incumbent factor (Are the activities of incumbent officeholders who are also candidates properly reported – or are the two roles confused to the incumbents' advantage?)
- ★ Positioning items (Are items about the opposition placed alongside other unfavorable stories /e.g. foreign accounts of political violence/ to create an unfavorable impression?)
- ★ Priority (Are some candidates always reported ahead of others in the running order of bulletins?)
- ★ Inflammatory language (Are inflammatory language or actual incidents of violence reported in an accurate, sober and balanced manner, with all sides quoted? Or is media reporting itself inflammatory and unbalanced, with the danger that it could lead to further violence?)
- ★ Manipulative use of film, picture and sound (camera angles, distance of the camera from the candidates, light, quality of the sound, use of footage which does not correspondent with the content of the story or which provide negative or positive tone to the story)

A key component of the monitoring methodology developed here is that it is a qualitative approach to monitoring the content of the media. Qualitative analysis evaluates the performance of selected media outlets against ethical and professional standards, such as balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language that cannot be easily quantified. These data are reported separately and integrated in the comments and conclusions of the final report.

#### DATA COLLECTION

For each day's coverage, monitors complete a monitoring form (see annex for monitoring forms). These forms will be entered by monitors into a special monitoring programme (database) and checked by supervisors.

#### DATA ENTRY AND MONITORING DATABASE

The methodologies described above could be used in conjunction with a widely available spread sheet or database software (such as Microsoft Excel or Access), with more sophisticated analysis carried out through a specialized statistical package, if required. The last phase of working with data is data processing – computer data processing and storage has several advantages:

- ★ Possibility to store data in PC
- ★ Flexibility and simple data manipulation, e.g. specific data selection and evaluation
- ★ Graphic abilities, its direct use in presentations

Since the monitoring forms consist of a relatively small number of different data types and the data can be easily organised according to the given criteria, Microsoft Excel (in combination with the whole Microsoft Office package) is suitable for processing the results of monitoring process. The data that is acquired during the monitoring consist of subject/affiliation, time (direct, indirect and total), evaluation, item start, item end, topic and its time.

Media monitoring activities are conducted by a team of monitors, who were trained in the procedures and techniques of media monitoring. The necessary equipment the media monitoring team requires for their daily tasks include equipment for recording the media broadcasts, and equipment allowing the viewing, coding and input into computers of all information received from the monitoring activities. In addition, there should be capacity to store information, both the recorded broadcasts and the data gathered.

#### COVERAGE OF POLITICAL CONTESTANTS AND OTHER RELEVANT ENTITIES

As for the coverage of political contestants and other relevant entities, the unit of analysis is the time that is devoted to each contestant or entity (counted in seconds). In addition to calculating how much time (on seconds) and space (number of symbols in newspapers and words in online media) relevant entities receive in the media, it is important to understand how the time is used. Equal time does not automatically mean equal coverage. The tone of the coverage and how the actor or entity is portrayed is important information complementing the data on time allocation. The sequence of time related with relevant political actor is coded according to the following variables: the total time,

and the tone of the coverage (positive, neutral, negative). Within a programme, which is the unit of context, there are numerous units of analysis related to various political actors or entities. The units of analyses are recorded and coded separately with selected variables.

#### SELECTED BIOGRAPHY

- ★ Giovanna Maiola, Michael Meyer-Resende, Regulation of Mass Media Activities during Elections
- ★ OSCE/ODIHR, CoE Venice Commission, European Commission, Guidelines on Media Analysis during Election Observation Missions
- ★ M. Pinto-Duschinsky, Mass Media and Elections
- ★ Article 19, Guidelines for Election Broadcasting in Transitional Democracies
- ★ Council of Europe, Committee of Ministers, Recommendation CM(2007) 15, 7 November 2007
- ★ Recommendation No. R/99/ 15, Committee of Ministers, Council of Europe
- ★ Venice Commission, Code of Good Practice in Electoral Matters
- ★ Marek Mračka (MEMO 98) and Richard Carver (Oxford Brookes University/Oxford Media Research), Monitoring Moldovan Broadcasters: Methods and Techniques



#### ANNEX MONITORING FORMS AND LIST OF MONITORED MEDIA

Following are the monitoring forms used in this project by monitors for qualitative analysis. Each monitor monitors all relevant TV news items, newspapers and online media articles and answers questions included in the qualitative forms. In addition, monitors use a specially designed interface programme for the collection of quantitative data (they also fill out a form in excel sheets for backup). Monitors enter their name, the name of the monitored channel, the name, type and date of the programme. The form also contains the total duration of monitored item, name/affiliation of the monitored subject, the exact time of appearance. ●





# Media Monitoring Methodology

## Monitoring of media coverage of Internally Displaced Persons

### Qualitative analysis questionnaire: news programme



Monitor's name:	Date & time of broadcasting:
Media outlet:	Duration of programme:
Name of the programme:	Number of stories (headlines + news items):

★ Do journalists/media adhere to principles of even handed, non-sensational reporting when it comes to reporting on IDPs? Are journalists providing analytical coverage of issues related to IDPs, looking deeper into some of the more difficult or even controversial issues, or are they playing it "safe" instead?

★ Are 'human stories' incorporated for 'human face' element sake or do they lead to a proper journalistic investigation?

★ Do journalists/media only identify the problem (with IDPs) or do they attempt to establish a public forum at local level, aimed at solving the problem?

★ Are journalists/media producing their own original stories or do they simply use ("recycle") stories taken from news wires or "national" media?

★ Are journalists 'making a point' on a particular side rather than providing a balanced objective view on the issue or problem in question?

★ Are journalists/media able to work with a range of different sources of information (diverse sources of expertise)? When using data or statements from officials, do journalists/media confront & question them? Do they use proper fact-checking?

★ Are media preserving correctness in the terminology they use while reporting on IDPs or are they using some derogatory words when referring to IDPs?

★ Are media able to differentiate between 'internally displaced persons' and refugees?

★ Were any political figures or parties in connection with the IDP coverage excluded from this broadcast? Over time, does this indicate a pattern by this media outlet?

★ Did media focus on the fact that IDPs do not have the right to exercise their right to vote in these elections?

★ Did the media outlet appear to make an effort to include different points of views and information in the items about IDPs?

Did you note any "MEDIA EFFECTS" that could indicate bias, distortion or manipulation by the media? (PLEASE CITE ITEM AND TIME, AND DESCRIBE FULLY)

Do the video images, photos, or graphics used in this report present the subject fairly and relevant to the subject of the report. Do the images presented appear to accurately reflect the facts of the situation?

★ Please note any statements or reporting you feel were distorted, untruthful, or prejudicial against IDPs (PLEASE CITE ITEM AND TIME, AND QUOTE WORD-FOR-WORD)

Does a journalist make statements that are not factual?

Does a journalists use language or descriptions that are flattering or derogatory to IDPs?

Does a journalist make statements that may be attacks on IDPs?

Does a journalist report as fact similar statements made by anyone else?

★ Was there any description or language used that you feel was biased or incorrect? Please be as specific as possible (PLEASE CITE ITEM AND TIME, AND QUOTE WORD-FOR-WORD)

Does the journalist use specific words or descriptions that give a negative or positive image of a particular person, party or group?

★ Any other comments?



# Media Monitoring Methodology

## Monitoring of media coverage of Internally Displaced Persons

### Qualitative analysis questionnaire: internet & print media



Monitor's name:	Date of newspaper publication:
Media outlet:	Duration of programme:
Name of the programme:	Number of relevant stories:

★ Do journalists/media adhere to principles of even handed, non-sensational reporting when it comes to reporting on IDPs? Are journalists providing analytical coverage of issues related to IDPs, looking deeper into some of the more difficult or even controversial issues, or are they playing it "safe" instead?

---

★ Are 'human stories' incorporated for 'human face' element sake or do they lead to a proper journalistic investigation?

---

★ Do journalists/media only identify the problem (with IDPs) or do they attempt to establish a public forum at local level, aimed at solving the problem?

---

★ Are journalists/media producing their own original stories or do they simply use ("recycle") stories taken from news wires or "national" media?

---

★ Are journalists 'making a point' on a particular side rather than providing a balanced objective view on the issue or problem in question?

---

★ Are journalists/media able to work with a range of different sources of information (diverse sources of expertise)? When using data or statements from officials, do journalists/media confront & question them? Do they use proper fact-checking?

★ Are media preserving correctness in the terminology they use while reporting on IDPs or are they using some derogatory words when referring to IDPs?

---

★ Are media able to differentiate between 'internally displaced persons' and refugees?

---

★ Were any political figures or parties in connection with the IDP coverage excluded from this broadcast? Over time, does this indicate a pattern by this media outlet?

---

★ Did media focus on the fact that IDPs do not have the right to exercise their right to vote in these elections?

---

★ Did the media outlet appear to make an effort to include different points of views and information in the items about IDPs?

---

Did you note any "MEDIA EFFECTS" that could indicate bias, distortion or manipulation by the media? (PLEASE CITE ITEM AND TIME, AND DESCRIBE FULLY)

Do the video images, photos, or graphics used in this report present the subject fairly and relevant to the subject of the report. Do the images presented appear to accurately reflect the facts of the situation?

★ Please note any statements or reporting you feel were distorted, untruthful, or prejudicial against IDPs (PLEASE CITE ITEM AND TIME, AND QUOTE WORD-FOR-WORD)

Does a journalist make statements that are not factual?

Does a journalists use language or descriptions that are flattering or derogatory to IDPs?

Does a journalist make statements that may be attacks on IDPs?

Does a journalist report as fact similar statements made by anyone else?

---

★ Was there any description or language used that you feel was biased or incorrect? Please be as specific as possible (PLEASE CITE ITEM AND TIME, AND QUOTE WORD-FOR-WORD)

Does the journalist use specific words or descriptions that give a negative or positive image of a particular person, party or group?

---

★ Any other comments?

---





## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

#### LIST OF MONITORED MEDIA

	REGION	TV	PRINT	ONLINE
1	Volyn	Volyn State TV TK Avers	Volyn-Nova Visnyk K Vidomosti	Volynski novyny Volyn Post
2	Vinnytsia	VDT-6 (Vintera) TK Vita TK Doba	33 kanal	Moya Vinnytsia 20minut.ua Vinnitsa life i-vin
3	Dnipropetrovsk	51 Channel 34 Channel 11 Channel	Zorya Dnepr Vecherniy Litsa Chervonyi Girnyk	Gorod.dp.ua Dnepr Post Dnepr Glavnoye DneproGrad 0564.ua
4	Donetsk	Donetsk State TV (online version)  TV Orbita (online version)	Newspaper Donbass (online version)	Ostrov Novosti Donbassa Svobodnyi Donbass www.062.com.ua DonPress Mariupol town website Horlovka Media Portal Artemovsk webportal Novosti Kramatorska Krasnoarmeysk and Dmitrova towns platform – Novosti Dobropolya Slovyansk town website Mariupol news portal
5	Zhytomyr	ZhODTRK, CK1	20 khvylyn Zhytomyrshchyna	Zhytomyr info Rupor Zhytomyra Reporter Zhytomyra



## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

#### LIST OF MONITORED MEDIA CONTINUED

6	Zakarpattya	Tysa-1 M-Studio	Novyny Zakarpattya RIO Zakarpats'ka Pravda	Mukachevo.net Zaholovok.com.ua Zakarpattya.net.ua
7	Zaporizhzhya	TV-5 ZODTRK	MIG Subota Plus	061 Golos Opennews
8	Ivano-Frankivsk	OTB Galychyna 3 Studio	Galychyna Reporter Galyts'kyi correspondent	Firtka.if.ua Galka.if.ua Kurs.if.ua
9	Kirovograd	ODTRK Kirovograd; TTV Kirovograd	Kirovogradska Pravda Ukrayina - Tsentr	Grechka Ves Kirovograd Akula
10	Luhansk	1 Lot Luhanske oblasne TV	Severodonetski Visti Rubizhanski novyny	Ostrov-Luhansk Irta Faks Trybun
11	Lviv	TRK Lviv ZIK	Vysokyi Zamok Ekspres Lvivska poshta	Lvivskiy Portal Zahid.net Galinfo
12	Mykolayiv	ODTRK Mykolayiv; TRK Mart	Vecherniy Nikolayev Nikolayevskiy Novosti; Uzhnaya Pravda	Novosti- Prestupnosti.net
13	Odessa	OODTRK 1 Miskyi 7 Kanal	Odeskiye Izvestiya Odeskiy Vestnik Vechernyaya Odessa	Dumskaya.net TrassaE95 Reporter
14	Poltava	ODTRK Ltava TK Vizyt	Novyny Poltavshchyny; Poltavshchyna	Zorya Poltavshchyny Telegraf





## Media Monitoring Methodology

### Monitoring of media coverage of Internally Displaced Persons

#### LIST OF MONITORED MEDIA CONTINUED

15	Rivne	Rivne 1 RTB TK Sfera	Rivne Vechirnie Rivne Expres Visti Rivnenshchyny Rivnenska Pravda	4 vlada Charivne VSE ERVE
16	Sumy	ODTRK ATV	Sumshchyna DS-Ekspres Panorama	Dankor Xpress
17	Ternopil	TV – 4 TODK	Vilne Zhyttia Svoboda	Pogliad Za Zbruchem
18	Kharkiv	OTB ATN	Slobidskyi Kray Vecherniy Kharkov Vremya	057.ua Vostochnyi dozor Gorod X
19	Kherson	Skifia VTV+	Khersons'kyi Visnyk Gryvna Novyi Den'	Khersonskiye Vesti Kherson-online Khersontsy
20	Khmelnytskyi	TRK Podillia-Tsentr; TRK Misto	Podils'ki Visti Proskuriv Podillia	Nezalezhnyi Gromads'kyi Portal Vsim
21	Cherkasy	TK Vikna ODTRK Ros'	Vechirni Cherkasy Nova Doba	ProCherk Infomist
22	Chernivtsi	CHDTRK TRK Chernivtsi TBA	Molodyi Bukovynets' Chernivtsi Poglyad	Buinfo Vid I Do
23	Chernihiv	ODTRK Siver-Tsentr; Dytynets'	Cem' Dney Gart Desnyans'ka Pravda	0462.ua pik.cn.ua val.ua
24	Crimea	ATR	----	Krym.Realii Center for Journalistic Investigation, Kryms'kotatars'ke pytannia online