

# Analysis of Surveys of Public Perception of Media and Media Skills in the Republic of Moldova

Analytical Report Presentation

Internews, 2023

Media Enabling Democracy, Inclusion, and Accountability in Moldova  
(MEDIA-M)



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# Methodology

## Analysis of three surveys (2018, 2020, and 2022)

- 1 We followed the evolution of:
  - perception of the media
  - media skills among Moldovan citizens
- 2 We followed possible changes and the impact of Internews projects/activities in Moldova.
- 3 Recommendations for key partners in line with conclusions
- 4 Statistical processing of primary data as well as drawing conclusions in the context of events during the three surveys





# Level of Informedness

and Public Satisfaction  
with the Media



# Level of Informedness



**8% increase** in people's perception of their level of informedness  
(from 2018 to 2022)

## Level of satisfaction versus level of informedness

- People feel **more informed**, but not necessarily more **satisfied** with Moldovan media sources.
- Just over half of respondents in the three surveys (56-57%) say they are dissatisfied with the media in Moldova.

**63%** consider themselves to be very and largely informed (2022)

- ❖ Those who say they are most informed are **men and people living in urban areas**.
- ❖ **Age does not play an important role**; respondents of all ages reported approximately the same level of awareness.



# The Disinformation Phenomenon

Fake News and Propaganda



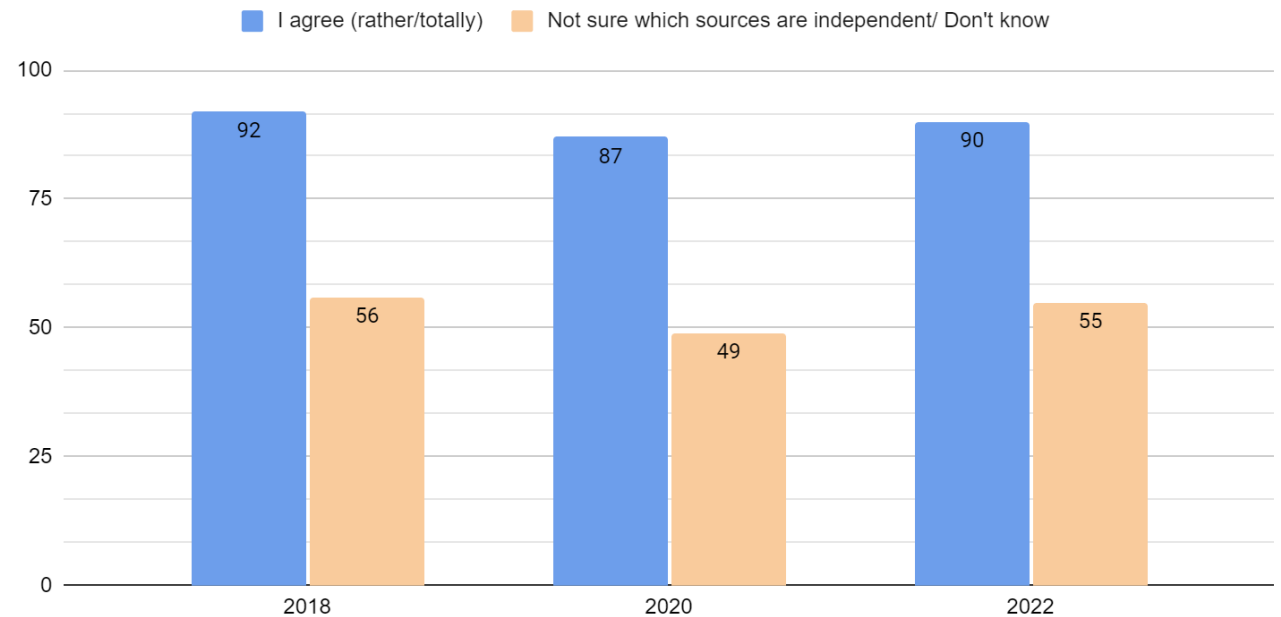
# The Disinformation Phenomenon

The vast majority of the Moldovan population (87-92%) believes **it is important to be able to distinguish between manipulative news and disinformation.**

The gap between the importance of distinguishing between disinformation and uncertainty about the independence of information sources has remained wide over the years.

- A small percentage of the population (15-18%) believe they get their information from independent sources.
- Nearly half of Moldovans (49-56%) do not know or are unsure whether the sources they follow are independent.
- The share of those unsure whether they watch news from independent sources increases with age (from 41% for young people to 56% for those over 65).

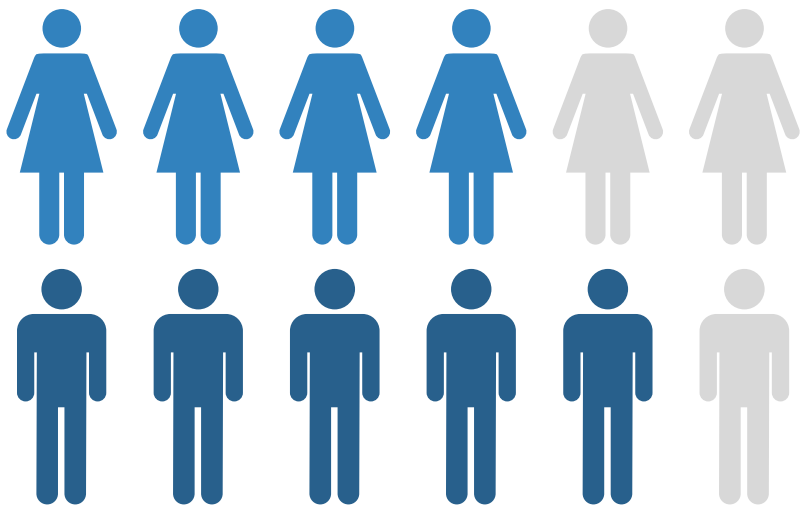
The importance of distinguishing fake news vs. tracking news in independent sources (2018, 2020, and 2022, %).



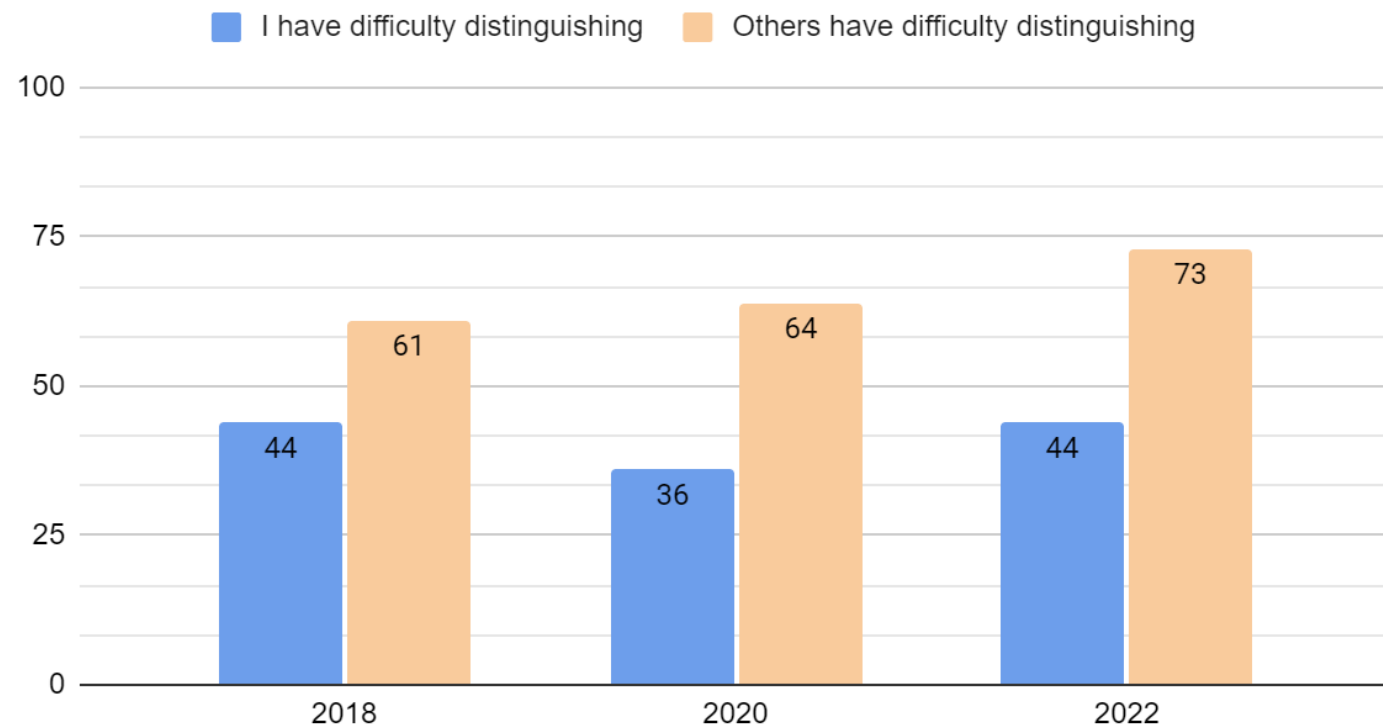
Q23. Is it important for citizens to be able to distinguish between news that is intended to manipulate or disinform?

# The Disinformation Phenomenon

The share of those who believe that Moldova's population has difficulty identifying fake news is increasing.



The difficulty with which I distinguish fake news compared to the rest of the population (2018, 2020, and 2022, %).



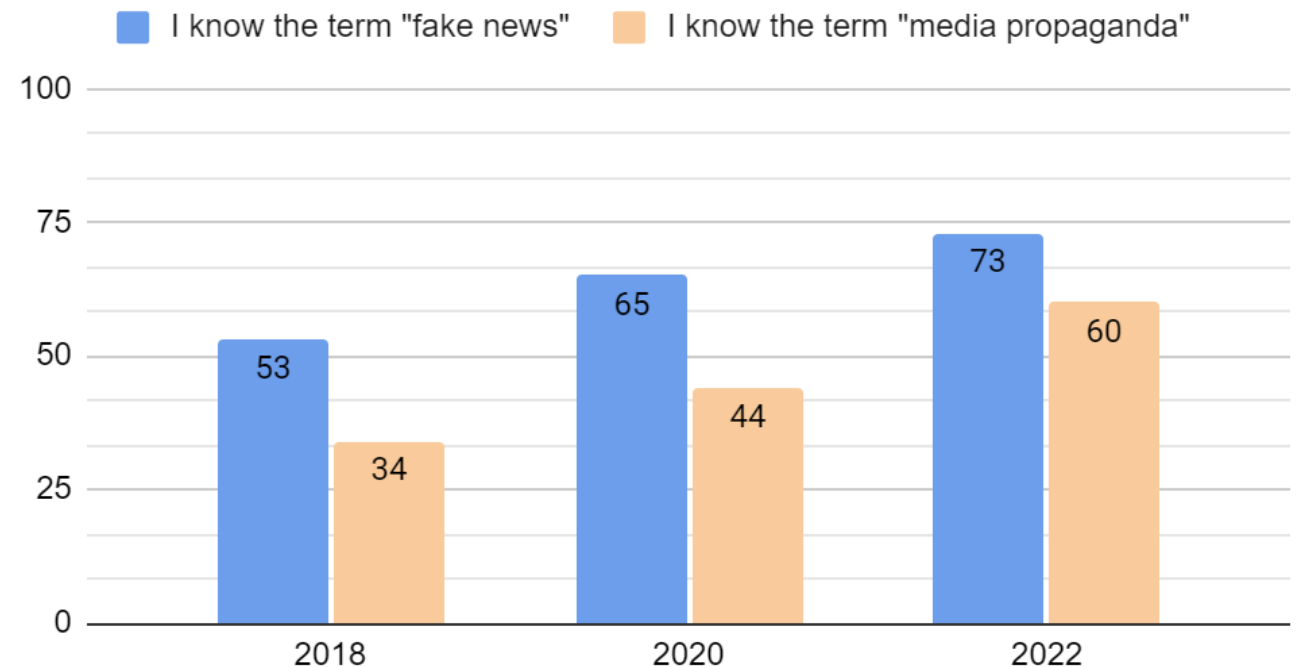


# The Disinformation Phenomenon

The term **fake news** is easier to understand than the term media **propaganda**.

- Increase in familiarity with both the term “fake news” and the term “media propaganda.”
- One-third of the population know that they can write an official complaint if they see news that is not true
- More than 80% of the population consider the news heavily influenced by politics (88% in 2022).

Familiarity with the term “fake news” and “media propaganda” (2018, 2020, and 2022, %).





# Preferences for Media Sources

and Level of Trust

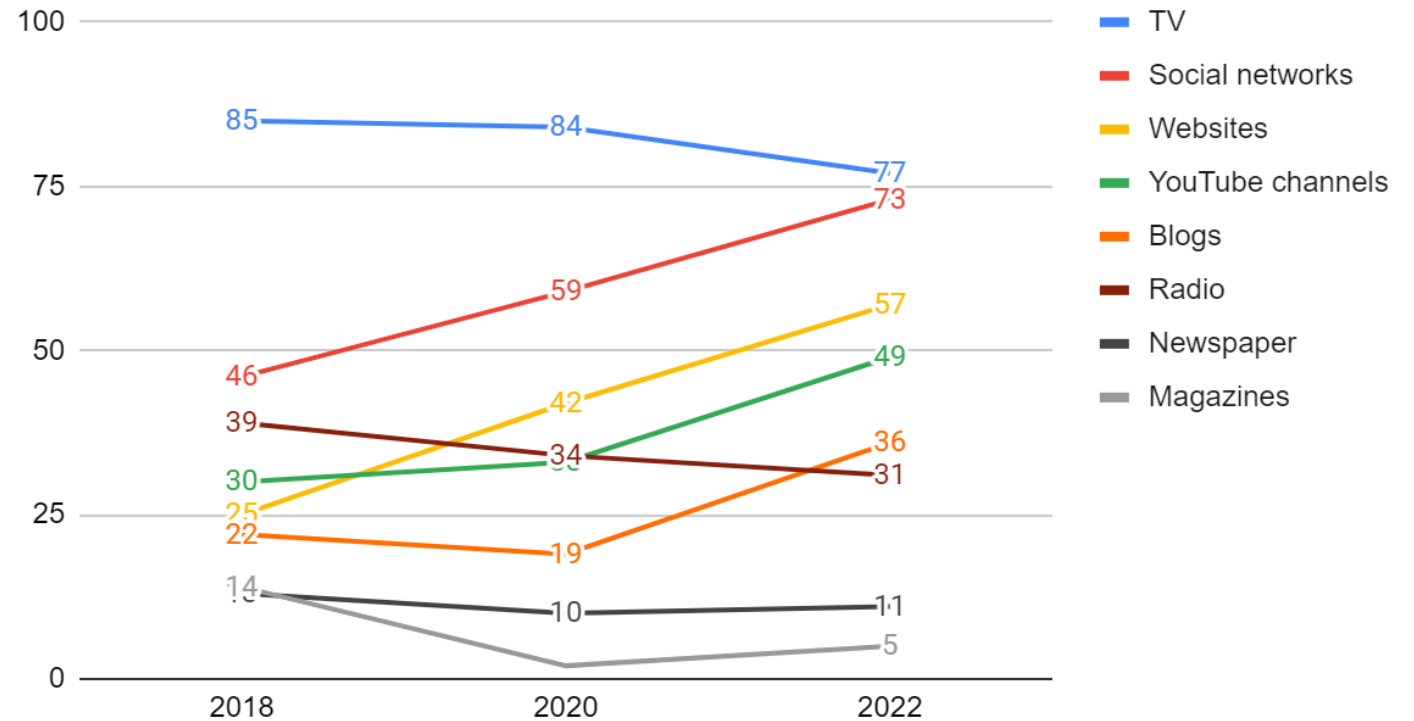


# Preferences for Media Sources

## Evolution of media use preferences

- Television has remained the primary source of information for the majority of Moldovans
- Significant increase in online sources (social networks, websites, YouTube, and blogs)
- Radio use has decreased
- Print media (newspapers and magazines) have the lowest frequency of use

The evolution of information sources consumption in 2018, 2020, and 2022. (% at least once per week, including daily)



# Trust in Information Sources

Trust in any source of information is directly proportional to its use

**Television**

Decreasing trust

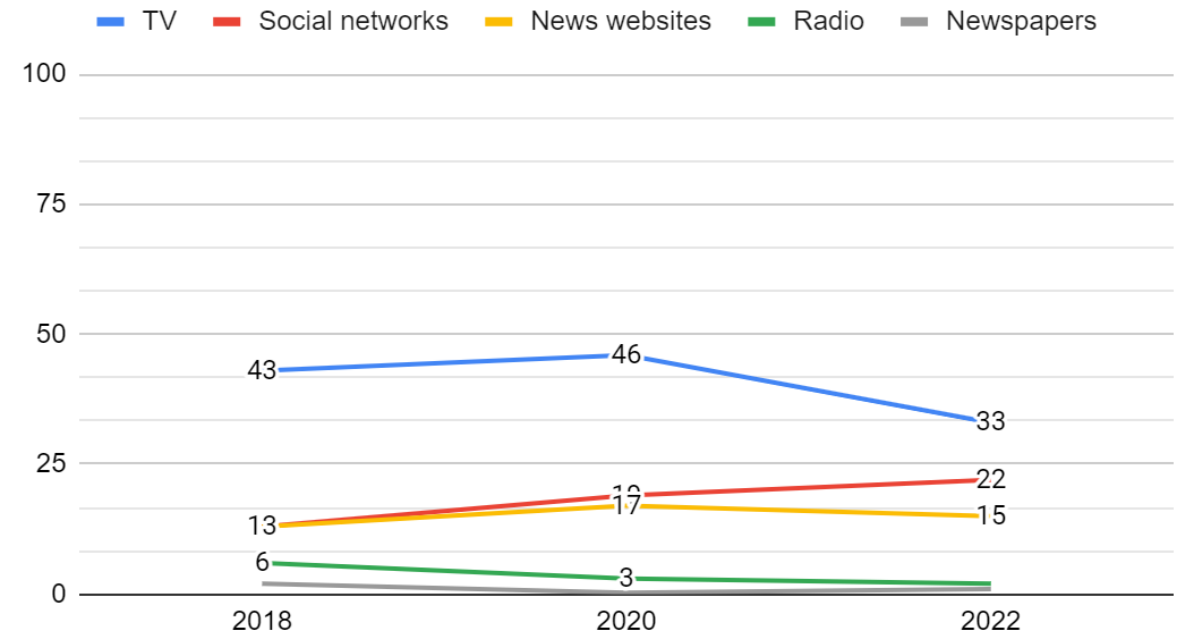


**Social networks**

Increasing trust



The evolution of the trust level in 2018, 2020, and 2022. (%)



# Trust in Information Sources



Age



Residence



Education



Income



- Trust in TV increases with age
- TV enjoys greater trust in rural areas
- Trust in TV: people with a secondary education and low income



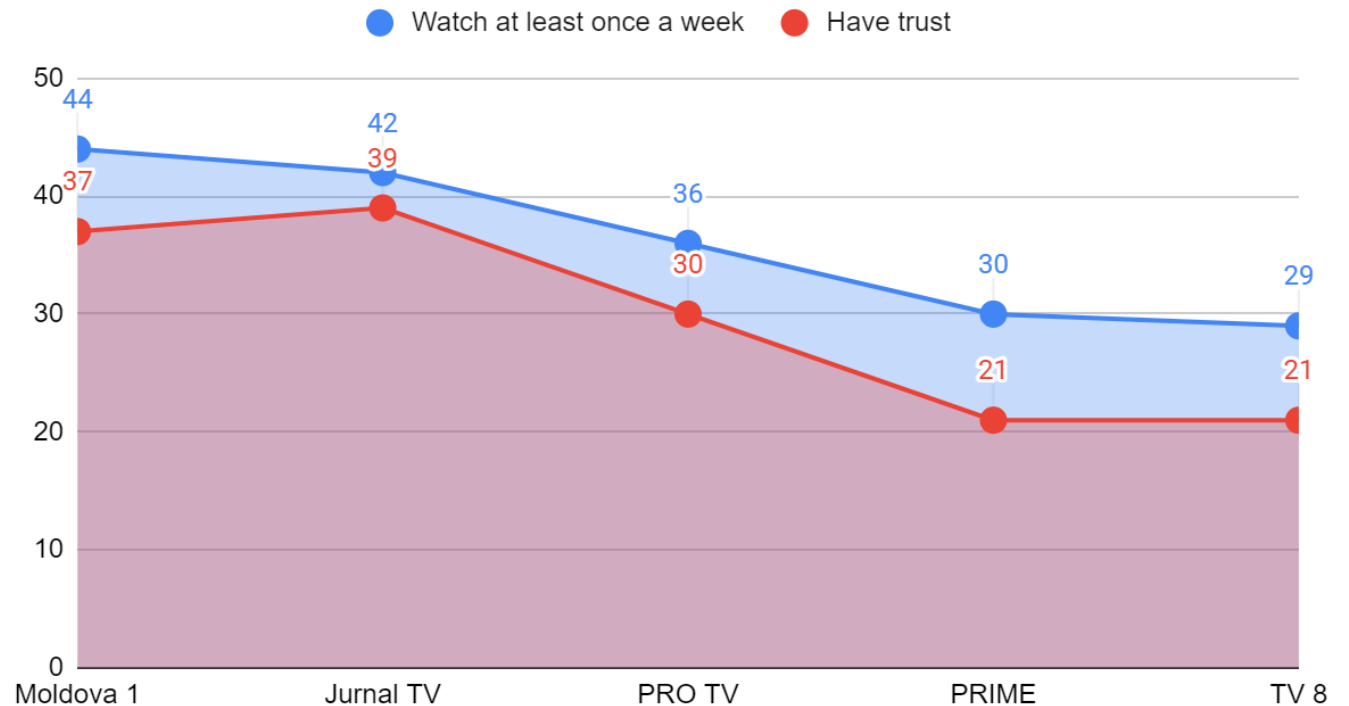
- Young people trust online sources more
- Those in Chisinau have more trust in news websites
- Predominantly use news websites: those with higher education and higher incomes

# Preferences for Media Sources

## TV use

- The number of people intentionally watching primetime TV news has fallen by 12%
- The majority of people who consistently watch primetime TV news are over 65 years old
- Although they watch TV stations, they do not necessarily trust them
- Of the top five TV shows they watch and trust, only two are analysis shows; the rest are entertainment shows

Frequency of media consumption for TV channels vs. trust in TV channels. (2022, %)

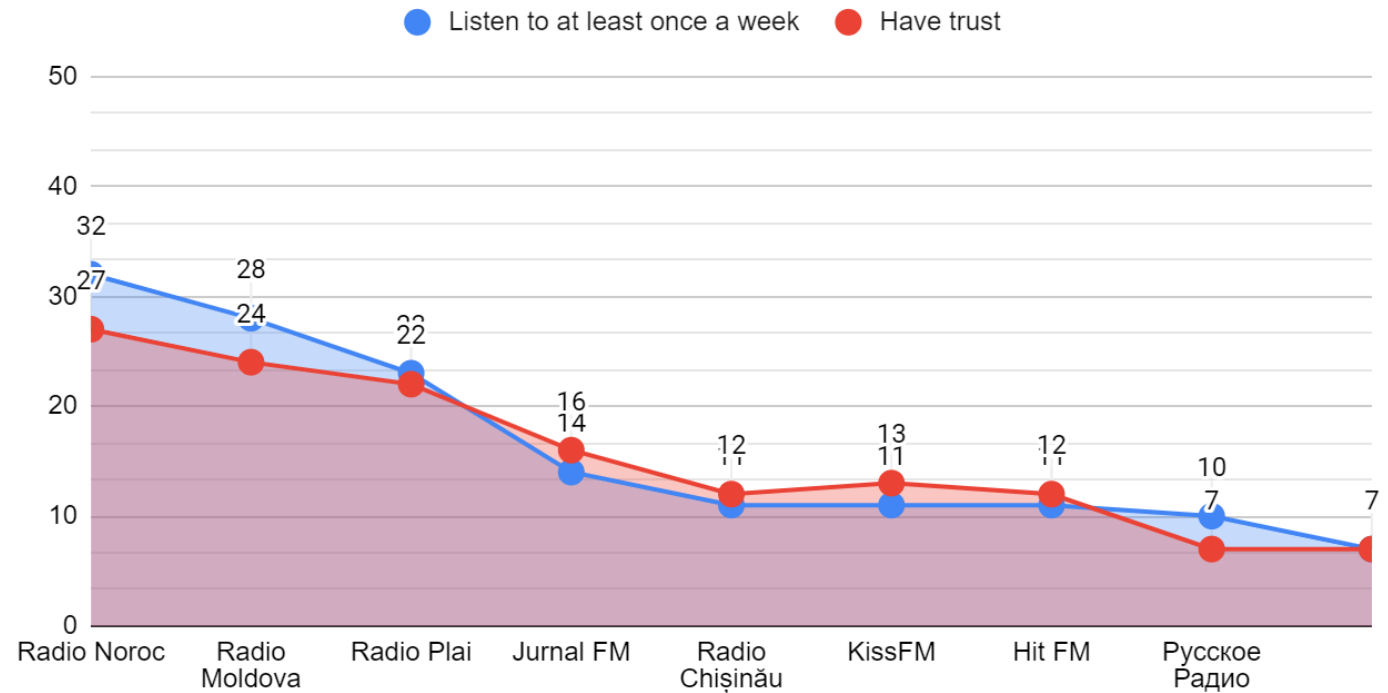


# Preferences for Media Sources

## Radio use

- Just over half of respondents (52-54%) do not listen to the radio for information at all
- Radio users are mostly rural, older, and low income people with a secondary education and pensioners and farmers in individual households
- 17% listen to Moldovan radio stations on the internet (young people and adults, higher/post-secondary (college) education, Romanian speakers)

Frequency of media consumption for radio stations vs. trust in radio stations. (2022, %)



# Preferences for Media Sources

## Print media use

- 10-13% read newspapers at least once a week, and the proportion of those who do not read newspapers at all was 70% in 2022
- *Ziarul de Gardă*: exponential growth in those who read it at least once every two weeks (from 8% in 2018 to 16% in 2020 and 31% in 2022)

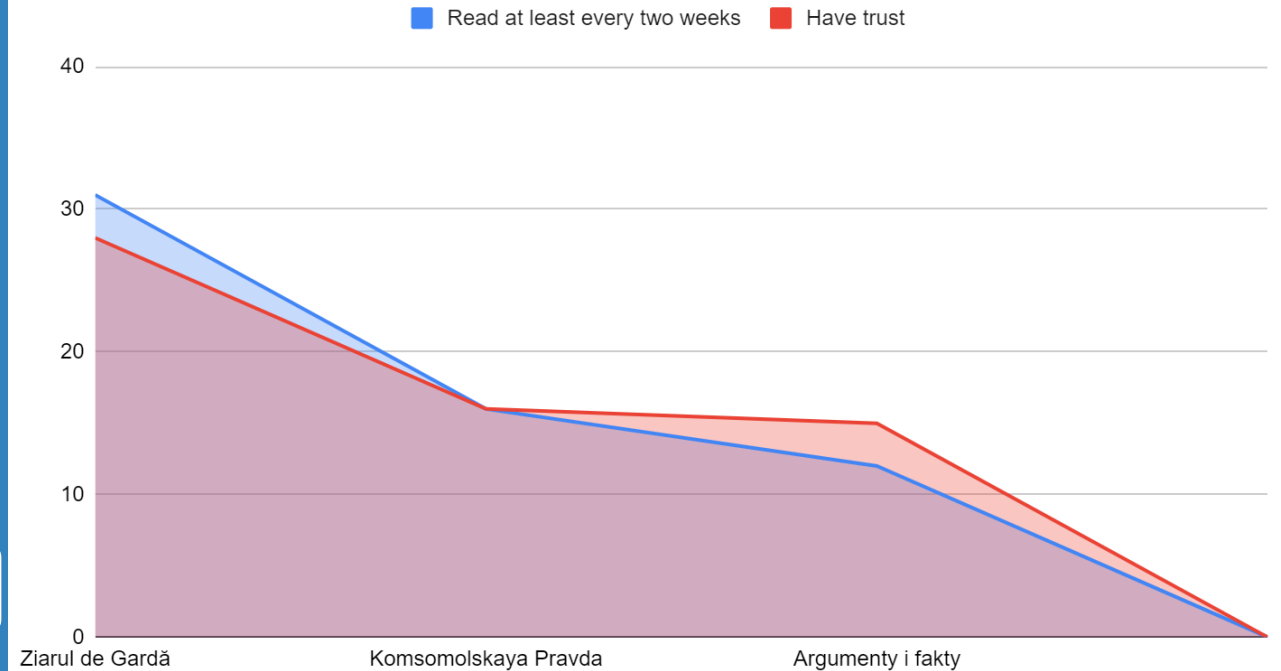


The elderly



Low income

Read at least once every two weeks and trust.





# Preferences for Media Sources

## Online use: Social media and news websites

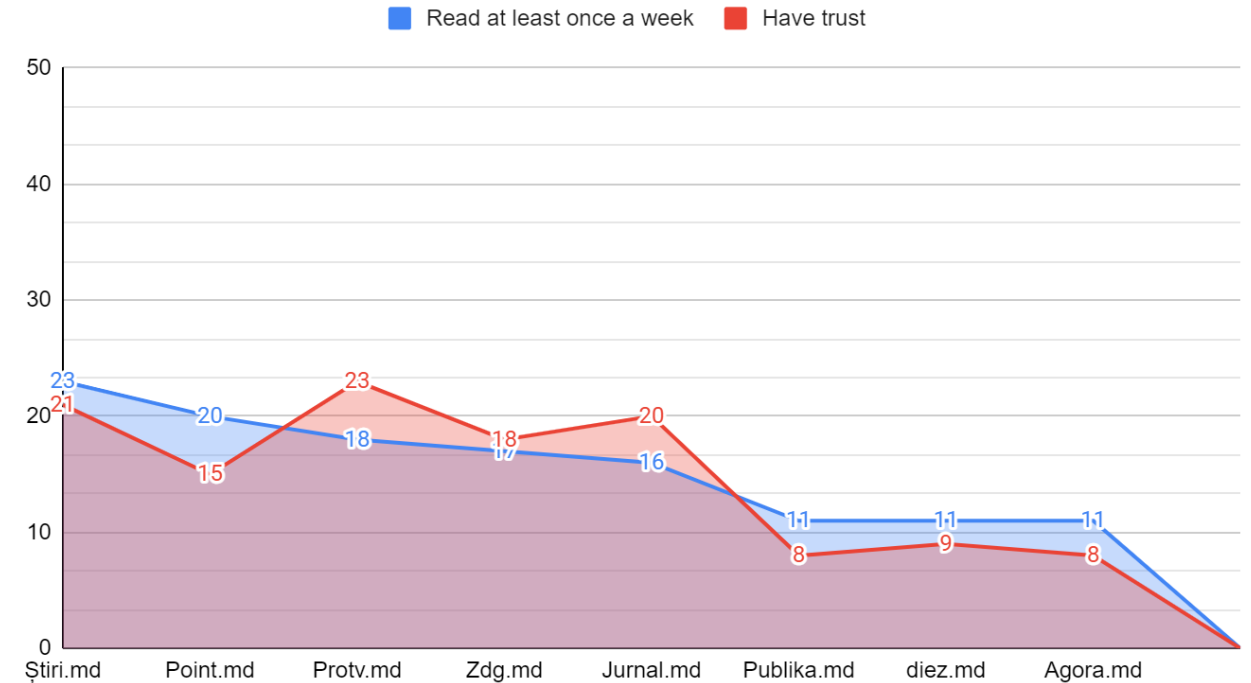
- Three-quarters of those who use the internet search for information, and 59% get their news from Moldovan websites
- Use of information from news websites has steadily increased in recent years (and has practically doubled)



**Users of news websites**

- Young people and adults up to 45 years old from Chisinau
- Higher education
- High income

Frequency of media consumption for news websites vs. trust in news websites. (2022, %)





# RECOMMENDATIONS



# Recommendations: Combating Disinformation



**Media organizations**

**Focus: increasing credibility**

- increase transparency of funding
- increase professionalism and quality of content
- monitor the news for fairness
- develop a relationship of trust with the public by creating communities and engaging in events/activities and interactions to build loyalty.



**NGOs and external partners**

**Focus: media education**

- recognize and combat propaganda, initiatives aimed at educating audiences of all ages
- run information and awareness-raising campaigns tailored to be accessible to and have an impact on target groups, especially adults
- Promote tools and options for reporting false, offensive, or human rights-violating news

# Recommendations: **mitigate risks** associated with online information



Promoting official pages and channels as well as those that present the public with truthful and unbiased, primary-source information



## Educate the public



To identify and report false and manipulative content, including on social networks



To know the risks associated with using social networks and how they can avoid exposing themselves to risks

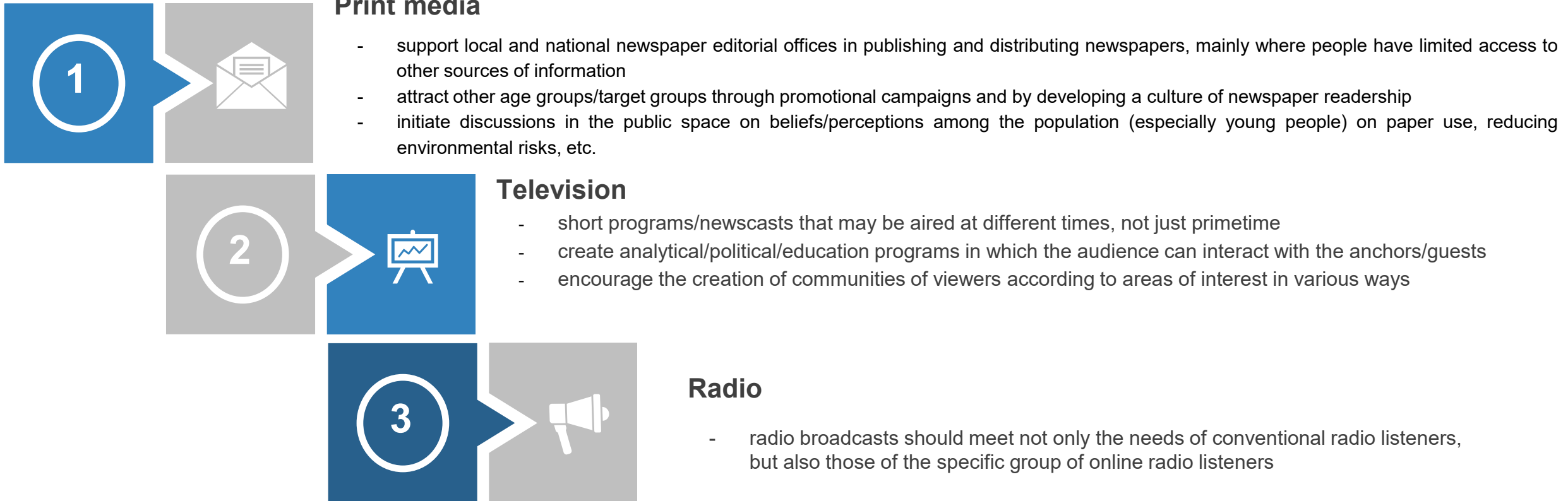
## Facebook

73% of users are 46-65

50% are people over 65



# Recommendations: Information Sources



# Questions & Answers





THANK YOU

