YOUTH & MEDIA &

COMPARATIVE ANALYSIS

1. INTRODUCTION

1. INTRODUCTION

1.1. ABOUT THE PROJECT

Although youth represent a significant portion of relevant populations in Southeast European countries included in the project [Macedonia, Serbia, Montenegro, Bosnia and Herzegovina, Albania, Kosovo, Bulgaria, Greece, Turkey and Croatia] in the range from 1/5 to 1/4 of the total population, they are still marginalized groups in the respective societies. Across these borders, youth face very similar challenges: insufficient social inclusion, corruption in the education, youth unemployment, failed cultural integration and poorly designed youth policies. Despite the visible and extraordinary youth activity and efforts aimed at improving their position and the society as a whole, youth's understanding and representation in the media as a step towards influence and information are rather disputable.

Although a priority for some institutions and organizations, the relation between youth and the media, as a key mechanism, in their traditional and newly emerged forms has not been researched or analysed in a thorough and structured manner that would allow establishment of the current situation and a more structured and well planned approach to effective policy-making, strategy development and inter-departmental efforts in this area.

There is significant shortage of youth voices in the media space. Some countries are characterized by absence of or few media programmes or time slots addressing youth issues, while events and initiatives organized by youth tend to be less covered. Such disconnection leads to youth's detachment from the public discourse and ongoing social development.

Additionally, it is not only important to determine youth's representation in the media, but also their perceptions and attitudes towards the media. In societies characterized by polarized media and information diversity, it is not only important for a young person to be informed about ongoing developments, but to also possess critical thought and certain level of media literacy. All these are of key importance for young people to be able to understand and decode information broadcasted in the media and to facilitate active citizenship and participation among youth.

In the counties with relatively high Internet access (ranging from 46% to 71% coverage, with the exception of Kosovo, where the Internet coverage is 21%), new media forms are on the rise and youth, as one of key Internet user groups, are more inclined to new media forms than the traditional ones. However, youth's disconnection from the mainstream society is still prominent, given the fact that most youth debates happen on the social networks, and not in the media. This tendency does not lead only to closed-circle debates, but enables fostering of online hate speech as well.

1.2. METHODOLOGY

1.2.1. RESEARCH OBJECTIVES

This research project is a joint effort of youth organizations from 11 countries: Macedonia, Serbia, Montenegro, Croatia, Bulgaria, Greece, Kosovo, Albania, Bosnia and Herzegovina, Slovenia and Turkey. The regional research of youth and media aims to collect information that will serve as baseline for future research and advocacy projects or activities targeting media literacy in Southeast Europe. Moreover, the study will provide an overview of media accessibility and uses for youth, media's importance for the youth, media contents created by youth, but also challenges related to media literacy and use of hate speech among youth. Furthermore, this research study is expected to contribute to public awareness about the importance of this issue and stimulate further research in this area. Hopes are that the study will also result in initiation of youth and media activities and will enable media coverage of key youth topics and issues in the region, and improve youth's involvement in production and creation of media contents.

The overall objective is to define perceptions of youth, media and civil society actors about the level, quantity and contents related to media coverage of youth topics on national and regional level. More specifically, this research project will achieve the following objectives:

- **Youth**
- To determine young people's needs related to the media;
- To establish young people's perceptions about media benefits;
- To establish young people's perceptions about their media presence and portrayal;
- To determine youth's media literacy;

- To establish young people's perceptions about media possibilities.

- **Youth organizations**
- To establish youth organizations' perceptions about media uses;
- To establish youth organizations' perceptions about media benefits;
- To establish youth organizations' perceptions about their media presence and portrayal;
- To establish youth organizations' perceptions about development and use of own media forms;
- To establish youth organizations' media literacy;
- To determine the scope of media-oriented projects and activities.

- **Media**
- To establish media's perceptions about youth issues;
- To evaluate the wok of media (how they evaluate other media performance);
- To determine media's openness towards and inclusion of youth.

- **Media organizations**
- To determine the scope of youth and media projects and activities, including hate speech in the media, youth education for media literacy, and youth as producers of media contents (skills);
- To determine media organizations' accessibility for youth;
- To determine the number and contents of research projects on topics related to youth and media.

1.2.2. DEFINITION OF TERMS USED IN THE RESEARCH STUDY

Following definitions of terms used in the research project enable consistency among the countries involved:

- **Youth** are defined as persons at the age of 15 to 30 years.

- **Youth organizations** included in this study are divided into two categories. The first group (youth-led organizations) includes organizations where young people are responsible for all management and administration issues in the organization. These organizations can work on a variety of topics and youth are not necessarily the beneficiaries of their activities. The

second groups (organizations for youth) include the organizations where young people are the beneficiaries of programme and project activities. In reality, their activities are most often organized by adults. For the purposes of this study, youth organizations do not need to be formally registered, which allows us to target grass-root organizations, youth movements, etc.

- **Media** are defined as any means of communication, including radio, television, newspapers, Internet (together with the social media), as well as digital media (video games, etc.).

- **Media organizations** are defined as non-profit organizations profiled in monitoring violations made to the right to information and right to access to worldwide media, defending and promoting the freedom of speech, fighting censorship and laws restricting freedom of information; promoting professional journalism; educating and assisting journalists and other media workers.

1.2.3. DATA COLLECTION

1.2.3.1. SECONDARY DATA

- **Analysis of existing data/records**

Analysis of secondary data included an overview of all data available and related to issues such as youth's media uses, youth and media, and other issues relevant for the research, including Internet accessibility, media coverage of youth issues, etc. This portion of the research implied desk reviews conducted by all project partners. Desk research findings per country are available in the national reports prepared as part of this project.

- **Content analysis of the legal framework**

For the purpose of assessing the legal and institutional settings for media development, media literacy and freedom of expression, as well as for the purpose of drafting relevant recommendations, the research also included a content analysis of the relevant legal frameworks. Laws subject to detailed analysis of their contents include: Law on Personal Data Protection, Broadcasting Law, Criminal Code, etc.

- **Analysis of freedom of expression and media freedoms**

In order to provide contextual information per country, the research teams developed country analyses of media freedoms, based on information from the indices and reports prepared by international organizations, such as Freedom House, IREX and RSF. Selection of these indices and reports serves several purposes. First, in the last several years, these reports and indices have attracted great attention worldwide. Second, they include rank lists of all countries[1] included in the research and allow comparative analysis among countries in the region. Third, despite the shortcomings identified by various "media freedom experts which faulted these studies with weak methodologies, non-transparency, excessive reliance on experts' views, Western bias, and focus on "old media" such as newspapers and television outlets at the expense of fast-expanding digital media, many still conclude that the studies have acceptable statistical consistency and arrive to same general conclusions. In short, these studies provide a crucial, credible, and useful tool for monitoring media freedoms around the world and changes over time."[2]

1.2.3.2. PRIMARY DATA

Primary data, or data collected by means of field research/survey, are of key importance for this project. In that, the research team applied a combined data collection methodology, using both quantitative and qualitative methods. However, due to the nature of primary data collection (online questionnaires), research results implying quantitative analyses do not meet the criteria to be considered representative of the entire population. This is one of the biggest limitations of this research study. However, having in mind that our primary interest are youth with Internet access, the research study meets the criteria required for the research findings to be considered representative of this particular group.

- **Questions inquiring about the institutional setting**

Below all the topics related to the analysis of institutional settings.

- Is media literacy part of formal education curricula and if yes, in which education level and in which manner?

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[1] Except: Greece, Turkey and Slovenia

[2] Evaluating the Evaluators: Media Freedom Indexes and What They Measure, CIMA, 2010.

- Is debate, as a tool that promotes critical thinking, included in formal education curricula and in which education level? How many debate clubs exist in different education levels?
- Is there a strategy adopted for the purpose of increasing cooperation between the media and youth?
- Which legal acts regulate (prohibit) hate speech? Are there analyses or evaluations developed on the implementation of such acts?
- Is there a strategy adopted for identification and elimination of hate speech?
- How is media contents regulated? (for traditional media)
- How is media contents monitored and evaluated? (for traditional media)
- What sanctions are imposed in cases of failure to comply with criteria regulating media contents? How many sanctions have been imposed so far? (for traditional media)
- Are young people represented in the regulatory bodies? (for example, indirectly through representatives from the education institutions or the civil society)

This research study relies on several different research methods. First, the desk research was used to obtain specific information about the topics covered in the research. In addition to analysis of relevant public documents such as: laws, regulations and strategies, as well as media articles, freedom of information applications were addressed to all relevant institutions, including the Broadcasting Council and the Ministry of Education and Science.

- **Online survey for youth**

The online questionnaire for youth was designed to measure their media literacy and their perceptions about the media. The questionnaire was based on similar questionnaires already used across Europe; however, most questions are based on the Final Report on Testing and Refining Criteria for Assessing Media Literacy in Europe, commissioned by the European Commission and conducted by the Danish Technological Institute and the European Association for Viewers Interests in 2011. Final draft of the questionnaire was adopted on the coordination meeting attended by all project partners. Nevertheless, questionnaire's adaptation into the local languages was made by means of conceptual translation and blind back-translation to identify possible misconceptions.

Questionnaires' section on media literacy includes general questions aimed at measuring the trends in media access, balanced use, critical understanding, communication and participation. More specifically, they measure three aspects of media literacy, those being: skills for using media, critical understanding and communication abilities.

Questionnaires were filled in simultaneously in all countries in the course of July and August 2013. They were distributed by means of several online tools. In order to reach a greater population, the questionnaires were promoted by means on banner posted on mainstream portals in the region and on the social networks. Moreover, questionnaires were directly distributed online to larger youth population groups. Participation in the survey was on voluntary basis and guaranteed the anonymity of survey respondents. Data analysis and collation took into account only the questionnaires with less than two questions unanswered. The regional sample is comprised of 16804respondents.

- **Online survey for youth organizations**

Questions for youth organizations were grouped in several chapter, each intended to assess their relation with the media, youth organization's media capacity, activities organized around media issues and youth organization's perception about youth's portrayal and involvement in the media. This questionnaire was filled-in by management level representatives from the youth organizations.

Youth organizations' anonymity was guaranteed and contributed to greater accuracy of research results, in particular because respondents feel more comfortable when their anonymity is guaranteed.

All partner organizations in the region created individual database of youth organizations in their respective country. Databases were created with the assistance of reference registers kept by competent institutions, thereby guaranteeing coverage of all active youth organizations in the country. The questionnaire was distributed to all youth organizations enlisted in the database. The sample included only the youth organizations that filled in the questionnaires. The regional sample is comprised of 445 youth organizations.

- **Online survey for the media**

The media questionnaire was developed with a view to measure the perceptions of media representatives about the presence of youth issues in the media, to define youth interests and needs from the media from the perspective of media representatives and to describe media relations with the youth. This questionnaire was answered by editors and other management level media workers.

As was the case with representatives from youth organizations, media workers' participation in the survey was anonymous and contributed to collection of more honest and accurate responses.

Media questionnaire was distributed in similar manner with the questionnaire for youth organizations. Namely database was created with all active media outlets in the country, followed by distribution of the questionnaire to all media enlisted therein. The regional sample is comprised of 445 media outlets.

- **Interviews with representatives from media organizations**

The overall goal of interviews conducted with representatives from media organizations was to obtain better insight in the state of affairs related to hate speech and propaganda in the media, as well as to obtain their views on youth's media literacy. For that purpose, seven interviews were conducted with presidents, directors and programme coordinators at media organizations. These interviews were conducted in the period July - September 2013. Their inputs were of great value and helped us gain better insight in the relations between youth and the media. Findings defined on the basis of these interviews are presented in the national reports.

2.

CONTEXT

RESEARCH RESULTS

2. CONTEXT OVERVIEW

In the countries included in this research (Macedonia, Serbia, Bulgaria, Kosovo, Albania, Greece, Montenegro, Croatia, Slovenia, Bosnia and Herzegovina, and Turkey) youth represent a significant share of the overall population (in the range from 17% to 21%). This is indicative of the fact that national youth policies are of great scope, meaning they affect high share of the population and their interests. Actually, the focus of youth policies varies from country to country. Hence, some countries have opted for more general legal or strategic documents in this area, while others have taken a step forward and have prioritized certain youth issues, defining them as issues of crucial importance in the society.

Most countries included in the research are affected or have been recently affected by major political or economic crises, which additionally defocus the attention of relevant state actors away from youth and their issues. According to different international reports, some of them, as countries in transition, have been attributed major problems, such as high unemployment, high crime rate, low quality of education, etc., which significantly affect the young population. These are the backgrounds against which youth are presented in the media. Therefore, youth's presence in the media usually implies the biggest problems in the society: youth and unemployment, youth and the Bologna system for higher education, youth and the protests, etc. Furthermore, frequent connections of youth to the crime rate, as reported in the media, create yet another major problem within the broader category of problems faced by the general population in the country.

Political or economic crises that have emerged in some Southeast European countries resulted in increased use of censorship, closing of media outlets, distorted freedom of speech, use of hate speech, and they all triggered the need for this research project on youth and media. Having in mind the old/new circumstances, the research aims to collect information that would provide the baseline for future actions geared at improving the state of affairs in this area. Research results will be helpful in assessing the positions of different stakeholders in the field of youth and media, which is an important topic for all countries, especially knowing that the situation is highly unfavourable and affects series of human rights that must be guaranteed and protected by the states and by the international community.

- ## MEDIA FREEDOMS AND FREEDOM OF SPEECH

The cornerstone of any democratic society is the guarantee and protection of human rights and freedoms, especially the freedom of speech, freedom of information and media freedoms. Freedom of speech allows citizens to express their opinion without any

consequences thereof. Freedom of information - together with media freedoms - guarantees free flow of quality and accurate information, without pressures on journalists and media outlets. Freedom of speech is one of the traditional civil and political rights. Respect for and regulation of these rights is especially important in modern-day societies characterized by hyper production of information. Media freedoms are condition *sine qua non*, especially in relation to "investigative journalism", which should present evidence-based information and usually implies criticism of various phenomena in the society. In truth, informed citizens are active citizens and they are the main driver of democratic societies.

Currently, journalists in the countries participating in the research are facing multitude of pressures. Information is subject to "censorship". States are struggling with political and economic crises, and in order to shift the focus away from these problems, emphasis is put on other social spheres and issues that are of personal concern for the citizens. Media freedoms in the countries from Southeast Europe are in the focus of the international community and organizations. Actually, a number of international documents guarantee freedom of speech, freedom of expression and media freedoms, such as the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social and Cultural Rights, and the European Convention on Human Rights, which the countries from Southeast Europe have ratified and transposed in their national legislation.

On national level, all countries participating in the research have enshrined and guaranteed these rights in their highest legal documents, i.e. the constitution. This practice is characteristic also for media freedoms and freedom of speech, i.e. freedom of expression. Be that as it may, the principled and broadly defined guarantees are insufficient in terms of complete and adherent exercise of these rights and freedoms. On this account, all countries have designed relevant legal frameworks in this area. Some countries opted for general media laws, while others have adopted several types of laws, i.e. they regulated individual aspects of these freedoms by means of different legislative documents.

On this account, the research aimed to establish the actual situation in the individual countries related to the implementation and enforcement of relevant laws. This activity contributed to the establishment of the actual situation in the individual countries participating in the research. Problems with independence of media and censorship, as well as pressures on journalists, are the main problems identified in these countries. Such practices directly affect media freedoms and freedom of expression. Such situation raises concerns among the citizens, but also in the international community, which has warned the countries on several occasions that they need to improve the state of affairs in this area.

Country reports and their ranks in the index of media freedoms are particularly worrying and alarming. According to Reporters without Borders[3] and their Index of Media Freedoms, the

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[3] http://en.rsf.org/press-freedom-index-2013,1054.html

situation in the countries included in the research is far from inspirational. Highest ranked country in terms of media freedoms is Slovenia (35th), followed by Serbia (63rd) and Croatia (64th), while Bosnia and Herzegovina is ranked on the 68th position. Then we have a drop of as many as 16 positions, i.e. Greece is ranked on the 84th position, Kosovo is on the 85th position, and Bulgaria is on the 87th position. Below the 100th position are Albania (102nd), Montenegro (113th) and Macedonia (116th). Most worrying is the situation with media freedoms in Turkey, which is ranked on the 154th position. Among this group of countries, the greatest progress in 2013 is noted with the Republic of Serbia, which improved its rank by 14 positions, and from the 80th position now holds the 64th position in the Index of Media Freedoms. On the other side, the greatest drop in terms of media freedoms and media landscape is noted with Macedonia, whose 2013 ranking dropped by 22 positions from the 94th to the 116th position. Among this group of countries, 2013 ranking of 7 countries[4] has dropped compared to their 2012 ranking, while 4 countries[5] have improved the situation with media freedoms and thereby their ranking. The situation identified shows that the international public is rightfully worried about media freedoms in these countries, especially knowing that in the last year some of them have dropped by 10 or more positions on the ranking list. These findings are indicative of the fact that media independence and freedoms in some countries in the region continue to raise worries and are highly unfavourable.

Freedom House[6] analyses the situation in all countries worldwide in terms of respect for and exercise of human rights. In general, this organization examines issues that challenge the democracy in the respective countries. According to data published, media freedoms in the countries included in the research are qualified as "partially free". Slovenia is the only country whose situation with media freedoms is assessed as "free" in the true meaning of this word. Actually, it should be noted that the situation with respect for human rights and freedoms in the countries participating in this is diverse, where 7 countries[7] are assessed as "free" with due respect for human rights, while media freedoms were assessed as satisfactory in one country.[8] Media freedoms in the remaining 4 countries[9] participating in the research were assessed as "partial". Another group of 4 countries were assessed as "partially free" in terms of respect for human rights and freedoms, including "partial" media freedoms. The conclusion is inferred that with the exception of Slovenia, all other countries participating in the research are marked by

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[4] Bosnia and Herzegovina, Bulgaria, Albania, Macedonia, Turkey, Greece and Montenegro

[5] Slovenia, Serbia, Croatia and Kosovo

[6] www.freedomhouse.org

[7] Bulgaria, Croatia, Montenegro, Serbia, Slovenia, Greece and Bulgaria

[8] Slovenia

[9] Macedonia, Albania, Bosnia and Herzegovina, Kosovo and Turkey

unsatisfactory level in terms of freedom of information, i.e. they are assessed as partially free. Having in mind that media freedoms are defined as fundamental human rights, it turns out that in the opinion of the Freedom House the situation with media freedoms and other rights deriving from this freedom are not on satisfactory level, leaving room for further efforts and improvements in this area. Detailed reconsideration of national reports compiled by the research team provides the conclusion that major problems identified in terms of the media situation include pressures on journalists, attack on the physical integrity of journalists, control over public information and, in the most extreme cases, closing of media outlets or news portals. These findings further justify the concerns among the international and European community with the developments in the individual countries, with few exceptions therefrom.

IREX[10] develops annual report covering 80 countries worldwide and assesses the media space against several indicators, such as: quality of journalism, media management, legal regulations and the like, by ranking the individual countries on the scale from 0 to 4. Greece, Turkey and Slovenia are not included in IREX's report, meaning that this section of the research will not address the relevant situation in these countries. Most countries where IREX conducted its research and which are included in this research have been given assessments on the scale from 2 to 3, meaning that the country in question has generally good media environment, with relevant legal regulations in place. However, one needs to assess the serious and continuous efforts made by the individual countries aimed at securing professional and sustainable media environment. Only two countries[11] participating in the research (Macedonia and Serbia) have been given assessments in the range from 1 to 2, which is indicative of the poor legal framework for improving media independence and media freedoms. In addition, IREX also assesses utilization of new media, free press and promotion of professionalism contributing to the general assessment of the media sustainability in the country.

Serious concerns about media freedoms and freedom of information are a common feature in the reports developed for the countries included in this research. Most often, the media in these countries are characterized by great financial dependence, accompanied with activities such as pressures, censorship, defamation litigation against journalists and pre-approved information broadcasting. It is common knowledge that critical information placed in the public are followed up by physical attacks in the form of pressure and threats against independent journalists and media outlets. All these show that the situation with journalists, media outlets and media space has deteriorated and in some countries raises major concerns. Such course of developments results in citizens' mistrust in the traditional media and search for alternative new media that allow expression of different opinions, positions and development of the culture of debate and dialogue.

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[10] http://www.irex.org/focus_area/media-development

[11] Macedonia and Serbia

- ## MEDIA LITERACY AND CRITICAL THINKING

This section of the research relies on the comparative analysis of educational systems, i.e. comparative analysis of media contents in formal education curricula, from primary to higher education. The need to integrate media-related subjects (printed, radio, television, Internet, etc.) in the formal curricula is relatively high, especially having in mind that high share of youth have access to all these information means, thereby triggering the need for media literacy to be included in the education process. Another argument in favour including new contents and methods in the formal education is the fact that all forms of slander, hate speech, etc., are very prominent in the Internet-based media (as the least legally regulated area).

Analysis of national reports provides the conclusion that media literacy is integrated in the education curricula implemented in some countries. In some cases, it is defined as separate subject with a special syllabus, as is the case in Slovenia (media literacy is part of primary education curricula from 1994 onwards). However, there are countries where media literacy does not exist as separate subject, but is integrated in the syllabuses for other subjects, such as civil education in high schools, as is the case with Macedonia. Another group of countries have included media literacy as part of the subject "mother tongue". Nevertheless, media literacy is formally part of the education in only a small number of countries. Most often, media education is part of the informal education, where these topics are covered on workshops and seminars. Workshops and seminars are organized for youth and participants in the education process, as well as for teachers or education policy-makers. Be that as it may, they are not delivered in regular and continuous manner, but are rather organized in isolated manner and, most often, on the initiative of non-governmental organizations, although the research found they are of insufficient scope and frequency. Despite the fact that many countries defined integration of media literacy in the education process as necessary and desirable, and having in mind the support this idea enjoys among teachers and parents, Southeast European countries have achieved very small progress in this regard. Youth are in favour of having media literacy included and promoted as part of the formal education process, and this is an area that requires major efforts for the formal education to be able to respond to fast-emerging societal changes.

The situation in regard to **"debate"** as basis for critical thinking and encouraging critical thinking is very similar to the one observed in respect to media literacy. Different models of debate clubs exist in all countries, but they are exclusively part of the informal education process. These models exist in secondary and higher education. In some countries debate clubs are implemented as optional extra-curricular activities, while in others they are exclusive part of annual operational programmes implemented by the non-governmental sector. Nevertheless, contrary to the situation with media literacy, where some countries have integrated it as part of the formal education process, debate clubs are not found as part and parcel of curricula in any education level. It should be noted that certain secondary education subjects implemented in some countries from the research include critical thinking and debate,

but only in the capacity of teaching tools for implementation of subject-based syllabuses. Debate and its different forms are implemented exclusively by the non-governmental sector and provides for development of cooperation on regional and international level. Another characteristic is the fact that different forms of debate clubs can be found in all countries included in the research and they are organized on the secondary or higher education level. In some cases, these clubs are supported by the teachers and professors, but that has not contributed to improvements in regard to introducing debate as formal part of curricula.

The need to include these topics in the education process is stressed due to the fact that in many countries it has been stated that youth do not receive objective information from the public, and therefore they need to be taught about media culture and debate. By equipping them with media literacy and debate, youth can recognize the information they are fed with and can improve their critical thinking about the media, media policies, as well as about journalists and information they produce.

- **HATE SPEECH**

Hate speech has been addressed in many international documents. The interest to regulate this issue derives from the broad abuse of the freedom of speech and freedom of expression in the countries included in this research. Most often, abuse of freedom of speech can result in serious acts and actions that affect the democratic development in the country, and sometimes disturbing the democratic order in the country, thereby constituting breach of human rights and freedoms. This is why a series of documents took interest in resolving this issue and reduce the abuse of freedom of speech. Almost all international documents dealing with and guaranteeing human rights and freedoms also enable protection against hate speech, in particular because freedom of speech could cause or encourage discrimination on different grounds.

There is no single definition for "hate speech". Different international documents treat this issue in broader or narrower sense, but the goal pursued is the same. National reports prepared by the research team provide the conclusion that different countries treat hate speech in different manner and with different safeguard measures. Therefore, in their highest legal documents on national level, all countries have enshrined the prohibition for discrimination on any grounds, including prohibition of hate speech. Nevertheless, some countries are more advanced in terms of fight against hate speech. This implies that almost all countries, with the exception of Greece[12], have also adopted legislation that strictly prohibits this phenomenon. More specifically, all countries, with the exception of Greece, have defined use of hate speech as criminal act which, depending on the provisions included in their criminal codes, is punishable with a fine or imprisonment. Special focus should be put on the manner in which the countries have enabled protection against hate speech by defining it as criminal act. It shows that they are interested in reducing the use of hate speech by stipulating criminal

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[12] National Report for Greece

sanctions for cases in which hate speech is directed at others. In some countries, for example Serbia, additional efforts have been made in this regard, especially by adopting a separate strategy on reducing and eliminating hate speech.

According to the national reports, young people's understanding of the meaning of "hate speech" is on very low level. Despite the numerous discussions on this topic that have taken place in the countries in the region, the situation observed leaves space for further efforts to improve the state of affairs in this area. Improved knowledge on the meaning of hate speech would also result in decreased use thereof. As indicated in the previous sections of this report, the poor legal framework for the Internet space could be one of the reasons why hate speech is broadly used and more prominent on the Internet. Nevertheless, this is only one of the possible reasons indicated in the national reports, and the situation varies from country to country.

Despite the countries' serious intentions, in practice there is very small number of court decisions and sanctions imposed in cases of hate speech. On regional level, there is limited case law on the use of hate speech. Some national reports indicate that the country I question has established the relevant bodies competent to regulate media operation and has stipulated sanctions for hate speech, but their implementation has been discretionary and there is high threshold for tolerance of hate speech among regulatory bodies and media outlets.

- ### YOUTH AND MEDIA (REGULATION, STRATEGIES AND PARTICIPATION)

Media legislation is well developed in all countries included in the research. All countries have regulated the flow of information to and from the public. It can be concluded that almost all countries participating in the research have adopted laws governing the media, free access to public information, electronic communications and the like. Through the years, the said laws have been subjected to a series of changes aimed at responding to newly emerged societal or political developments. Laws are not the only mechanism used to regulate operation in this area. Namely, there are also Codes of Ethics for Journalists, as well as internal rules and procedures at the level of individual media, which further regulate media operations. A common denominator for all countries included in the research, as duly noted in all national reports, is the fact that there are only few legal documents governing the Internet space compared to the rules governing the operation of television, radio and printed media.

All countries have established the relevant bodies competent to ensure adherent and complete application of rules stipulated by means of laws and by-laws. In some countries, these bodies are established as independent regulatory bodies, while in others they are incorporated in the structure of inspection agencies. Nevertheless, their shared goal is to secure adequate implementation of all legal norms, as well as to issue and impose sanctions in cases of violations to the rules in effect.

It should be noted that many countries have adopted relevant legal frameworks on youth and youth issues. This allows us to assess whether a country is truly interested in

problems and issues affecting the young people. Almost all countries in the region have adopted laws that focus on and regulate youth issues. Most often, these laws provide the basis for the establishment of different forms and manners of youth association and organization, where the most common forms are youth parliaments or youth councils. Some countries have taken a step further and in their legislation have included lower levels of youth association and organization. This approach allows the youth to be fully involved in reconsideration of youth issues and youth policy-making processes. Nevertheless, laws adopted by individual countries are specific and reflect the societal and political situation in the country concerned. Only Macedonia and Kosovo have still not adopted laws on youth. The next subject of interest in the field of regulation of youth issues is the existence of youth policy documents or strategies in the field of youth and media. Countries included in the research do not have separate strategies or strategies documents exclusively addressing youth and media, the relations between them, use of media, media accessibility and the like. Hence, the countries usually have a separate multiannual youth strategy, which includes a separate chapter on youth and media. In some cases, the issue of youth and media is referred to throughout the entire strategic document or it is addressed under a separate chapter, depending on the fact whether the country is directly interested in this issue or considers it is better to integrate it as cross-cutting issue. This allows us to establish whether youth and media is part and parcel of the youth policy adopted in the country or this issue is lower on the country's agenda.

As regards youth participation in decision-making processes at the media, some countries have not established this practice by means of a separate act, but it depends on the circumstances and qualities required for the selection of members in the relevant bodies.

Assessment of legal frameworks per country is given below. The legal framework governing youth participation varies from country to country, although it can be concluded that youth policies are still not a priority for the countries in the region, meaning that interest in youth policies is replaced with the interest in daily politics. At times of political crises, it is very important to balance between greater regulation in the media space and the need for the media to encourage free expression, in that making sure that they do not abuse their position as the most accessible information providers.

3.

MEDIA ACCESS

3. MEDIA ACCESS

3.1. MEDIA USES

In order to assess youth's use of different media, one must first analyse the technical possibilities available to this population group. For that purpose, the research inquired about availability and accessibility of technical devices for young people in the region.

Most common medium, in terms of possession, are TV sets, as indicated by 94.4% of surveyed youth. Kosovo provides an exception from this trend because only 58.1% of youth own a TV set, followed by Bulgaria, where 88.1% of youth own a TV set. 84% of youth own **radio,** making it the second most commonly owned medium in the region. 81.9 % of youth in the region indicated they own **personal computers.** Kosovo is characterized by the highest number of personal computer users (93.9 %), while Bulgaria is characterized by the lowest number of youth owing personal computers (70.5 %). Similar shares of youth populations indicated they own **laptops.** Greece (93.2%), Slovenia (90.3%) and Bulgaria (87.1%) are characterized by the highest number of laptop owners among the youth, while Macedonia (77.9%), Albania (74.2%) and Bosnia and Herzegovina (78.0%) have the lowest share of youth in possession of laptops. Share of surveyed youth who own **tablets** is by 50% lower compared to the share of youth who own laptops**.** Again, Kosovo has the highest number of people in possession of tablets (38.4%), while only 17.1% of youth in Macedonia owns this device, which puts the country on the bottom of the list.

Majority of youth in Bulgaria, Slovenia and Turkey own **smart phones.** Youth in the other countries are predominantly using **mobile phones**. In summary, mobile phones are by 10% more frequently used compared to smart phones.

Around 20% of youth populations in Macedonia, Bulgaria and Turkey own **console games.** Half of respondents in other countries indicated that they possess this type of devices. **E-book readers** are owned by only 12.3% of youth, which makes it the least common technical device among the youth population. 65.3% of youth in the region own **DVD players** and there are no significant differences noted among the countries.

Results presented above provide the conclusion that countries differ in terms of youth's possession and use of technical devices. In that, countries with higher living standards are marked by higher shares of youth possessing different types of technical devices.

In addition to questions about different technical devices, the analysis also focused on the frequency of their use. According to research results, youth more often use the Internet compared to the traditional media. More specifically, 59.3% of respondents reported that they watch **television** on daily basis, and only 36% of youth in the region regularly listen to the **radio**. The highest number of youth respondents indicated that they regularly use the **Internet.** More specifically, 68.5% of youth use the Internet on their mobile phones on daily basis, while 76% of them use the Internet on other devices. According to the research findings, Greece has the lowest number of youth who regularly use the Internet.

Youth prefer to get informed via Internet-based media. Hence, 8.9% of youth have never read **printed media** and only 23.6% of them are reading printed media on daily basis. On the contrary, 62.4% of youth read **online news** on daily basis, while only 3.3% of them have never read news on the Internet.

This provides the conclusion that although they possess traditional media, young people more often use the Internet-based media.

Analysis of these findings must take into consideration the limitation of the research methodology, according to which the questionnaires were distributed online and only reached the population that already uses the Internet. On this account, the conclusion that youth prefer Internet-based media should not be taken for granted.

In addition to use of media, the research tested the frequency of activities with which young people occupy their leisure time. Only 31.0% of youth read **books** on daily basis. Slovenia provides the exception from this trend, as 63.9% of youth in Slovenia read books on daily basis. 41.2% of youth play **video or computer games** on daily basis or at least once a week. Youth populations in Macedonia, Kosovo and Albania visit the cinema by 50% less frequently compared to youth in other countries.

Views expressed by the surveyed media further justify the above presented findings. In other words, according to the surveyed media, youth most often use the **Internet and social media,** while the least used are **printed media.** Surveyed media outlets in Croatia, Macedonia, Kosovo, Albania and Serbia indicated that printed media are not considered useful, while no more than 3 media outlets per country agreed with this statement. Media perceptions about the radio are very similar. According to surveyed media representatives, **television** is not so popular among the youth, although when compared to printed media and radio, higher number of media representatives indicated television as the most frequently used medium among youth. In the

opinion of media representatives, the Internet and social media are the most frequently used media among youth.

3.2. YOUTH'S MEDIA PREFERENCES

Youth believe that the Internet and social media are the most used media forms, while radio and printed media are the least used media forms.

In the opinion of surveyed youth, Internet is the most useful media for their **education** (55.5%), while the least useful media include radio and social media, as indicated by 1% and 3.1%, respectively. Albania, Turkey and Kosovo differ from the regional average, as less than 40% of their relevant youth populations reported that Internet is the most useful media for their education. Youth in Kosovo believe that television is the most useful media for their education, while almost identical shares of youth in Albania and Turkey indicated Internet, television and printed media as important for their education.

Internet was dominantly indicated as useful media in terms of youth's **entertainment and information.** Actually, 79.1 % of surveyed youth believe that Internet is most useful for entertainment purposes and 94.6% of them believe it is most useful for information purposes. Single exception from this trend was noted in Turkey, where only 27.3% of youth find Internet to be the most useful media for information purposes. Youth in this country more frequently use the television for information purposes.

Youth find social media (52%) and Internet (42.3) to be the most useful media for communication purposes. These two media appear as the most frequently indicated answers also in terms of activism and mobilization, membership in various groups, promotion, recruitment and expression.

92.6% of youth believe that Internet and social media are the most useful media for **membership in groups,** while 80.8% of them consider the Internet as the most useful media for self-promotion. Portion of youth indicated that television is the most useful media for self-promotion purposes. 26.5% of youth in Montenegro and 22.3% of youth in Albania reported that television is the most useful media for self-promotion. Again, the Internet and social media were indicated as the most useful media for recruitment (81%) and self-expression (86.1%).

Majority of youth uses the Internet as a media that allows them participation in different social networks (97.6%) and for watching television programmes, films and videos (95.6%). In

addition, the Internet is broadly used for communication purposes as 82.3% of surveyed youth indicated that they use the Internet for sending text messages, 74.8% of them use it for calls and 82.5% of them use them for sending e-mails with attached documents.

Researching youth's interest in the media provides the conclusion that, in general, youth in the region are most often interested in feature films (55.8%), news programmes (49.2%) and series/soap operas (48.6%). Nevertheless, differences were noted between the countries in terms of youth's preferred contents. Hence, feature films were most frequently indicated by youth in Croatia (69.2%), while in Turkey only 42.7% of youth reported this type of contents. Moreover, major differences were noted in regard to news programmes and series. In Slovenia, 65.8% of youth indicated news programme as the most interesting type of media contents, while in Croatia their share is twice as smaller (32.6%). Even greater differences were noted in terms of series/soap operas. In Croatia and Greece, more than 70% of youth selected series/soap operas as media contents of great interest for them, while in Kosovo, Albania and Macedonia less than 10% of respective youth populations indicated this answer.

Religion is the type of media contents that is the least preferred among youth (4.1%). Compared to other countries in the region, youth in Kosovo (16.9%) and Turkey (11.8%) demonstrated the highest interest in this topic. On the contrary, less than 1% of respective youth populations in Bulgaria, Slovenia and Serbia indicated that they would like to see this type of contents more present in the media. In addition to religion, game shows are the second least interesting or attracting media contents for youth in the region.

Based on their programme ratings, media outlets target different population groups with different contents. In the opinion of media representatives, youth prefer entertainment and news programmes and contents.

To a great extent, the media are very accurate in recognizing youth's interests and preferences. According to the surveyed media representatives, youth prefer to follow contents with an entertainment component. With the exception of Kosovo where, according to the surveyed media, youth find sports the most interesting contents, majority of media representatives in other countries (ranging from 40% to 85%) believe that youth prefer to follow entertainment programmes and contents. In their opinion, the least interesting contents for youth are programmes focused on health, religion and environmental protection. Sports and politics come second in terms of most viewed contents among youth, immediately after entertainment programmes. Youth demonstrate low interest in programmes with the focus on economy, education and culture, as indicated by no more than 10% of surveyed media representatives.

In seven countries, half of surveyed media representatives indicated youth as one of their direct target groups. The lowest number of media outlets directly targeting the youth was noted in Bulgaria and Montenegro. Media's target groups play a major role in their respective policy-making and priority-setting processes.

According to surveyed media workers in the region, when the media wish to directly address or cover youth issues, they usually pursue this as part of programmes focused on education and sports. In addition, high number of media emphasized culture as a topic that directly attracts youth's attention. Political topics and programmes are the least used contents by the media to target the youth population. Politics, as an important topic, is the most used programme for targeting youth population in Kosovo (30%) and Turkey (24.1%). Economy is the most used programme by the media for targeting youth population in Macedonia (41.9) and Kosovo (60%).

3.3. FACTORS AFFECTING MEDIA USES

According to majority of surveyed media representatives in the region, youth's habits have the greatest influence in terms of the media outlet they prefer to follow. Exceptions thereof were noted in Macedonia and Montenegro, where the media predominantly believe that the key factor for a media outlet to be followed by the youth is the broadcasted contents. Moreover, significant number of media in Turkey, Kosovo and Albania indicated media outlet's accessibility as an important factor for their number of young viewers. The lowest share of media indicated financial accessibility as the factor that affects media use among young people.

Use of a given media is, to a great extent, affected by the viewers' trust. In general, youth do not trust the media. In order to measure youth's trust in the media, respondents were asked to assess the reliability of contents broadcasted in different types of media. The fact that majority of youth gave medium-range assessments shows that they have indifferent positions on this issue. Nevertheless, the sum of youth that have given the two assessments (4 and 5) implying positive attitude towards the reliability of information broadcasted by the media provides the conclusion that radio (37.4%) enjoys the highest trust among youth, while social media (20.2%) enjoy the lowest trust. It should be noted that youth use the social media the most, although they generally distrust the truthfulness of information broadcasted in these media. There are no significant differences in terms of youth's trust in the other types of media, such as printed and broadcasted media. No more than 8% of youth believe that information broadcasted in other types of media (printed, television, radio, Internet, social) are completely truthful. In

Albania, social media enjoy the highest trust among youth, while in Turkey they enjoy the lowest trust. On the contrary, Internet-based news portals enjoy the greatest distrust among youth in Turkey, while they enjoy the greatest trust among youth in Macedonia.

4.

MEDIA LITERACY

4. MEDIA LITERACY

Media literacy among youth is an important factor that should be taken into consideration when analysing the relation between youth and media. Definition of media literacy implies "knowledge to create media, but also skills to analyse the media".[13]

4.1. MEDIA ANALYSIS

4.1.1. CRITICAL THINKING

One of the skills required for effective analysis of media contents is critical thinking, i.e. the ability to internalize media contents through the prism of critique. There are several indicators on audience's critical stance: are they able to distinguish different types and sources of contents, are they able to recognize propaganda or spinning of information's truthfulness. **The first step in establishing whether and to what extent youth are critical towards the media is to research how much they trust or distrust truthfulness of information broadcasted in the media.** If youth receive all types of information without any doubt in their truthfulness or relevance, one cannot speak about high level of media literacy among them.

According to the research results, only 3.6% of youth in the region do not believe that information provided in the media are untruthful, while 53% of them believe that sometimes information provided in the media are untruthful. In addition, 6.5 % of youth do not believe that information are presented as incomplete, i.e. they are of the opinion that media are selective in terms of information they present, while 44.2% of them believe that media are often selective in presentation of information. This is indicative of the fact that youth are critical towards information broadcasted in the media, but a thorough analysis is needed to establish the actual situation in this regard.

Youth in Macedonia most frequently indicated that when covering certain topics portion of information is withheld by the media, while youth in Albania provided the least frequent answers to this question. On the contrary, youth in Serbia and Kosovo frequently find that information broadcasted in the media are untruthful, while the lowest frequency of such answers was noted among youth in Bulgaria, Greece and Croatia.

42% of youth in the region believe that media never or rarely present news in objective and unbiased manner, while 3.3% of them believe that news programmes are always objective and

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[13] Media Education: A Kit for Teachers, Students, Parents and Professionals, UNESCO, 2006

unbiased. This is an important indicator on the existing distrust in the media among young people. In Turkey, as high as 40 % of youth believe that media always broadcast biased and subjective information. The highest level of trust in news programmes was noted among youth in Serbia, where only 1.2% of them agreed with this statement.

Only 2.7% of youth believe that the media never broadcast false information, while 33.7% of them believe that this is done often or always. In Macedonia, 59.6% of youth believe that the media often or always broadcast false information, which is the highest share noted among surveyed populations in all countries included in the research. The situation in Turkey is similar, as 59.3% of surveyed youth agree with this statement. Contrary to the situation observed in Macedonia and Turkey, youth in Croatia demonstrate a significantly higher trust in the media.

In total, 49% of surveyed youth believe that media use weak/poor arguments in their reports. 60% of youth in Macedonia, Kosovo and Albania agree with this statement.

4.1.2. ANALYTICAL STORIES AND INVESTIGATIVE JOURNALISM

Analytical stories and investigative journalism contribute to better quality of news programmes in the media, and that is why presence of these types of stories and analyses in the media is very important. 35.8% of youth believe that investigative journalism is rarely present in the media, while 32.3% of them believe that analytical stories are rarely present in the media. These figures are indicative of the low frequency and presence of analytical stories and investigative journalism.

4.1.3. PROPAGANDA

Propaganda is information (especially of a biased or misleading nature) used to persuade or change the public opinion.[14] Indicative is the fact that 58.5% of youth in the region believe that news programmes are structured in propaganda manner. No major differences were noted among the countries, as more than half of surveyed youth in all countries indicated that news programmes regularly or very often include propaganda components.

An important issue in this regard is youth's wish to be proactive, especially in situations where they have noticed that different media outlets present one and the same or similar information in various manners.

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[14] http://www.oxforddictionaries.com/definition/english/propaganda

According to the research results, majority of youth in the region would compare the information's truthfulness against another source, while the lowest share of them would share their concerns with the civil society sector. 69.6% of them would consult other people about their opinion on the topic related to the questionable information, while 32.1 % of them would trust any information offered. 27.9% of youth would not take any actions in such situation. More than half of youth trust the information broadcasted by particular media sources. These findings are applicable to all youth in the region.

Nevertheless, differences were noted among the countries included in the research, especially in terms of youth's behaviour in cases of different presentation of same information in the media. The civil society sector in Bosnia and Herzegovina enjoys the highest trust among young people, as 47% of them indicated that they would address a non-governmental organization in cases they have noticed same information being differently presented in the media. Youth in Croatia are the most passive one in this regard, as 38.3% of them would not take any actions in this situation. Other major deviations from the regional average were noted in Turkey, where only 7.4% of surveyed youth would partially trust any information offered.

4.1.4. HATE SPEECH

Another indicator of media literacy is the ability to recognize the language that stimulates divisions, i.e. the use of language whose essence implies hatred. Large portion of surveyed youth is able to recognize this phenomenon in the media. At country level, the highest share of youth that indicated this answer was noted in Greece (65.2%). With the exception of Slovenia and Croatia, youth in other countries indicated that they can recognize significant use of language that stimulates divisions. Expressed in shares, 37.9% of youth in the region believe that media often or always use this type of rhetoric.

High number of youth believes that the media only occasionally use metaphors that do not promote humane values.

Youth in the region are familiar with the meaning of the term "hate speech". Almost equal share of them have always identified contents aimed at insulting a particular population group as hate speech. 40.1% of youth have sometimes identified contents aimed at insulting a particular population group, while 38.2 of them have sometimes identified contents implying hate speech. 32.3% of youth in Macedonia, 29.9% in Turkey and 38.4% in Serbia have often identified contents aimed at insulting a particular population group, while only 2.7% of youth in Albania agreed with this statement. Similar is the situation with recognition of hate speech. 39.9% of youth in Macedonia and 39.7% of youth in Serbia indicated that they have often recognized hate speech.

4.1.5. INFORMATION ON SAFETY AND PROTECTION ON THE INTERNET

Due to their use of Internet, youth acquire new skills, experience and knowledge, but at the same time they are exposed to potential hazards that might have negative consequences for their privacy and personal safety, and even jeopardize the safety of their family. While they surf the Internet, youth can encounter disturbing information or photographs or they can naively accept or share files, thereby exposing their family to the risk of cyber thieves or infecting their computer with viruses.[15] **Therefore, an important component of the research on youth's media literacy is the assessment of their awareness about protection mechanisms when using the Internet.**

According to the research results, only 6.1% of youth are not careful when they communicate via the Internet, while the others indicated different level of carefulness in this regard. This provides the conclusion that, in general, young people in the region are aware of consequences and dangers that might emerge during their communication with unknown people on the Internet. However, the fact that only 18.3% of youth are always careful about these risks shows that there is still space for improving the situation in this regard. Less than 4.4% of youth in Bosnia, Bulgaria, Greece and Turkey are always careful when they communicate with other people on the Internet.

To a large extent, youth in the region are familiar with the privacy protection options on their computers (72.4%). For example, majority of them have installed antivirus and anti-spyware protection on their computers (79.1%).

Youth organization can have a significant role in development of media literacy among young people.

4.2. PRODUCTION OF MEDIA CONTENTS

When talking about youth-produced contents in the media, one must first inquire about the scope of copyright contents created by them. In this regard, the research was interested in learning about the **type of media contents produced by youth**. 50.6% of youth are producing written works that could be categorized as books, essays, blogs, columns and the like, while 53.8% of them stated that they are producing video or audio materials that could be categorized as films, video clips, cartoons, photographs, podcasts, etc.

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[15] ICT Guide on Safety, issue no. 5, Metamorphosis

Youth's preferred media for sharing contents they have produced is the Internet, compared to other media. According to the research results, 86.1% of youth in the region stated that they use the Internet to produce their own contents. For the purpose of this research "own contents" means: texts, images, photographs, video and music. For clarification, the definition of the Internet also includes social networks. In comparison, when it comes to the use of traditional media for presentation of own media contents, only 10.7% of youth in the region have written a letter to newspapers, and 13.4% of them have written a news article or column for magazines.

In regard to youth's preference, no differences were noted between creation of blogs or websites. Only 21.6% of youth in the region have created their own websites, while 20.7% of them are maintaining personal blogs. Compared to other countries, Albania is marked by the highest number of youth who have created their own websites (43%), while the lowest shares were noted in Serbia (15.1%) and Montenegro (15.5%). In addition, almost all youth who have created their own website (23.2%) have done so for personal use and purposes. Given the fact that online games are an important part of the Internet, youth were asked whether and what type of video games they have created. Their answers on this question provide the conclusion that only a small portion of young people prefers this Internet-based activity. Half of surveyed youth have used the Internet for activism, such as signing a petition.

In the opinion of surveyed media workers, youth are rarely involved in producing media contents and in any other type of engagement in media work. These results do not concern Macedonia, where the highest number of surveyed media believes that youth are more often involved in media work. The situation observed could also be a result of youth's disinterest in these issues. According to the research results, more than half of surveyed media in 7 countries believe that youth are rarely interested in producing media contents and being directly involved in media work. According to the surveyed media, youth in Kosovo show the highest level of interest for this type of engagements.

Youth organizations could have an important role in the field of informal education, i.e. in facilitating youth's acquisition of skills and knowledge to produce media contents. Unfortunately, youth organizations in the region rarely organize and implement activities that would contribute to the achievement of this goal.

4.2.1. FREEDOM OF SPEECH

An important factor that affects youth's active exercise of their freedom of speech or freedom of expression is their perception about the level of freedom they actually enjoy. Hence, 57.1% of youth in the region feel free to express their views or opinions about certain political or social problems on the Internet. The highest shares of youth who feel free to express their political views were noted in Bulgaria (74.5%), Kosovo (73.4%) and Albania (70.8%).

On regional level, 46.4% of youth rarely or sometimes fear to comment on websites. Level of fear among youth is increased in cases of political commentaries. Thus, 41.4% of youth rarely feel comfortable to publish their political views. In addition, 27.6% of them often or always feel uncomfortable to publish their political views. Country comparisons show that the highest share of youth who are uncomfortable to publish political contents was noted in Macedonia, where 31.1% of youth stated that they are always uncomfortable and 18.8% of them stated that they are often uncomfortable to publish their political views and comments. On the contrary, 37.9% of youth in Bosnia and Herzegovina never feel uncomfortable with publishing their political views and 26.9% of them rarely feel uncomfortable.

4.3. YOUTH ORGANIZATIONS' VIEWS ON MEDIA LITERACY

Youth organizations in the region have different experiences with organization of activities aimed at increasing youth's media literacy. 70.6% of youth organizations in Greece, 65.5% in Serbia, 59.4% in Turkey, 58.1% in Bosnia and Herzegovina and 50% of surveyed youth organizations in Slovenia provided negative answers on the question inquiring whether they have organized this type of activities.

In Kosovo, 68.4% of youth organization stated that they have organized *activities aimed at increasing media literacy* (52.6% of which e implemented these activities in the last 2 years). In Albania, their share is 68% (44% of which implemented these activities in the last 2 years), Bulgaria - 63.2%, Croatia - 61.5%, Macedonia - 54.5%, and Montenegro - 51.5%.

Most youth organizations in the region have never delivered trainings for youth on propaganda identification and challenging. In all countries, more than half of surveyed youth organizations have not organized this type of activities. The highest share of youth organizations that have not organized this type of trainings was noted in Serbia, where 79.3% of surveyed youth organizations provided negative answers to this question. Following is Turkey

with 78.1%, Bosnia and Herzegovina and Slovenia with 74.2% each, Greece with 70.6%, Macedonia and Croatia with 69.7% each, and Montenegro with 66.8%.

The highest share (47.4%) of youth organization that have organized trainings on propaganda identification and challenging was noted in Kosovo (all delivered in the last 2 years). Following are Bulgaria, where 44.7% of youth organizations provided affirmative answers (but only 10.5% of trainings were implemented in the last 2 years) and Albania, where 44% of youth organizations provided affirmative answers (40% of which delivered these trainings in the last 2 years).

Most youth organizations in the region have not implemented activities aimed at explaining and deconstructing biased speech. The highest share of youth organizations that have not implemented this type of activities was noted in Slovenia, where 81.8% of youth organizations provided negative answers to this question. Their share in Turkey accounts for 81.3%, Greece – 76.5%, Serbia – 75.9%, Macedonia – 72.7%, Croatia – 69.2%, Albania - 52%, and Bosnia and Herzegovina – 51.6%.

In Kosovo, 60.5% of surveyed youth organizations have implemented activities aimed at explaining and deconstructing biased speech (42.1% of which implemented these activities in the last 2 years). Their shares in Bulgaria and Montenegro are 60.5% and 54.5%, respectively.

Most youth organizations in the region have never delivered training for young journalists. Negative answers to this question were provided by 82.4% of youth organizations in Greece, 81.3% in Turkey, 78.8% in Slovenia, 75.8% in Macedonia, 72.4% in Serbia, 72% in Albania, 71.1% in Bulgaria, 69.7% in Montenegro, 64.1% in Croatia and 61.3% in Bosnia and Herzegovina. In Kosovo, only 31.6% of surveyed youth organizations have not implemented this type of trainings, 31.6% of them have implemented such activities, but not in the last 2 years, and 36.8% of youth organizations have delivered this type of trainings in the last 2 years.

Most youth organizations in the region have never delivered training on media monitoring and analysis. The highest share of youth organization that have never implemented this type of trainings was noted in Serbia, where 77% of surveyed youth organizations provided negative answers to this question. Following is Albania with 68%, Bosnia and Herzegovina – 67.7%, Montenegro – 63.6%, Greece – 58.8%, Macedonia – 57.6%, Turkey – 56.3%, Bulgaria – 52.8%, Croatia and Slovenia with less than half of surveyed youth organizations, i.e. 48.7% and 48.5%, respectively.

Again, Kosovo is distinguished from the other countries in terms of the highest share of youth organizations (47.4%) that have delivered training on media monitoring and analysis in the last 2 years, while 26.3% of them implemented this type of activities, but not in the last 2 years.

Youth organizations have different experiences in relation to delivery of training for youth on media uses. 73% of surveyed youth organizations in Kosovo provided affirmative answers to this question, while their shares in other countries are as follows: 64.1% in Croatia, 64% in Albania, 63.2% in Bulgaria, 60.6% in Macedonia, 58.8% in Greece and 53% in Slovenia.

The situation observed in Turkey, Serbia, Bosnia and Herzegovina and Montenegro is different. Most youth organizations in these countries indicated that they have not organized training for youth on media uses. Breakdown of relevant shares per country is the following: 75% in Turkey, 62.1% in Serbia, 54.8% in Bosnia and Herzegovina and 54.5% in Montenegro.

5.

YOUTH IN THE MEDIA

5. YOUTH IN THE MEDIA

5.1. YOUTH'S PRESENCE IN THE MEDIA

According to the youth in the region, they are most represented in the media in contents related to sports, fashion, education and crime overviews. On the other hand, they are the least represented in the media in contents on economy/business, politics and religion.

28.6% of youth believe they are never represented in political contents, while 44.4% of them believe they are little represented in this type of media contents. Deviation from the regional average was noted in Macedonia, where 30.2% of youth believe they are much represented in political contents, while 8.9% of them believe they are too much represented in such media contents. Youth are little represented in economic contents, i.e. 29.1% of them believe they are never represented and 50.9% of them believe they are little represented. No major differences were noted among the countries included in the research.

Slightly higher shares of youth believe they are represented in education-related media contents, where 41.3% believe they are little represented and 31.5% believe they are sufficiently represented. The highest numbers of youth who believe they are sufficiently represented in education-related contents were noted in Macedonia and Croatia. On the contrary, country results for Serbia show the lowest representation of youth in education-related media contents, where 26.3% of surveyed youth believe they are never represented in this type of contents.

46.2% of youth believe they are little represented and 31.5% of them believe they are sufficiently represented in culture-related media contents. Half or more than half of respective youth populations in Albania, Bosnia and Herzegovina, Bulgaria, Montenegro, Serbia and Turkey believe they are little represented in culture-related media contents.

In the opinion of youth, sports are a topic where they are more represented compared to other media contents. Thus, 30.3% of them believe they are highly represented and 11.8% of them believe they are excessively represented in sports-related media contents. Youth believe they are highly represented in entertainment-related media contents, i.e. 57.9% of them believe they are much and very much represented in this type of media contents. Second type of media contents with high representation of youth are those related to fashion. Media contents related to economy and politics, as well as nature and environment, health and religion, rarely involves the youth. In their opinion, youth are very much represented in contents related to criminal

overviews, i.e. 20.5% of them believe they are very much represented and 22.5% of them believe they are excessively represented.

Youth's representation in media contents is a precondition for bringing them closer to the media, but also for getting informed about issue that are directly affecting them.

In Albania, Bosnia, Bulgaria, Montenegro and Slovenia, more than half of surveyed media believe that youth are rarely represented in media contents. Distressing is the fact that 86.8% of media in Turkey agreed with this statements, while the relevant share in Serbia is 71.2%. In Albania, 21% of surveyed media believe that youth are always represented in media contents, while 27.8% of surveyed media in Macedonia believe youth are often represented in media contents. Furthermore, surveyed media in 9 countries do not believe that youth are always represented in media contents. These findings are indicative of the low representation of youth in media contents. In addition, it should be noted that these findings are based on the perceptions of surveyed media workers and representatives who are directly involved in and familiar with media contents.

According to the media, youth are rarely represented in all types of media contents. In their opinion, youth are most represented in sports-related contents, followed by contents in the field of entertainment and fashion. Fourth in rank in terms of representation of youth are media contents related to education and culture.

Media in Turkey and Bosnia and Herzegovina indicated the lowest representation of youth in media contents, while media in Kosovo and Macedonia indicated the highest representation of youth in media contents related to all topics enlisted. In the opinion of media, politics and economy are topics that are marked by the lowest representation of youth. More specifically, 70.6% of surveyed media in Montenegro and Croatia believe that youth are not represented in economy-related media contents. 72.2% of surveyed media in Turkey believe that youth are rarely represented in politics-related media contents, while their share in Slovenia accounts for 70.8%. Compared against these figures, 48.4% of media in Macedonia and Greece and 50% of media in Kosovo believe that youth are often represented in sports-related media contents. Also, half of surveyed media in the countries included in the research believe that youth are often represented in entertainment-related media contents. Distressing is the fact that in half of the countries included in the research, half of surveyed media believe that youth are rarely represented in education-related media contents.

Similar positions on this question were obtained from the surveyed youth organizations. *As regards politics-related media contents, youth organizations in the region believe that youth are*

too little represented. More specifically, 76.5% of youth organizations in Montenegro share this position, as well as 65.7% of youth organizations in Slovenia, 60.4% in Serbia, 58.8% in Greece, 54.3% in Bosnia and Herzegovina, 54.1% in Macedonia, 48.7% in Bulgaria, 45.2% in Croatia, 38.1% in Kosovo and 37.9% in Albania. Turkey is the only country that deviates from this trend, as high share of youth organizations (42.4%) responded that youth are not represented in politics-related media contents. Second most frequently indicated answer by youth organizations in Turkey imply little representation of youth in politics-related media contents (39.4%). Relatively high shares of youth organizations that are of the standing that youth are not represented in politics-related media contents were noted in Croatia (42.9%), Bosnia and Herzegovina (34.3%), Greece (29.4%) and Kosovo (28.6%).

It should be noted that in all countries, not a single youth organization indicated that youth are sufficiently, too much or excessively represented in politics-related media contents.

The situation is different in terms of youth's representation in economy-related media contents, meaning that *youth organizations believe that youth are little represented in this type of media contents.* Highest share of youth organizations that agree with this statement were noted in Slovenia (74.6%), followed by Macedonia (70.3%), Kosovo (61.9%), Montenegro (58.8%), Turkey (57.6%), Bosnia and Herzegovina (54.3%), Serbia (53.8%), Croatia (50%), Greece (41.2%), Albania (37.9%) and Bulgaria (35.9%). 45.2% of youth organizations in Croatia believe that youth are not represented in economy-related media contents, while the relevant shares of answers in Greece and Serbia are 41.2% and 35.2%, respectively.

Common characteristic in all countries included in the research is the fact that youth organizations did not frequently indicate answers that youth are sufficiently, too much or excessively represented in economy-related media contents. Single exception therefrom is Bulgaria, where equal shares of youth organizations (35.9% each) responded that youth are little or sufficiently represented in this type of media contents.

As regards education-related media contents, dominant is the position among youth organizations that youth are little represented. This position is shared by 73.6% of youth organizations in Serbia, 64.7% in Montenegro, 62.7% in Slovenia, 54.3% in Bosnia and Herzegovina, 54.1% in Macedonia, 42.9% in Kosovo and Croatia, 41.2% in Greece, 37.9% in Albania, 36.4% in Turkey and 35.9% in Bulgaria.

Contrary to the situation observed in terms of politics- and economy-related media contents where the distribution of answers predominantly implies little or no representation, in the case of education-related media contents, youth organizations most frequently indicated answers

that imply little or sufficient representation of youth. 35.7% of youth organizations in Croatia believe that youth are sufficiently represented in education-related media contents, followed by 35.3% in Greece, 34.3% in Bosnia and Herzegovina, 33.3% in Kosovo and 32.8% in Slovenia.

Most youth organizations in the region believe that youth are little represented in the culture-related media contents. 76.6% of youth organizations in Serbia share this position, followed by 76.5% in Montenegro, 56.8 % in Macedonia, 54.1% in Bosnia and Herzegovina, 53.7% in Slovenia, 45.5% in Turkey, 42.9% in Kosovo, 41.2% in Greece and 41% in Bulgaria.

Exceptions from the regional average include Croatia and Albania, where high shares of youth organizations believe that youth are sufficiently represented in culture-related media contents, as indicated by 42.9% and 41.4% of them, respectively.

In almost all countries with the exception of Turkey, high shares of youth organizations believe that youth are sufficiently represented in sports-related media contents,. The highest share of youth organizations that agreed with this statement was noted in Slovenia (62.7%), followed by Montenegro (55.9%), Macedonia (54.1%), Kosovo (52.4*%),* Bosnia and Herzegovina (48.6%), Croatia (45.2%), Greece (41.2%), Serbia (40.7%), Albania (34.5%) and Bulgaria (33.3%).

33% of youth organizations in Serbia, 25.4% in Slovenia and 20.6% in Montenegro believe that youth are not sufficiently represented in sports-related media contents. On the other hand, 33.3% of youth organizations in Croatia, 31% in Albania, 28.2% in Bulgaria, 23.8% in Kosovo, 23.5% in Greece, and 22.9% in Bosnia and Herzegovina believe that youth are too much represented in this type of media contents. In Macedonia, 18.9% of youth organizations believe that youth are excessively represented in sports-related media contents.

In the case of Turkey, majority of youth organizations (27.3%) believe that youth are little represented in sports-related media contents. Equal shares of them (24.2% each) believe that youth are sufficiently represented and 21.2% of them believe that youth are excessively represented in sport-related media contents.

As regards entertainment-related media contents, dominant is the opinion of youth organizations that youth are sufficiently or too much represented.

43.2% of youth organizations in Macedonia believe that youth are sufficiently represented in entertainment-related media contents. This position is shared by 42.4% of youth organizations in Turkey, 41.8% in Slovenia, 38.1% in Kosovo, 37.9% in Albania, and 37.1% in Bosnia and Herzegovina. In Croatia, 42.9% of youth organizations believe that youth are too much

represented in this type of media contents, followed by 41.2% in Greece, 41% in Bulgaria, 38.2% in Montenegro and 30.8% in Serbia.

Relatively high share of youth organizations are of the standing that youth are excessively represented in this type of media contents (35.7% in Croatia, 35.1% in Macedonia, 33.3% in Kosovo and 30.3% in Turkey).

Youth organizations are divided in terms of youth's representation in fashion-related media contents. *They are of the standing that youth are sufficiently, too much or excessively represented in this type of media contents.*

More than half or 51.4% of youth organizations in Macedonia believe that youth are sufficiently represented in fashion-related media contents, followed by 44.8% in Slovenia, 37.9% in Albania, 37.1% in Bosnia and Herzegovina, 28.7% in Serbia. Youth organizations in Bulgaria and Greece are predominantly of the standing that youth are too much represented in this type of media contents (43.6% and 35.3%, respectively). Most youth organizations in Kosovo, Turkey and Montenegro are of the opinion that youth are excessively represented in this type of media contents, as indicated by 33.3%, 30.3% and 29.4% of them, respectively. In Croatia, youth organizations are of divided opinion, which means that equal shares of them (38.1%) believe that youth are too much or excessively represented in fashion-related media contents.

On the question inquiring about scope of criminal overviews involving youth, most youth organizations are of the standing that youth are excessively present in this type of media contents. This position is shared by 54.8% of youth organizations in Croatia, 42.4% in Turkey, 39.6% in Serbia, 33.3% in Bulgaria, 28.6% in Bosnia and Herzegovina (same percentage of them believe that youth are too much represented) and 17.6% in Montenegro (same share of them believe that youth are little represented). Most frequently indicated answers by youth organizations in other countries include: 27.6% in Albania believe that youth are too much represented, 32.4% in Macedonia believe that youth are sufficiently represented, while the dominant position among youth organizations in Greece and Kosovo is that youth are not sufficiently represented in criminal overviews broadcasted in the media (indicated by 41.2% and 33.3%, respectively).

In conclusion, youth's presence in the media is low. When youth are represented in media contents, they are usually related to entertainment and sports, while the lowest coverage of youth in the media was noted in contents related to politics, economy, culture, education and environmental protection.

5.2. YOUTH'S PORTRAYAL IN THE MEDIA

In addition to youth's representation in the media, the research inquired about the manner in which they are portrayed. For that purpose, all respondents (youth, youth organizations and media representatives) were asked to share their perceptions on youth's portrayal in the media. They were presented with ten dimensions of character features (active-passive, educated-illiterate, polite-impolite, organized-disorganized, curious-indifferent, tolerant-intolerant, creative-uncreative, independent-dependant, peaceful-violent, political-apolitical) to assess the manner in which the media portrays young people.

On several dimensions, youth have demonstrated indecisive perceptions about their portrayal in the media. In 4 countries, youth believe they are portrayed as dependant, violent and apolitical. More specifically, youth in Macedonia, Greece, Montenegro, Slovenia and Serbia are of the standing that the media portray them as dependant. Youth in Bulgaria, Greece, Croatia and Serbia believe they are portrayed as violent. Youth from these countries, including Slovenia, indicated that the media portray them as apolitical. On the contrary, youth in Macedonia stated that they have been portrayed as political. Youth in Slovenia, Bulgaria and Serbia indicated that they are portrayed as impolite by the media.

In Macedonia, youth are dominantly of the standing that their media portrayals imply character features on the ultimate ends of the spectrum. An exception therefrom was noted in terms of the dimension defined as dependant-independent, where the medial value is closer to portrayal of dependant youth.

Youth organizations tend to believe that youth are portrayed as passive or they do not have a clear position on the manner in which media portrays young people along this dimension.

34.3% of surveyed youth organizations in Slovenia, 31% in Croatia, 29.7% in Serbia, 29.4% in Greece, 28.6% in Bosnia and Herzegovina, 24.1% in Albania and 23.5% in Montenegro share the opinion that media portray youth as passive.

46.9% of surveyed youth organizations in Macedonia, 42.4% in Turkey, 33.3% in Kosovo, 28.2% in Bulgaria and 23.5% in Montenegro do not have a clear position, i.e. they are unsure about the manner in which media portray young people in terms of their societal engagement.

Similar is the situation in regard to youth's portrayal in the media in terms of their curiosity. 38.1% of youth organizations in Croatia, 37.8% in Macedonia, 34.5% in Albania, 31.3% in Slovenia, 25.3% in Serbia and 23.1% in Bulgaria indicated that youth are represented as curious.

Remaining shares of youth organizations do not have a clear position, i.e. they are unsure of the manner in which young people are portrayed in the media in terms of their curiosity.

Youth organizations do not have a clear position on the manner in which youth are portrayed in the media in terms of their organization, politeness, tolerance and education.

40.5% of youth organizations in Croatia, 37.1% in Bosnia and Herzegovina, 32.8% in Slovenia, 28.6% in Serbia, and 23.5% in Greece share the position that *in the media youth are predominantly portrayed as dependant*. According to the opinion expressed by 32.4% of surveyed youth organizations in Montenegro and 23.8% in Kosovo, youth are portrayed as very dependent.

Most youth organizations do not have a clear position on the manner in which youth are portrayed in the media along the dimension peaceful-violent. Positions of youth organizations in Serbia, Croatia, Albania and Macedonia are inclined towards extreme violence. 35.2% of surveyed youth organizations in Serbia indicated that youth are portrayed as violent, while their shares in Croatia, Bulgaria and Macedonia account for 31%, 30.8% and 27%, respectively.

Youth organizations are of divided opinion about the manner in which the media portray youth in terms of their political engagement. In any case, their positions are more prone towards statements that media portray youth as apolitical, i.e. politically indifferent. This answer was indicated by 38.1% of youth organizations in Croatia, 30.8% in Bulgaria and 28.6% in Bosnia and Herzegovina.

On the other hand, the media perceive youth in less neutral manner compared to youth's self-perception. In general, they are neutral or believe that youth are negatively portrayed in the media. Surveyed media in several countries most frequently indicated that youth are independent, apolitical and disorganized. Hence, media in Bosnia and Herzegovina believe that youth are portrayed as apolitical and educated. In Bulgaria, media believe the youth are portrayed in negative context, including qualifications such as: passive, intolerant, impolite, disorganized, dependant, apolitical and aggressive. In Croatia, media are of the standing that youth are indifferent, disorganized, creative, apolitical and dependant. In Greece, surveyed media representatives indicated that youth are portrayed as impolite, disorganized, apolitical, violent, dependant and uncreative. Media in Kosovo are more neutral in terms of youth's character features and are more positive about youth's portrayal. Most frequently indicated features indicated in Macedonia include impolite and curious, and the media are more withheld in terms of indicating other character features. In Montenegro, youth are perceived as passive, disinterested, disorganized, uncreative, apolitical and violent. Following character features are

most prominent in the answers provided by surveyed media representatives in Serbia: passive, disorganized, disinterested, dependant, apolitical, violent and intolerant. In Slovenia and Turkey, youth are portrayed as disorganized and apolitical.

In conclusion, all groups of respondents share the general position that youth are negatively portrayed in the media.

5.3. MEDIA'S INFLUENCE ON YOUTH

In all countries, dominant is the number of media that indicated they have different level of influence on youth compared to other audience groups. Greatest unison on this issue was noted among surveyed media representatives in Albania and Macedonia, where 90.9% and 82.8% of them recognized the difference in their influence on various audiences. Media in Croatia provided the lowest share of answers agreeing with this statement. 27.3% of them do not recognize any differences in this regard.

In terms of media's influence on youth, the research inquired about specific situations and topics. Hence, surveyed media in Turkey, Bulgaria and Bosnia recognize general influence in all situations indicated.

Media are divided on the question inquiring about their influence on youth's perceptions about social topics. In Albania, Bulgaria, Montenegro and Slovenia, high shares of media are of the opinion that they rarely influence youth's perceptions about social topics. On the other hand, media in Bosnia, Kosovo, Macedonia and Serbia believe that they often influence youth's perceptions in this regard. Media in other countries are of the standing that they sometimes influence youth's perceptions on this topic.

Media in Slovenia and Macedonia believe that they often influence youth's decisions about their higher education or employment. Answers provided by the media in Bulgaria, Greece, Montenegro and Serbia frequently indicated that they rarely influence youth's decisions, while the dominant answers provided by surveyed media in other countries imply that media sometimes influence youth's decisions.

On country level, the highest shares of media in Macedonia and Turkey believe that they sometimes influence youth for the purpose of greater involvement in social and political events. Media in other countries indicated that they rarely have such influence on youth. It is interesting to note that on this question media in Kosovo are of divided opinion, as 30% of

them believe they never influence and 30% of them believe they always influence youth's involvement in social and political events.

Surveyed media in the region are of divided opinion about their influence on youth in relation to political developments. High shares of media in Macedonia (37.9%) and Kosovo (30%) believe that they often influence youth's political information. On the other hand, media in Croatia, Albania, Bulgaria and Slovenia most frequently indicated that they rarely exert such influence on youth.

6.

YOUTH ORGANIZATIONS AND MEDIA

6. YOUTH ORGANIZATIONS AND MEDIA

In an attempt to understand the relation between youth organizations and the media, one must reconsider several aspects of their operation, including the type of media preferred by youth organizations and for which purposes, communication models used by youth organizations to reach out to the media, media's openness to cooperate with youth organizations, most common barriers to cooperation between media and youth organizations in order to maximize the potential of such cooperation, youth organization's activity in the field of informal education for the purpose of bringing youth closer to the media, but also stimulating development of new media.

6.1. MEDIA USES

Social media are most frequently used media by youth organizations in the region. All respondents in Macedonia and Greece provided affirmative answers that they use these media. Relevant share of respondents in Croatia accounts for 97.6%, Slovenia - 97%, Serbia – 95.6%, Bosnia and Herzegovina – 94.3%, Montenegro – 88.2%, Turkey – 87.9%, Bulgaria 87.2% and Kosovo - 85.7%.

Second most frequently used media by youth organizations are **websites** they create and maintain. The highest share of youth organizations with own websites was noted in Slovenia, where 94% of surveyed youth organizations confirmed they have created and are maintaining websites. Following is Croatia with 92.9%, Greece – 88.2%, Bulgaria – 87.2%, Macedonia – 86.5%, Turkey – 84.8%, Bosnia and Herzegovina – 80%, Kosovo – 76.2%, Montenegro – 73.5%, Serbia – 72.5% and Albania – 66.5%.

Websites for sharing contents, such as Flickr or YouTube, are also indicated as attractive media for youth organizations in the region. This type of media is most often used by youth organizations in Macedonia (70.3% of surveyed youth organizations indicated they have created and are maintaining this type of media outlets). In Slovenia, their share is 65.7%, Albania – 65.5%, Montenegro – 64.7%, Bosnia and Herzegovina – 62.9%, Serbia – 60.4%, Croatia – 59.5%, Greece – 58.8%, Turkey – 57.6% and Kosovo – 47.6%.

The highest share of youth organizations that indicated they do not use this type of websites was noted in Bulgaria, where 64.1% of surveyed youth organizations answered they have not created and maintained this type of websites.

In the opinion of youth organizations in Macedonia, less attractive new media include wiki pages, blogs websites for sharing interesting contents, such as Delicious, and microblogging services, such as Twitter and Weibo.

Among these media outlets, the least attractive ones are **wiki pages.** 94.7% of youth organizations in Bulgaria stated that they do not use this type of media, while the relevant shares noted in other countries are: 90.9% in Bulgaria, 85.7% in Macedonia, 82.4% in Montenegro and Greece, 82.1% in Slovenia, 80% in Croatia, 77.1% in Bosnia and Herzegovina, 76.9% in Serbia, 76.2% in Kosovo and 51.7% in Albania.

Webpages for sharing interesting contents, such as Delicious, are in the group of least used media. These webpages are the least used by youth organizations in Greece, where 88.2% of surveyed youth organizations provided negative answers on the question whether they use this type of media. Following are youth organizations in Slovenia (88.1%), Turkey (87.9%), Bosnia and Herzegovina (85.7%), Montenegro (76.5%), Kosovo (61.9%) and Albania (more than half of youth organizations or 55.2%).

Croatia is the only country where majority of surveyed youth organizations provided affirmative answers to this question (64.3%).

Large share of youth organizations in the region do not use **blogs.** Shares of youth organizations that do not use blogs are the following: Croatia – 88.1%, Turkey – 84.8%, Macedonia – 79.4%, Slovenia – 74.6%, Bulgaria – 71.8%, Bosnia and Herzegovina – 71.4%, Serbia – 70.3% and Kosovo – 52.4%.

In Greece and Albania, the shares of youth organizations that provided affirmative answers on the use of this type of media are higher than the shares of those that indicated negative answers, i.e. 58.8% and 48.3%, respectively.

Most youth organizations do not use **microblogging services.** This answer was provided by 79.5% of youth organizations in Bulgaria, 76.2% in Croatia, 72.7% in Turkey, 69.4% in Macedonia, 67.2% in Slovenia, 60% in Bosnia and Herzegovina, 52.9% in Greece, 52.4% in Kosovo, 50.5% in Serbia, 50% in Montenegro and 48.3% in Albania.

Nevertheless, research findings do not provide answers about the reasons behind the low utilization rate of this type of media, i.e. whether this is due to lack of knowledge and skills

among youth organizations to create and use this type of media contents or because they are doubtful about the efficiency of said media (wiki pages, blogs, microblogging services, etc.) to reach out to their target groups.

In the context of traditional media, youth organizations in the region most often use (create and maintain) **written media** (newsletters, magazines). 74.1% of surveyed youth organizations in Croatia provided affirmative answers to this question, while their share in Slovenia accounts for 73.1%. Following are Greece, where 70.6% of youth organizations use this type of media, Albania – 69%, Kosovo – 61.9% and Macedonia – 58.3%.

On the other hand, 64.8% of youth organizations in Serbia stated that they do not use this type of media, while their shares in other countries are: 64.1% – Bulgaria, 55.9% – Montenegro and 51.5% – Turkey.

Traditional media known as **television and radio** are less frequently created and maintained, which is understandable having in mind the fact that such a venture on the part of youth organizations requires great financial capital and human resources that they do not dispose with. Exceptions from the regional average were noted in Croatia and Bulgaria, where majority of youth organizations provided affirmative answers (67.5% and 58.6% respectively). As regards the radio, exceptions from the regional average were noted in Croatia and Slovenia, where 78.6% and 64.2% of youth organizations indicated that they own and are maintaining radio outlets.

In an attempt to establish whether there are differences in terms of media preferences for specific purposes, such as programme activities or promotional and communication activities, the research results show that youth organizations' preference in each of the situations provided are not significantly different and are indicative of same trends in creation and maintenance of different types of media.

Irrespective of the fact whether it is a matter of programme activities, communication or promotion, youth organizations most often use social media and their official websites, while the least used media include news articles, blogs, webpages for sharing contents and microblogging services.

Traditional media (printed and broadcasting) and webpages for sharing contents are not frequently used, although their utilization rate is slightly higher compared to the previous groups of media indicated above.

The fact that social media and websites are most frequently used media on daily basis for communication and promotion purposes should not come as surprise.

Highest use of **social media** on daily basis was noted among youth organizations in Macedonia (86.5%) Following are youth organizations in Bosnia and Herzegovina (82.9%), Montenegro (76.5%), Kosovo (71.4%), Greece (70.6%), Albania and Croatia (69% each), Turkey (63.6%), Serbia (62.6%), Slovenia (61.2%) and Bulgaria (48.7%).

57.1% of surveyed youth organizations in Kosovo indicated that they use their **websites** on daily basis. Following are youth organizations in Croatia (54.8%), Greece (52.9%), Montenegro (50%), Slovenia (44.8%), Albania (44.8%), Macedonia (45.9%), Turkey (40.6%) and Bulgaria (35.9%). The highest share of surveyed youth organizations (26.4%) in Serbia responded that they never use their websites for promotion and communication purposes, while the second most frequent answer (indicated by 25.3% of them) is that they use their websites on daily basis.

As regards media's openness or accessibility, as well as their efficiency in information dissemination, social media are the most favoured type of media among youth organizations compared to other types of media.

According to the youth organizations in the region, **social media** are the most open and easily accessible media forms**.**

With the exception of Slovenia, most frequently indicated answer is that social media are "always" open and accessible. More specifically, 76% of youth organizations in Albania indicated this answers, followed by 70.2% in Serbia, 68.8% – Montenegro, 64.7% – Greece, 64.1% – Croatia, 58.1% – Macedonia, 56.7% – Bosnia and Herzegovina, 53.1% – Turkey, 50% – Kosovo and 47.2% of youth organizations in Bulgaria. In the case of Slovenia, most frequently indicated answer is that social media are "often" open and accessible, as indicated by 40.6% of surveyed youth organizations.

In the opinion of large share of youth organizations, **Internet news portals** are "often" accessible. 64.1% of youth organizations in Croatia share this position, followed by 62.5% in Slovenia, 46.7% – Bosnia and Herzegovina, 43.8% – Montenegro, 41.7% – Serbia and 40.6% in Turkey. 60% of surveyed youth organizations in Albania believe that Internet news portals are always accessible. In Bulgaria, their share accounts for 30.6%. Most frequently indicated answer among youth organizations in Kosovo (44.4%) is that portals are "sometimes" open for cooperation. This position is shared by 48% of youth organizations in Macedonia. In Greece, however, majority of youth organizations (35.3%) believe that this type of media is "rarely" open and accessible.

According to the perceptions of youth organizations, **printed media** are "sometimes" open for cooperation. This answer was indicated by 62.5% of surveyed youth organisations in Macedonia, 55.6% – Kosovo, 53.8% – Kosovo, 48.4% – Slovenia, 42.9% – Serbia, 41.7% – Bulgaria, 41.2% – Greece, 36.7% – Bosnia and Herzegovina and 32% – Albania. Half of youth organizations in Montenegro indicated that this type of media is "often" accessible, while in Turkey, high share of them (28.1%) believe that Internet mews portals are "rarely" open for cooperation with youth organizations.

For most part, surveyed youth organizations believe that **radio outlets** are more open compared to television outlets. Radio outlets are "often" accessible according to 46.7% of youth organizations in Bosnia and Herzegovina, 42.9% – Serbia, 37.5% – Montenegro. In the opinion of majority of youth organizations, radio outlets are "sometimes" accessible. This answer was provided by 55.6% of surveyed youth organizations in Kosovo, 48% – Albania, 47.1% – Greece, 38.9% – Bulgaria, 37.5% – Slovenia, 35.9% – Croatia, and 35.5% - Macedonia. In Turkey, 31.3% of youth organizations believe that this type of media is "rarely" open for cooperation with them.

Youth organizations have varied opinions about the openness and accessibility of **television outlets**. Only in Montenegro, majority of youth organizations believe that television outlets are "often" accessible. "Sometimes" was indicated by 56.4% of youth organizations in Croatia, 41.7% – Serbia, 36% – Albania, 35.5% – Macedonia, 31.3% – Turkey and 27.8% - Bulgaria. More than half or 55.6% of youth organizations in Kosovo believe that television outlets are "rarely" accessible. This position is shared by half of surveyed youth organizations (50%) in Bosnia and Herzegovina, 47.1% in Greece and 46.9% in Slovenia.

Social media are indicated as most successful in terms of their efficiency in information dissemination. 80% of youth organizations in Albania, 77.4% in Macedonia, 73.8% in Turkey, 73.3% in Bosnia and Herzegovina, 69.7% in Greece, 69.2% in Croatia, 68.8% in Montenegro, 65.6% in Turkey and 62.5% in Slovenia indicated that social media are "very efficient" for this purpose. Only in Kosovo, majority of youth organizations indicated that social media are "efficient".

Youth organizations also believe that news portals and printed media are effective tools for information dissemination.

64% of youth organizations in Albania believe that **news portals** are "very efficient" media. This answer was indicated by 46.9% of youth organizations in Turkey and 38.9% of youth organizations in Kosovo. 56.4% of surveyed youth organizations in Croatia consider news

portals as "efficient" media. This position is shared by 53.1% of youth organizations in Montenegro, half of youth organizations in Macedonia and Bosnia and Herzegovina, 48.8% in Serbia, 48.4% in Slovenia, 47.2% in Bulgaria, 38.9% in Kosovo and 35.3% in Greece.

Printed media are "efficient" in the opinion of 59.4% of youth organizations in Slovenia, 53.1% – Montenegro, 50% – Kosovo and Bosnia, 48.8% – Serbia, 47.1% – Greece, 46.9% – Turkey, 35.5% – Macedonia, 33.3% – Bulgaria and 32% in Albania. In Croatia, 41% of youth organizations believe that this type of media has neutral effect.

Youth organizations' positions about the efficiency of **television outlets** are diverse between and within the countries. In Montenegro, 53.1% of youth organizations believe that television outlets are "very efficient", while this answer was indicated by 33.3% of youth organization in Kosovo and 32% of youth organizations in Albania. Television outlets are assessed as "efficient media" by 56.3% of youth organizations in Turkey, 46.2% – Croatia, 41.9% – Macedonia, 41.7% – Serbia, 36.1% – Bulgaria, 33.3% – Kosovo and 32% – Albania. In the opinion of 40% of youth organizations in Bosnia and Herzegovina, television outlets are neutral. This answer was indicted by 39.1% of youth organizations in Slovenia and 23.5% of youth organizations in Greece.

Positions on the efficiency of **radio outlets** are diverse between and within the countries. In Montenegro, 53.1% of surveyed youth organizations indicated that radio outlets are "efficient" media. Their shares of in other countries are the following: Greece – 47.1%, Croatia – 46.2%, Macedonia – 45.2%, and Kosovo – 33.3%. Half of youth organizations in Turkey and Bosnia and Herzegovina believe that radio outlets have neutral effect in terms of information dissemination. Their shares in other countries are the following: Serbia – 45.2%, Slovenia – 43.8%, Albania – 32% and Bulgaria – 30.6%.

6.2. COMMUNICATION WITH THE MEDIA

As regards the implementation of activities directly aimed at the media, youth organizations in the region generally prefer establishment of personal contacts with editors and journalists, direct contribution to media contents, presenting the media with press releases and organizing press conferences, appearing as guests on debate programmes, establishing good relations for the purpose of implementing campaigns. Most youth organizations in the region have a staff member tasked with media communications, have already compiled lists of

media outlets, regularly prepare press clippings and have adopted privacy policy on the organization level.

In Serbia, 89.7% of surveyed youth organizations indicated that they pursue **establishment of personal contracts with editors and journalists.** Relevant shares of youth organizations in other countries that provided this answer are: Montenegro – 81.8%, Bulgaria – 81.6%, Bosnia and Herzegovina – 77.4%, Greece – 76.5%, Slovenia – 74.2%, Macedonia – 72.,4%, Croatia – 69.2%, Kosovo – 52.6% and Turkey – 50%.

As for **contribution to media contents** (for example: issuing statements), as high as 93.9% of surveyed youth organizations in Macedonia indicated this type of cooperation with the media representatives. Following are the relevant shares of this answer indicated by youth organizations in other countries: Slovenia – 86.4%, Montenegro – 84.8%, Croatia – 79.5%, Serbia – 74.7%, Bosnia and Herzegovina – 74.2%, Bulgaria – 71.1%, Greece – 70.6%, Albania – 64%, Kosovo – 52.6% and Turkey – 50%.

Youth organizations are prone to developing **press releases** and organizing **press conferences** as communication tools and methods for information dissemination in the media. Hence, 89.7% of surveyed youth organizations in Croatia stated that they pursue this type of activities. Their share in Macedonia accounts for 87.9%, Bosnia and Herzegovina – 77.4%, Montenegro – 69.7%, Turkey – 65.6%, Slovenia – 65.2%, Bulgaria – 63.7%, Greece – 58.8%, Serbia – 54% and Kosovo – 52.6%.

Albania is the only country where majority of youth organizations (72%) indicated they do not practice this type of activities.

As for **appearing as guests in debate programmes**, comparative analysis of relevant answers per country shows that the highest share of youth organizations that provided affirmative answer to this question was noted in Montenegro (93.9%). In Serbia, their share accounts for 82.8%, Croatia – 76.9%, Bosnia and Herzegovina – 71%, Kosovo – 68.4%, Macedonia – 63.7%, Bulgaria – 57.9% and Slovenia – 51.5%.

Exceptions from the regional average were noted in Albania and Greece, where majority of surveyed youth organizations provided negative answers (68% and 52.9%, respectively).

Youth organizations often or always use **media invitations** as communication tools to inform them in advance about upcoming events.

46.2% of youth organizations in Croatia often use invitations for this purpose. Their share in Bosnia and Herzegovina is 38.7%, Slovenia – 34.8% and Turkey – 34.4%. More than half of

surveyed youth organizations in Kosovo indicated they always send media invitations for upcoming events. Following is Montenegro – 45.5%, Serbia – 42.5%, Macedonia – 36.4% and Bulgaria – 34.7%.

Youth organizations have different experiences in the context of organizing briefings as communication tools to inform the media about their current activities and in the context of media exercises in their trainings and workshops.

Briefings as communication tools are used by 94.7% of surveyed youth organizations in Turkey, while their share in Greece accounts for 64.7%, Turkey – 56.3%, and Bosnia and Herzegovina – 51.6%. On the other hand, 66.7% of youth organizations in Serbia provided negative answers to this question. Their share in Slovenia accounts for 63.6%, Macedonia – 57.6%, Bulgaria – 55.3%, Montenegro – 54.5%, Albania – 52%, and Croatia – 51.3%.

In this context, **social media** are indicated as an indispensable communication tool with the media community. Most frequently indicated answer among youth organizations in all countries in the region is that social media are always used for communication with the media.

More specifically, 57.9% of surveyed youth organizations responded that they always use social media to inform the media about their activities and events. In Macedonia their share is 57.6%, Montenegro – 54.5%, Albania – 52%, Serbia – 50.6%, Croatia – 48.7%, Bosnia and Herzegovina – 48.4%, Bulgaria – 42.1%, Turkey – 37.5% and Slovenia – 33.3%. Majority of surveyed youth organizations (41.2%) in Greece stated that they often use social media for this purpose.

88.2% of youth organizations in Greece have a staff member **tasked with media communications.** In Turkey, their share is 71.9%, Macedonia – 69.7%, Croatia – 69.2%, Kosovo – 68.4%, Slovenia – 63.6%, Montenegro – 60.6%, Bosnia and Herzegovina – 54.8%, Serbia – 50.6% and Bulgaria – 44.7%.

Albania is the only country in the region where majority of youth organizations negatively responded to this question, i.e. 56% of them stated that their organization does not have a staff member tasked with media communications.

With the exception of Turkey, where 53.1% of youth organizations stated that they have not created an internal **list of media,** most youth organizations in other countries use this communication tool. Hence, 84.8% of surveyed youth organizations in Macedonia and Montenegro provided affirmative answers to this question. Their share in Croatia is 84.6%, Bosnia and Herzegovina – 83.9%, Serbia – 79.3%, Kosovo – 78.9%, Slovenia – 68.2%, Bulgaria – 65.8%, Greece – 58.8% and Albania – 56%.

75.8% of youth organizations in Macedonia stated that hey use **media exercises as part of their trainings and workshops.** These activities are also practiced in Greece, where 76.5% of youth organizations provided affirmative answers to this question. Following is Bosnia and Herzegovina with 64.5%, Albania – 64%, Croatia – 56.4%, Montenegro – 54.5%. In Turkey, 75% of surveyed youth organizations provided negative answers, while their share in Kosovo is 68.4%, Slovenia – 60.6%, Serbia – 56.3% and Bulgaria – 52.6%.

Press clippings (overviews of media articles and stories) are implemented by large portion of youth organizations in the region. Press clippings are regular activities implemented by 78.9% of youth organizations in Bulgaria and Kosovo, 76% in Albania, 75% in Turkey, 69.2% in Croatia, 64.5% in Bosnia and Herzegovina, 57.6% in Montenegro and 54.5% in Macedonia. In Serbia and Slovenia, majority of youth organizations responded that they do not prepare press clippings, as indicated by 58.6% and 56.1%, respectively.

Experiences of youth organizations in terms of adopting social media and communication strategies are different between and within the countries. **Social media strategies** are adopted by 70.6% of youth organizations in Greece, 63.2% – Kosovo, 62.5% – Turkey, 59.1% – Slovenia, 57.6% – Macedonia, 52.6% – Bulgaria, 51.7% – Serbia, 51.5% – Montenegro and 44% in Albania.

Only in Bosnia and Herzegovina, the share of youth organizations that have adopted such strategy is higher than the share of those that have not adopted such strategy (58.1% of surveyed youth organizations negatively responded to this question).

The share of youth organizations that have adopted a **communication strategy** is lower. The highest share was noted in Albania, where 64% of youth organizations have adopted this type of strategy. Following is Greece with 58.8%, Montenegro – 57.6%, Kosovo and Bulgaria – 52.6% each, Macedonia – 48.5% and Slovenia – 47%.

In Turkey, 57.5% of surveyed youth organizations responded that they do not have such strategic documents. Their shares in Croatia and Bosnia and Herzegovina are 53.8% and 41.9%, respectively.

As regards adoption of **privacy policies at the organization level,** more than half of youth organizations in most countries provided affirmative answers to this question. In Kosovo, their share is 68.4%, Albania – 60%, Greece – 58.8%, Bosnia and Herzegovina – 54.8%, Croatia – 53.8%, Turkey – 53.1%, Macedonia – 51.5% and half of youth organizations in Slovenia and Bulgaria.

On the other hand, 55.2% of youth organizations in Serbia reported that they do not have such policies or do not know whether such policies are adopted within the organization, while their share in Montenegro accounts for 54.5%.

In general, youth organizations do not organize **trainings for journalists for the purpose of sensitizing them about youth issues.**

In Slovenia, 89.4% of youth organizations reported that they do not organize this type of trainings. Their share in Serbia is 80.5%, Croatia – 79.5%, Bulgaria – 78.9%, Turkey – 78.1%, Bosnia and Herzegovina – 67.7%, Montenegro – 66.7%, Macedonia – 60.6% and Albania – 60%.

The situation observed in Kosovo and Bulgaria is different from the other countries in the region. Namely, 68.4% of surveyed youth organizations in Kosovo reported that they implement this type of activities, while their share in Bulgaria is 64.7%.

6.3 MEDIA LITERACY, PRODUCTION OF MEDIA CONTENTS AND CRITICAL UNDERSTANDING AMONG YOUTH ORGANIZATIONS

The research also inquired whether youth organizations are proactive in cases when they have observed subjective reporting on the part of media.

The general conclusion is that majority of youth organizations in the region would react in cases when they observe differences in the manner in which information is presented in public by different media sources. In Turkey, all youth organizations indicated that they would react in such situation. Their share in Croatia is 97.4%, Macedonia – 96.8%, Kosovo – 94.4%, Turkey – 93.8%, Bosnia and Herzegovina – 93.3%, Serbia – 92.9%, Albania – 88%, Montenegro – 87.5%, Bulgaria – 83.3% and Slovenia – 79.7%.

Most often, they would react by means of writing a letter to editors, publishing a refutation in their own media, informing other non-governmental organizations about the problem and submitting official complaints.

Large portion of surveyed youth organizations indicated that they would **write a letter to the editor** in response to inadequate reporting and coverage. 97.4% of youth organizations in Croatia would react in this manner. Their share in Montenegro is 96.6%, Albania – 91.3%,

Bosnia and Herzegovina – 89.3%, Kosovo – 88.9%, Macedonia – 87.1%, Serbia – 86.3%, Bulgaria – 84.4%, Turkey – 83.9%, Greece – 82.4% and Slovenia – 66%.

High share of youth organizations would publish a **refutation** in their own media. In Croatia, 89.5% of surveyed youth organizations indicated this answer. Their share in Greece is 88.2%, Albania – 87.5%, Turkey – 87.1%, Macedonia – 83.9 %, Montenegro – 82.8%, Serbia – 78.5%, Bulgaria – 71%, Kosovo – 61.1%, Bosnia and Herzegovina – 67.9% and Slovenia – 66%.

Official complaints would be submitted by 81.3% of youth organizations in Bulgaria, 79.3% in Montenegro, 77.8% in Slovenia, 76.3% in Croatia, 70% in Macedonia, 67.7% in Turkey, 61.1% in Kosovo, 58.3% in Albania, 52.9% in Greece, 40% in Greece. Only in Bosnia and Herzegovina, 44.4% of youth organizations indicated that they would not submit official complaints.

Some youth organizations would **share their concerns with other civil society organizations/partners.** This course of action was selected by 81.6% of surveyed youth organizations in Croatia, 79.2% in Albania, 77.4% in Turkey, 73.3% in Bulgaria, 72.2% in Kosovo, 70.6% in Greece, 62.1% in Macedonia, 62.1% in Montenegro, 57.5% in Serbia, 48.1% in Bosnia and Herzegovina. This possible course of action was not selected by 64.2% of youth organizations in Slovenia.

Youth organizations would not choose boycott or court litigation as possible course of action to address the problems emerged.

In the above-defined situation, **boycott** of the media outlet in question would not be pursued by 84.9% of surveyed youth organizations in Slovenia, 83.3% in Kosovo, 77.4% in Turkey, 66.7% in Bosnia and Herzegovina, 60% in Bulgaria, 57.1% in Macedonia, 54.2% in Albania, 53.8% in Serbia, 52.9% in Greece and 36.8% in Croatia.

With the exception of Turkey, where majority of youth organizations (46.4%) would initiate **court proceedings,** most of youth organizations in other countries expressed reservations about this course of action. Negative responses were provided by 84.3% of youth organizations in Slovenia, 63% in Bosnia and Herzegovina, 52.5% in Serbia, 50% in Kosovo, 46.7% in Bulgaria, 44.8% in Montenegro and 44.7% in Croatia. In Macedonia and Albania, the highest share of surveyed youth organizations do not know what course of action they would pursue, meaning that they are unsure whether they would initiate court proceedings.

Research analysis in the section on youth concluded that further work with this target group is needed for the purpose of building their skills and knowledge for production of media contents, but also for the purpose of recognizing hate speech, propaganda and purposeful

information spinning. According to the answers, most youth organizations have not organized or implemented activities in this regard. Unfortunately, this research did not inquire about the motives or reasons why these activities are not part of youth organizations' programmes and projects.

For most part, youth organizations in the region have not delivered **trainings for young journalists.** 82.4% of youth organizations in Greece negative responded to this question. Their share in Turkey is 81.3%, Slovenia – 78.8%, Macedonia – 75.8%, Serbia – 72.4%, Albania – 72%, Bulgaria – 71.1%, Montenegro – 69.7%, Croatia – 64.1% and Bosnia and Herzegovina – 61.3%. In Kosovo, only 31.6% of surveyed youth organizations have not delivered this type of trainings, while 31.6% of them have delivered such trainings, but not in the last 2 years, and 36.8% of them have delivered such trainings in the last 2 years.

To a large extent, youth organizations in the region have never delivered **trainings on media monitoring and analysis.** The highest share of youth organizations that did not implemented this type of training was noted in Serbia, where 77% of youth organizations provided negative answers to this question. Following is Albania with 68%, Bosnia and Herzegovina – 67.7%, Montenegro – 63.6%, Greece – 58.8%, Macedonia – 57.6%, Turkey – 56.3%, Bulgaria – 52.8%, Croatia and Slovenia with less than half of them, i.e. 48.7% and 48.5%, respectively.

Again, Kosovo deviates from the regional average as majority of youth organizations in this country (47.4%) have delivered trainings on media monitoring and analysis in the last 2 years, while 26.3% of them have implemented such activities, but not in the last 2 years.

Most youth organizations in the region have never delivered training for youth on **production of media contents (for example, blogs).** Negative responses to this question were provided by 68.8% of youth organizations in Turkey, 66.7% in Montenegro, 63.2% in Serbia, 61.5% in Croatia, 58.1% in Bosnia and Herzegovina, 57.6% in Macedonia and 56.1% of youth organizations in Slovenia.

On the other hand, 64.7% of youth organizations in Greece have organized this type of trainings (52.9% of which delivered these trainings in the last 2 years). Their share in Kosovo is 63.3% (47.4% of which delivered these trainings in the last 2 years). Shares of youth organizations in Albania and Bulgaria that provided affirmative answers to this question are 56% and 55.3%, respectively.

Very small share of youth organizations in the region have secured **funding for young journalists (tuitions, scholarships, etc.).** 90.6% of youth originations in Turkey provided negative answers to this question. Their share in Serbia is 88.5%, Greece – 88.2%, Bosnia and

Herzegovina – 87.1%, Bulgaria – 86.8%, Slovenia – 86.4%, Montenegro and Macedonia – 84.8% each, Croatia – 84.6%, Albania – 80% and Kosovo – 78.9%.

Most youth organizations in the region have never secured **support for investigative journalism articles**. The highest share of youth organizations that provided negative answers to this question was noted in Bulgaria – 71.1%, followed by Albania with 68%, Slovenia – 63.6%, Serbia – 63.2%, Turkey – 62.5%, Macedonia – 60.6%, Bosnia and Herzegovina – 58.1% and Croatia – 51.3%.

In Kosovo, 78.9% of youth organizations provided affirmative answers (63.2% of which delivered these trainings in the last 2 years). Their share in Greece accounts for 64.7% (47.1% of which delivered these trainings in the last 2 years). In Montenegro, the share of these organizations is 51.5% (27.3% of which delivered these trainings in the last 2 years).

Youth organizations have different experience in terms of organizing **trainings for youth on media uses**. 73% of surveyed youth organizations in Kosovo provided affirmative answers to this question. Their share in Croatia is 64.1%, Albania – 64%, Bulgaria – 63.2%, Macedonia – 60.6%, Greece – 58.8% and Slovenia – 53%.

The situation observed in Turkey, Serbia, Bosnia and Herzegovina and Montenegro is different. Majority of youth organizations in these counties reported that they have organized trainings for youth on media uses: 75% in Turkey, 62.1% in Serbia, 54.8% in Bosnia and Herzegovina and 54.5% in Montenegro.

Large share of youth organizations in the region have never delivered trainings for youth on **propaganda identification and challenging**. In all countries, more than half of youth organizations have not implemented activities of this type. The highest share of youth organizations that have not organized such trainings was noted in Serbia, where 79.3% of organizations provided negative answers, followed by Turkey (78.1%), Bosnia and Herzegovina and Slovenia (74.2% each), Greece (70.6%), Macedonia and Croatia (69.7% each) and Montenegro (66.8%).

The highest share of youth organizations that have delivered training on propaganda identification and challenging was noted in Kosovo (47.4%, all of which delivered these trainings in the last 2 years), followed by Bulgaria, where 44.7% of youth organizations provided affirmative answers (but only 10.5% of trainings were delivered in the last 2 years) and Albania, where 44% of youth organizations provided affirmative answers (40% of which delivered these trainings in the last 2 years).

Youth organizations in the region have different experience in terms of activities aimed at increasing **media literacy**. 70.6% of youth organizations in Greece, 65.5% in Serbia, 59.4% in Turkey, 58.1% in Bosnia and Herzegovina and 50% in Slovenia provided negative answers to this question, meaning they have not organized this type of activities.

In Kosovo, 68.4% of youth organizations reported that they have organized activities aimed at increasing media literacy (52.6% of which implemented these activities in the last 2 years). In Albania, their share accounts for 68% (44% of which implemented these activities in the last 2 years). Their shares in the other countries are: Bulgaria – 63.2%, Croatia – 61.5%, Macedonia – 54.5% and Montenegro – 51.5%.

Most youth organizations have not organized **activities aimed at explaining and deconstructing biased speech.** The highest share of youth organizations that have not organized such activities was noted in Slovenia, where 81.8% of surveyed youth organizations provided negative answers to this question. In Turkey, their share is 81.3%, Greece – 76.5%, Serbia – 75.9%, Macedonia – 72.7%, Croatia – 69.2%, Albania – 52%, Bosnia and Herzegovina – 51.6%.

In Kosovo, 60.5% of youth organizations have organized activities aimed at explaining and deconstructing biased speech (42.1% of which implemented these activities in the last 2 years). In Bulgaria and Montenegro, their shares are 60.5% and 54.5%, respectively.

6.4. BARRIERS

Youth organizations were asked to assess the biggest barriers that prevent them to cooperate with the media.

Majority of youth organizations believe that **lack of financial means** is the main barrier to greater cooperation with the media. In Greece, 58.8% of surveyed youth organizations indicated this answer. Their share in Kosovo is 36.8%, Montenegro – 36.4%, Bosnia and Herzegovina – 32.3%, Croatia – 28.2%, Turkey – 28.1% and Albania 28% (equal share of organizations indicated that lack of financial means is main or major barrier). 24.2% of youth organizations in Slovenia indicated that lack of funding is the main barrier and the same share of youth organizations in Macedonia indicated that this problem is a major barrier to greater cooperation with the media.

In the opinion of youth organizations, the second ranked barrier is **media's lack of interest** in their activities. This position was shared by 41.9% of youth organizations in Bosnia and

Herzegovina, 41.2% in Greece, 36.4% in Slovenia, 35.9% in Croatia, 34.5% in Serbia, 34.4% in Turkey, 33.3% in Montenegro, 31.6% in Kosovo and 28% in Albania. 27.3% of youth organizations in Macedonia believe that media's lack of interest in their activities is a minor barrier, while 26.3% of youth organizations in Bulgaria does not indicated this as possible barrier.

Majority of youth organizations do not perceive **lack of support from their management bodies** as a barrier to greater cooperation with the media, with the exception of Greece. 63.6% of youth organizations in Montenegro provided negative answers to this question. Their share in Slovenia is 62.1%, Bulgaria – 57.9%, Bosnia and Herzegovina – 48.4%, Macedonia – 45.5%, Turkey – 43.8%, Croatia – 41%, Albania – 40%, Serbia – 37.9% and Kosovo – 36.8%. In Greece, majority of surveyed youth organizations (41.2%) indicated this as a minor problem/barrier.

Organization's failure to recognize the importance of media was indicated as major problem by 31.3% of youth organizations in Turkey. 36% of youth organizations in Albania, 33.3% in Macedonia and 26.3% in Kosovo identified this as problem, while 43.9% of youth organizations in Slovenia, 41.2% in Greece, 38.7% in Bosnia and Herzegovina, 38.5% in Croatia and 35.6% in Serbia identified it as minor problem. Organization's failure to recognize the importance of media was not identified as problem by 45.5% of youth organizations in Montenegro and 42.1% of youth organizations in Bulgaria.

Lack of time was identified as a barrier by 41.2% of youth organizations in Greece, 38.5% in Croatia, 36.8% in Kosovo, 34.3% in Turkey and 30.3% in Macedonia. Lack of time was identified as minor problem by 45.2% of youth organizations in Bosnia and Herzegovina, 35.6% in Serbia and 27.3% in Slovenia. This factor was not identified as a barrier to greater cooperation with the media by 42.1% of surveyed youth organizations in Bulgaria, 39.4% in Montenegro and 32% in Albania.

Inability to identify topics of common interests with the media was identified as a barrier by 33.3% of surveyed youth organizations in Croatia and Serbia. In the capacity of minor barrier, this was identified by 41.9% of youth organizations in Bosnia and Herzegovina, 39.4% in Macedonia, 37.9% in Slovenia, 36.8% in Kosovo, 35.3% in Greece and 34.4% in Turkey. This problem was not identified as a barrier to greater cooperation with the media by 47.4% of youth organizations in Bulgaria, 45.5% in Montenegro and 24% in Albania.

Lack of information on accessible media services was identified as "problem" by 39.1% of youth organizations in Serbia, 32.3% in Bosnia and Herzegovina, 31.6% in Bulgaria and 31.3% in Turkey. In the capacity of "minor problem", this issue was identified by 43% of surveyed youth

organizations in Slovenia, 41.2% in Greece, 36.8% in Kosovo, and 36.4% in Macedonia. 39.4% of youth organizations in Montenegro, 30.8% in Croatia and 24% in Albania did not identify this as a barrier to greater cooperation with the media.

Barriers that prevent intensive cooperation between youth organizations and the media were already mentioned in this report, although in a different context. One of them is the fact that, in general, youth organizations do not organize **trainings for journalists aimed at sensitizing them about youth issues,** which is an activity that could have positive impact on the increased interest of media to cover youth issues and on better familiarization with this type of contents, which in turn affects the quality of information conveyed in the media.

Another problem is **closeness** of certain types of media outlets, especially knowing that most youth organizations indicated that printed media are "sometimes" open to address their needs, while in terms of television outlets, despite their different opinions, almost half of youth organizations (55.6%) in Kosovo believe they are "rarely" accessible and their opinion is shared by half (50%) of surveyed youth organizations in Bosnia and Herzegovina, 47.1% in Greece and 46.9% in Slovenia.

Another barrier could be youth organizations' uncoordinated and inconsistent approach to the media. Reasons for this situation can be identified in the fact that youth organizations **have not adopted social media and communication strategies.** Although the share of youth organizations that have adopted such strategies is relatively high, concerns are raised about the quality of these strategies and their adherent implementation.

Youth organizations indicated that they use most of **communication and media information tools** at their disposal. However, some of the less used tools include press releases, organization of press conference and briefings, appearances in debate programmes, assignment of a staff member responsible for media communications, etc.

Lack of informal education opportunities and material support provided by youth organizations for the benefit of young people indirectly affects the process of building close relations between youth and the media. As a reminder, majority of youth organizations reported that they have not implemented trainings for young journalists, media monitoring and analysis, propaganda identification and challenging, and they have not supported production of investigative journalism articles or provided financial assistance to young journalists.

Most media reported that they have cooperated with youth organizations. Only in Turkey, media outlets have not cooperated with youth organizations, while the number of media in Greece and Montenegro that indicated both positive and negative answers is almost identical.

In Macedonia, Kosovo and Bulgaria it was the youth organizations that predominantly initiated the cooperation with the media. No differences in terms of the cooperation initiatives between youth organizations and the media were noted in the other countries included in the research.

7.

RECOMMENDATIONS

7. RECOMMENDATIONS

7.1 RECOMMENDATIONS FOR MEDIA OUTLETS

We encourage media outlets to:

1. Stimulate youth inclusion within its structures, which will lead to the media including more content produced by young people themselves.

2. Try to use a more realistic approach when portraying youth in its content production.

3. Include youth perspective or stances in variety of topics

4. Produce more content that specifically targets the young audience (not just entertainment and sports)

5. Do more analysis on youth preferences and expectations from the media

6. Respect the standards of media reporting, especially in terms of objectivity and impartiality.

7. Include new media tools to reach younger audience

8. Intensify its cooperation with youth NGOs in order to receive information regarding latest youth trends, preferences and issues

9. Be more open to report on youth NGOs activities, but also to seek opinions on youth related issues or youth stances on issues with wider social impact

7.2 RECOMMENDATIONS FOR YOUTH ORGANISATIONS

We strongly recommend youth organizations to:

1. Continuously monitor and act in case of violations of media standards and legal commitments

2. Offer support and assistance to young people whose rights have been violated by the media

3. Organize non-formal educational activities to increase youth's skills and knowledge in terms of media analysis (critical thinking, recognition and deconstruction of propaganda and hate speech) and media content design

4. Provide support to young journalists willing to invest in their knowledge or seek for experience on voluntary basics

5. Do analysis on youth preferences, expectations and experiences with different type of media

6. Advocate for including media literacy and debate into the formal education, preferably as distinct subjects

7. Organize workshops with media on youth related topics, in order to increase media representatives understanding and knowledge on these topics

8. Intensify the communication with media by using variety of tools that are on disposal (organization's pr representative, press releases, press conferences, briefings, personal contacts, event invitations etc.)

9. Actively participate in development of media content (column, comments, interviews etc.)

10. Intensify the usage of media for both promotion and communication, especially in terms of wikis, web pages for sharing content and micro blogging

11. Explore the possibility of opening media such as on line radio or broadcasting service

7.3 RECOMMENDATIONS FOR MEDIA ORGANIZATIONS:

We ask media organizations to:

1. Do analysis on youth preferences, expectations and experiences with different type of media

2. Continuously monitor and act in case of violations of media standards and legal commitments   (publicly and by exercising legal means)

3. Offer expert support and assistance to young people and youth organization whose rights have been violated by the media

4. Advocate for including media literacy and debate into the formal education, preferably as distinct subjects

5. Organize non-formal educational activities to increase youth and youth organizations skills and knowledge in terms of media analysis (critical thinking, recognition and deconstruction of propaganda and hate speech) and media content design

6. Provide support to young journalists willing to invest in their knowledge or seek for experience on voluntary basics

7.4 RECOMMENDATIONS FOR PUBLIC INSTITUTIONS:

We urge institutions to:

1. Work on increasing the accessibility of young people to technical "infrastructure"

2. Adopt a separate strategy for youth and media

3. Include specific chapters related to youth and media, within existing or potentially new legislative (ex. Law on youth, law on media, long-term and short-term youth or media strategies, programs or action plans, etc.)

4. Provide bigger financial and logistical support for youth media

5. Include media literacy and debate into the formal education, preferably as distinct subjects

6. Increase youth participation by including youth representatives in media regulatory bodies

7. Define youth media as a distinct category within media legislation, with specific standards and criteria that it needs to fulfill, as a step towards liberalization of the procedure for media licensing

8. Connect media and higher education, by awarding volunteering/internship in media by journalism students, with ECTS credits

9. Continuously monitor and act in case of violations of media standards and legal commitments   (publicly and by exercising legal means)

10. Do analysis on youth preferences, expectations and experiences with different type of media