

Media Indicators 2015

A thorough study from a journalists' point of view on Kosovo's media freedom and conditions



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The findings of this survey do not necessarily represent the opinions and views of the donor, the Civil Rights Defenders.

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1. Introduction

This document describes the implementation and data analysis of the research study “Media Indicators 2015” commissioned by Kosovo Glocal – Kosovo 2.0, COHU and Kosovo Press Council, and conducted by UBO Consulting. The focus of the study was the current perception of journalists on key media-related issues in Kosovo.

The main objective of the study was to determine and examine the perception of journalists in Kosovo on freedom of media, based on 27 indicators of the European Council. The analysis is categorized in six sectors, covering all areas of the study that pertain significant information on the perception of journalists and media freedom:

- Legal perspective and applicability for freedom of expression and information
- Self-regulatory media mechanisms
- Media bias and professionalism
- Institution transparency with regard to media
- Interference in media
- Safety in journalism

Background

In 2008, the European Council drafted the “Indicators for Media in a Democracy,” which includes 27 indicators to measure and evaluate the freedom of expression, freedom of information and freedom of media. The Parliament of the European Council adapted this list within the framework of resolution 1636/2008, and suggested to its member states and national parliaments to conduct periodic reports based on this list.

Kosovo Glocal (Kosovo 2.0) in cooperation with the organization COHU and Press Council of Kosovo, and with the financial support of the Civil Rights Defenders, will use the following 27 indicators of the European Council to measure and evaluate the conditions of media freedom in Kosovo. Part of the methodology comprises the preparation and implementation of a survey, which includes questions related to the 27 indicators of the European Council and will be applied specifically with journalists.

This report aims to grasp the attention of media policy makers, respective state institutions, media owners and professionals, associations and organizations, media experts, and interested public, in order to properly implement the entirety of legal, professional and institutional challenges in accordance with the European Council indicators.

The project partners conducted this comprehensive research study on media conditions in accordance with the European Council indicators for media in a democracy. This initiative will establish and help to continuously develop a model for a regular, yearly analysis of the overall media situation in Kosovo. Other research activities will be conducted throughout the rest of the year in order to facilitate the identification of problematic issues and potential obstacles, making it possible for institutions, the media sector and other relevant stakeholders to conduct the necessary measures to address and resolve these issues.

2. Methodology

The data used in this study was collected through a series of polling under the project “Media Indicators in Kosovo.” The methodology, sample size and survey instruments were designed by UBO Consulting in accordance with the terms of reference and under close cooperation with project partners. A series of interviews were conducted with journalists throughout Kosovo in a variety of media sets. Questions were reviewed and mutually agreed to be deployed in early February 2015.

2.1 Sample size

The sample size for the study was 175 completed interviews. Fieldwork was conducted from February 11 to March 16, 2015. The survey uses multi-stage cluster sampling.

Out of 175 respondents, 55 percent were male and 45 percent female. Age group categorization shows that 59 percent of respondents were under the age of 35, 34 percent were aged 35 to 54, and 7 percent were aged 55 or older. Ethnicity of respondents based on the selected sample is at 81 percent Kosovo Albanian, 14 percent Kosovo Serbian and other minorities are represented with 5 percent.

Six percent of respondents have finished high school education, 75 percent have university studies, while 19 percent reported having a masters degree as their highest level of qualification.

| Media type | Region | | | | | | | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| | Pristina | Mitrovica | Prizren | Peja | Ferizaj | Gjakova | Gjilan | |
| TV | 30 | 6 | 11 | 6 | 8 | 4 | 4 | 69 |
| Radio | 16 | 9 | 6 | 4 | 1 | 2 | 8 | 46 |
| Newsletter | 21 | 2 | 2 | 1 | 2 | 2 | 1 | 31 |
| Portal | 19 | 2 | 1 | 1 | 2 | 2 | 2 | 29 |
| Total | 86 | 19 | 20 | 12 | 13 | 10 | 15 | 175 |

2.2 Limitations

Below are some of the challenges/limitations that have occurred during the collection and analysis process of this study:

- I. Some mediums (newspapers, portals, and radios) were not possible to reach, although we have previously listed them as suitable for interviews.
- II. During the interviewing process, we have encountered numerous cases where local media journalists were also media correspondents based in Pristina.
- III. A large number of Kosovo mediums (except national ones and Klan Kosova) have no profile-specific journalists for covering politics and economics. Thus, our reach included journalists that cover other areas as well.
- IV. A few mediums that run TVs, newspapers or portals have no specifically engaged journalists for the respective mediums, but the same journalists conduct work for all three.
- V. A large number of local radios have no journalists since they are not involved in news production, but solely in music shows.
- VI. The study has been conducted with journalists of various ethnicities, whereas a significant focus was paid to gender equality (albeit full parity was difficult to achieve).

3. Executive Summary

This document presents the findings of a Kosovo-wide study commissioned by Kosovo Global (Kosovo 2.0) and partners COHU and Kosovo Press Council, and implemented by UBO Consulting. The focus of the study was the media, journalists and freedom of expression in Kosovo.

This study will present relevant data to help reform the current Kosovo media system in line with the European Council Indicators for Democracy. Information and findings have been categorized as follows:

- Legal perspective and applicability for freedom of expression and information
- (Self)-regulatory media mechanisms
- Media bias and professionalism
- Institution transparency with regard to media
- Interference in media
- Safety in journalism

Main findings

Legal perspective and applicability for freedom of expression and information

- The majority of journalists believe Kosovo's constitution guarantees freedom of expression, with fifty-two percent stating so; another 26 percent believe freedom of expression is guaranteed "up to some level."
- Journalists are of the general opinion that legal guarantees regarding freedom of expression are not being implemented at a desirable level.
- Respondents covering economics believe that guarantees regarding freedom of expression are implemented more than those whose area of coverage is justice.
- The main reasons behind respondents who were skeptical about the implementation of legal guarantees for freedom of expression were "intervention from individuals involved in politics" (22%), "intervention

from the media owners” (14%) and “intervention from the Government” (13%).

- Seventy-four percent believe that freedom of information is either fully guaranteed (46%), or guaranteed to some level (28%) with Kosovo’s constitution.
- Respondents that work in radios and TVs are more likely to believe that legal guarantees with regard to freedom of information are not fully implemented. Those who work in newspapers and online portals are more likely to believe such guarantees are in fact implemented.
- Journalists believe that media influence generally derives from “individuals involved in politics” (18%), “media owners” (12%) and “the government” (12%).

(Self)-regulatory media mechanisms

- Over 65 percent of respondents believe that media regulatory mechanisms (Independent Media Commission and Press Council of Kosovo) function effectively and without bias.
- For decisions taken by the Independent Media Commission, over 40 percent of respondents believe they are taken into account by justice institutions. Similarly, for decisions taken by the Press Council of Kosovo, over 34 percent of respondents believe they are taken into account by these institutions.
- Respondents who work in TVs and newspapers are more likely to believe that decisions taken by (self)-regulatory mechanisms (IMC and PCK) are taken into account by justice bodies/institutions.

Media bias and professionalism

- Forty-nine percent of respondents stated that there is unbiased media from the aspect of editorial pieces whereas 38 percent stated there is no unbiased media.
- From the perspective of editorial policies and daily operations, respondents generally believe that the public broadcaster is not independent or

unbiased from political interventions. A total of 55 percent of them believe the public broadcaster is “not at all” independent and 20 percent believe it is “not independent, up to a certain level.”

- Exactly 60 percent of respondents stated that there is a media code of ethics in function while 15 percent stated the opposite.
- Respondents that work in newspapers are more likely to believe that the code of ethics is applied in full.
- The level of professionalism in Kosovo media is perceived as average.

Institution transparency with regard to media

- Only the “police” and “municipalities” are perceived as being somewhat open toward the media. Other institutions fall close to the median or below average with the least open institution being “EULEX.”
- The most fairly open and equal institution is the “Police” (52%), which is closely followed by the “Kosovo Assembly” (40%), “Presidency” (39%) and “Municipalities” (38%).

Interference in media

- Sixteen percent believe the legislation allows state censure, 34 percent do not believe so, whereas the 49 percent had no information on the topic.
- Respondents believe that state authorities are not predominantly censoring the media.
- Respondents from the region of Gjilan and Prizren are less concerned about media censure by the state, whereas those from Ferizaj, Mitrovica and Pristina show more concern.
- On a scale from 1 to 10, with 1 being “not endangered at all” and 10 being “completely endangered,” respondents' average evaluation on endangerment of freedom of expression stands at 6.59.
- Those who cover the justice sector are more likely to believe that freedom of expression is endangered in Kosovo, whereas those covering “social issues” have a slightly more lenient opinion on this issue.

- Respondents believe that “Individuals from politics” (32%), “individuals from businesses” (18%), the “government” (16%) and “media owners” (15%) are responsible the most for media endangerment.
- Respondents strongly believe there are political parties or individuals with political party ties that directly or indirectly operate media. Over 82 percent of them believe so for political parties, whereas 86 percent of them believe so for individuals with political party ties.

Safety in journalism

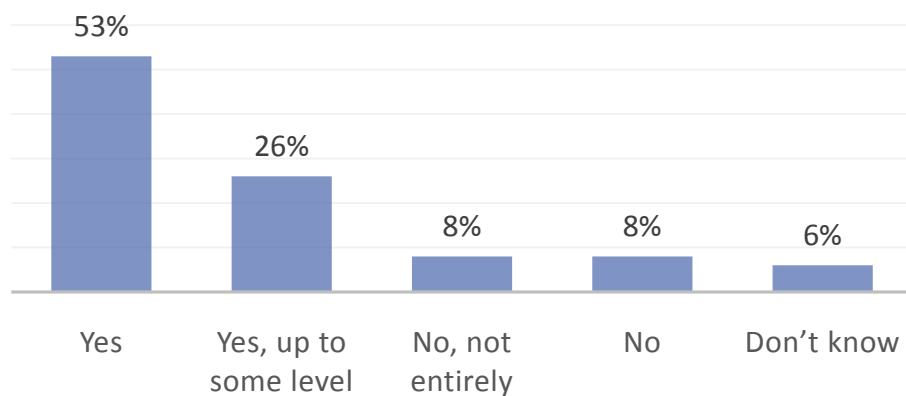
- Forty-six percent of respondents believe their sources of information are protected “to some level,” with 16 percent declaring as “completely” protected with the current legislation.
- Fifty-six percent of respondents believe that legal measures regarding the protection of journalists’ sources are only applied at “some level.”
- The overall conditions within which journalists currently conduct their daily activities are considered as above average.
- Kosovo Albanians generally evaluate the situation as being worse (4.42) compared to Kosovo Serbs who have a rather positive opinion (1.42) regarding overall conditions in which journalists conduct their daily work.
- Over 62 percent of respondents believe they are threatened “up to some level,” and 22 percent believe they are “completely” threatened.
- Fourteen percent of respondents believe that police protection is offered “completely,” 56 percent of respondents believe it is offered “up to some level.”
- Respondents believe that journalist threat cases are either treated “completely” (7%) adequately, or “up to some level” (46%).
- Forty-five percent of respondents do not have regular employment contracts, 33 percent state they have, and 22 percent do not have that information.

4. Results

4.1 Legal perspective and applicability of the freedom of expression and information

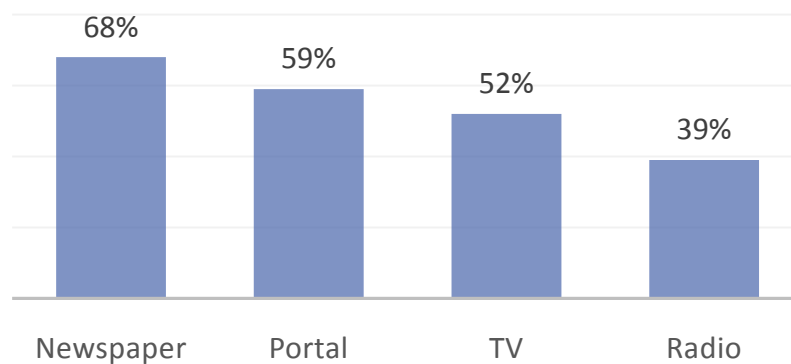
The study shows that the majority of journalists believe Kosovo’s constitution guarantees freedom of expression. Fifty-two percent were entirely certain and another 26 percent believed freedom of speech is guaranteed “up to some level.” Meanwhile, 8 percent believe such freedom is “not entirely” guaranteed, another 8 percent believe that there is no guarantee while the remaining 6 percent do not have the information to answer.

Figure 1. According to you, does Kosovo’s legislation (constitution) guarantee freedom of expression?



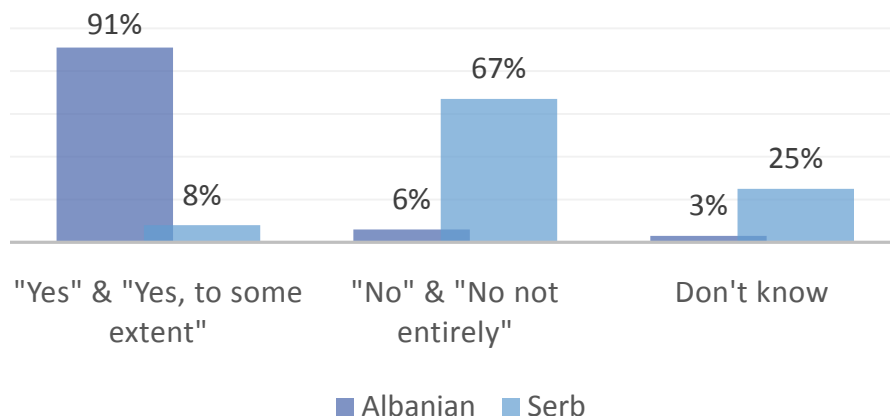
A thorough analysis reveals that there is a small difference between the opinion of those who work in TVs, radios, newspaper and online portals. Specifically, the percentage of respondents who believe freedom of speech is certainly guaranteed with Kosovo’s legislation is smaller for those who work in radios (39%) and TVs (52%), compared to those who work in newspapers (68%) and online portals (59%).

Figure 2. According to you, is freedom of expression guaranteed with Kosovo's constitution? "Yes, completely" answers. Cross tabulation with medium types.



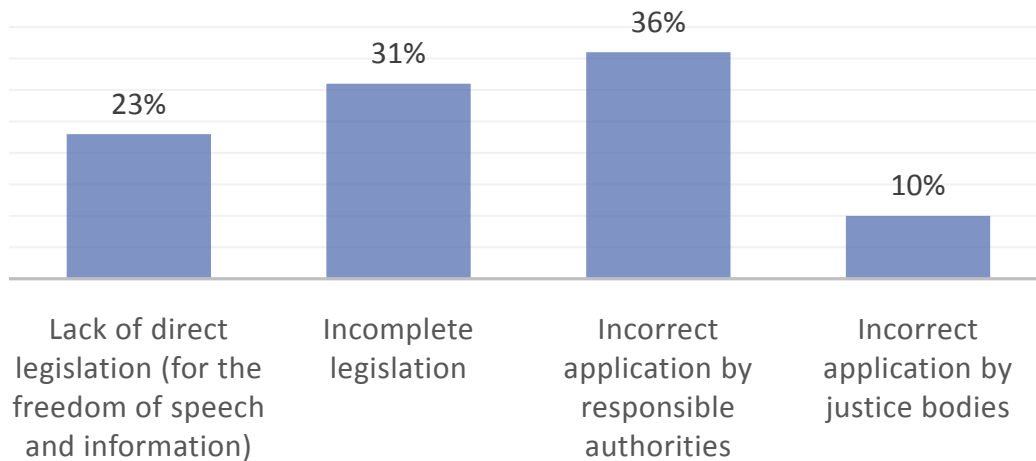
Regarding ethnicity, Kosovo Albanians are more likely to state that freedom of expression is guaranteed with Kosovo’s constitution, whereas Kosovo Serbs generally believe the opposite, or that they do not have the information.

Figure 3. According to you, is freedom of expression guaranteed with Kosovo’s legislation (constitution)? Combined answers. Cross tabulation based on ethnicity.



Of those who are not entirely certain, or believe that the Kosovo constitution does not guarantee freedom of expression, 48 percent state that their reason is “incorrect application of the law by responsible authorities,” 41 percent state it is because of “incomplete legislation” and 30 percent because of “lack of direct legislation (for = freedom of expression and information).” Only a few respondents (13%) believe their previous answer was based on the fact that there is an “incorrect application by justice bodies.”

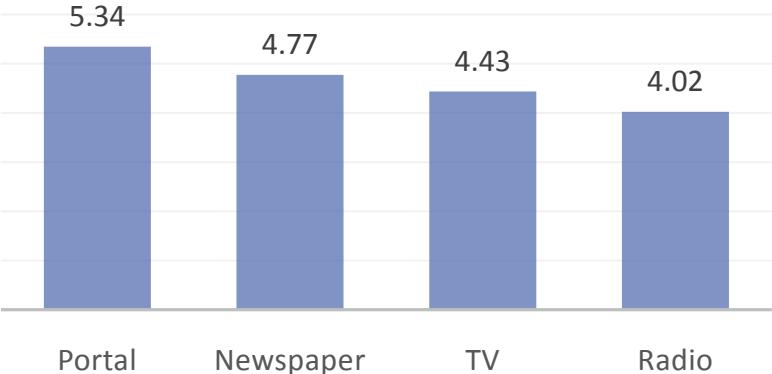
Figure 4. Could you please tell us the reason why you believe freedom of expression is not fully guaranteed, or not guaranteed at all?



Respondents believe that legal guarantees regarding freedom of expression are being implemented at relatively low rates. Data reveals that on a scale from 1 to 10, where 1 means “no legal guarantees implemented” and 10 means “completely implemented,” the mean is just under the break-even point – 4.53. This result shows that journalists are of the general opinion that legal guarantees regarding freedom of expression are not being implemented at a desirable level. Although the variation of answers was high (standard deviation = 2), the overall average shows a lack of confidence toward implementation of legal guarantees for freedom of expression in Kosovo.

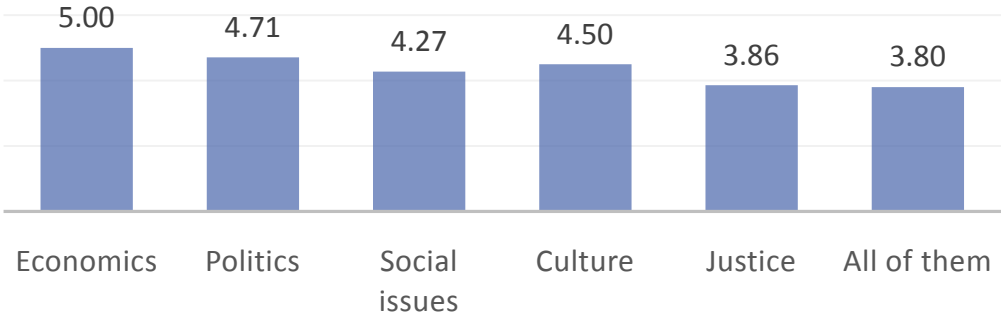
There is a difference in evaluation among respondents based on their medium of work. Specifically, respondents who work in online portals have a higher evaluation average (5.34) in comparison to those who work in radio (4.02).

Figure 5. To what extent are the legal guarantees regarding freedom of expression being implemented? Rank from 1 to 10, where 1 = “not at all” and 10 = “completely”. Cross tabulation with medium types.



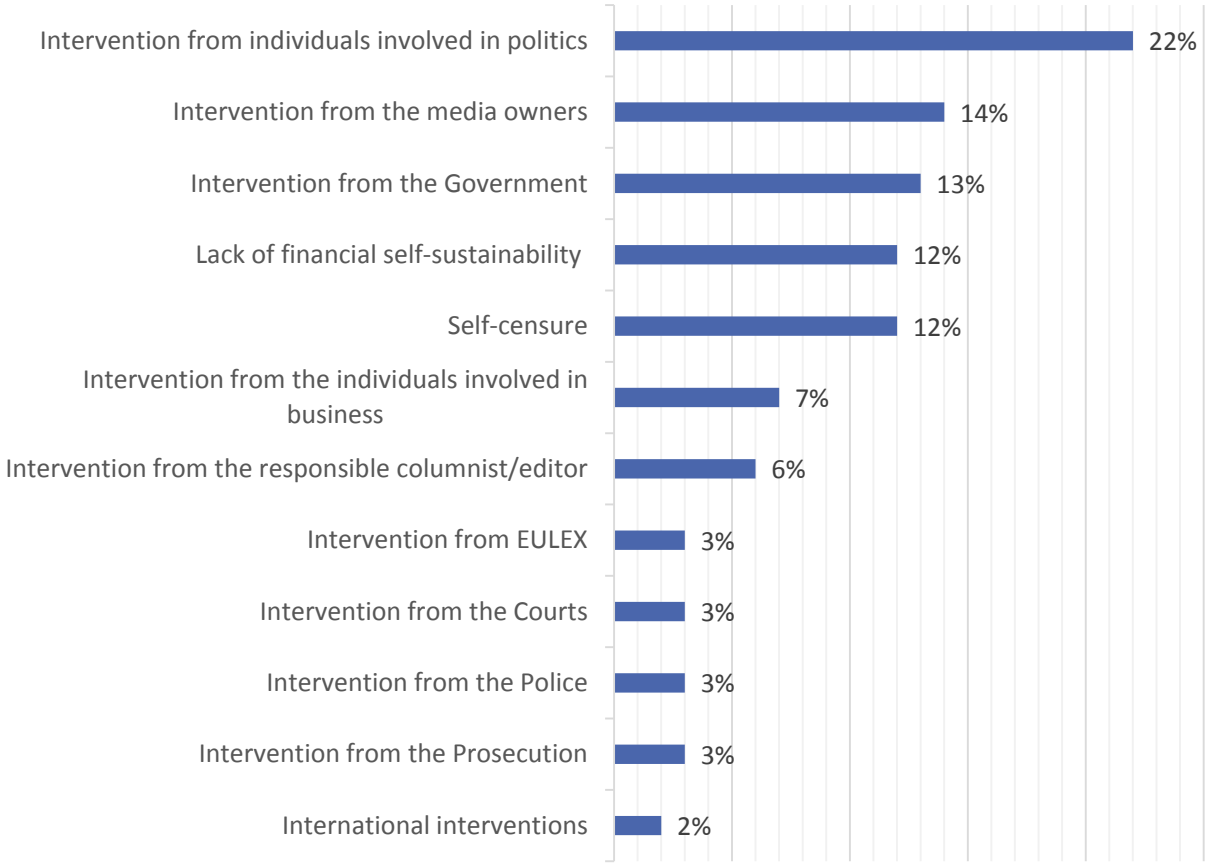
At the same time, there were differences in evaluation among respondents based on their focus/area of coverage. Respondents covering economics are more likely to believe that guarantees regarding freedom of expression are implemented than respondents who cover justice or a combination of all areas. Below is a brief presentation of the results on the evaluation from each respondent’s area of coverage.

Figure 6. To what extent are the legal guarantees regarding freedom of expression being implemented? On a scale from 1 to 10, 1 = “not at all” and 10 = “completely”. Cross tabulation based on major field of operation.



Of the respondents who were skeptical about the implementation of legal guarantees for freedom of expression, the main reasons behind such opinions were “intervention from individuals involved in politics” (22%), “intervention from the media owners” (14%) and “intervention from the Government” (13%). According to them, such reasons along with many other forms of interventions directly impact the ability to implement freedom of expression rights in their profession.

Figure 7. Could you please tell us why you believe the legal guarantees regarding freedom of expression are not fully being implemented, or not being implemented at all?

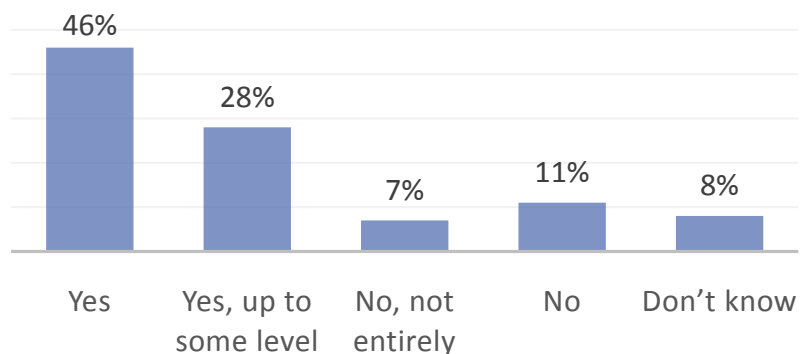


Identical questions were presented to respondents with regard to freedom of information in Kosovo. The data reveals that journalists believe freedom of information to be widely guaranteed with Kosovo’s constitution.

A majority of 74 percent believe that freedom of information is either fully guaranteed (46%), or guaranteed to some level (28%) with Kosovo’s constitution. Only 18 percent are

of the opinion that freedom of information is either not guaranteed entirely (7%) or not guaranteed at all (11%).

Figure 8. According to you, is freedom of information guaranteed with Kosovo's constitution?

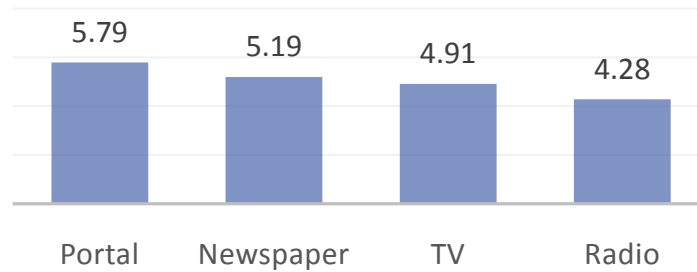


Of those who are not entirely certain, or believe that the Kosovo constitution does not guarantee freedom of information, 38 percent state their reason is “incorrect application (of this law) by responsible authorities,” 29 percent state the reason is “incomplete legislation,” 23 percent state “lack of direct legislation (for this law),” and 10 percent state that “incorrect application by justice bodies” is the reason.

Respondents were asked to what extent they believe legal guarantees with regard to freedom of information were being implemented. On a scale from 1 to 10, where 1 means “no legal guarantees implemented” and 10 means “completely implemented,” the average result stands at 4.94. This shows that there is general neutrality in the effectiveness of this law, and that journalists are not satisfied with its current rate of implementation.

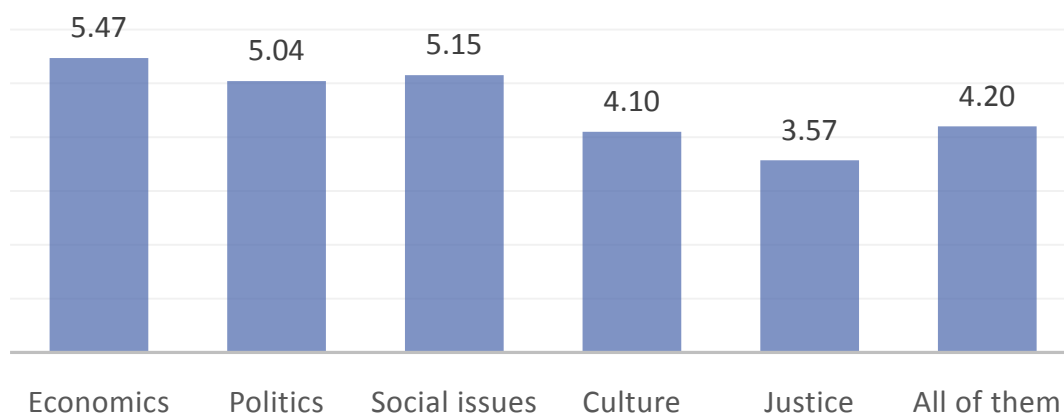
Cross analysis of data reveals that respondents that work in radios and TVs are more likely to believe that legal guarantees with regard to freedom of information are not fully implemented. Meanwhile, those who operate in newspapers and online portals are more likely to believe such guarantees are in fact implemented.

Figure 9. To what extent are the legal guarantees regarding freedom of information being implemented? Rank from 1 to 10, where 1 = no at all and 10 means completely. Cross tabulation with medium types.



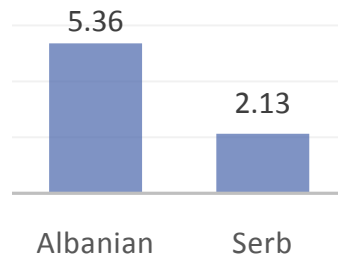
Similarly, there were differences in evaluation among respondents based on their area of coverage. Respondents covering economics are more likely to believe that guarantees regarding freedom of information are implemented than respondents whose area of coverage is culture or justice. Below is a brief results presentation on the evaluation from each respondent's area of coverage.

Figure 10. To what extent are the legal guarantees regarding freedom of information being implemented? On a scale from 1 to 10, 1 = "not at all" and 10 = "completely". Cross tabulation based on major field of operation.



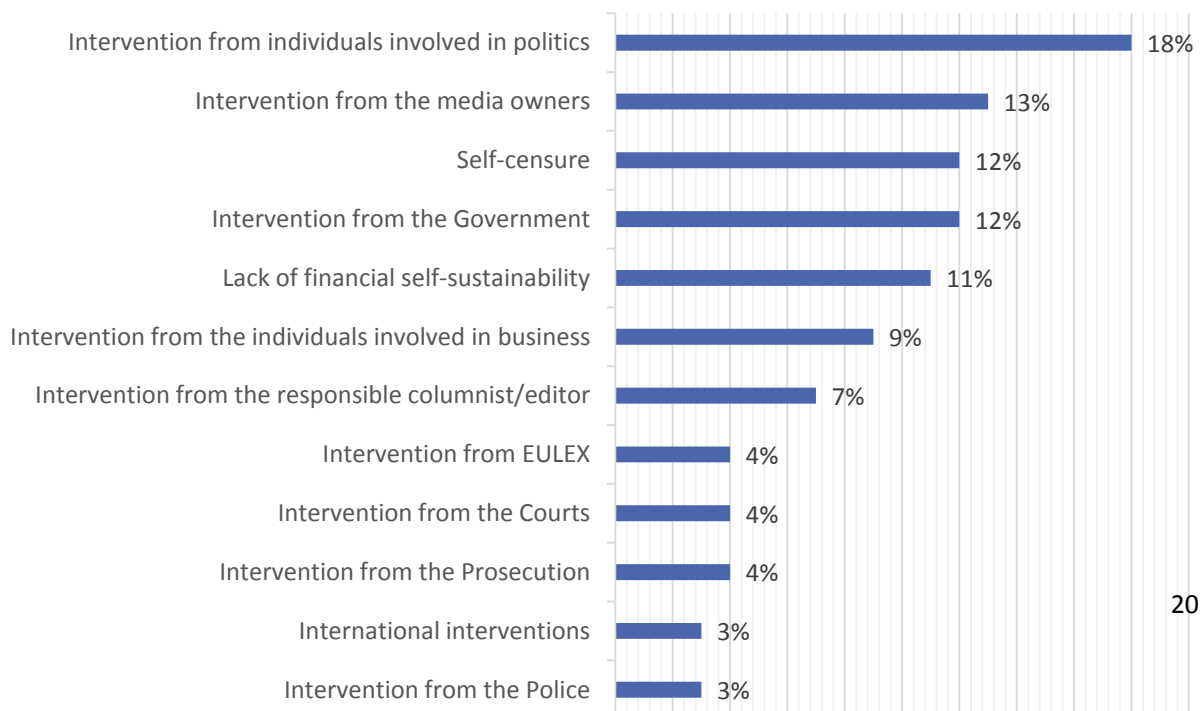
Yet, there is a difference in opinion between K-Albanians and K-Serbs. While K-Albanians state that legal guarantees regarding freedom of information are somewhat implemented (5.36), K-Serbs state almost full lack of implementation – 2.13.

Figure 11. To what extent are the legal guarantees regarding freedom of information being implemented? On a scale from 1 to 10, 1 = “not at all” and 10 = “completely”. Cross tabulation based on ethnicity.



In order to understand the reasons for this dissatisfaction, we asked the respondents who rated the previous question amid figures 1 to 5 for the responsible bodies they believe are responsible for this situation. According to the respondents, the majority of interventions derive from “individuals involved in politics” (18%), “media owners” (12%) and “the government” (12%). Other reasons are also close in proximity, with the least mentioned one being interventions from “courts” (4%), “internationals” (3%) and the “Police” (3%).

Figure 12. Could you please tell us why you believe the legal guarantees regarding freedom of information are not fully being implemented, or not being implemented at all?

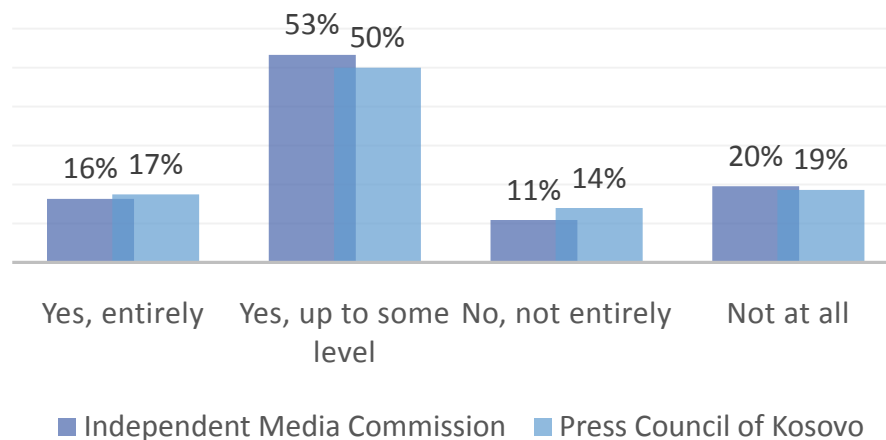


4.2 (Self)-regulatory media mechanisms

As per media (self)-regulatory mechanisms, there is a common ground in opinion about its functionalization, effectiveness and legislature applicability. Respondents widely believe that media (self)-regulatory mechanisms (Independent Media Commission and Press Council of Kosovo) function effectively and without bias.

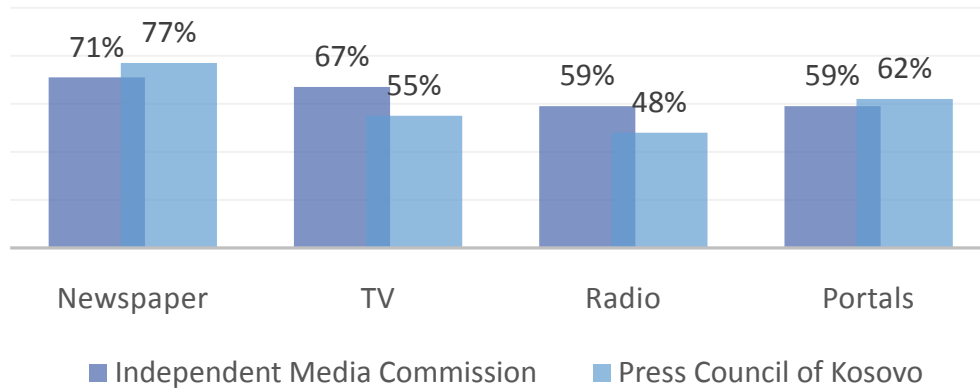
Specifically, regarding the Independent Media Commission, 16 percent believe it “entirely” functions effectively and without bias, 53 percent “up to some level”, 11 percent “not entirely” and 20 percent “not at all.” On the same note, regarding Press Council of Kosovo, 17 percent believe it functions “entirely,” 50 percent “up to some level,” 14 percent “not entirely” and 19 percent “not at all.”

Figure 13. Do media (self) regulatory mechanisms (Independent Media Commission and Press Council of Kosovo) function effectively and without bias?



Respondents who work in newspapers were more likely to believe that the Independent Media Commission and Press Council of Kosovo mechanisms function effectively and without bias. Combined data for answers “yes, entirely” and “yes, up to some level” show that respondents working in newspapers are more likely to believe that IMC and PCK are effective than those working in TVs, radios and online portals. The graph below shows the combined data and comparison for all media types.

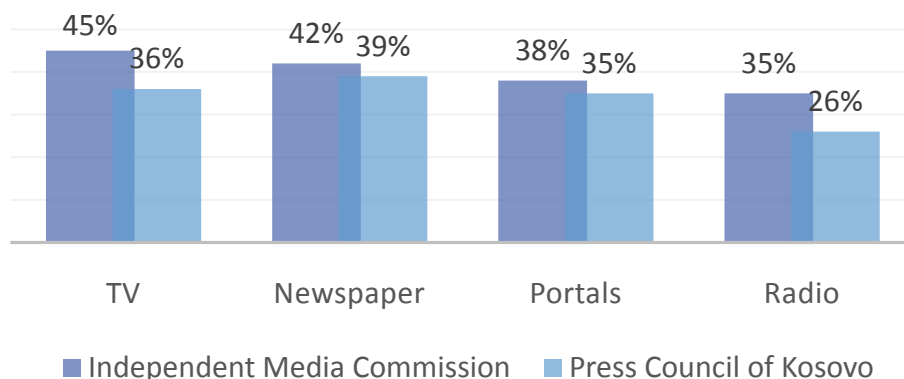
Figure 14. Do media (self) regulatory mechanisms (IMC and PCK) function effectively and without bias? Combined answers “Yes, entirely” and “Yes, up to some level” for Independent Media Commission and Press Council of Kosovo. Cross tabulation based on media type.



Decisions made by these regulatory mechanisms are in general taken seriously by the justice institutions. The study reveals that for decisions taken by the Independent Media Commission, over 40 percent of respondents believe they are taken into account by justice institutions. Similarly, for decisions taken by the Press Council of Kosovo, over 34 percent of respondents believe they are taken into account by justice institutions. These figures are significant taking into account that over 40 percent of remaining respondents from both groups did not have information on this topic.

On the same note, when comparing results between media types, it shows that respondents who work in TVs and newspapers are more likely to believe that decisions taken by (self)-regulatory mechanisms (IMC and PCK) are taken into account by justice bodies/institutions.

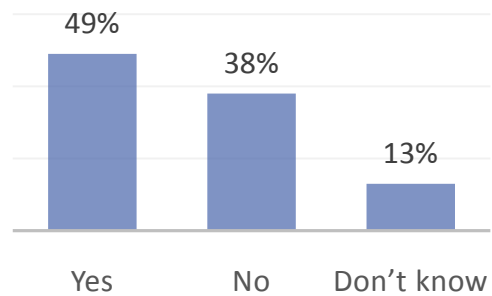
Figure 15. Are the decisions by self-regulatory bodies (IMC and PCK) taken into account by the justice bodies? “Yes” answers. Cross tabulation based on media type.



4.3 Media bias and professionalism

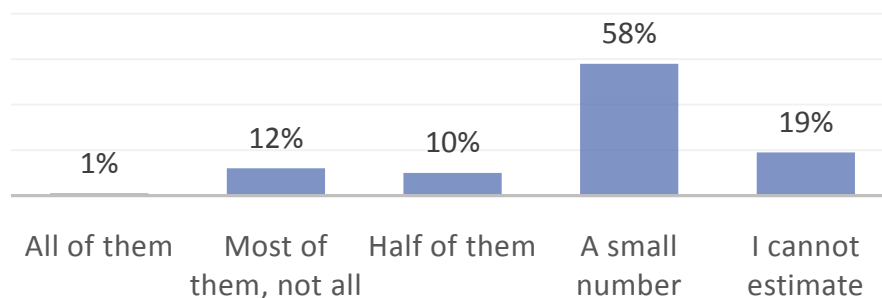
The study investigates various areas of media bias and professionalism in Kosovo. Data reveals respondents are divided in opinion when asked whether there is unbiased media from the aspect of editorial policies. Over 49 percent of them stated that there is unbiased media from the aspect of editorial pieces, 38 percent stated there is no unbiased media, and 13 percent did not have an answer.

Figure 16. Are there unbiased media from the aspect of editorial policies?



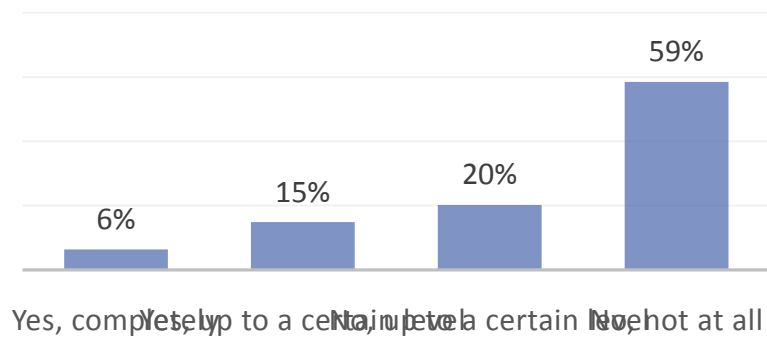
Among those who believe that there is unbiased media, the majority believe they exist in “small numbers” (58%), whilst fewer of them believe “half of them” (10%) or “most of them, not all” (12%) as independent. It is worthy to note that only 1 percent stated that all media are independent whereas 19 percent were unable to estimate this figure.

Figure 17. In case you believe there is unbiased media, what is the number of independent ones?



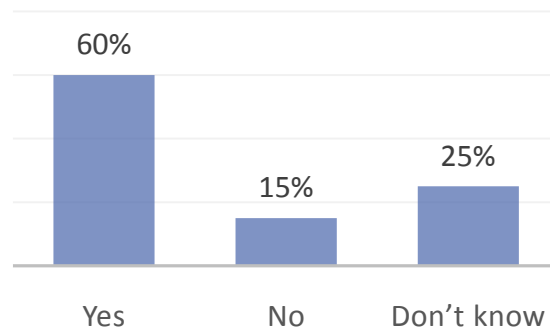
Furthermore, respondents provided answers with regard to the public broadcaster-Radio Television of Kosovo. From the perspective of editorial policies and daily operations, respondents generally believe that the public broadcaster is not independent or unbiased from political interventions. A total of 55 percent of them believe the transmitter is “not at all” independent and 20 percent believe it is “not independent, up to a certain level,” whereas positive figures remain low.

Figure 18. From the perspective of editorial policies and daily operations, is the public transmitter (RTK) independent and unbiased from political interventions (influence)?



Results show that the majority of respondents believe that the media has a code of ethics. Exactly 60 percent of interviewed respondents stated there is a media code of ethics in function, 15 percent claimed the opposite, and the remaining 25 percent did not have information.

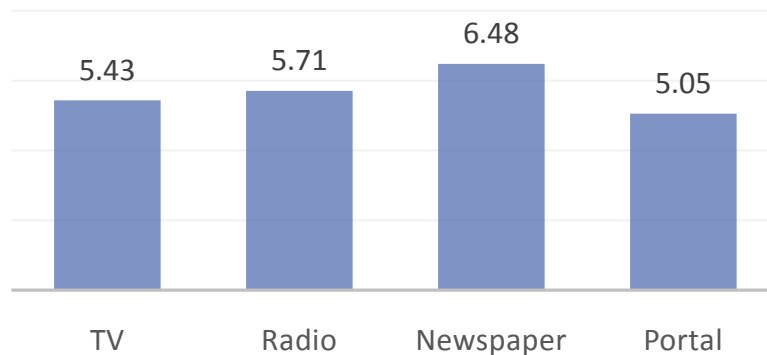
Figure 19. Do media have a code of ethics?



Respondents that declared there was a media code of ethics were further asked about the extent to which this code is applied. On a scale from 1 to 10, with 1 being “not at all” and 10 being “completely,” the mean turned out at 5.64. This figure shows that respondents do not believe the code of ethics in media is applied in full, and that an average implementation is not seen as sufficient.

Data cross-analysis shows that respondents that work in newspapers are more likely to believe that the code of ethics is fully applied, as the average evaluation for them stands at 6.48.

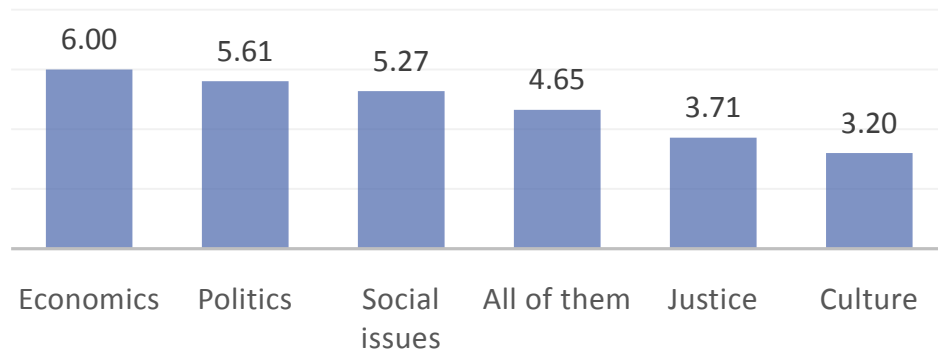
Figure 20. In case you believe media has a code of ethics, how much is this code applied? On a scale from 1 to 10, 1 = “not at all” and 10 = “completely”. Cross tabulation based on medium type.



The level of professionalism in Kosovo media is perceived as average. The survey results show that when respondents were asked to evaluate journalists’ level of professionalism, on a scale from 1 to 10, 1 being “very unprofessional” and 10 being “excellent”, the mean of the evaluation came at 5.30.

Cross analyzing the data among respondents with different areas of coverage, shows that those covering the field of economics have a higher tendency to declare that Kosovo journalists’ level of professionalism is close to “excellent,” whereas those covering the field of culture believe this level is almost completely “unprofessional.”

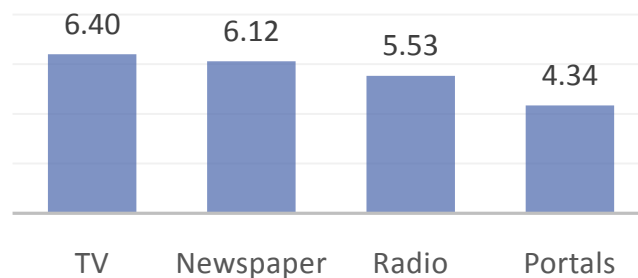
Figure 21. Personally, how do you evaluate journalists' level of professionalism in Kosovo media? On a scale from 1 to 10, where 1 = "very unprofessional" and 10 = "excellent." Cross tabulation based on major field of operation.



Similarly, when asked about how much the public trusts the media, on a scale from 1 to 10, with 1 being "not at all" and 10 being "completely," the mean came at 5.66. This figure shows that the level of trust is relatively positive, although a lot of work remains to be done in this regard.

Specifically, the study analyzed the evaluation of professionalism within the main types of media – TVs, radios, newspapers and online portals. On a scale from 1 to 10, with 1 being "very unprofessional" and 10 being "excellent," the best results was that of TVs at 6.40, followed by newspapers at 6.12, then radios at 5.53 and lastly with the poorest level of professionalism, portals at 4.34.

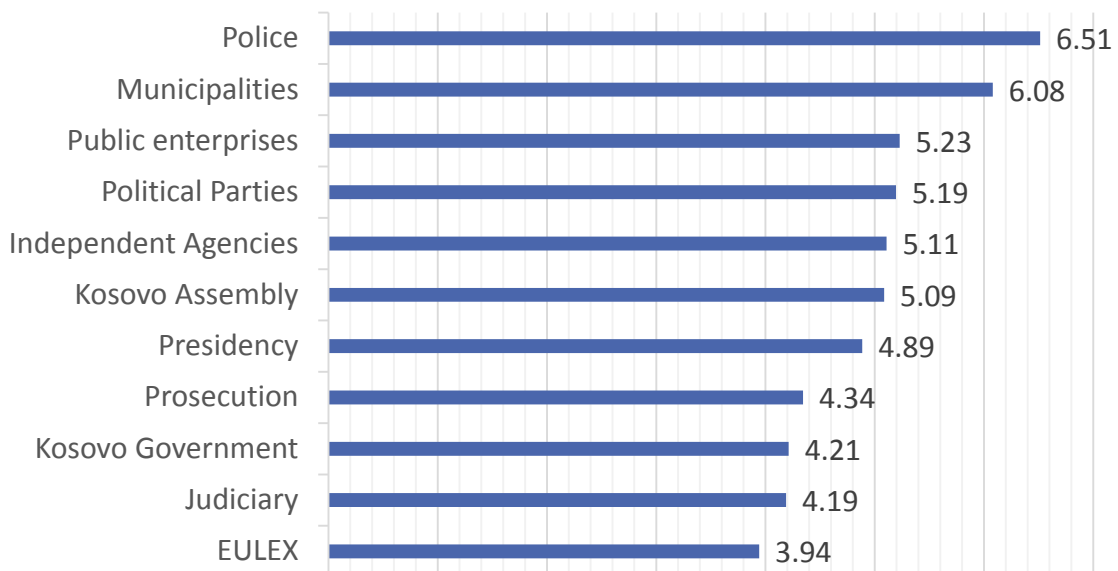
Figure 22. How do you evaluate the overall professionalism level of the following media? [Please evaluate from 1 to 10, where 1 = very unprofessional and 10 = excellent]



4.4 Institution transparency with regard to media

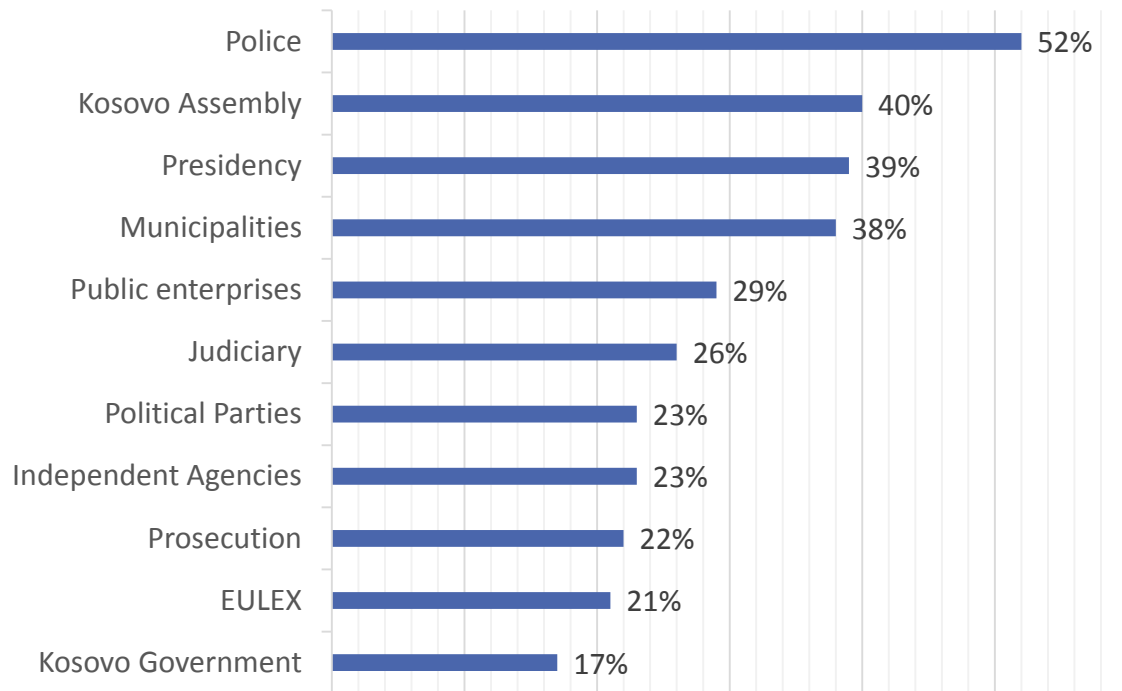
Data shows that public institutions and various agencies are not particularly open toward the media. Out of many institutions referred to in this study, only the “police” and “municipalities” are perceived as being somewhat open toward the media. The rest of them, fall close to the median or below average with the least open institution being “EULEX” (3.94 avg.).

Figure 23. How open are the following institutions towards the media? Please evaluate from 1 to 10, where 1 means “not open at all,” and 10 means “completely open.”



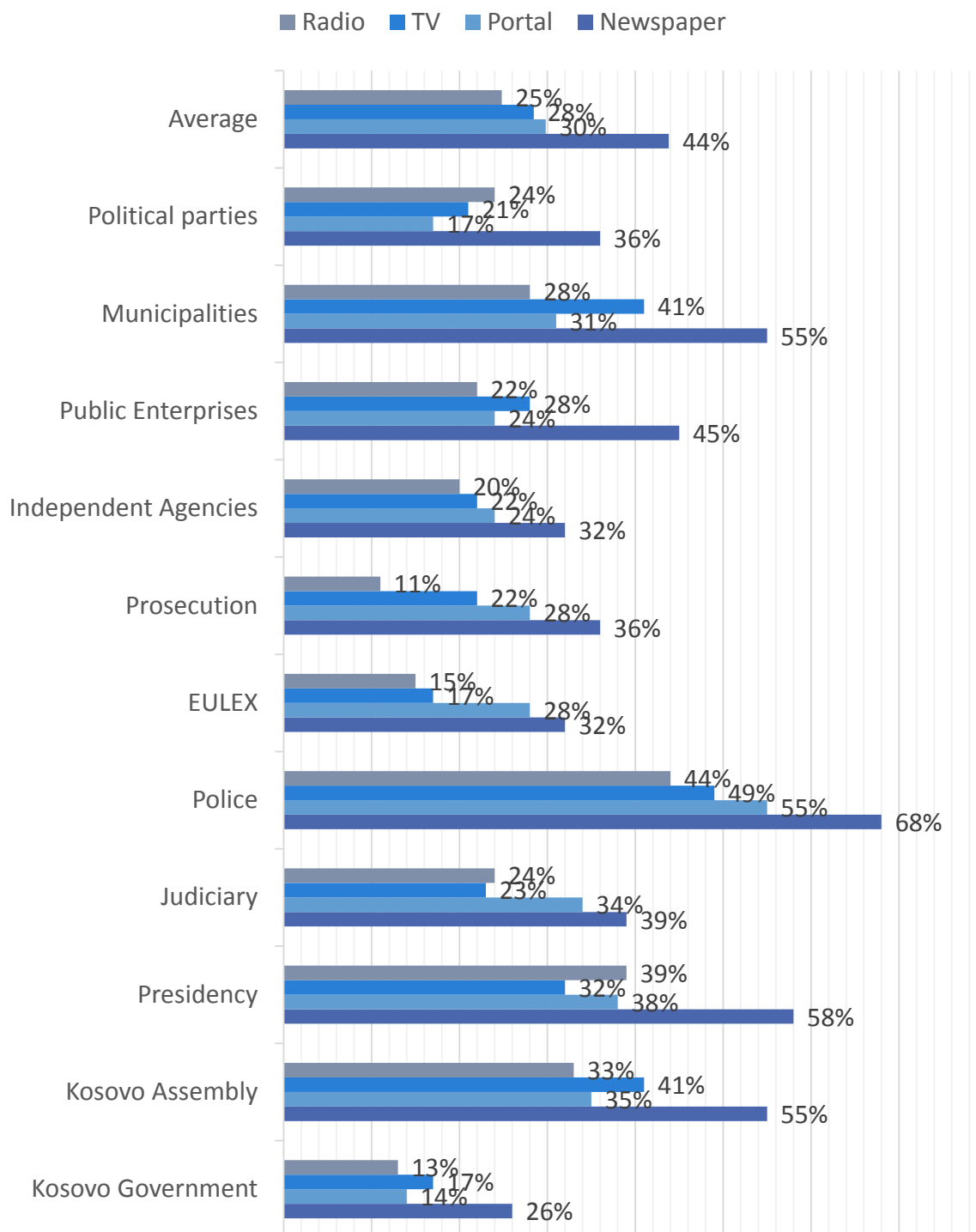
Further investigation reveals that respondents believe not all institutions are equally and fairly open to all media. According to them, the most fairly open and equal institution is the “Police” (52%), which is closely followed by the “Kosovo Assembly” (40%), “Presidency” (39%) and “Municipalities” (38%). One of the least trusted institutions with regard to equal treatment and fairness to all media is the “Kosovo government.”

Figure 24. Are the following institutions equally and fairly open to all media?



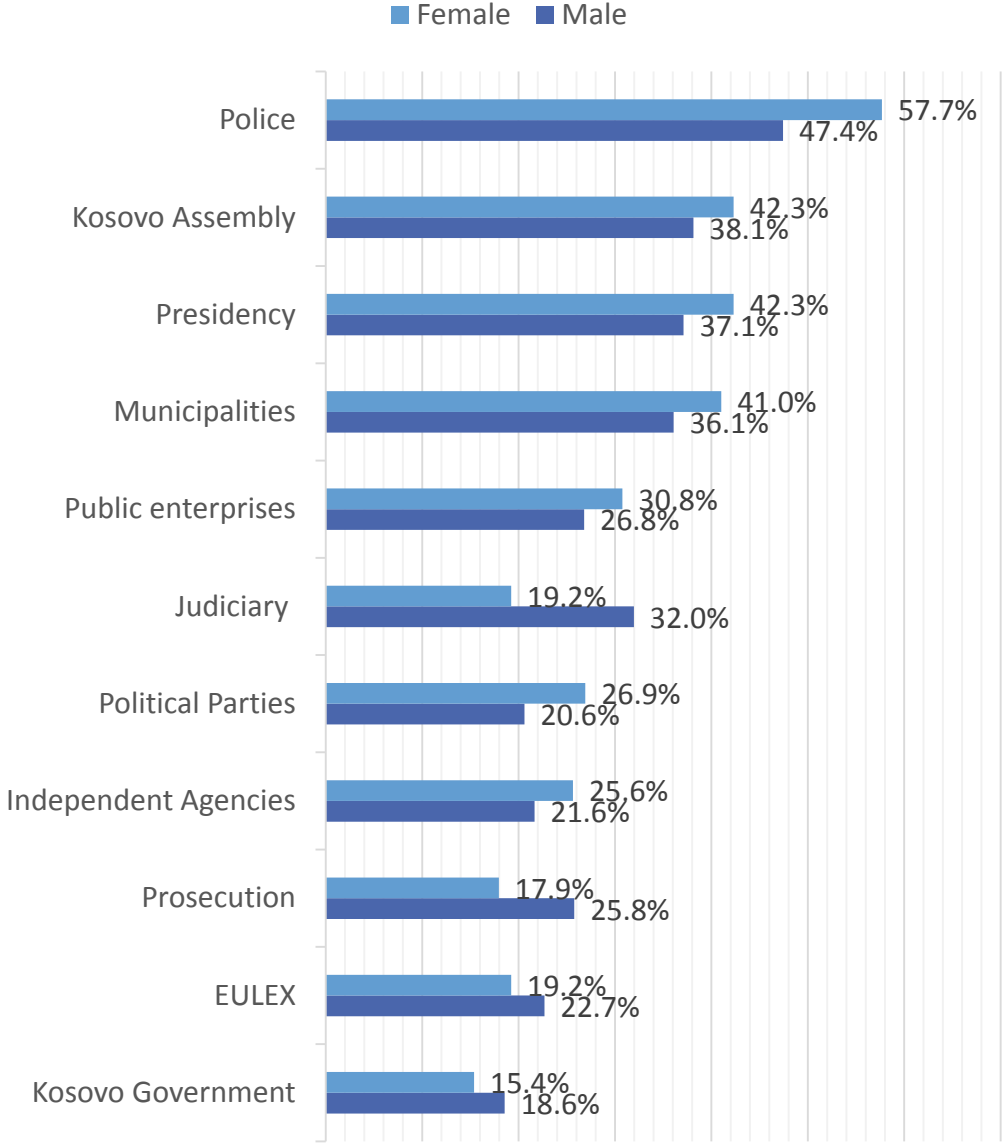
In order to understand the perceptions of respondents that work in different media types, we have to take a look at the data table below. The “police” is perceived as the most fair and equal institution when it comes to all types of media, with the highest figure being that of “newspapers” treatment (68%). Figures remain close to the median, implying that there is a diversity of opinions ranging from one medium to another.

Figure 25. Are the following institutions equally and fairly open to all media? “Yes” answers. Cross tabulation by medium type.



When comparing results by gender, we notice small fluctuations among all institutions. Male respondents are less likely to believe that “police” (47%) are equally and fairly open to all media in comparison to female respondents (58%). The widest gap in opinion appears to be on judiciary institutions, where female respondents almost completely (19%) disagree on their fairness and equality towards all media, whereas male participants are more optimistic on this topic (32%). Below are the results for all institutions and gender-specific opinions.

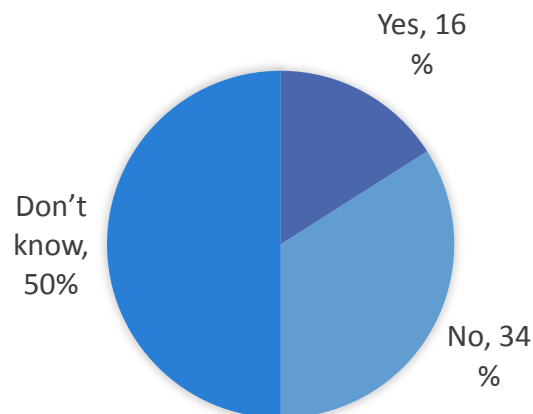
Figure 26. Are the following institutions equally and fairly open to all media? “Yes” answers. Cross tabulation based on gender.



4.5 Interference in media

Respondents were asked if they thought Kosovo’s legislation allows state censure in any regard. Sixteen percent believe the legislation allows state censure, 34 percent do not believe so, whereas the 49 percent had no information on the topic.

Figure 27. Does Kosovo’s legislation allow, at any point, state censure?

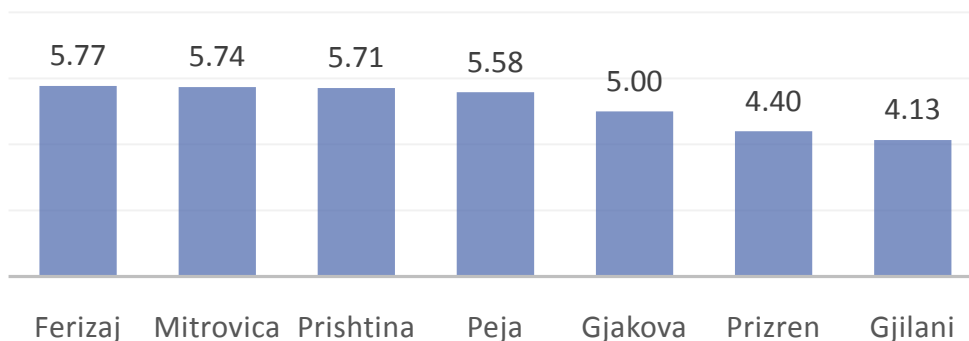


Of the respondents who believe state censure is allowed, the most common answer was when dealing with “official/confidential state documents,” “censure of reporting any social unrest” and “censure of reporting any conflicts or crisis.” A thorough word-processing analysis shows that the most common phrases used for answering this question were: “limitations,” “reporting” and “confidential.”

According to respondents, the state authorities are not predominantly focused in censoring the media, as on a count from 1 to 10, with 1 being “no censure” to 10 being “complete censure” the average stands at 5.38.

Respondents from the region of Gjilan (4.13) and Prizren (4.40) are less concerned about media censure by the state, whereas those from Ferizaj (5.77), Mitrovica (5.74) and Prishtina (5.71) state more concern.

Figure 28. According to you, how much do the state authorities attempt to censor the media?
Cross tabulation based on region.



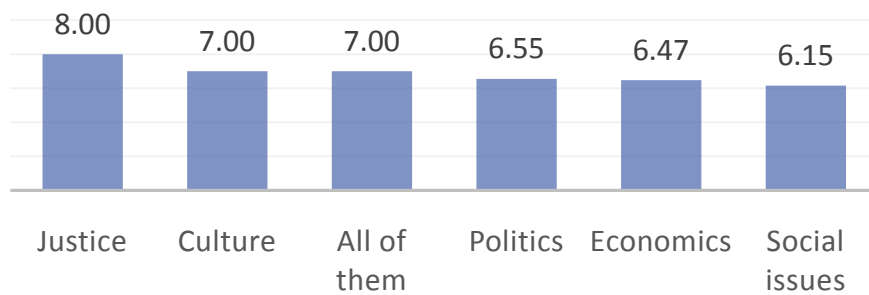
Of the respondents who believed that the state censors the media¹, they state the most common method of occurrence through “cease of financial support” and “emphasized political pressure on journalists.” Most common words used for answering this question were: “pressure,” “conditionality” and “interest.”

Respondents were then asked whether they thought freedom of expression was endangered in Kosovo. On a scale from 1 to 10, with 1 being “not endangered at all” and 10 being “completely endangered,” the average stands at 6.59. This figure shows that respondents are widely concerned with the current and potential future implications of expression oppression.

¹ Respondents that previously ranked 5-10 for state censorship.

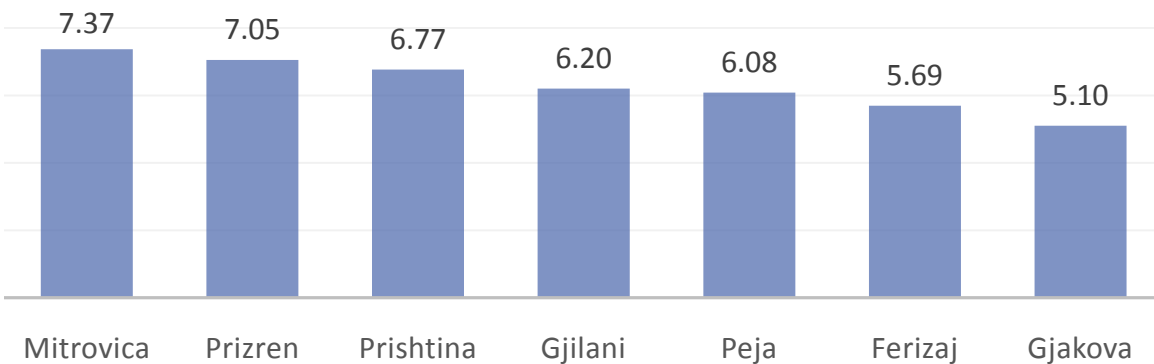
Based on the respondents' area of coverage, those who cover justice are more likely to believe that freedom of expression is endangered in Kosovo. On the other hand, those covering social issues have a slightly more relaxed opinion on the endangerment of freedom of expression in Kosovo.

Figure 29. Could you please tell us how endangered is freedom of speech in Kosovo? On a scale from 1 to 10, where 1 = "not endangered at all" and 10 = "completely endangered". Cross tabulation based on major field of operation.



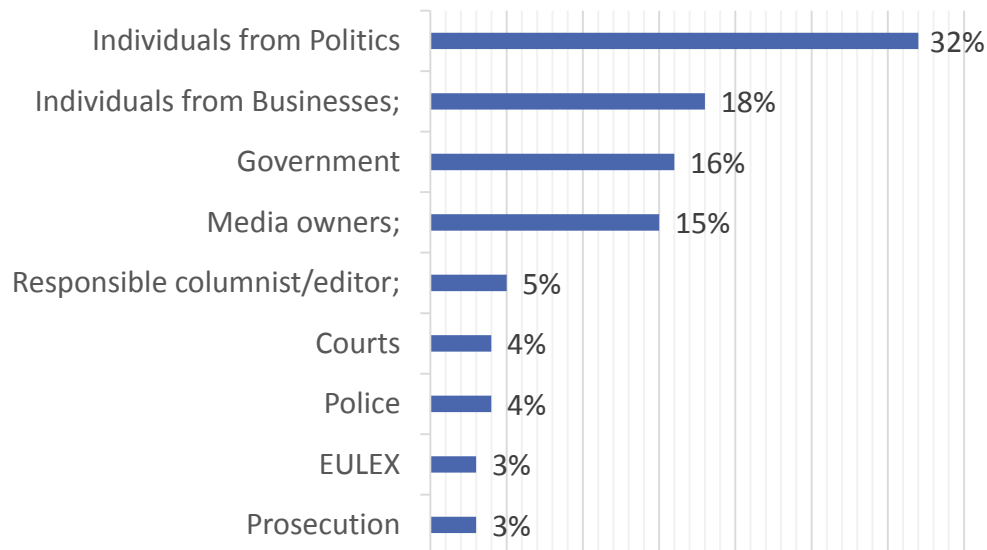
With regard to freedom of expression, there are minor differences in perception based on regions. Respondents from Mitrovica (7.37) and Prizren (7.05) are more concerned about the endangerment of freedom of expression, whereas those from Ferizaj (5.69) and Gjakova (5.10) are less so.

Figure 30. Could you please tell us how endangered is freedom of speech in Kosovo? On a scale from 1 to 10, where 1 = "not endangered at all" and 10 = "completely endangered". Cross tabulation based on region.



Of respondents who were certain that freedom of speech is endangered², they noted that the actors most responsible for this endangerment are “individuals from politics” (32%), “individuals from businesses” (18%), the “government” (16%) and “media owners” (15%).

Figure 31. In case you believe freedom of speech is endangered in Kosovo, who do you think endangers it?



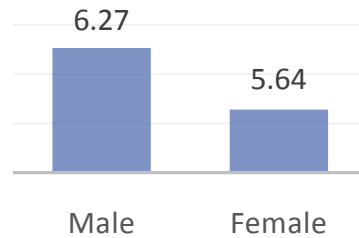
Similarly, freedom of information in Kosovo is average according to survey results. When asked how endangered freedom of information is in Kosovo, on a scale from 1 to 10, 1 being “not endangered at all” and 10 being “completely endangered,” respondents’ evaluation averaged at 5.99.

It is important to point out that more male respondents declared that freedom of information is endangered than female respondents. On the same scalar system³, the figure for male respondents stands at 6.27, while the same evaluation stands at 5.64 for female respondents.

² Respondents that previously ranked 5-10 for endangerment in freedom of speech

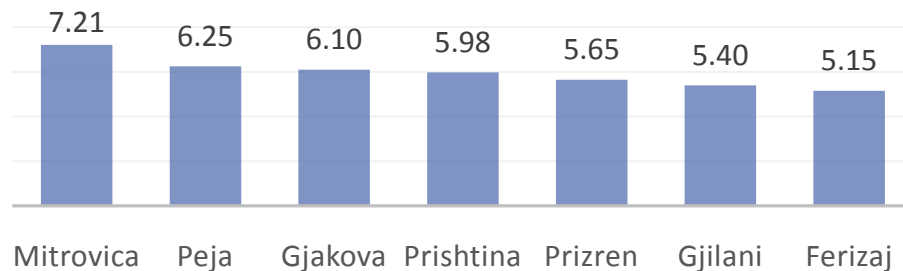
³ Scale of 1 to 10, where 1 = “not endangered at all” and 10 means “completely endangered.”

Figure 32. Could you please tell us how endangered is freedom of information in Kosovo? On a scale from 1 to 10, where 1 = “not endangered at all” and 10 = “completely endangered.” Cross tabulation based on gender.



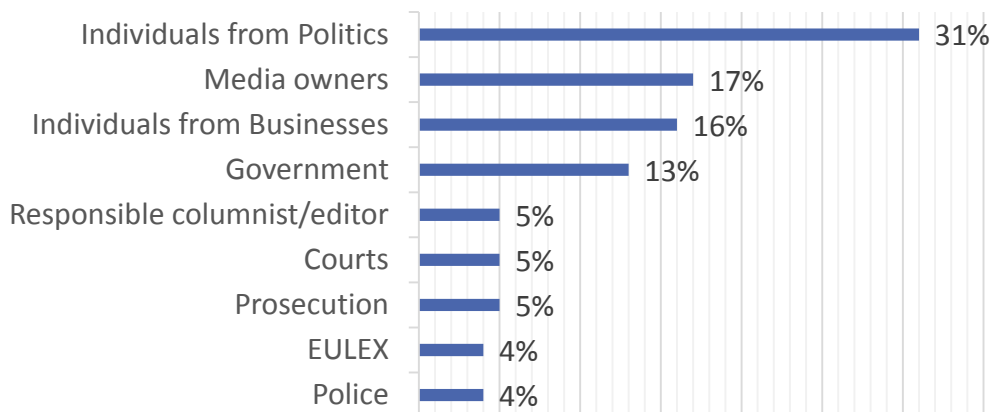
There was a small variance in the opinion of respondents from Mitrovica (7.21) and Peja (6.25), compared to those from Ferizaj (5.15) and Gjilan (5.40). As the figures imply, respondents from Mitrovica and Peja were more likely to believe that freedom of information was threatened than those from Ferizaj and Gjilan.

Figure 33. Could you please tell us how endangered is freedom of information in Kosovo? On a scale from 1 to 10, where 1 = “not endangered at all” and 10 = “completely endangered.” Cross tabulation based on region.



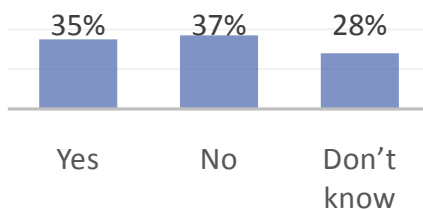
Of respondents who believed that freedom of information is endangered⁴, most of them believe that influence came directly from “individuals from politics” (31%), “media owners” (17%) and “individuals from businesses” (16%). Only a few respondents perceive the “prosecution” (5%), “EULEX” (4%) or “police” (4%) as having such influence.

Figure 34. In case you believe freedom of information is endangered in Kosovo, who do you think endangers it?



Respondents are divided in opinion when it comes to journalists being prosecuted because of freedom of expression and information. A total of 35 percent believe journalists are in fact prosecuted, 37 percent believe this does not occur, whereas 28 percent do not have an answer.

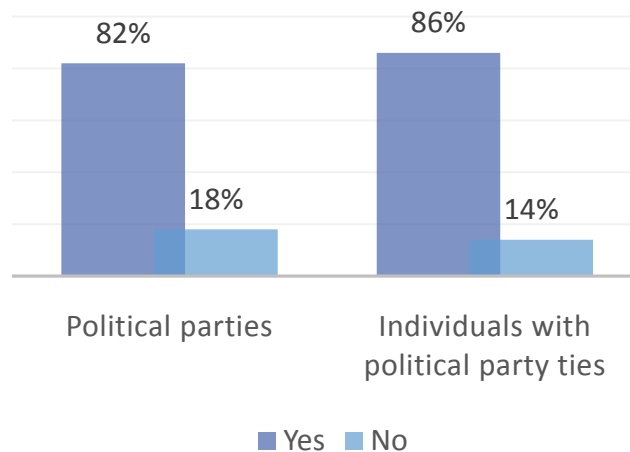
Figure 35. Are journalists prosecuted because of freedom of expression and information?



⁴ Respondents that previously ranked 5-10 for endangerment in freedom of information

The survey data shows that respondents strongly believe there are political parties or individuals with political party ties that directly or indirectly operate media. Over 82 percent of them believe so for political parties, whereas 86 percent of them believe so for individuals with political party ties.

Figure 36. Are there political parties or individuals with political party ties that directly or indirectly operate their media?



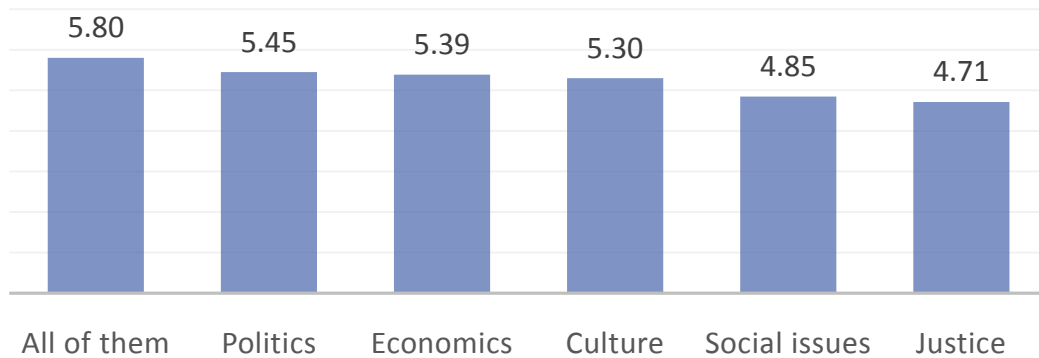
Media does have a fair-share level of independence from owners. Results from the survey show that on a scale from 1 to 10, with 1 meaning “no independence at all” and 10 meaning “complete independence,” the average evaluation stands at 6.02. In short, this value means that respondents believe there is “higher than average” editorial independence levels from media owners.

Respondents who stated that there is barely any editorial independence from owners were then asked how they are censored. The most common answer among journalists was that there are a variety of business, individual, financial or political interests that affect media. According to them, there is an intertwined share of interest among people involved in politics and individuals who run businesses, which in turn asserts their perspective and pressure toward journalists on particular issues. Careful word-analysis processing reveals that the most common words used to answer this question were “politics,” “financial dependence,” and “interventions.”

At the same time however, when asked whether there is influence from media owners in journalists’ professional work, on a scale from 1 to 10, with 1 being “not at all” and 10 being “completely,” the average evaluation came at 5.33. This shows that influence from owners is present in journalists’ professional work, with particularity and sensitivity on subjects.

Specifically, respondents whose field of coverage is politics or a blend of all topics are more likely to declare there is more influence from media owners during their professional activities. Respondents who cover the justicesector were less likely to declare that media owners influence their professional activities.

Figure 37. Is there influence from media owners in journalists’ work during their professional activities? On a scale from 1 to 10, where 1 = “not at all” and 10 = “completely”. Cross tabulation based on major field of operation.



From a gender-specific perspective, male respondents are more likely to declare they have more independence from owners – 6.13 – whereas female respondents declare slightly less – 5.87.

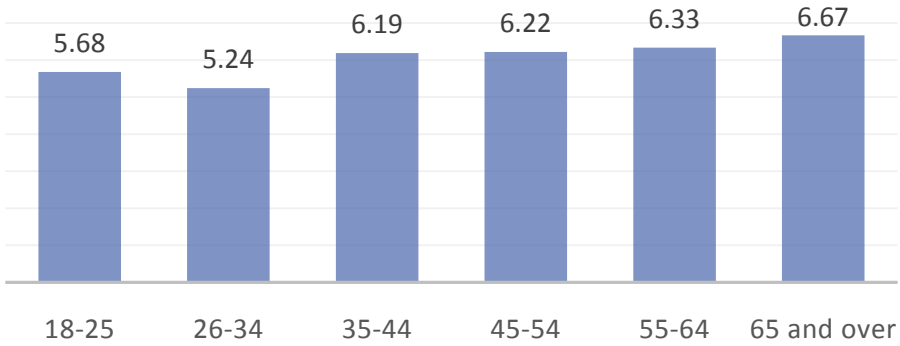
Similarly, the media editor has particular influence in journalists’ work during their professional activities. The average evaluation of the same scalar system⁵ stands at 5.71, implying that the level of influence is higher than the average. Below are the results for each influence evaluation average for “editorial independence from owners,” “owner influence in journalists’ work” and “media editor in journalists’ work.” Below are the results for editorial, owner and editor independence/influence side by side.

⁵ Scale of 1 to 10, 1 meaning “not at all” and 10 meaning “completely.”

| | Editorial independence from owners | Owner influence in journalists' work | Media editor influence in journalists' work |
|---|------------------------------------|--------------------------------------|---|
| Average evaluation from 1 to 10, where 1 = "not at all" and 10 = "completely" | 6.02 | 5.33 | 5.71 |
| Standard deviation (spread) | 2.2 | 2.5 | 2.4 |

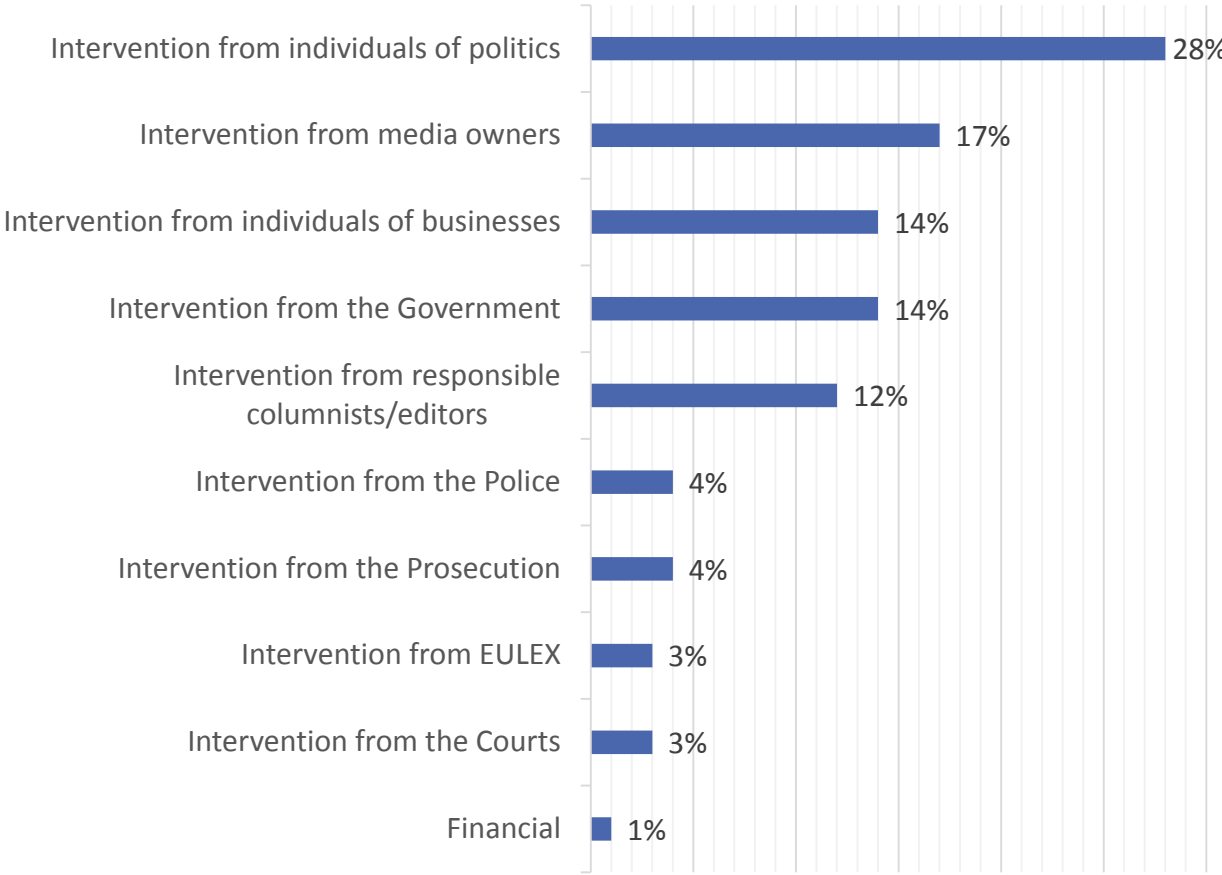
Older age groups are more likely to believe that there is influence on journalists' professional activities by media editors than younger age groups.

Figure 38. Is there influence from media editor in journalists' work during their professional activities? On a scale from 1 to 10, where 1 = "not at all" and 10 = "completely." Cross tabulation based on age groups.



According to survey results, the biggest obstacles in exercising the profession of journalism are “intervention from individuals of politics” (28%), “intervention from media owners” (17%), “intervention from individuals of businesses” (14%) and “intervention from the government” (14%). The least obstructive turned out to be “EULEX” and the “Courts” each with just over 3 percent of respondents’ answers.

Figure 39. From your perspective as a journalist, what are the biggest obstacles in exercising the profession of journalism?

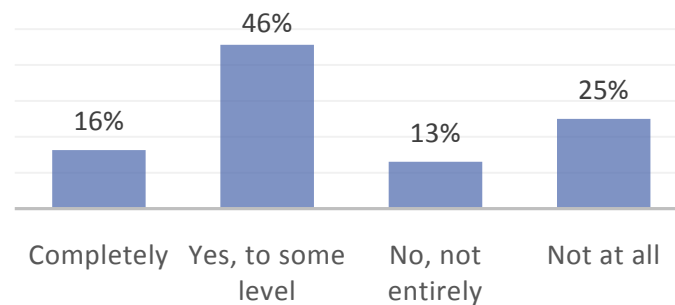


4.6 Safety in journalism

This study also examined a variety of other intricate topics such as journalists' information sources, and physical, job and court security/protection.

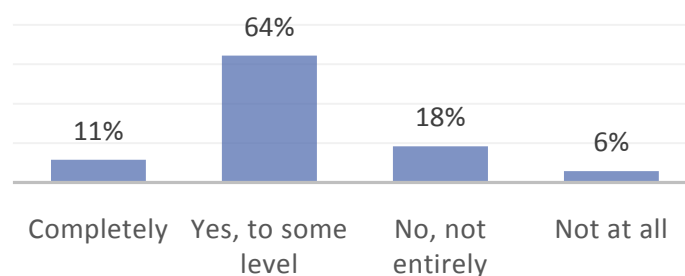
Survey data reveal that 46 percent of journalists believe their sources of information are protected "to some level," with only 16 percent declaring as "completely" protected with the current legislation. On the other hand, 13 percent stated that journalists' sources of information are "not entirely" protected, and 25 percent claimed they are "not protected at all."

Figure 40. Are journalists' sources of information protected with the current legislation?



Further investigation revealed that legal measures regarding the protection of journalists' sources are only applied at "some level" – as the majority (56%) of respondents stated so. Only a small percentage of respondents – 10 percent – state that such measures are "completely" executed whereas those who state they are "not executed entirely" or "not executed at all" stand at 6 percent and 18 percent respectively.

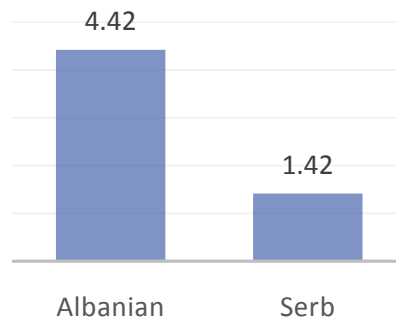
Figure 41. Are the legal measures regarding the protection of 'journalists' sources' executed?



The overall conditions within which journalists currently conduct their daily activities are considered as below average. On a scale from 1 to 10, with 1 being “very bad” and 10 being “very good”, respondents’ evaluation mean stands at 3.94. This figure complements the overall critical stance on journalist work-related issues reported in the study.

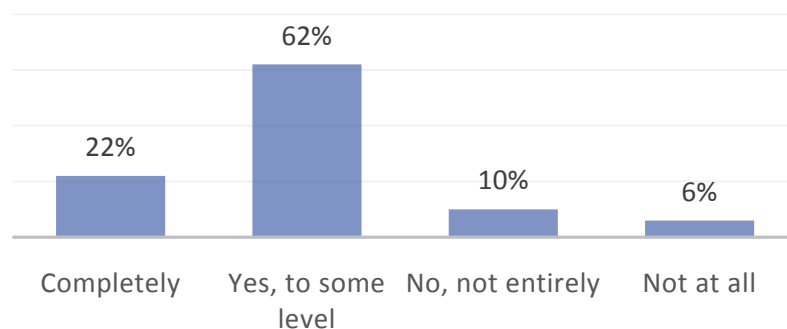
Analyzing information from an ethnicity point of view, K-Albanians generally evaluate the situation as being worse (4.42) compared to K-Serbs who have a rather positive opinion (1.42) regarding overall conditions in which journalists conduct their daily work.

Figure 42. Personally, how would you evaluate the overall conditions in which journalists conduct their daily work? Rate on a scale from 1 to 10, with 1 being “very good” and 10 being “very bad.” Cross tabulation based on ethnicity.



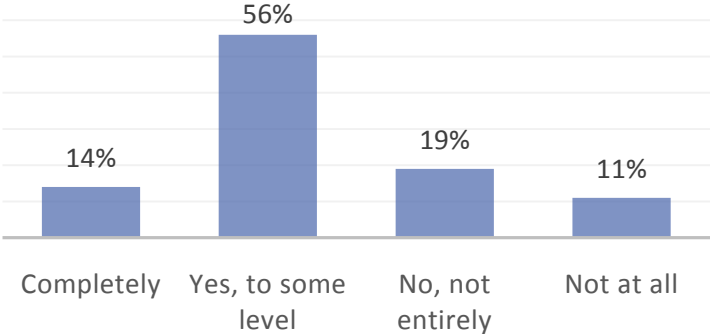
As per journalists’ physical security during their daily work, over 62 percent of respondents state they are threatened with violence “up to some level” and 22 percent state they are “completely” threatened. These figures show that respondents view journalism as a rather risky profession to practice at this time.

Figure 43. According to you, are journalists threatened by physical violence during their daily work?



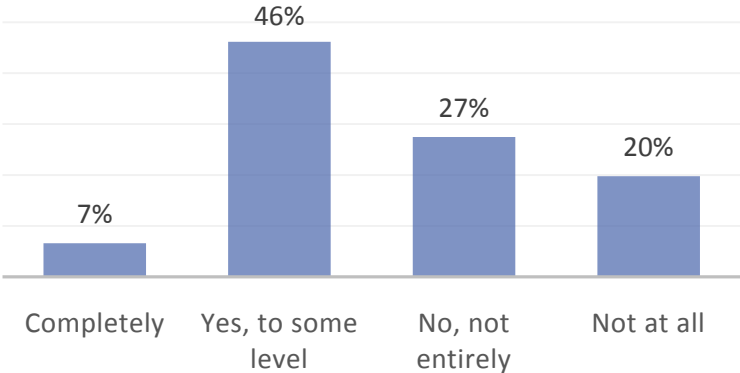
When asked about whether the police offers the necessary protection to journalists, 14 percent stated that it is offered “completely,” 56 percent of respondents stated it is offered “up to some level”, 19 percent stated “not entirely” and only 11 percent stated it is “not offered at all.”

Figure 44. Does the police offer protection to the journalists in cases when it is needed?



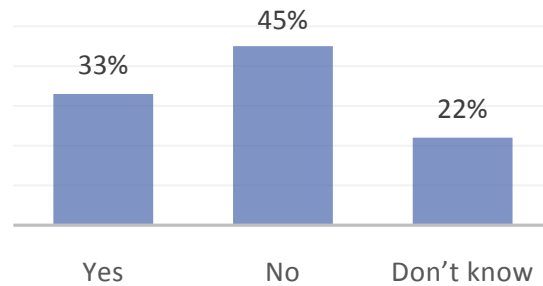
The respondents believe that the justice institutions generally treat journalist threat cases adequately (fairly and quickly). The majority of respondents stated that threat cases are either treated “completely” (7%) adequately, or “up to some level” (46%). Meanwhile, the percentage of respondents who believe threat cases are “not entirely” treated with decency is 27 percent, whereas the percentage of those who believe cases are absolutely not treated adequately is 20 percent.

Figure 45. Do the justice bodies/institutions treat journalist threat cases adequately? (fairly and quickly)



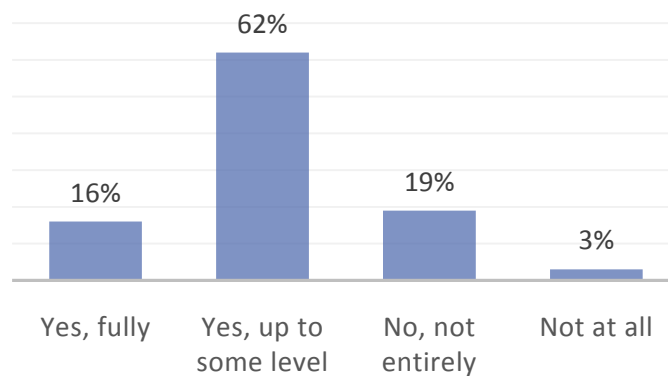
According to the surveyed respondents, most respondents do not have regular employment contracts. When asked whether journalists in Kosovo have regular employment contracts, a total of 45 percent declared “no,” 33 percent claimed “yes” and 22 percent did not have information.

Figure 46. According to you, do journalists have regular employment contracts?



Of those who claimed that journalists have regular employment contracts, a majority of them (62%) stated these contracts are practically implemented “up to some level,” and only few of them (16%) believe they are “fully” implemented. The figure below shows the levels of uncertainty spread among respondents with various opinions - from full implementation to those who believe there is absolutely no practical implementation of employment contracts.

Figure 47. In case you believe journalists have regular employment contracts, do you think these contracts are being implemented?



At the same time, these employment contracts seem to provide average financial stability. When respondents were asked how much financial sustainability the employment contracts provide, on a scale from 1 to 10, with 1 being “not at all” and 10 being “completely,” the average value came at 5.77. This result shows that some sustainability is provided although not at satisfactory levels – slightly advantageous of those who see it as closer to “completely” satisfactory.

There is a small difference in opinion between male respondents and female respondents – male respondents evaluate these contracts’ financial sustainability at 5.55 whereas female ones evaluate them at 6.09.

5. Conclusion

Freedom of expression and information is recognized by the majority of interviewed journalists, although their intricate knowledge is limited. They are unaware of the legal framework and applicability of media freedom guaranteed by the Kosovo constitution. Often, freedom of expression and information is misinterpreted and falls prey to political influence.

Journalists are not fully aware of state censure on media, as forty-nine percent of them claim they do not have information on this topic. The generic belief is that the state is not predominantly focused on media censure, although journalists show distress. According to them, freedom of expression is “endangered” up to a concerning level.

Sources of information are widely protected, whereas the legal measures for protection of journalists are not executed at desirable levels. Journalists are occasionally threatened during their professional activities by physical violence, but they claim police protection is widely effective in dealing with such issues.

(Self)-regulatory mechanisms, namely the Independent Media Commission and Press Council of Kosovo, function effectively and without bias. Their output is taken with caution and seriousness by all institutions. Granted their freedom, journalists were keen on reporting positive results when these mechanisms are involved. The most media-friendly institution are the police and municipalities, whereas EULEX is perceived as the least friendly one.

When it comes to media bias, almost half of respondents believe there is unbiased media in Kosovo, while thirty-eight percent believe there is no unbiased media. This difference in opinion shows that media are operated in various ways. On a similar note, there were concerns regarding the public broadcaster of Kosovo, where the majority of respondents claimed it was politically influenced.

In essence, a journalists’ profession is difficult to conduct in Kosovo considering issues with employment contracts, direct editorial influence from owners and politically involved individuals, limitations in freedom of expression and concerning levels of state censure.

Annex I. Survey Questionnaire

Greetings, my name is _____ and I work for UBO Consulting agency. Upon request of organizations “Kosovo Global” (Kosovo 2.0), “Çohu” and “The Press Council of Kosovo” we are conducting a quantitative research to understand the journalist’ perception in Kosovo on the freedom of media, based on 27 indicators of the European Council. We would appreciate your contribution if you could share a few minutes of your time to complete this survey. Personal information used to complete this survey are completely confidential and will be used strictly for the objectives of this project.

1. According to you, is the freedom of expression guaranteed with Kosovo’s legislation (constitution)?

1. Yes[Go to Q2]
2. Yes, up to some level
3. No, not entirely
4. No
5. Don’t know [Go to Q2]

1.1 In case you answered the previous question with 2, 3 or 4, could you please tell us the reason for them: [Multiple Choice]

1. Lack of direct legislation (for the freedom of expression and information);
2. Incomplete legislation;
3. Incorrect application by responsible authorities;
4. Incorrect application by justice bodies;
5. Other _____

2. To what extent are the legal guarantees regarding freedom of expression being implemented? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

2.1 In case you’ve answered the previous question from 1 to 5: Who interrupts the **freedom of expression** the most? [Multiple choice] [Do not read options]

1. Intervention from the Government;
2. Intervention from the Prosecution
3. Intervention from the Police;
4. Intervention from the Courts;
5. Intervention from EULEX;
6. Intervention from individuals involved in politics;
7. Intervention from the individuals involved in business;
8. Intervention from the media owners;
9. Intervention from the responsible editor;
10. Self-censure’
11. Lack of financial self-sustainability ;

- 12. International interventions
- 13. Other _____

3. According to you, is the freedom of information guaranteed with Kosovo’s legislation (constitution)?

- 1. Yes[Go to Q4]
- 2. Yes, up to some level
- 3. No, not entirely
- 4. No
- 5. Don’t know [Go to Q4]

3.1 In case you’ve answered the previous question with 2, 3 or 4, could you please state the reason:
[Multiple choice]

- 1. Lack of direct legislation (for the freedom of expression and information);
- 2. Incomplete legislation;
- 3. Incorrect application by responsible authorities;
- 4. Incorrect application by justice bodies;
- 5. Other _____

4. To what extent are the legal guarantees regarding the freedom of information being implemented?
[Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

4.1 In case you’ve answered the previous question from 1 to 5: Who interrupts the **freedom of information** the most? [Multiple choice] [Do not read options]

- 1. Intervention from the Government;
- 2. Intervention from the Prosecution
- 3. Intervention from the Police;
- 4. Intervention from the Courts;
- 5. Intervention from EULEX;
- 6. Intervention from individuals involved in politics;
- 7. Intervention from the individuals involved in business;
- 8. Intervention from the media owners;
- 9. Intervention from the responsible editor;
- 10. Self-censure’
- 11. Lack of financial self-sustainability ;
- 12. International interventions
- 13. Other _____

5. Does Kosovo’s legislation allow, at any point, state censure?

- 1. Yes
- 2. No[Go to Q6]
- 3. Don’t know[Go to Q6]

5.1 In case “Yes”, when and where?

- a) _____
- b) _____
- c) _____
- d) _____

6. According to you, how much do the state authorities attempt to censure the media? [Please evaluate from 1 to 10, where 1 = “Not at all”, and 10 = Completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

6.1 In case you’ve answered from 5 to 10, could you please tell us how it occurs?

- a) _____
- b) _____
- c) _____
- d) _____

7. Could you please tell us how endangered is the **freedom of expression** in Kosovo? [Please evaluate from 1 to 10, where 1 = not endangered at all, and 10 = completely endangered]

Not endangered at all 1 2 3 4 5 6 7 8 9 10 **Completely endangered**

7.1 In case you’ve answered from 5 to 10: From whom is the **freedom of expression** endangered in Kosovo? [Multiple Choice]

- 1. Government;
- 2. Prosecution;
- 3. Police;
- 4. Courts;
- 5. EULEX;
- 6. Individuals from Politics
- 7. Individuals from Businesses;
- 8. Media owners;
- 9. Responsible editor;
- 10. Other _____

8. Could you please tell us how endangered is the **freedom of information** in Kosovo? [Please evaluate from 1 to 10, where 1 = not endangered at all, and 10 = completely endangered]

Not endangered at all 1 2 3 4 5 6 7 8 9 10 **Completely endangered**

8.1 In case you've answered from 5 to 10: From whom is the **freedom of information** endangered in Kosovo? [Multiple Choice]

1. Government
2. Prosecution
3. Police
4. Courts
5. EULEX
6. Individuals from Politics
7. Individuals from Businesses
8. Media owners
9. Responsible editor
10. Other _____

9. Are journalists prosecuted because of freedom of expression and information?

1. Yes
2. No
3. Don't know

10. Do media regulatory mechanisms (IMC and PCK) function effectively and without bias?

(Independent Media Commission)

(Press Council of Kosovo)

1. Yes, entirely
2. Yes, up to some level
3. No, not entirely
4. Not at all
5. Don't know

1. Yes, entirely
2. Yes, up to some level
3. No, not entirely
4. Not at all
5. Don't know

11. Are the decisions by self-regulatory bodies (IMC and PCK) taken into account by the justice bodies?

(IMC decisions)

(PCK decisions)

1. Yes
2. No
3. Don't know

1. Yes
2. No
3. Don't know

12. How open are the following institutions towards the media? [Please evaluate from 1 to 10, where 1 = not open at all, and 10 = completely open]

| Nr. | Name of institution | Evaluate each from 1 to 10 |
|-----|----------------------|----------------------------|
| 1. | Kosovo Government | |
| 2. | Kosovo Assembly | |
| 3. | Presidency | |
| 4. | Judiciary | |
| 5. | Police | |
| 6. | EULEX | |
| 7. | Prosecution | |
| 8. | Independent Agencies | |
| 9. | Public enterprises | |
| 10. | Municipalities | |
| 11. | Political Parties | |
| 12. | Other | |

13. Are the following institutions equally and fairly open to all media?

| | YES | NO |
|-------------------------|-----|----|
| a) Kosovo Government | 1 | 2 |
| b) Kosovo Assembly | 1 | 2 |
| c) Presidency | 1 | 2 |
| d) Judiciary | 1 | 2 |
| e) Police | 1 | 2 |
| f) EULEX | 1 | 2 |
| g) Prosecution | 1 | 2 |
| h) Independent Agencies | 1 | 2 |
| i) Public enterprises | 1 | 2 |
| j) Municipalities | 1 | 2 |
| k) Political Parties | 1 | 2 |
| l) Other | 1 | 2 |

14. Are there political parties or individuals with political party ties that directly or indirectly operate their media?

| | YES | NO |
|--|-----|----|
| a) Political parties | 1 | 2 |
| b) Individuals with political party ties | 1 | 2 |

15. Are there unbiased media from the aspect of editorial policies?

1. Yes
2. No[Go to Q16]
3. Don't know[Go to Q16]

15.1 If Yes, what is the number of independent ones?

1. All of them
2. Most of them, not all
3. Half of them
4. A small number
5. I cannot estimate

16. From the perspective of editorial policies and daily operations, is the public transmitter (RTK) independent and unbiased from political interventions (influence)?

1. Yes, completely
2. Yes, up to a certain level
3. No, up to a certain level
4. No, not at all
5. Don't know

17. Do media have a code of ethics?

1. Yes
2. No
3. Don't know

17.1 In case the answer is **YES**: How much is this code executed? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

18. According to you, do journalists have regular employment contracts?

- a. Yes
- b. No **[Go to Q20]**
- c. Don't know **[Go to Q20]**

19.1. **If yes**, are these contracts being applied?

1. Yes, fully
2. Yes, up to some level
3. No, not entirely
4. Not at all
5. Don't know

19.2. How much financial sustainability do these contracts provide? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

20. To what extent does the media have editorial independence from owners? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

20.1 In case you've answered from 1 to 5: What are the means to censoring editorial independence?

- a) _____
- b) _____
- c) _____

21. Is there influence from media owners in journalists' work during their professional activities? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

22. Is there influence from media editor in journalists' work during their professional activities? [Please evaluate from 1 to 10, where 1 = not at all, and 10 = completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

23. From your perspective as a journalist, what are the biggest obstacles in exercising the profession of journalism? **[Multiple choice]**

1. Intervention from the Government;
2. Intervention from the Prosecution;
3. Intervention from the Police;
4. Intervention from the Courts
5. Intervention from EULEX;
6. Intervention from individuals of politics;
7. Intervention from individuals of businesses;
8. Intervention from media owners;
9. Intervention from responsible editors;
10. Other

24. Are journalists' sources of information protected with the current legislation?

1. Completely
2. Yes, to some level
3. No, not entirely
4. Not at all **[Go to Q25]**

5. Don't know

24.1 Are the legal measures regarding the protection of 'journalists' sources' executed?

1. Completely
2. Yes, to some level
3. No, not entirely
4. Not at all
5. Don't know

25. Personally, how would you evaluate the overall conditions in which journalists conduct their daily work? [Please evaluate from 1 to 10, where 1 = very bad conditions and 10 = very good conditions]

Very bad 1 2 3 4 5 6 7 8 9 10 **Very good**

26. According to you, are journalists threatened by physical violence during their daily work?

1. Completely
2. Yes, to some level
3. No, not entirely
4. Not at all
5. Don't know

27. Does the police offer protection to the journalists in cases when it is needed?

1. Completely
2. Yes, to some level
3. No, not entirely
4. Not at all
5. Don't know

28. Do the justice bodies/institutions treat journalist threat cases adequately? (fairly and quickly)

1. Completely
2. Yes, to some level
3. No, not entirely
4. Not at all
5. Don't know

29. Personally, how do you evaluate journalists' level of professionalism in Kosovo media? [Please evaluate from 1 to 10, where 1 = Very unprofessional and 10 = Excellent]

Very unprofessional 1 2 3 4 5 6 7 8 9 10 **Excellent**

30. How much do you believe the public trusts the media? [Please evaluate from 1 to 10, where 1 = Not

at all and 10 = Completely]

Not at all 1 2 3 4 5 6 7 8 9 10 **Completely**

31. How do you evaluate the overall professionalism level of the following media? [Please evaluate from 1 to 10, where 1 = very unprofessional and 10 = Excellent]

| Nr. | Type of media | Evaluate each from 1 to 10 |
|-----|---------------|----------------------------|
| 1 | TV | |
| 2 | Radio | |
| 3 | Newspaper | |
| 4 | Portals | |

Demographics:

D1. Age (How old are you?): |__|__|

D2. Gender:

1. Male
2. Female

D3. Education

1. High school
2. Faculty
3. Masters
4. Doctorate
5. Other

D3. Field of Education

1. Economics
2. Law
3. Journalism
4. Political Sciences
5. Language and Literature
6. History
7. Other

D4. Type of medium you operate

1. TV
2. Radio

3. Newspaper
4. Portal

D5. What is your major field of operation?

1. Economics
2. Politics
3. Social issues
4. Culture
5. Sports
6. Other

D6. (ETHNICITY) What is your nationality/ which group do you belong to?

1. Albanian
2. Serb
3. Bosnian
4. Gorani
5. Turkish
6. Roma
7. Ashkali
8. Egyptian
9. Other
10. Refuse

D7. REGION [Code: 1- Prishtina, 2-Mitrovica, 3-Prizren, 4-Peja, 5-Ferizaj, 6-Gjakova, 7-Gjilan]

|_|_|

D8. MUNICIPALITY _____