



Monitoring of Political News

METHODOLOGY

(Brief description and examples of monitoring results)

The Project has been implemented since 2002 by the Academy of Ukrainian Press with participation of scientists from the Institute of Sociology of the National Academy of Sciences of Ukraine. At different stages this monitoring research was supported by the International Renaissance Foundation, USAID (through “U-Media” Internews Network Program), US Embassy in Ukraine, OSCE office in Ukraine, and Eurasia Foundation.

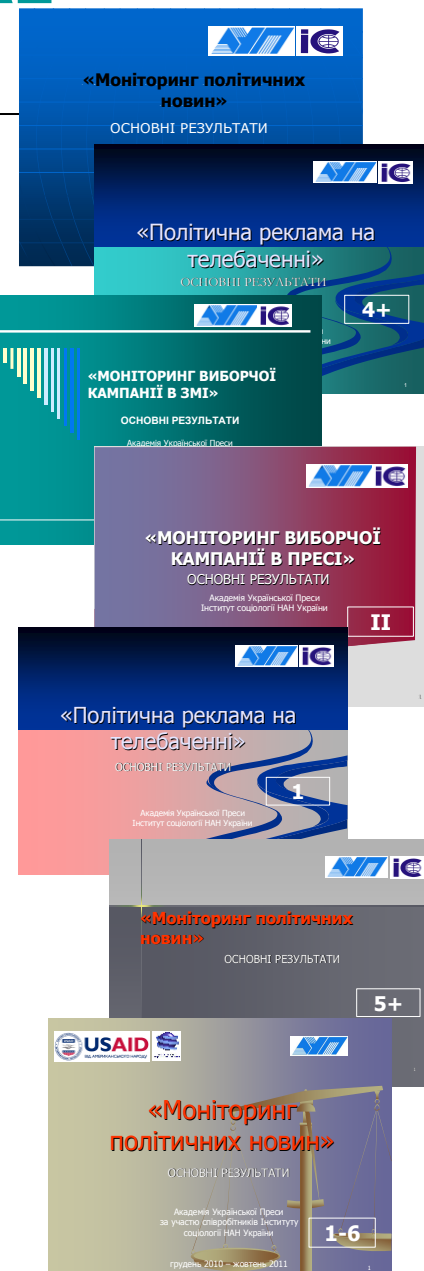
Academy of Ukrainian Press



MONITORING OF POLITICAL NEWS 2003 –2012

KEY PRINCIPLES :

- ❑ "Classical" version of content analysis
- ❑ Sociological approach (selective/sample research, strict method, verifiable data)
- ❑ Conceptual model for each type of research with due account of local context and specifics of information sources
- ❑ Results: analysis of the status and dynamics of information flows and trends of media content
- ❑ Team experience: monitoring of political news programs broadcast by TV channels and radio stations and published in the press, as well as monitoring of political advertising during 2002-2012 election campaigns.





METHODOLOGY

KEY INDICATORS:

- ☐ Degree of balance with regard to interpretation of events
- ☐ Rating of attention to political players /assessment of political players
- ☐ Access of politicians to the news air (volume of sync/soundbite)
- ☐ Types of news broadcasting

METHOD: content analysis of audio-visual information

- ☐ Content analysis was performed by 6 operators. Methodology's reliability ratio is 85-95% (for different categories of analysis)
- ☐ Digital video-recording of news programs was performed by the Academy of Ukrainian Press (AUP)



MONITORING OF POLITICAL NEWS

Feb. 2012 –April 2012 (as an example)

Goal of research: to determine the status and dynamics of political content of news programs broadcast by Ukrainian TV channels under conditions of pre-election campaign

■ **October 2012 Parliamentary Elections**

SAMPLE:

■ **TV channels**

1+1

Inter

Novy Kanal

TBi

■ **News programs**

TCH/ 19:30

Podrobnosti/ 20:00

Reporter/ 19:00

Сьогодні/ 20:30

■ **TV channels**

ICTV

CTB

Ukraina

UT-1

■ **News programs**

Facty/ 18:45

Wikna/ 22:00

Sobytiya/ 21:00

Pidsumky dnya: 21:00

- one news program per day, prime time
- one week per month

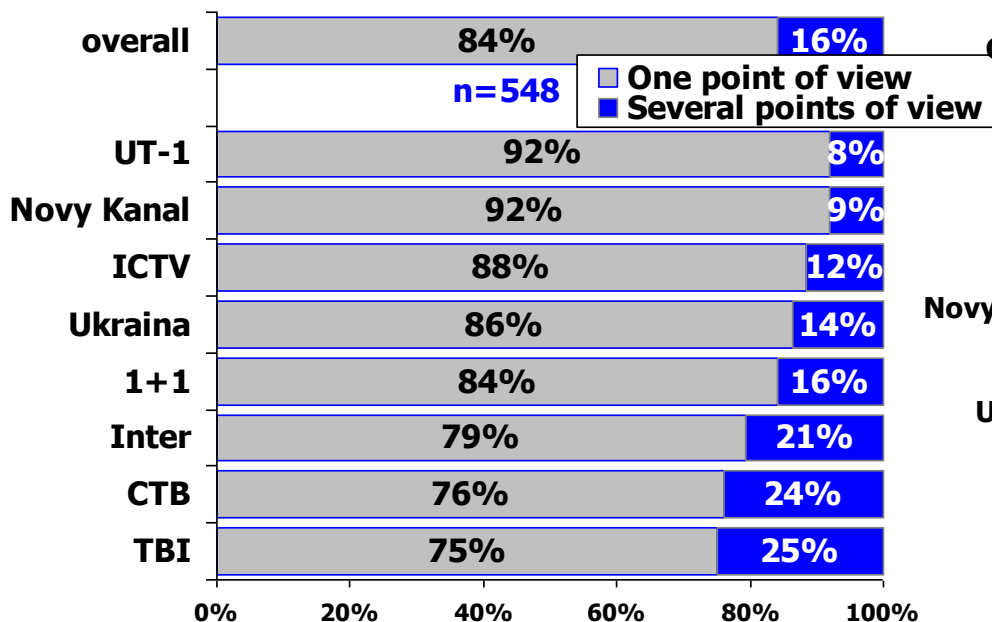




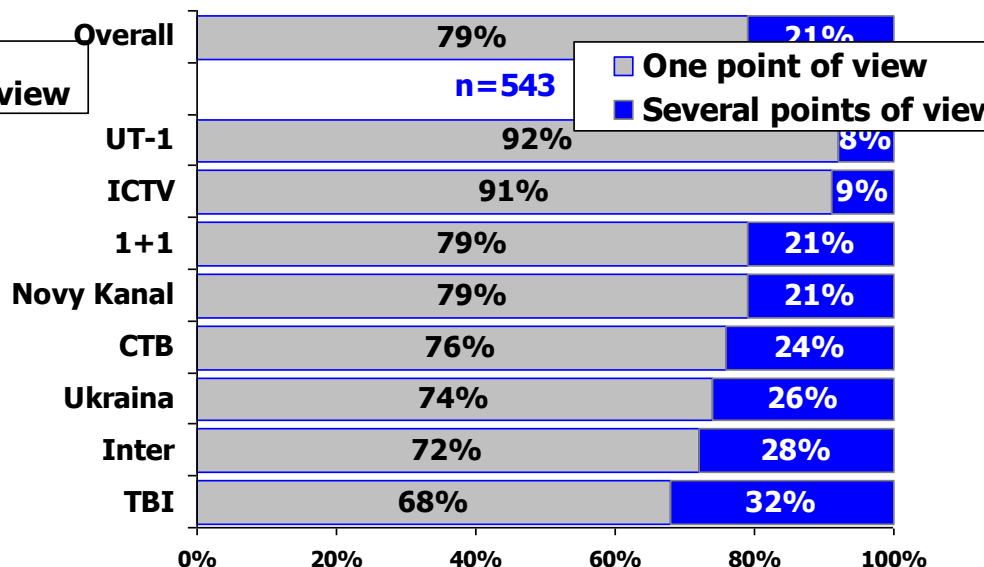
POLITICAL EVENTS

POINTS OF VIEW ON EVENTS IN UKRAINE

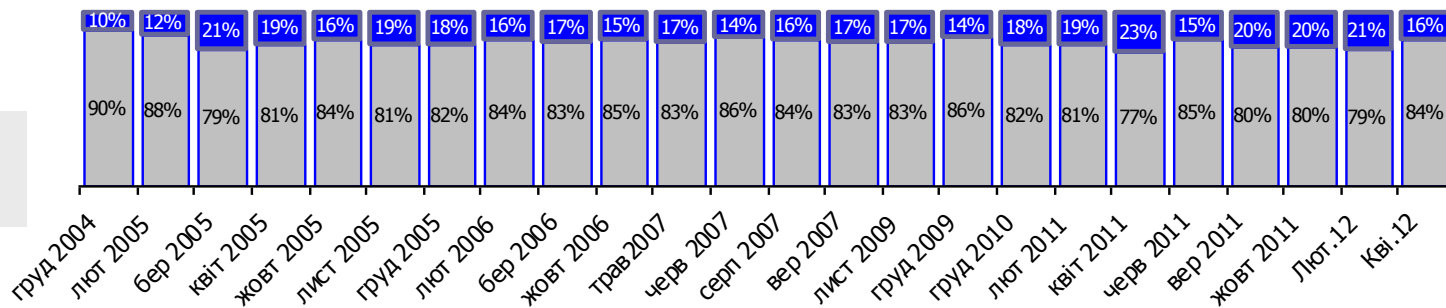
April 2012, prime-time



Feb. 2012, prime-time



**News about Ukraine,
N Feb. 2012 =543
N April 2012 =548**

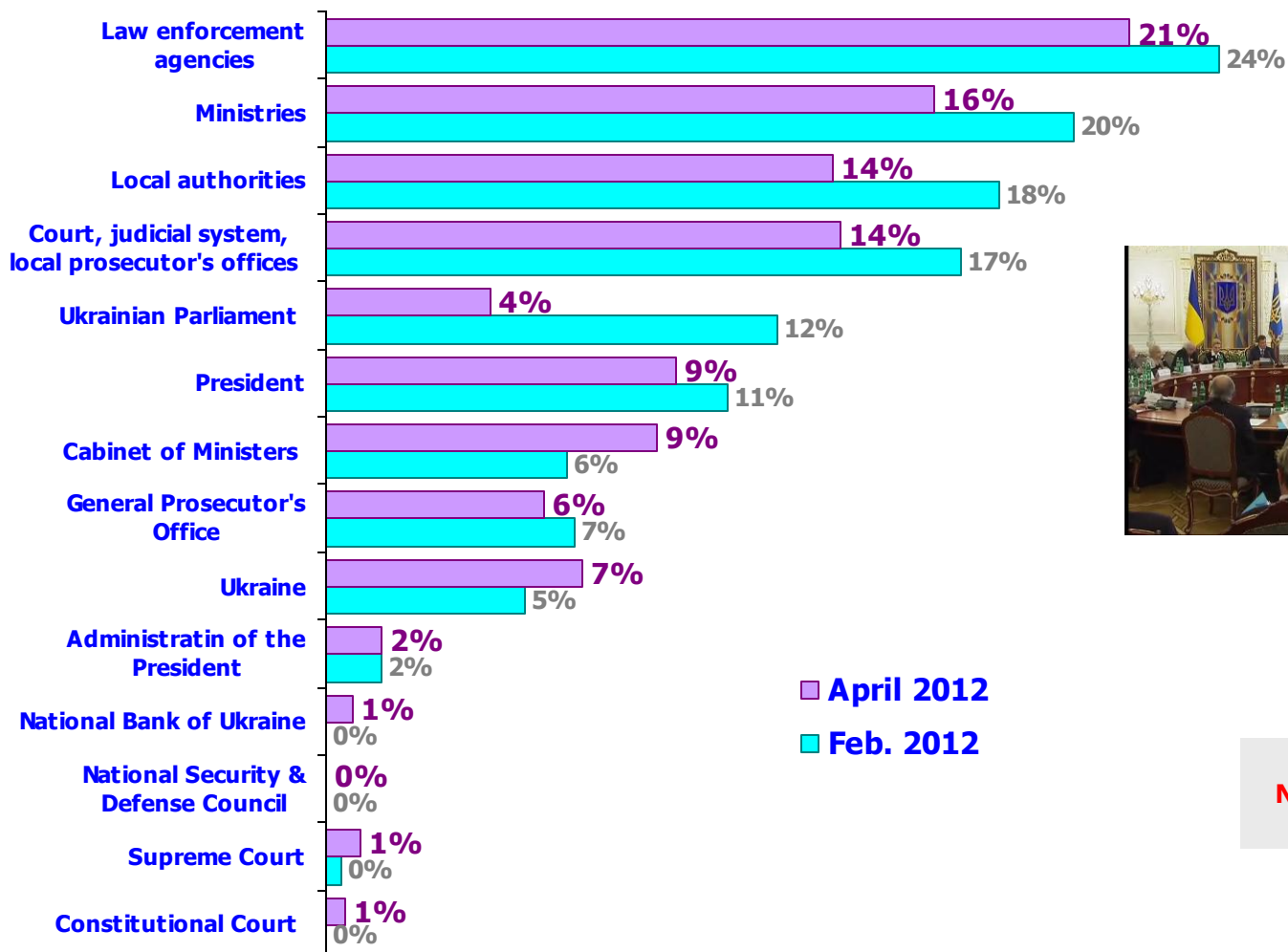




POLITICAL PLAYERS

ATTENTION TO POLITICAL INSTITUTIONS*

February-April 2012,
prime-time



■ April 2012
■ Feb. 2012

News about Ukraine,
N February 2012 = 543
N April 2012 = 548

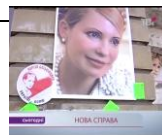


POLITICAL PLAYERS



** mentioned in more than 0,5 % of news messages

***% of messages with reference to a politician



POLITICAL PERSONS: RATING OF ATTENTION*



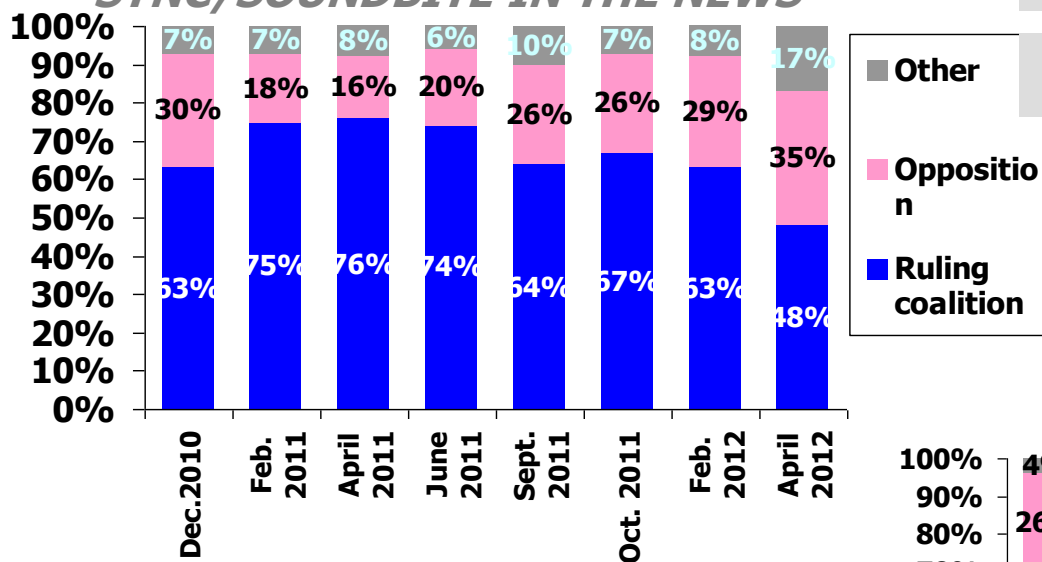
** mentioned in more than 1% of news messages

Новини про Україну



POLITICAL FIELD

REPRESENTATIVES OF POLITICAL FORCES : ATTENTION AND SYNC/SOUNDBITE IN THE NEWS *



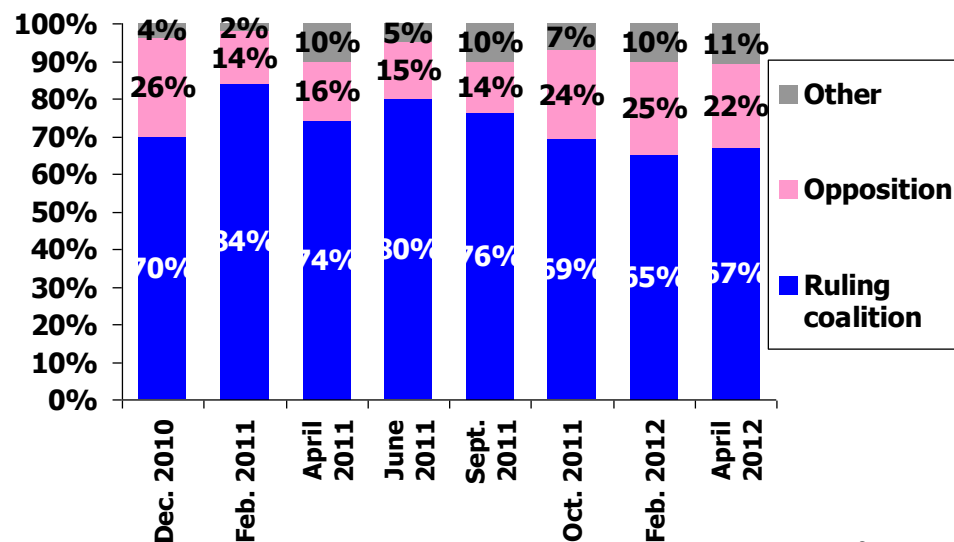
Feb. 2012, N= 543 messages \ 577 of all references to politicians \ 5172 sec. of soundbite

April 2012, N= 548 messages \ 379 of all references to politicians \ 2848 sec. of soundbite

Attention to politicians

News about Ukraine

Distribution of soundbite/attention to politicians



Soundbite of politicians

* Share (%) of soundbite/attention to representatives of political force within the volume of soundbite/attention to representatives of all political forces.



METHODOLOGY

PRESENTATION OF RESULTS:

- ☐ Quarterly presentations of monitoring research data, including analytical conclusions (Power Point format)
- ☐ Analytical report upon the completion of entire period based on received data and expert assessments
 - ☐ Content and dynamics of political discourse in Ukrainian media
 - ☐ Development trends with regard to political communication in Ukraine
- ☐ Upon request: provision of all monitoring research materials
 - ☐ Archive of news messages (video recordings of TV programs, copies of printed publications and Internet sites)
 - ☐ Body of data for any time period (SPSS format)
 - ☐ Data tables with regard to any source and for any period of time (Excel format)