

## Public Opinion Study on Mass Media 2011

### Short Description and Project Goals

The aim of the survey was to reveal media preferences of the Armenian public, including their expectations about media (traditional and alternative) content, formatting, trust in the media, as well as their perceptions regarding media freedom and censorship. There was an emphasis on alternative (on-line) media. The main idea of this baseline survey conducted by CRRC-Armenia was to portray trends in traditional and alternative media. A comparison between the two media types gives insight into technological changes and media usage by the general population.

The project was supported by the USAID and has been implemented since 2010 jointly by Eurasia Partnership Foundation, Internews Network (USA), Internews Media Support NGO and Yerevan Press Club.

### Survey Instrument and Methodology

*The questionnaire and guide.* The study has both quantitative and qualitative components. The first section presents a quantitative countrywide survey of 1400 households through face-to-face interviews using a structured questionnaire. The subsequent sections (overall 90 questions) address general media habits and attitudes, TV and radio, newspapers, alternative media and demographics.

Quantitative survey data was supported by qualitative information gathered through focus group discussions and in-depth interviews. Eight focus group discussions covered blogging, internet usage, Armenian soap operas, entertainment programs, information/news programs and advertising. Additionally, there were thirty three in-depth interviews with different types of media experts: company directors, journalists, editors and bloggers.

*Sampling.* Multi-stage cluster sampling was used with preliminary stratification by urban/rural areas and by administrative regions (*marz*). A comprehensive list of electricity users guided the random sampling selection for households to be surveyed. The sampling distribution was based on the proportionate-to-population-size approach. Respondents were selected using the next birthday method.

### Data access

The survey instruments and outputs (e.g., questionnaire, survey database in SPSS format, analytical reports and presentation files), as well as other relevant materials are publicly available on the CRRC-Armenia website: [www.crrc.am](http://www.crrc.am).

### About CRRC

The Caucasus Research Resource Centers (CRRC) is a network of resource and training centers established in the capital cities of Armenia, Azerbaijan and Georgia with the goal of strengthening social science research and public policy analysis in the South Caucasus. A partnership between the Carnegie Corporation of New York, the Eurasia Partnership Foundation, and Yerevan State University, the CRRC-Armenia offers scholars and practitioners ample opportunities for integrated research, training and collaboration in the region.

**CRRC-Armenia:** 52 Abovyan Str.,  
Rooms 305, 307, 309, 312,  
Yerevan 0025, Armenia,  
Phone: +374 10 581 330  
Fax: +374 10 581 450  
E-mail: [crrc@crrc.am](mailto:crrc@crrc.am)  
URL: [www.crrc.am](http://www.crrc.am)

### Eurasia Partnership Foundation -

“Seeks to increase alternative sources of diverse news and information through an integrated program that builds civic demand for alternative content, supports its production and dissemination and enhances public advocacy on media freedom.”  
<http://www.epfound.am/>



INTERNEWS

### Internews Armenia -

“Internews Media Support NGO promotes freedom of expression and open media. The organization’s activities proceed from the belief that civil society cannot exist apart from independent and strong mass media.”  
<http://internews.am/>



YEREVAN PRESS CLUB

### Yerevan Press Club -

“Supports the development of independent and professional media, seeking to help strengthen democratic institutions and establish civil society in Armenia.” <http://www.ypc.am/>