

Alternative Resources in Media 2013

Public Opinion Survey Codebook

The codebook contains most frequent “other” answers, recorded verbatim by interviewers and coded by CRRC-Armenia for questions where “other” option was 5% and higher. All original answers (in Armenian) are available upon request from CRRC-Armenia office. In addition to that, standard codes used throughout the database are explained.

For all questions

Code	
-4	Legitimate skip
-3	Interviewer error

A5: In your opinion, what may be the main reason for non-objective coverage?	
Coded item	Code
The government	1
Cult of personality	2
The fear	3

A8: According to you, who or what of the following influences media activities the most?	
Coded item	Code
Lack of professionalism/illiteracy	1
Permissiveness	2
All of the above mentioned	3
Financial dependency	4

A9: Now I would like us to talk a little about the media owners. Are you informed who are the media owners in particular?	
Coded item	Code
Armenia TV/Bagrat Sargsyan	1
Kentron TV/Gagik Tsarukyan	2
Yerkir Media TV/Armenian Revolutionary Federation	3
Shant/Arthur Yerznkyan	4
Ar TV	5
Armenian national channel/Armen Amiryan	6

A17: Please specify on what non governmental organizations are you informed of?	
Ceded item	Code
Press club	1
Journalist Union	2

B4: Which TV channels are available for you, and how frequently do you watch them?	
Coded item	Code
Ankyun +3	1
Lori	2
Mig	3
Tashir	4
Fortuna	5
Other local TV channel (Sisian, Hrazdan, Shirak etc.)	6
Other TV channel	7

B6: Please specify which cable TV channels do you <u>mostly</u> watch?	
Coded item	Code
Animal Planet	1
BBC	2
CNN	3
CTC	4
BBC	5
Discovery	6
DTV	7
Disney	8
Euronews	9
Fashion	10
Kino/Kinohit/kinoclub	11
Xohanoc/Kuxnya, cousin related programs	12
MTV/MuzTV	13
NTV	14
RenTV	15
Sports	16
HTB	17
Perets	18
RenTV	19
RTR	20
TNT	21
YuTV	22
Derecy	23
Euronews, Europlus	24
Detski mir/other children channels	25
Other cable TV	26

B9: What programs would you like to see more on Armenian television?	
Coded item	Code
Old Armenian films	1
Psychological advices	2
Children programs/cartoons	3
Ethnic/Armenian culture programs	4
Programs related to history, culture, literature	5
Fashion	6
Programs on social problems	7
Sport programs	8
Educational/upbringing programs	9
Individual preferences related other programs	10

B14: Please specify what IP TV do you watch?	
Coded item	Code
Eurocabel	1

B15: What do you like to listen to <u>most</u> on the radio?	
Coded item	Code
Poetry	1
Political debates	2

B18: Which radio stations are available for you, and how frequently do you listen to their programs?	
Coded item	Code
Avrora	1
Radio Jan	2
Shant	3
Local radio	4
Other radio	5

D4: If you don't buy newspapers yourself, how do you get your newspapers?	
Coded item	Code
It is given by the school/government by free	1

D5: Which topics do you prefer to read in newspapers?	
Coded item	Code
I generally read everything	1
Other teams	2

D6: Please tell how often do you read these newspapers?	
Coded item	Code

Hingshabti	1
Literary newspapers	2
Local marz newspaper (Shant, Shirak, Lori)	3
Tuf Ashxarh	4
Football/sports	5
Other newspapers	6

D10: Why don't you read newspapers/hard copy newspapers?	
Coded item	Code
I have problems with eyesight	1
I am old	2
I am not interested/I get bored/I do not like	3
Other reasons	4

D12: Please specify what glossy magazines do you read?	
Coded item	Code
Es	1
Luys ev stver	2
Liza	3
Aroxjutyun	4
El style	5
Cosmopolitan	6
Literature	7
Cousin	8
Nane	9
Mari	10
Nane	11
Otdoxni	12
Glamour/Planeta zvyozd/star life/fashion	13
TVmol	14
Other journals	15

D 13: Why do you read these magazines?	
Code item	Code
By specialization	1
It is interesting for youth	2

E1: Which of the following do you have at home?	
Coded item	Code
Radio device	1
None	2

E7: In which of the following places do you use the Internet <u>most frequently</u>?	
Code item	Code
At a relative's/friend's house	1

E17: Which online newspapers/media do you read more often to get news?	
Կողավորման միավորը	Կոդը
Armnews.am/haynews.am	1
Mamul.am	2
Shamshyan.com	3
Shant.am	4
Other online newspapers	5

E20: What topics do you prefer to read in online newspapers/media?	
Coded item	Code
Professional/scientific	1
Urgent events/situations	2

E32: Have you had any problems with being informed in main events through traditional media (hard copy newspapers, TV, radio). If yes, please specify what events?	
Coded item	Code
Post election developments/political intense situations	1

E41: What kind of videos do you watch on these sites?	
Coded item	Code
Design/Fashion	1
Cousin related	2
Car related	3
Other individual preferences	4

E47: How much does your household pay for the Internet a month in average?	
Code item	Code
I do not pay, I use the internet of other person who pays for it	1

E48: What is the <u>main</u> reason that you do not use the Internet?	
Coded item	Code
I do not have a computer/I do not have an opportunity	1
I have problems with eyesight	2

E50: You live ...	
Coded item	Code
With boyfriend/girlfriend	1
At relative's/friend's house	2