

International conference on integration

'Communication in a Diverse Society:

Understanding Each Other Despite Differences'



UNIVERSITY OF TARTU

Media spaces and media orientation: Data from Estonian Integration Monitoring survey

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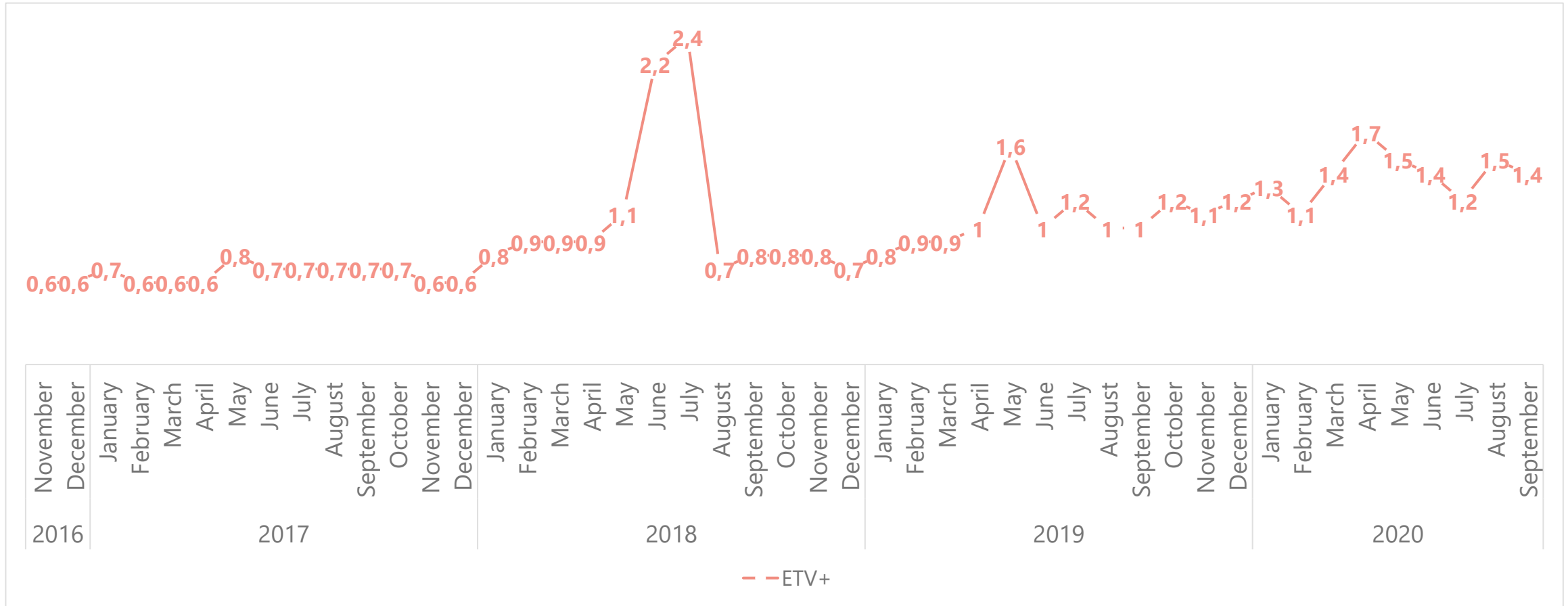
November 12, 2020



Studying media in Estonian Integration Monitoring

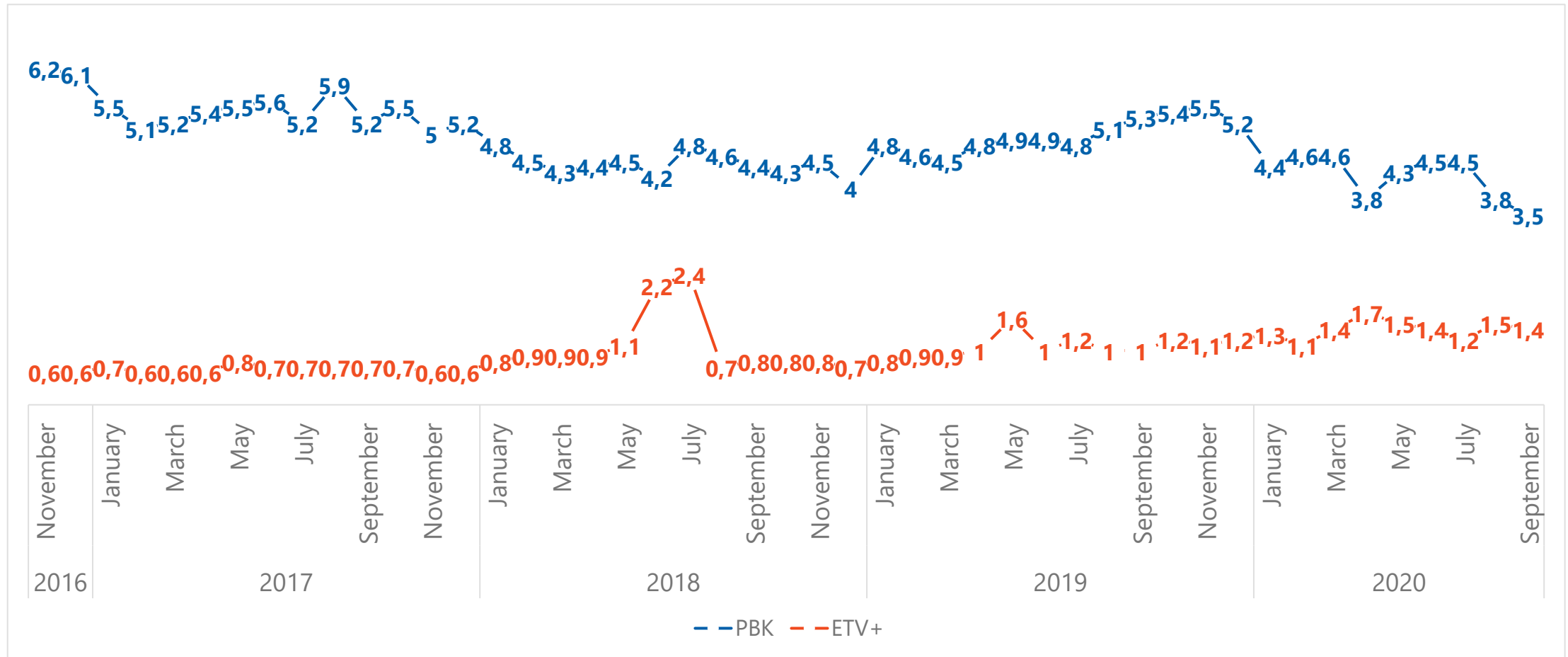
- Survey focus:
 - Media's role as source of information
 - Subjective evaluations of importance of different media channels and trust towards them
 - Evaluation of Estonian Public Broadcasting

Daily share of viewing time (%), ETV+ 2016-2020



Source: Kantar Emor. Teleauditooriumi Mõõdikuuring

Daily share of viewing time (%), ETV+ and PBK

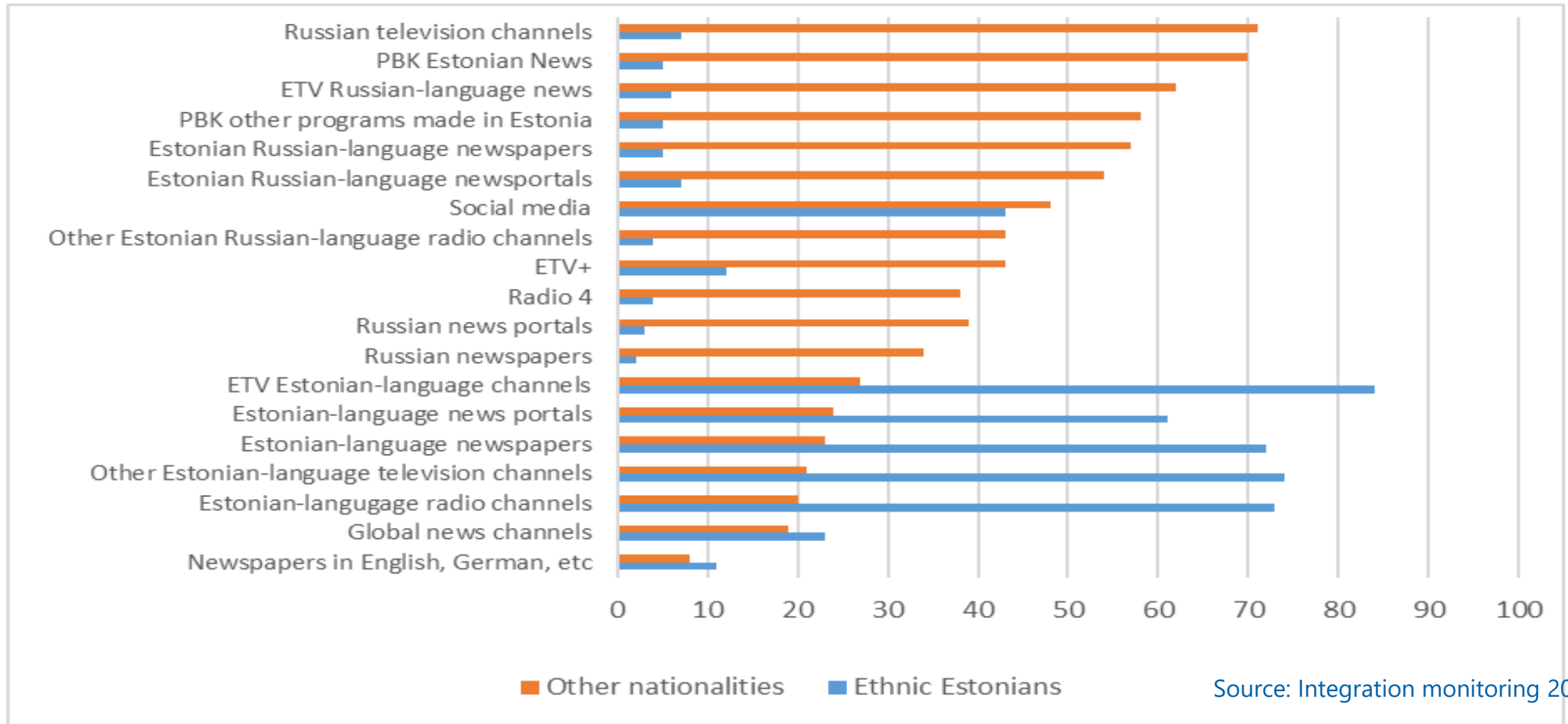


Source: Kantar Emor. Teleauditoriumi Mõõdikuuring



Importance of different media channels as sources of information

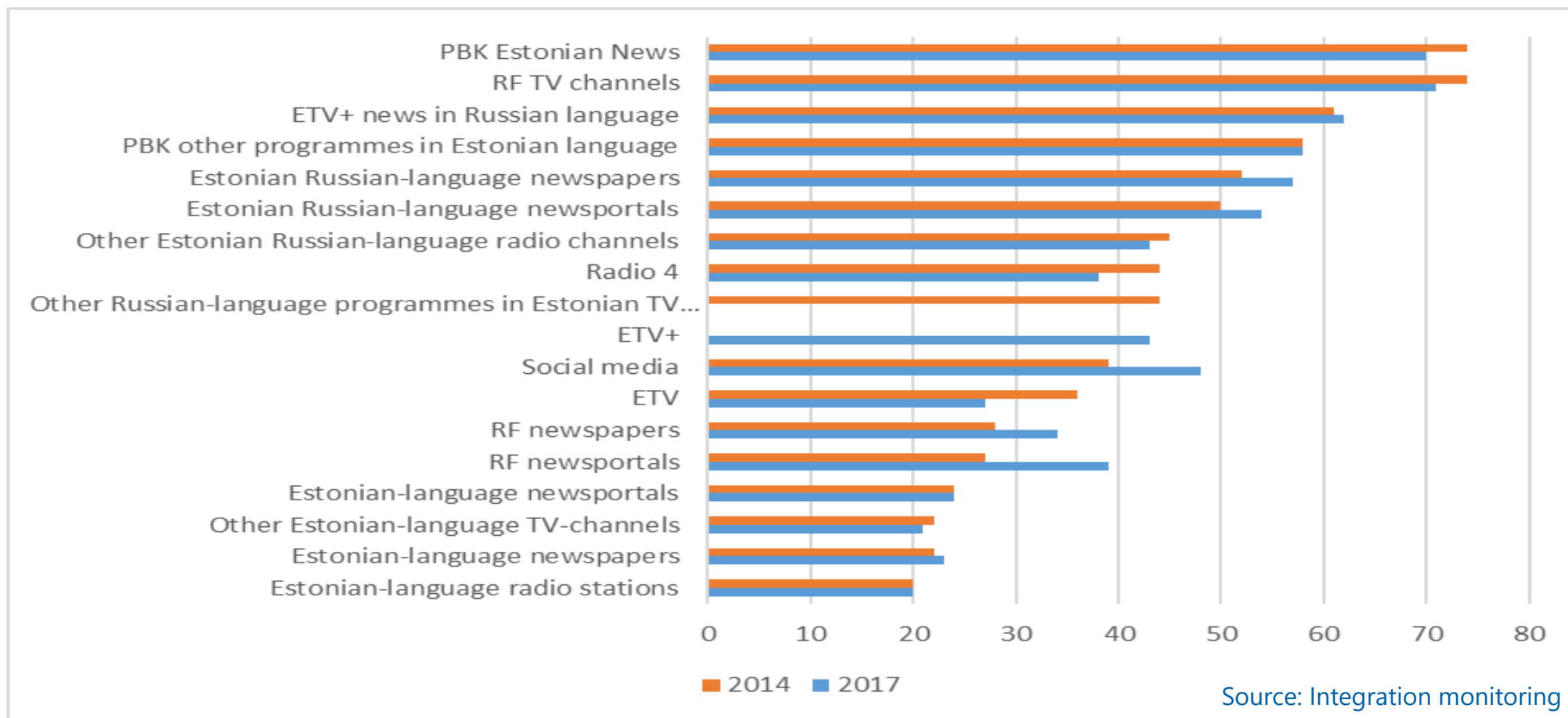
Responses: very important+quite important



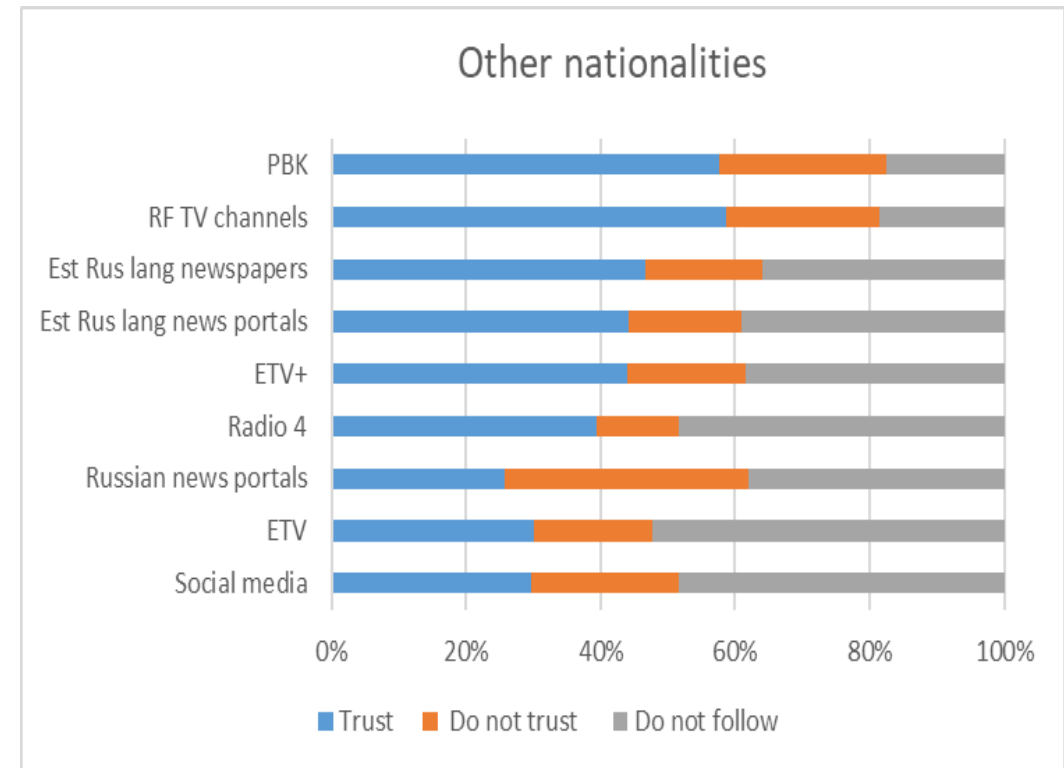
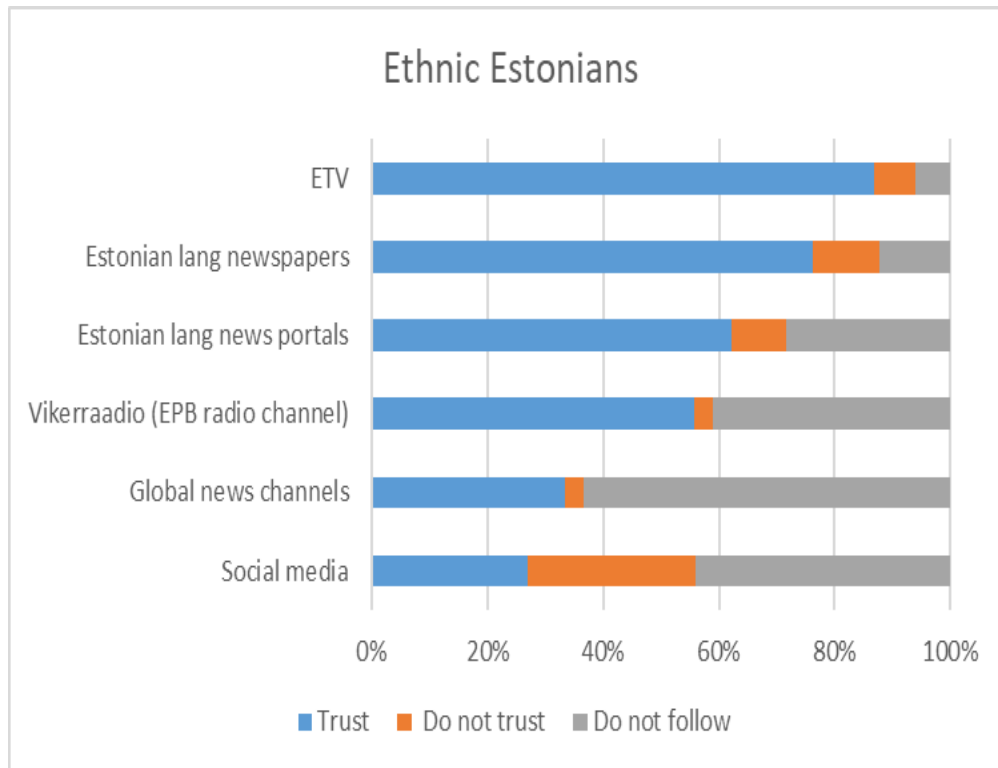
Importance of different media channels as sources of information 2014 and 2017



Responses: Very important+quite important, other nationalities



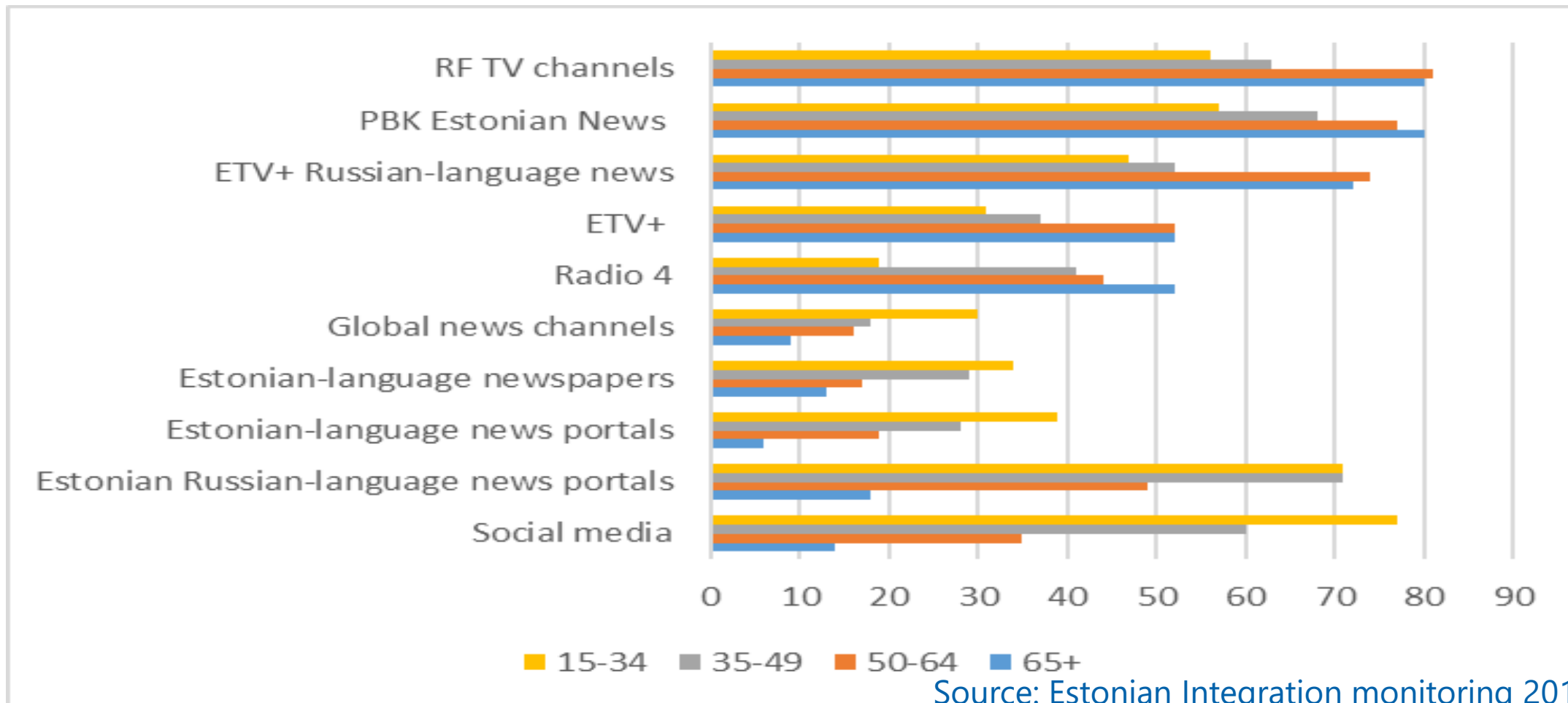
Trust in different media



Importance of different media channels as sources of information



Responses: very important+quite important, other nationalities by age group

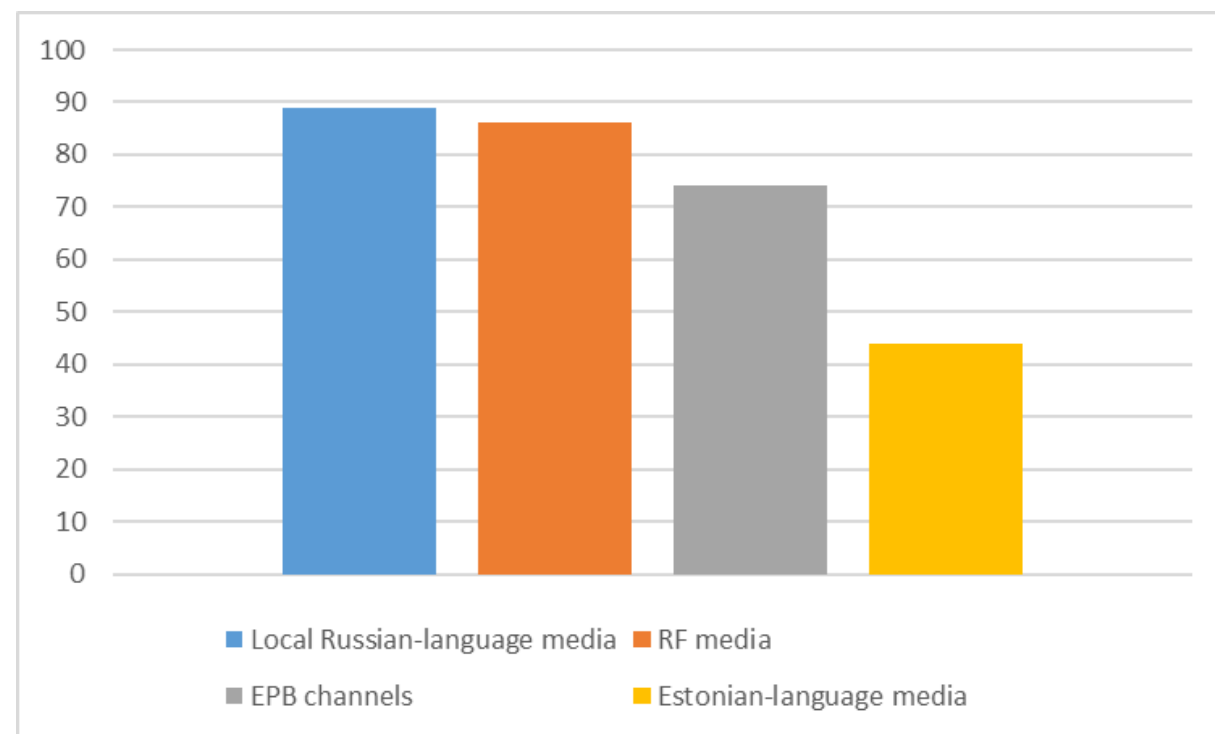


Source: Estonian Integration monitoring 2017

Overlapping media spaces



- Local Russian-language media
- Russian (RF) media
- Estonian-language media

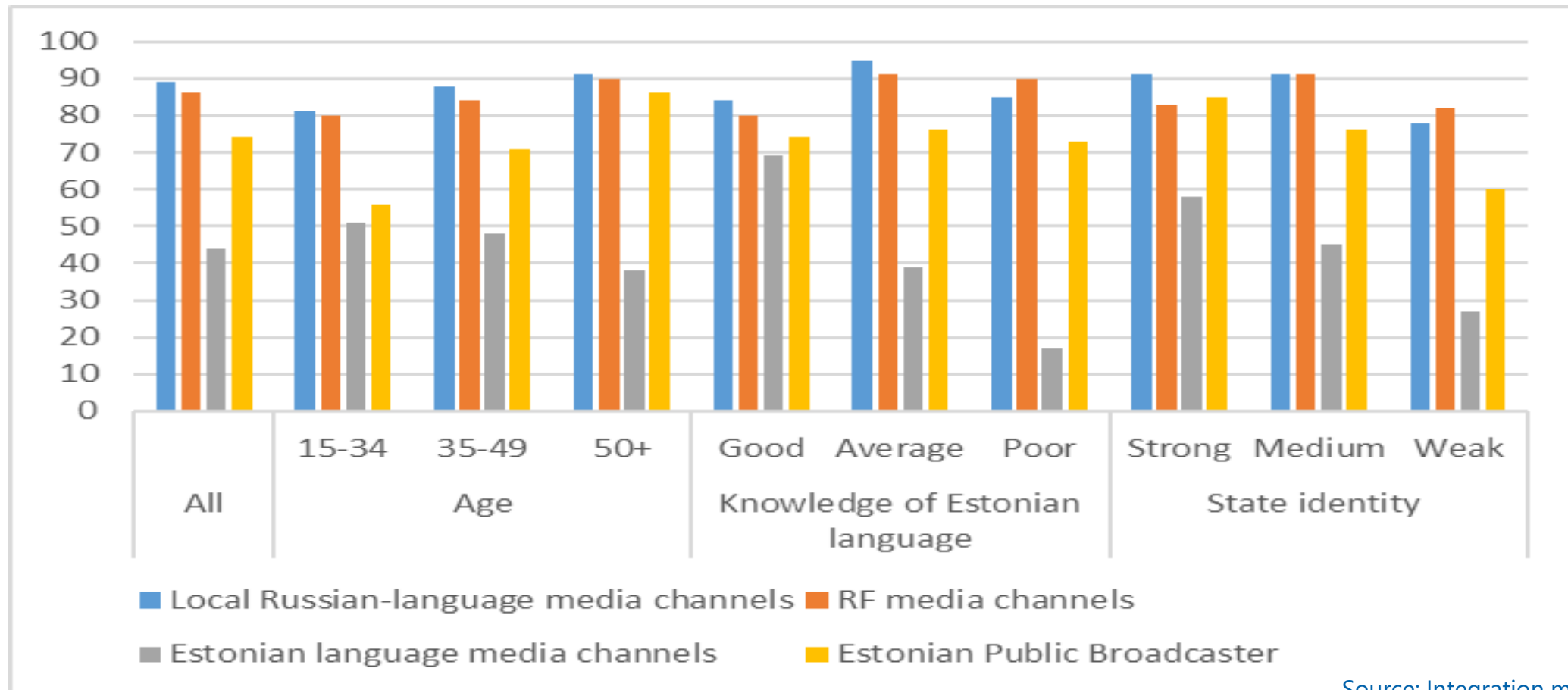


Importance of different types of media channels, other nationalities

Source: Integration monitoring, 2017

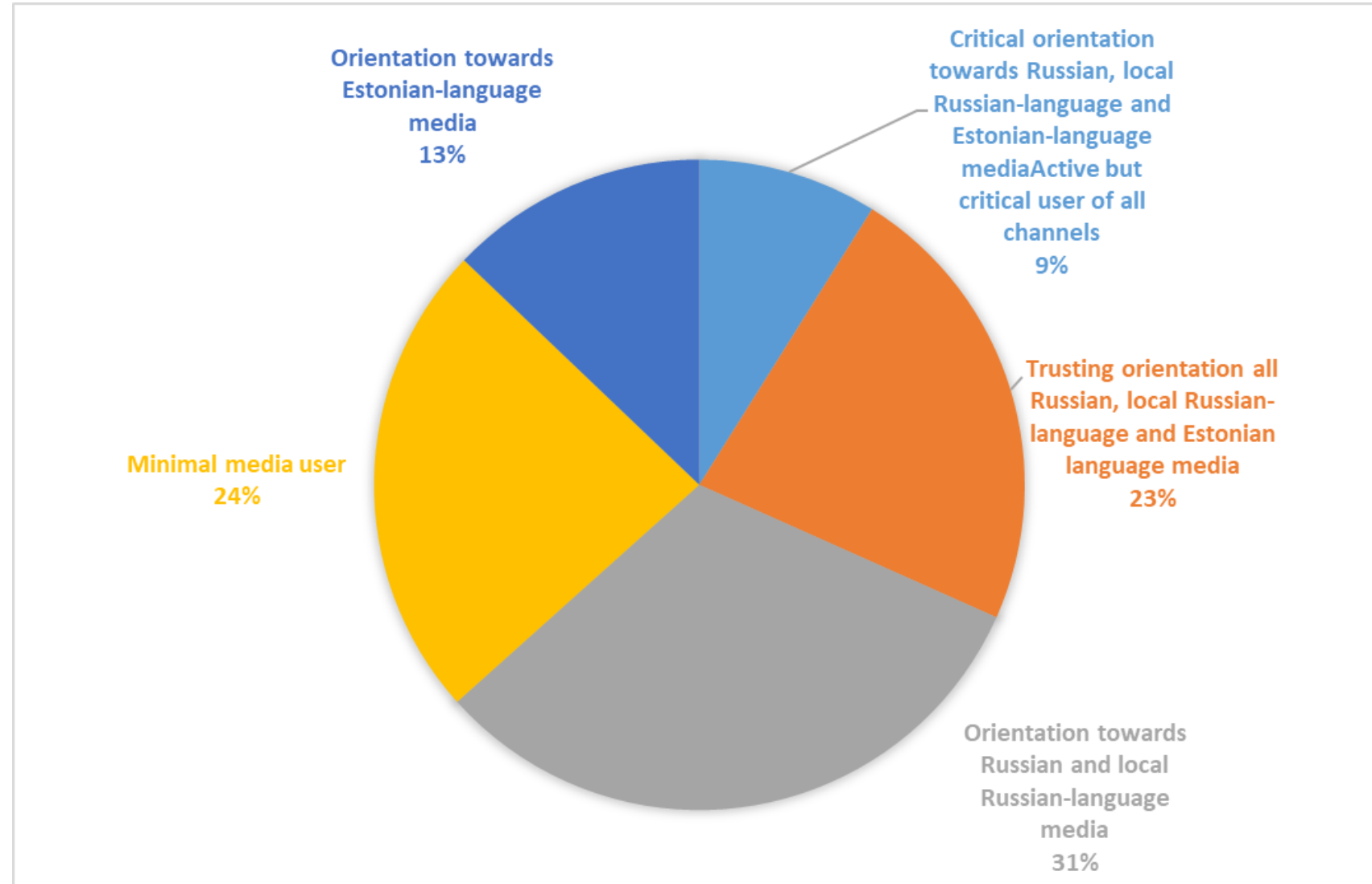
Media orientation

Importance of different types of media channels, other nationalities



Typology of media orientations

Other nationalities





Conclusions

- Persisting differences between ethnic Estonians and other nationalities in media orientation
- Increase of importance of web-based media, growing heterogeneity
- Media orientation of other nationalities related to knowledge of Estonian language and state identity, at the same time, knowledge of Estonian does not reduce the importance of Russian(-language) media
- Widening gap between media use of young and older people