

# **Media Monitoring Workshop**

**Rast'o Kužel**

**[www.memo98.sk](http://www.memo98.sk)**



UNDP monitoring

Problems & issues

Lessons learned

Improvements?



# Monitoring the media coverage 2017

- **What do the results show us?**
- **What are the trends in Georgian media over the last few years?**
- **Improvements and deteriorations?**
- **Do our reports capture these trends properly or do we need to make any changes?**

# Improvements & changes

- **Do we need to improve the way how we communicate the results to the public?**
- **Do we know how to properly analyze the monitoring results?**
- **What else can be/should be improved?**
- **Any other ideas/points?**

# Media Monitoring Methodology

- **Do we understand all aspects of our methodology properly?**
- **Do we use both quantitative and qualitative analysis?**
- **How to use online media (social media) to communicate the findings?**
- **How to use traditional media?**

# Media Monitoring Methodology

- **Looking at the coverage of State officials – paying attention to possible abuse of State & media resources**
- **No expectation that news should be neutral!!!**
- **Clear understanding what balance & political diversity means**

# Media Monitoring Methodology

- **Using all relevant indicators (cross-tabulation) – time, tone, dir/ind, positioning – to make analysis – do not make conclusions looking at them separately**
- **Focus on the frontrunners – explanation on the coverage for underdogs**
- **Making it clear what type of coverage we expect from different type of media (international standards & best practices)**
- **Avoid generalisations which are misleading**

# Media Monitoring Methodology

- **We should better prioritize & filter what is important and what is secondary**
- **Do not overkill with unnecessary information!**
- **Identify trends and support them with one & max. two good examples**
- **Check, double check, triple check!!!!**
- **Use good and relevant comparisons!!!**



# Media Monitoring Methodology

- **Longer-term comparisons – comparing different periods over time and detecting changes**
- **Drop indicators which you will not use!!!**
- **Quality checks!!!**

# Media Monitoring Methodology

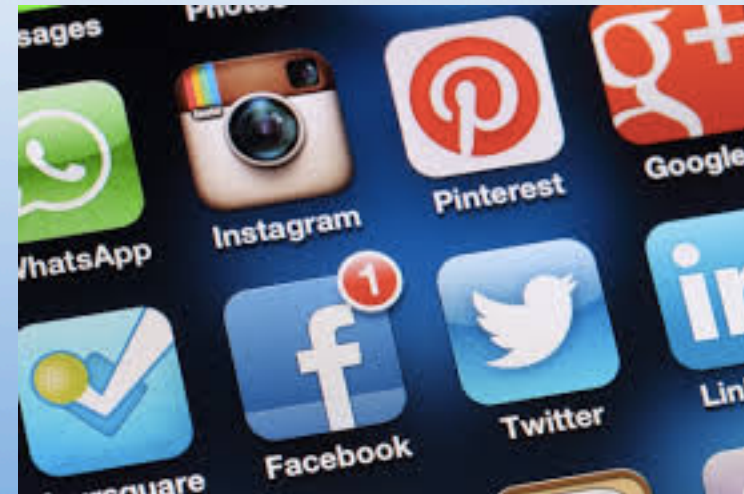
- **Validity of the media monitoring data**
- **Testing on reliability of monitors**

# Data entering & analysis

1	Date	Name	Subject	Tot	Dir.In	Temp1	Temp2	Tim	+	0	Copy Date	Media	Subject	
2	06/06/16		NATO	8	3	I		0:00:08	0:00:00	0:00:08	0:00:00	19/08/16	NTV	<Unknown>
3	06/06/16		USU	9	3	I		0:00:09	0:00:00	0:00:09	0:00:00	19/08/16	NTV	US authorities (Washington official)
4	06/06/16		ADM	7	2	I		0:00:07	0:00:07	0:00:00	0:00:00	19/08/16	NTV	President Administration
5	06/06/16		NATO	2	15	3	I	0:02:15	0:00:00	0:02:15	0:00:00	19/08/16	NTV	<Unknown>
6	06/06/16		NATO	54	4	I		0:00:54	0:00:00	0:00:00	0:00:54	19/08/16	NTV	<Unknown>
7	06/06/16		USAR	15	3	I		0:00:15	0:00:00	0:00:15	0:00:00	19/08/16	NTV	US army
8	06/06/16		USAR	2	4	I		0:00:02	0:00:00	0:00:00	0:00:02	19/08/16	NTV	US army
9	06/06/16		USAR	4	2	I		0:00:04	0:00:04	0:00:00	0:00:00	19/08/16	NTV	US army
10	06/06/16		RUA	19	2	I		0:00:19	0:00:19	0:00:00	0:00:00	19/08/16	NTV	Russian army
11	06/06/16	Lavrov	GOV	6	3	I		0:00:06	0:00:00	0:00:06	0:00:00	19/08/16	NTV	Government
12	06/06/16	Lavrov	GOV	10	3	D		0:00:10	0:00:00	0:00:10	0:00:00	19/08/16	NTV	Government
13	06/06/16		USA	3	4	I		0:00:03	0:00:00	0:00:00	0:00:03	19/08/16	NTV	USA
14	06/06/16		RUA	20	4	I		0:00:20	0:00:00	0:00:00	0:00:20	19/08/16	NTV	Russian army
15	06/06/16	Putin	PR	1	2	I		0:00:01	0:00:01	0:00:00	0:00:00	19/08/16	NTV	President
16	06/06/16		UAA	19	3	I		0:00:19	0:00:00	0:00:19	0:00:00	19/08/16	NTV	Ukrainian regular army
17	06/06/16		SAV	5	4	I		0:00:05	0:00:00	0:00:00	0:00:05	19/08/16	NTV	<Unknown>
18	06/06/16		SAV	27	3	I		0:00:27	0:00:00	0:00:27	0:00:00	19/08/16	NTV	<Unknown>
19	06/06/16		UAA	4	4	I		0:00:04	0:00:00	0:00:00	0:00:04	19/08/16	NTV	Ukrainian regular army
20	06/06/16		UAA	6	4	I		0:00:06	0:00:00	0:00:00	0:00:06	19/08/16	NTV	Ukrainian regular army
21	06/06/16		DNR	2	2	I		0:00:02	0:00:02	0:00:00	0:00:00	19/08/16	NTV	Donetsk People's Republic - Representatives
22	06/06/16		DNC	52	3	D		0:00:52	0:00:00	0:00:52	0:00:00	19/08/16	NTV	Donetsk People's Republic - Citizens
23	06/06/16		INS	15	1	I		0:00:15	0:00:15	0:00:00	0:00:00	19/08/16	NTV	Insurgents (opolchenci - separatists)
24	06/06/16		DNC	9	2	I		0:00:09	0:00:09	0:00:00	0:00:00	19/08/16	NTV	Donetsk People's Republic - Citizens
25	06/06/16		LNR	1	3	I		0:00:01	0:00:00	0:00:01	0:00:00	19/08/16	NTV	Luhansk People's Republic - Representatives
26	06/06/16		DNR	2	27	3	I	0:02:27	0:00:00	0:02:27	0:00:00	19/08/16	NTV	Donetsk People's Republic - Representatives
27	06/06/16		SY	1	3	I		0:00:01	0:00:00	0:00:01	0:00:00	19/08/16	NTV	Syria
28	06/06/16	France	EU	5	3	I		0:00:05	0:00:00	0:00:05	0:00:00	19/08/16	NTV	European Union
29	06/06/16		USU	44	3	I		0:00:44	0:00:00	0:00:44	0:00:00	19/08/16	NTV	US authorities (Washington official)
30	06/06/16		EU	3	4	I		0:00:03	0:00:00	0:00:00	0:00:03	19/08/16	NTV	European Union
31	06/06/16		USU	1	4	I		0:00:01	0:00:00	0:00:00	0:00:01	19/08/16	NTV	US authorities (Washington official)
32	06/06/16	Putin	PR	35	3	I		0:00:35	0:00:00	0:00:35	0:00:00	19/08/16	NTV	President
33	06/06/16		GUB	25	3	I		0:00:25	0:00:00	0:00:25	0:00:00	19/08/16	NTV	Governor
34	06/06/16	Putin	PR	46	1	I		0:00:46	0:00:46	0:00:00	0:00:00	19/08/16	NTV	President
35	06/06/16	Donskoy	GOV	6	3	I		0:00:06	0:00:00	0:00:06	0:00:00	19/08/16	NTV	Government
36	06/06/16	Peskov	ADM	1	2	I		0:00:01	0:00:01	0:00:00	0:00:00	19/08/16	NTV	President Administration
37	06/06/16		SPR	25	3	I		0:00:25	0:00:00	0:00:25	0:00:00	19/08/16	NTV	A Just Russia Party
38	06/06/16		SPR	25	3	I		0:00:25	0:00:00	0:00:25	0:00:00	19/08/16	NTV	A Just Russia Party
39	06/07/16		NR	2	3	I		0:00:02	0:00:00	0:00:02	0:00:00	19/08/16	NTV	Novorossiysk (New Russia)
40	06/06/16		SEPT	51	3	I		0:00:51	0:00:00	0:00:51	0:00:00	19/08/16	NTV	Other separatist territories and breakaway states in the CIS (Transnistria, South Ossetia, Abkhazia, Nagorno-Karabakh)
41	06/06/16		SEPT	2	3	I		0:00:02	0:00:00	0:00:02	0:00:00	19/08/16	NTV	Other separatist territories and breakaway states in the CIS (Transnistria, South Ossetia, Abkhazia, Nagorno-Karabakh)
42	07/06/16	Putin	PR	4	3	I		0:00:04	0:00:00	0:00:04	0:00:00	19/08/16	NTV	President
43	07/06/16		RUA	11	2	I		0:00:11	0:00:11	0:00:00	0:00:00	19/08/16	NTV	Russian army
44	07/06/16		UAU	2	3	I		0:00:02	0:00:00	0:00:02	0:00:00	19/08/16	NTV	Ukrainian authorities (Kiev official)
45	07/06/16	Putin	PR	1	55	3	I	0:01:55	0:00:00	0:01:55	0:00:00	19/08/16	NTV	President
46	07/06/16	Lavrov	GOV	18	3	I		0:00:18	0:00:00	0:00:18	0:00:00	19/08/16	NTV	Government
47	07/06/16		SY	13	3	I		0:00:13	0:00:00	0:00:13	0:00:00	19/08/16	NTV	Syria
48	07/06/16	Putin	PR	22	3	D		0:00:22	0:00:00	0:00:22	0:00:00	19/08/16	NTV	President
49	07/06/16		TU	2	4	I		0:00:02	0:00:00	0:00:00	0:00:02	19/08/16	NTV	Turkey



# Criteria for evaluating social media



# Key challenges

Sample  
Division of labour  
Communication within CT  
Verification  
Reporting



Thank you