

# “Social Media as a Source of Information for Armenian Media: Standards Shaped and Practice Applied”

The results of survey among media workers and observations of  
mass media in Armenia



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# On Signals of Novel Journalism Formats of Armenia

At present the issues related to circulation of information in national segments of social networks has divided media analysts into two groups: those who think that journalism is also contents created and socialized by non specialists, bloggers and others, and those who oppose “globalization” of the profession of journalism on account of amateur notes randomly made by doctors, constructors and ordinary housewives or pensioners.

Finally, if it is true that one can learn journalism only in the course of practical activity, then what is preventing, by and large, individual users who write on a regular basis and attract huge audience (usually they are called network activists) to be called amateur journalists?

Nowadays the Armenian segment of Facebook social network is characterized by a number of features (variety of perceptions and assessments, combination of different information sources, repository for opinions and responses of ordinary people as well as public, political figures, opportunity to socialize and disseminate information on top social events sometimes quicker than MM-s, etc), based on which it may be unmistakably argued that currently the social network has expanded its functions also in Armenia and because they have their “own” contents they serve currently not only as interpersonal communication channels but sometimes also as independent media.

According to the observations conducted by our “Region” Research Center in the past two years deep penetration was established in the Armenian traditional MM-s and Facebook social network in particular. As compared to 2010-2011 when the Armenian media was opening space there and making their first steps in the network (trying to attract as broad audience as possible and working to expand their traffics), later the media started to react to the Facebook contents by preparing materials based on them, by simply reproducing them and by other means.

Our survey among different Facebook user groups conducted in 2013 with support of the OSCE Office in Yerevan revealed, among other things, a very remarkable circumstance with regard to the aforementioned issue of using network contents by journalists and media. Before the survey we thought that MM representatives should use Facebook social network mainly for dissemination of information assuming that the problem of obtaining active and broad audience guided MM-s to turn towards this network. However, as it turned out at that period a large group of journalists were using Facebook to receive information rather than to disseminate it. According to these results Facebook mainly served as a source of information for the responding journalists.

On the other hand the opinions of only 30 journalists, undoubtedly, could not be perceived as representative results and could not serve as a ground to argue that this exploitative opinion about the information originated from social media is typical for the contemporary Armenian journalism in

general. This was a circumstance, which we perceived as a signal of the aforementioned trend (two-way information flows existing between MM-s and Facebook social network in this case).

Undoubtedly, it was necessary first to confirm this trend and then to provide a versatile description of the information circulation practice between the Armenian MM-s and social networks. It was a contemporary and novel phenomenon and specifically for the Armenian journalism, which, parallel to its spread, was accompanied by a number of so-called “side effects”.

One of them, the issue of MM-s responsibility related to the use of social network contents obtained high resonance due to legislative initiative of a number of RA NA deputies in spring and got the specific name of “Draft on Fakes” in the media society. It should be highlighted that arguments against the draft (MM representatives and other specialists) and in favor of the draft (the deputies who were authors of initiative) were also related to the issue of controlling/decreasing the information flows from social networks to MM-s. Of course it contravened the idea of presence of any MM in social networks as such due to the simple reason that if the MM is in the social network also for opportunity of contacts with the audience of these networks, then any limitation for the given audience will gradually lead to minimization of that network audience. Eventually, the media exercised one-way flow of information from MM to the so-called potential audience also in the past without using platforms of social networks.

- In case of which type of information (external political or of domestic importance) the social media acts more as an exclusive source and how they are used by the Armenian media?
- How do the so-called “other standards” of communicating news, ideas and discourses of social media impact the traditional media contents?
- Is there competition between the Armenian traditional media and social networks, how and in which areas is it expressed?
- Which information sources circulating in the social media are regarded as trustworthy by the Armenian media and journalists in the course of their activity, etc?
- Is there a standard practice to work with the increasing user-generated content in social networks and social media exercised by the Armenian traditional MM-s?
- Which information of public importance is sought in social media by media/journalists in the first place?

The results of surveys conducted among 100 representatives of 50 different media of Armenia (this time with broader coverage and specifically on these issues) on the one hand, and the observations of 9 different media (news media, TV) on the other hand were to provide the possibility to get responses to the aforementioned issues.

We initiated the research in these two directions in May-June 2014.

# The Results of “Social Networks/Social Media as a Source of Information of Public Importance” Survey Among the Armenian Journalists

## *Journalists Participated in the Survey and their MM-s*

100 journalists and media managers who responded to our questions represent 50 different national media of Armenia.

The choice was conducted based on two principles:

- 1) Group should cover employees representing all types of the Armenian media (printed media, TV, radio, internet sites, internet TV), including historically operating and comparatively new MM-s.
- 2) Participation of one manager and one journalist from each media. In several cases the answers were provided by employees in charge for promotion of the MM and its activity in social networks instead of media managers, upon recommendation of the latter.

Consequently our survey received responses from the employees of 9 TV channels, 5 media agencies, 1 internet TV channel and 1 radio channel, 9 MM-s which are issued in printed and on-line formats and 25 online MM-s.

The survey was not anonymous. The list of participants is included in APPENDIX 1.

## *Specialization, Age*

This is a group of journalist half of whom (55%) is specialized in one area (21% of respondents) or 2-3 closely related areas (34% of respondents).

Another group covers journalists (45%) working in newsrooms or in other words, as mentioned by them, they are professionally involved either “in all areas” or in 3 and more specific areas which are not so much related or completely are not related to each other. They mentioned for example politics/culture/economics/judicial system; politics/culture/sports/military issues; politics/society/humor/human rights; politics/environment/sports/enforcement bodies, etc.

3 respondents state that currently they are not involved in practical journalism ex officio and are dealing with PR promotion of their MM-s, also in social networks.

Thus, we have one group approximately half of which works as narrow specialized journalists and another group who elucidate everything being involved in news preparation.

## *Experience in Social Media Use*

All responding journalists are users of at least one social network.  $\frac{3}{4}$  of 100 journalists use two or three social networks simultaneously.

The most popular social network is Facebook. Among 100 journalists 99 state that they use Facebook either as only a journalist or as a journalist and a common user. Only one journalist does not use Facebook as a journalist by giving professional preferences to Twitter social network.

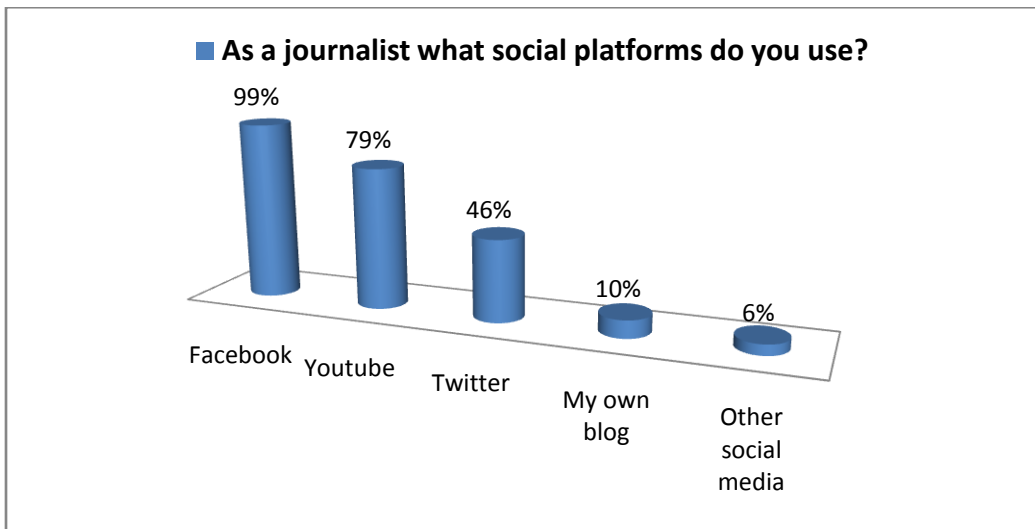
The second popular social network among journalists (79%) is YouTube: we mean having and using personal or corporate requisites of users there.

Twitter is the third popular social network. Approximately half of the respondents (46%) use it.

10% mention that they have also personal blogs, and 6% uses other social networks as well. Google+, LinkedIn, Instagram, VKontakte are specified.

Despite of this diversity of social network/social media use, journalists and media workers, with rare exceptions, had in mind Facebook social network in answering all other questions of the questionnaire: their examples and arguments were related to processes and realities of this social network.

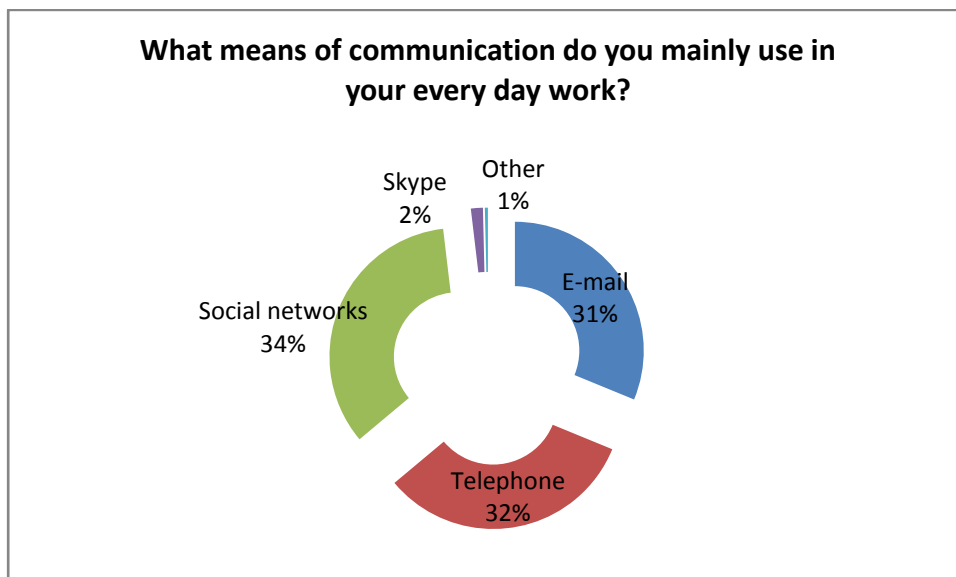
See the diagram below.



We deal with a group of 100 journalists, 2/3 members of which have 4-6 years' experience of using Facebook and YouTube. Approximately half of journalists who use Twitter joined the network during the last 2-3 years, since 2011-2012.

This is the group 91% of which states that the social network is the main communication means used during their every day work. By the way, less journalists state phone (87%) and e-mail (83%), and even less Skype (4%) as the main communication means in their every day work.

See the diagram below.





## ***Time Spent in Social Media***

The visible majority of media workers included in our group, judging from the time spent in social networks, are almost always on-line. Only 14 respondents state that in average they spend from 30 minutes to one hour daily in social networks. The others state that they spend “almost the full day” on social networks in all days of week, except Sundays, up to 8, 9, 12, 15 hours. The users who state these record-breaking figures also mention that “technically they are in social networks for a long time” but periodically exit and re-visit them to follow events in the news block. There are respondents who write that “they live in the internet and, in particular, in social networks”.

In other words, this is the group of journalists the members of which are not naive users in social networks and use them following the effect of TV switched from morning till night.

## ***Activeness***

2/3 of the respondents (69%) consider themselves as active users of social networks and other social media. The remaining 31% gives a negative answer to the question “Do you consider yourself as an active user?”

Based on the sample explanations about being active or non-active, we may draw a picture what the journalists understood behind it.

### **Yes, I am active because:**

- They spend much time in social networks (full day/greater part of a day I am connected to Facebook and I “live” in social networks, etc);
- They disseminate or receive materials, disseminate and receive materials (continuously/ I disseminate/receive materials every day, I disseminate more than 10 materials in Twitter every day, I read more than 500 materials/I write 10-15 notes during a day, I follow notes written by others, etc);
- They have made contacts with audiences and keep them alive (I participate in discussions/ I initiate discussions);
- They do everything through Facebook (I watch all news through Facebook, I conduct interviews through Facebook, I find new topics in Facebook);
- There are no events which they do not reflected in Facebook in person/I first write about any incident or event in Facebook;
- It is a necessity (it is required by my work/one must follow the further developments of events/my work is just connected to social networks, etc);
- They have their own large audience (I have many followers/ they read me a lot/ I influence on opinions through Facebook, etc)

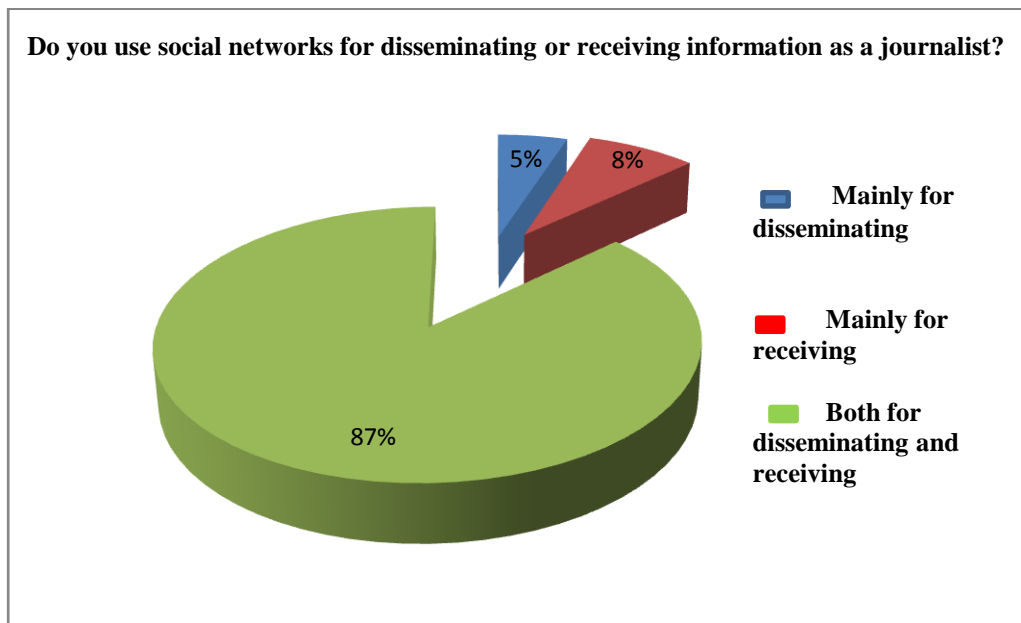
### No, I am not active because:

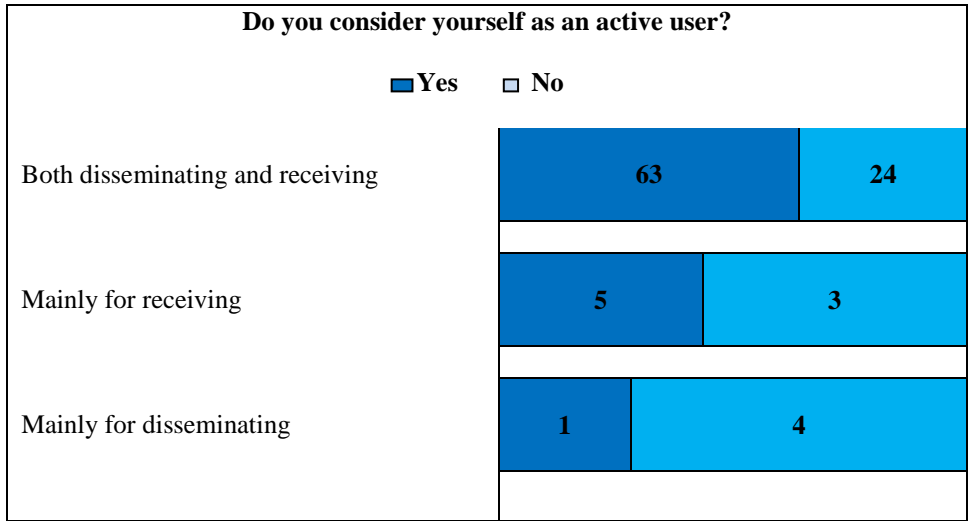
- They disseminate only materials every day, they do not express their personal opinion, they do not participate in discussions;
- They mostly watch the news/ are news consumers, rather than disseminators;
- They have no time to be active/if I will be active in social networks I will not have time for e-journalism;
- They use Facebook mainly for finding necessary people quickly, for reaching agreement with them quickly.

In spite of this the broad majority of respondents (87%) state that they use social networks both for disseminating and receiving of information. The greater part of this sub-group considers themselves as active users. More than half of the respondents (5 out of 8 journalists) who use social networks only for receiving materials also consider themselves as active users. Contrary to this, the sub-group of those who only disseminate materials consider themselves as non-active users.

See the diagram below.

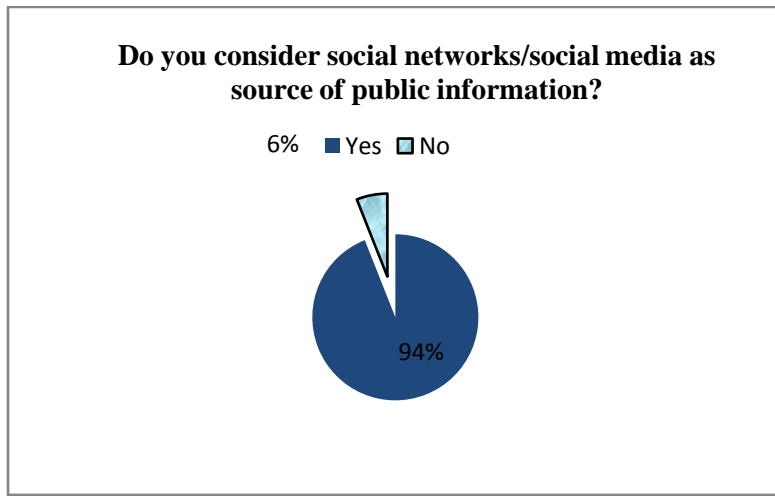
**As a journalist, do you use social networks/media for disseminating or receiving information?**





### Social Networks as a Source of Information of Public Importance

**Do practical journalists and media leaders consider social networks as a source of information of public importance?**



As seen from the diagram, the visible majority of media workers, who deal with information at professional level, consider social networks as a source of information of public importance as well of funny and personal information, providing the following explanations:

### **Yes, social networks are a source of information of public importance because:**

- They ensure the flow daily news – there are many users who learn the news through social networks, adjust their news according to their preferable media outlets and other pages;
- There is exclusive information – there are such news and information which is not found in traditional media due to existing different filters;
- Majority of people immediately write about any violation in social networks, rather than apply to the police or journalists;
- They contain more diverse issues of public concern as compared to traditional media, information database is bigger;
- There is a broad mass of users from the most remote villages as well as of different age, social, political and professional groups;
- It is easier to deliver messages to the public through social networks as compared to other means;
- Media has bigger information database.

Only 6 among 100 journalists have nihilistic approach with respect to this information, and mainly due to three typical reasons.

### **No, they are not a source of information of public importance because:**

- Prevailing part of social media users are not active;
- There is a lot of misinformation or partially inaccurate information;
- Information circulating in social networks is increasingly becoming not serious.

## ***Social Networks as a Source of Exclusive Information***

**With respect to which type of information the responding journalists consider the social media as an exclusive source of information which they may use for reproducing, for preparing new materials or news and in the form of other references?**

7 out of 100 responding journalists argue that social networks are not a source of exclusive information of public importance.

2 journalists think that social networks are an exclusive information source with respect to all areas.

The remaining 91 respondents specify several areas concurrently.

**With respect to which type of information do social networks/social media serve as an exclusive source?**

<b>Area</b>	<b>N of answers</b>
Information disseminated during election processes in Armenia	45
Information related to activity of civil groups and structures	44
Information related to corruption cases and social lawfulness	44
Information related to Armenia's authorities	28
Information expressing attitude of citizens/society of other countries (attitude towards events in their countries and elsewhere )	27
Information related to opposite political and social forces of Armenia	24
Information of foreign MM-s about events in other countries	24
Information related to information war with Azerbaijan	23
Opinions of experts of other countries	18
No information about any area	7
Statements of press secretaries and officials	2
Information related to all areas	2
Information about emergencies and natural disasters	1
Information about requests on social assistance	1

The table clearly illustrates that information on many different areas in social network may be exclusive for journalists, and mainly the type of information which is generated with the so-called public efforts: information related to elections, corruption and various specific violations, civic initiatives and actions. **In other words, information which is about internal events.**

Local and foreign media, the classic sources, are referred comparatively less as an exclusive information source.

There are two remarkable answers which highlight that recently some press secretaries and officials of different state bodies send messages to media through social networks instead of e-mailing to them.

We would like to mention also that the areas where the Armenian media outlets have limited resources for elucidation on their own are specified comparatively less times (for example, events in other countries, comments of foreign specialist and political figures, etc).

Judging from these results, the social network is not an exclusive source with respect to regulation of the Karabagh conflict, the army, violations of security and ceasefire, migration and a number of other urgent issues.

While the areas such as the information war with Azerbaijan, events in other countries are as equally exclusive for journalists as, for example, the information about the authorities or opposition of Armenia.

## *Contents from Social Networks: Opinions and Practice*

### **Which information of public importance in social media used the responding journalists in their practice?**

Among 100 media workers only 9 mention that they did not have such examples.

The same number of respondents (9 journalists) did not bring specific examples because “there are many examples and from different areas”.

The remaining 82 respondents mentioned specific examples of social media information used by them, and we grouped them according to areas.

## Examples of social media information used in practice:

1. Political area (Facebook messages of political and other public figures about internal issues, Facebook discussions of speeches of presidents, videos and information shared by proxies and observers during elections, etc). Some mention that “I find out details of connections of public figures with the authorities through the social network”, “I interviewed deputies through Facebook, I receive explanations from press secretaries through in Facebook”, “Status debates and conflicts ongoing in Facebook between different public figures”);
2. Civic initiatives (“I am against mandatory funded pension system”, “I am against increase of electricity price”, actions against gas price increase, actions against dissembling of Afrikyans’ house, etc);
3. Facebook discussions about placing A. Mikoyan’s monument in Yerevan;
4. Information on Closed Market (“They used design document published in Facebook”);
5. Foreign political issues (information taken from pages of foreign figures);
6. LGB events (“Rusty water from taps in Dilijan”, etc);
7. Environmental issues (“Lots of fish are killed in Shahvard Village”, information on environmental actions in relation with the Lake Sevan);
8. Agricultural issues (information shared by the Ministry of Agriculture about expected change of climate and possible frost with description of measures required to avoid it, “Farmers of Hatis village could not take loans”);
9. Diaspora (information on state of Armenians living in war zones in different countries);
10. Criminal cases (“Details of shooting near the Vernisazh”, etc).
11. Sports (sports events of the world, one of the journalists stated that “I learnt about appointment of a new Minister of Sport and Youth Issues from Facebook”)
12. Emergency situations (when a user informs about incidents occurring in their backyard or near their building, tree-cutting in Yerevan after which the guilty people were punished, etc);
13. Materials of discussions with respect to issues having regional and major geographical and political significance between specialists of different countries.
14. Cultural issues (“The problem with Lusine Zakaryan’s house which was supposed to become a museum”, “Scandal of organizing parties in Garni and Geghard, details about the activity of the RA Ministry of Culture);
15. Public opinion and discussion related to orphanages;
16. Media issues (information concerning journalists and media in other countries, rights if journalists, violations against journalists, cases of pressure);
17. Opinions and statements of figures and specialists of different countries about The Karabagh conflict;
18. Information on border incidents shared by the state bodies, signals of farmers from frontier villages about shootings;
19. Education related issues (money collection in schools, teachers’ conduct, etc);
20. Personal cases of violation of human rights in the police, breaches of law occurred in other places.

The list of these specific examples does not include the information war of Armenia and Azerbaijan, military actions in Ukraine which they receive from social networks and then used in their media when printing/broadcasting materials.

We would like to remind that our survey was conducted in May-June when topics of the Armenian-Azeri relations, the topic of army and the information war as phenomena were covered in “customary” regime.

Our partial observations of Facebook social network and several media outlets during unprecedented military clashes in different parts of the border of Armenia and Azerbaijan in the end of July and beginning of August showed that the greater part of information circulating in the social networks appeared in the traditional media. Moreover, the information on this topic had an exclusive nature as the RA MoF spokesman (who provided explanations about events related to the military forces and misinformation disseminated in Azeri media) as well as different information security experts (who informed which sources were working under the name of Armenian sources, how to boycott Twitter user number of the President of Azerbaijan where several tens of anti-Armenian messages were made during that period, how to check the real origin of photos and other information before disseminating them in their media, etc) “were working” in the social network. There appeared even guidelines on the issue (“How to check information”) in the social network.

### *Relations of Social networks/Social Media and Traditional Media*

78% of media workers gave a positive answer (“Yes, there is such thing”) to the question “**Is there competition between social and traditional media?**” The others think “No, there is no competition” because:

- Traditional media considers social networks as a tool, rather than a competitor;
- Social networks play a dominant role nowadays in the area of information circulation and there is no competition as such.

From the viewpoint of those who confirm the competition between social media and traditional media it should be perceived as an objective process: “The internet is gradually absorbing printed media, in any event in terms of speed of information dissemination. Information is mainly taken from websites”. The competition is seen mainly in the speed of information dissemination. On the other hand, the traditional media may only confront this competition by “retaining trustworthy, balanced information and quality of journalism”.

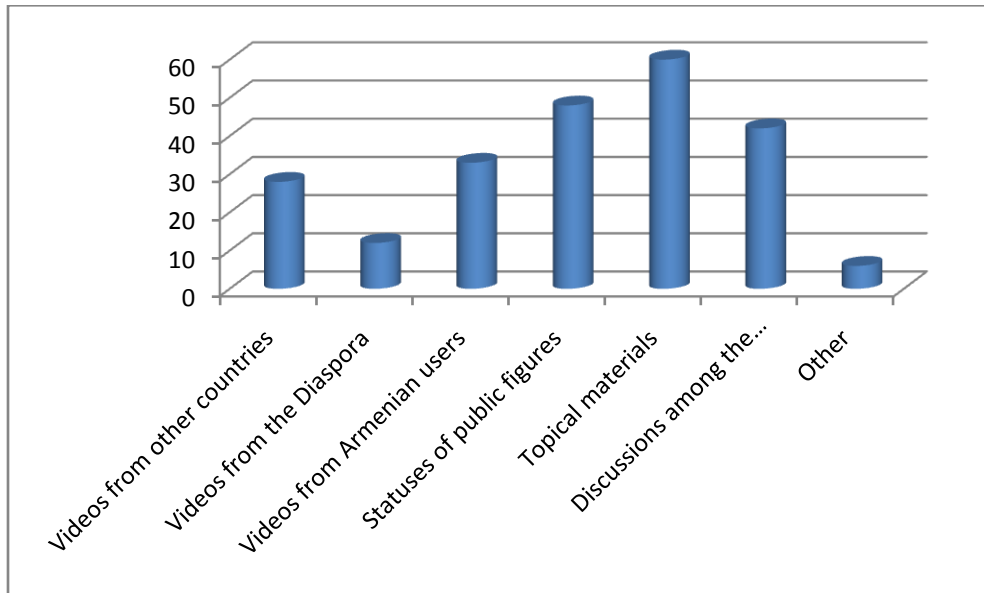
**We asked this group of respondents to specify the type of materials where this competition is observed.**



It is clear from the number of answers that this competition is materialized mainly in feedback of audience to different events, in contact with audience, in other words in case of impacts on audience. Thus, “Comments, discussions and debates of audience” as well as “Video stories and video materials from different Armenian users” are mentioned more often as compared to “Materials disseminated in urgent situations” and “Comments on statuses of public figures and other materials”, the latter being typical notes in social networks and potentially exclusive materials from our viewpoint.

Taking into account that currently the Armenian media on the whole has no an army of its own reporters in different countries mainly due to financial reasons, we thought that the respondents would specify this type of information. That is to say, video stories and video materials placed on social networks from different countries, video stories and video materials in social network from Diaspora would be specified as types of contents in terms of which the competition between social media and traditional media is expressed (see Appendix 1, Table 1).

**In case of which materials this competition is especially experienced?**



***Impact on Professional Journalism and MM-s***

**What is the impact of social networks/social media on professional journalism, MM-s in Armenia?**

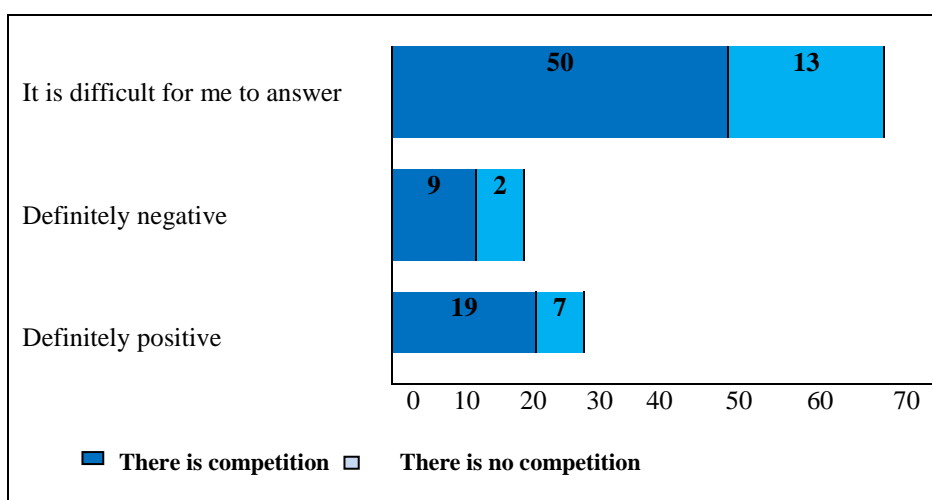
Approximately half of 100 respondents (53%) who are professional journalists could not provide a definite answer whether the impact of social networks on the traditional media is positive or negative. According to arguments of the responses there is the so-called mixed impact and it is hard to classify

which plays a decisive role and which plays a secondary role given the positive impact on the one hand and the negative impact on the other hand.

This was a difficult question to answer only for 10 respondents who either did not think about it or did not pay attention to the phenomenon.

Approximately 1/3 of the respondents, unlike the aforementioned group, provided definite answers by taking into account the decisive role of different impacts, of which 26% answered that the impact of social media on professional journalism is definitely positive, and 11% - definitely negative.

Despite of it, the arguments of the so-called non-oriented and those who provided definite answers are similar in terms of content.



### It has a positive impact because:

- It is a free platform, and this freedom has its impact on traditional media;
- It provides traditional media with an opportunity to show problems in diversified manner;
- Is more efficient in dissemination of news, and this speed forces traditional media to be more mobile now when social networks are popular, promotes quick work by journalists;
- It promotes to enhance the impact of traditional media in terms of audience (“After joining Facebook, the number of readers of our newspaper has sharply decreased”, “One understands which topics and problems are of interest for the society, readers”);
- Is a great repository of information, sometimes media outlets get perfect materials from users.

### **It has a positive impact because:**

- There is a qualitative decline, according to definition of one journalist “Fast-food journalism is being developed”, quick, sensational and often senseless information is penetrating from social networks into media;
- Social networks promote circulation of incorrect language, inaccurate information in media, “random, non competent user may become a source of information”;
- The demand for professional journalism declines, “every one writes in social networks, and media only reproduces”;
- Makes journalists lazy, “Journalists forgot how to seek information”, “News sections are filled by Facebook statuses”;
- The copy right is violated;
- Diving into social networks journalists fail to feel how they are becoming information consumers from information disseminators;
- There are so many discussions and references in social networks that sometimes an interesting topic becomes hackneyed and boring.

The most frequent answers of journalists with regard to “**In which issues social networks promote your own work**” question is the possibility of keeping contact with audience and expanding personal audience. Such answers are jointly significantly more as compared to e.g. “Provide with the opportunity of checking information”, “Give new ideas for materials” and “Provide with ready materials”. By the way, the latter is specified less than other answers.

It is understandable that in saying ready materials the journalists mean reproduction from social networks (for more details see APPENDIX 1, Table 3).

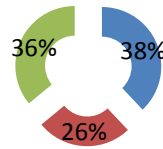
### ***Reproductions from Social Media***

Judging from the answers to the question about reprinting of social media contents in traditional media, the attitudes towards the phenomenon is divided into three types: definitely normal (it is a usual practice), extremely negative (I consider it unacceptable), and the attitude is conditioned with circumstances (it is right if/ it is unacceptable if). It is remarkable that the quantitative differences between the supporters of three options are not big.

See the diagram below.

### What is your attitude to copying and reprinting from social networks?

- It is a usual practice 38%
- I consider it unacceptable 26%
- It is all right if/it is unacceptable if 36%



Those who consider reprinting of social network contents usual practice in traditional media argue it with a number of typical circumstances:

#### Reproductions are usual practice because:

- Not all people use social networks, and hence the media reprints;
- There is trustworthy information with the possibility of proper reference;
- There is interesting content;
- There is exclusive information which is not found elsewhere.

Those who consider reprinting unacceptable have more arguments.

#### Reproductions are unacceptable because:

- It is stealing of someone else's work, violation of copy right;
- It brakes the borderline between professional journalism and public journalism;
- Traditional media and professional journalists must have their own sources;
- It makes materials of traditional media tedious;
- Linguistic mistakes, vulgar style available in social networks penetrate into traditional media;
- Misinformation is spread;
- It makes journalists lazy.

It is remarkable that those who believe that reproductions are possible provided certain circumstances and conditions actually repeat identically the arguments put forward by the first two groups. For example, reproductions are acceptable if contain interesting or exclusive information, if borrowed material complies with certain linguistic and qualitative standards, etc.

In other words, we have the situation when one half of the respondents accept reproductions from social network contents and the other half, on the contrary, has a negative attitude towards the phenomenon.

### *Level of Trustworthiness of Social Network News*

We asked the journalists to specify those sources which information is trustworthy for them and therefore, they may prepare materials based on them, reprint them identically in their media or expand the topic based on them.

Approximately  $\frac{1}{4}$  (24%) states that they do not trust any social network source, and check the information taken from them before using it in any case.

The remaining part specifies one or more sources trustworthy for them. According to the number of answers, more trustworthy were considered notes made by public figures in social networks, followed by (in descending order) notes of individual users whom journalists are familiar with, materials of traditional media outlets. One respondent answered “I trust information of independent MM-s” and one answered “Information of the source which is trustworthy for me” (see APPENDIX 1, Table 4).

# Social Networks Contents in the Armenian Media

## Results of Media Observations

(May 5- July 5)

Parallel to survey among the journalists we conducted observations among 9 Armenian media (6 news media and 6 TV programs of 3 TV channels) in May-June 2014.

We studied all materials containing information of public importance to find out the share of contents borrowed from the social media and networks (reproduced identically, re-narrated and used otherwise), what is the general position of the Armenian media with regard to the social network generated information, how they used that information, what makes the social network materials applicable also for the traditional media: publicity, exclusiveness, topic or the factor of authors of such materials?

In short, our objective was to describe the current practice of using social network materials by the traditional media.

**We would like to highlight that information of public importance is perceived as information which has urgent and essential significance in the public life, arises its interest and may have impact on the most various aspects of its life.**

We studied the websites of Lragir.am, Replik.am, 1in.am, Aravot.am, 7or.am, Ilur.am media, as well as “Azat Goti” and “Arajin Lratvakan” programs of “Hayastani Hanrayin” TV Company, “Yerkirn Aysor” and “Yerkri Hartsy” programs of “Yerkir Media”, “Epikentron” and “Urvagits” programs of “Kentron” TV Company (the information about nature and transmission of observed broadcasts is provided in APPENDIX 2, Table 1).

As seen from the media list our choice was based on several principles:

- To cover MM-s with different political opinions and preferences;
- To involve media with a long history of activity in Armenia and comparatively new media;
- To involve media which have different size audiences;
- To observe also talk-shows in addition to news programs in case of TV channels.

## ***Forms of Offering Social Network Contents***

Social networks contents were offered in several forms.

Usually they were reprinted identically (often also by keeping misspells, punctuation errors of original texts) or were presented in the form of narration. As a rule, references were made to sources of materials (individual user, organization, group, etc).

However, the generic form of offering social network information was also used, when they actually specified that the information was extracted from social networks, but did not mention the specific source (“social networks write that...”, “social network discussions note that...”, etc). **Usually in such cases references to social networks is only one piece of the material as a proof of own comments, as a reason for preparing material based on that information or as a sign of public interest towards the issue, phenomenon, process risen.**

There were also cases when one might assume, guess about the so-called social network origin of information offered by the media of our observation.

Therefore we treated the cases of the aforementioned forms of offered social media information as typical samples, without calculating their volume specifically.

Below are some of them:

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“Nowadays the main topic discussed in social networks is Conchita” (“Arajin Lratvakan”, May 11).

While reflecting Gegham Nazaryan’s comments on why PAP party did not vote for during the NA voting, “Epikentron” news-analytical program broadcasted also Gegham Nazaryan’s Facebook page (“Epikentron”, May 13).

“Official opening of the park did not go without clashes, activists complained against renaming the park. On-line newspapers and social media shared opinions, including about Misak Manushyan’s activity (“Arajin Lratvakan”, May 18).

“As far as I followed notes made both in online media and social networks, the other party was insisting that Misak Manushyan is the best symbol of public resistance and the re-naming (of the park-reporter’s note) is just a right thing to do (“Yerkri Hartsy”, May 18).

“There is a video in social networks where extremists announce about elimination of a border between Iran and Syria” (“Arajin Lratvakan”, June 13).

“Awareness raising meeting on action against increase of electrical energy tariff will be held today at 18:00 p.m. near Gevorg Chaush monument in Ajapnyak” (7or.am, June 21).

The anchorperson's words with respect to the demonstration of activists against increase of electrical energy tariff near the building of Public Services Regulatory Commission: "Facebook has become an opportunity where initiatives are agreed upon in advance, social networks solves serious organizational issues" ("Urvagits", June 23).

"Our city" social initiative draws the MM-s attention on problems of buildings on 23, 25 Teryan street and 37 Lalayants street and invites for open discussion in the area next to the building today" (Lragir.am, June 24).

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The Armenian media offer social network contents either under their traditional (Politics, Culture, Social, Sports, etc) or special headings. Like for example, "Kartsik" in "7or.am", "Facebook Notes" in Replik.am. Similar heading for such materials (Facebook Notes) has also Irates de facto newspaper. The heading of Ilur.am is called "Facelur-Facebook"; Asekose.am and Araratnews.am sites publish their materials under "Blog" heading, written in English and Armenian languages, respectively.

A number of media outlets opened plugins for Facebook social network comments due to which comments made by different users in Facebook are shared in their internet pages. Actually, this is also a way of using/offering social network contents.

**Therefore, the below mentioned quantitative data refer to those cases of using social network contents when specific references about them are available.**

## ***Materials Containing Information of Public Importance According to Their Sources/Authors***

### ***Announced and Non-Announced Sources***

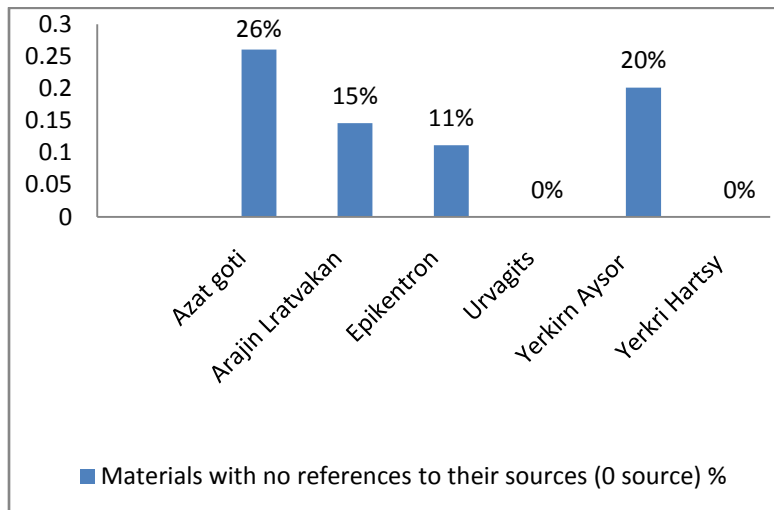
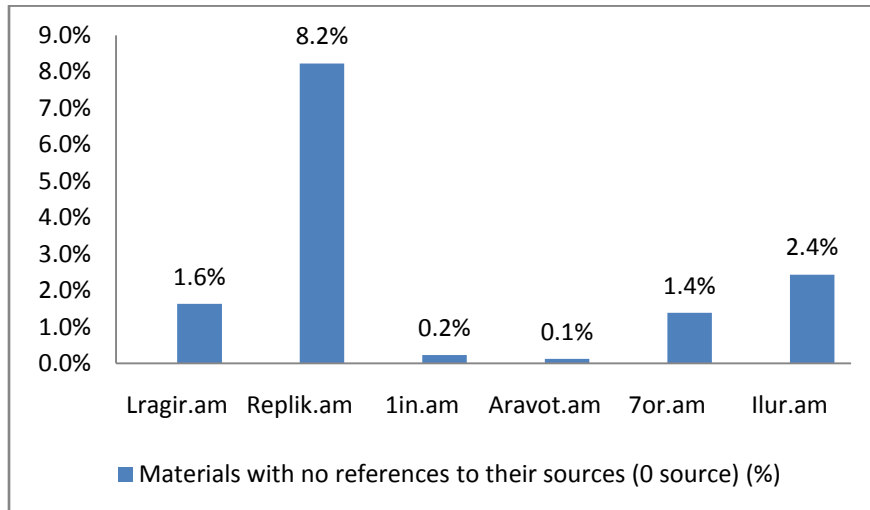
In general a part of materials containing information of public importance is offered without identification of their authors, sources in media under our study. These are the cases when, for example, they inform about events in Armenia and different parts of the world, including in the form of videos, but without showing respective logos or other references.

Let us emphasize concurrently that we talk about not only social network materials but all types of materials.



The below diagrams illustrate that their share is different in different media. Thus, among the studied internet sites the fewest cases of offering materials without references to their source (0 source) are found in Aravot.am (0.1% of materials) and 1in.am (0.2%) and most frequently in Replik.am (8.2%).

See diagrams below:



In all remaining cases there were references to the sources.

We classify them as follows:

- Own materials of media (when there is a signature of an author or it is understood from the context of material that it is their own material: “comments made upon request”, “our observations show”, “(did not) answer our calls, etc);

- Materials from other Armenian MM-s (when materials of other MM-s are reprinted with respective references);
- Materials from foreign MM-s;
- Announcements and statements of different organizations and state bodies, presented fully or partially;
- Social networks.

Among the studied media the highest indicators have Aravot.am and 1in.am sites in terms of creating contents with the so-called own resources (more than half of stated sources, each 57%), and the lowest indicator has Replik.am (the own materials of this site was 18% in May-June).

These aforementioned media outlets provide significant place also for materials of other Armenian media. In this respect the lowest figure has 7or.am (10% of all materials through announced sources), most of all materials of other Armenian MM-s are reprinted or narrowed with references in Aravot.am and 1in.am sites (21% each of them). It may be said that Replik.am reprints more materials from other Armenian MM-s (28%) as compared to all remaining media, including TV broadcasts as well. The number of reprints from other Armenian MM-s exceeds the number of Replik.am's own materials. Incidentally, the number of own materials of the said media are lower also as compared to materials borrowed from foreign media.

In general, it may be stated that the priorities of the observed media are different with respect to the other Armenian and foreign media as sources of information of public importance. Lragir.am used these two sources proportionally (16% in each case). Aravot.am and 1in.am sites borrowed more materials from other Armenian media as compared to foreign MM-s. Contrary picture is in case of 1in.am.

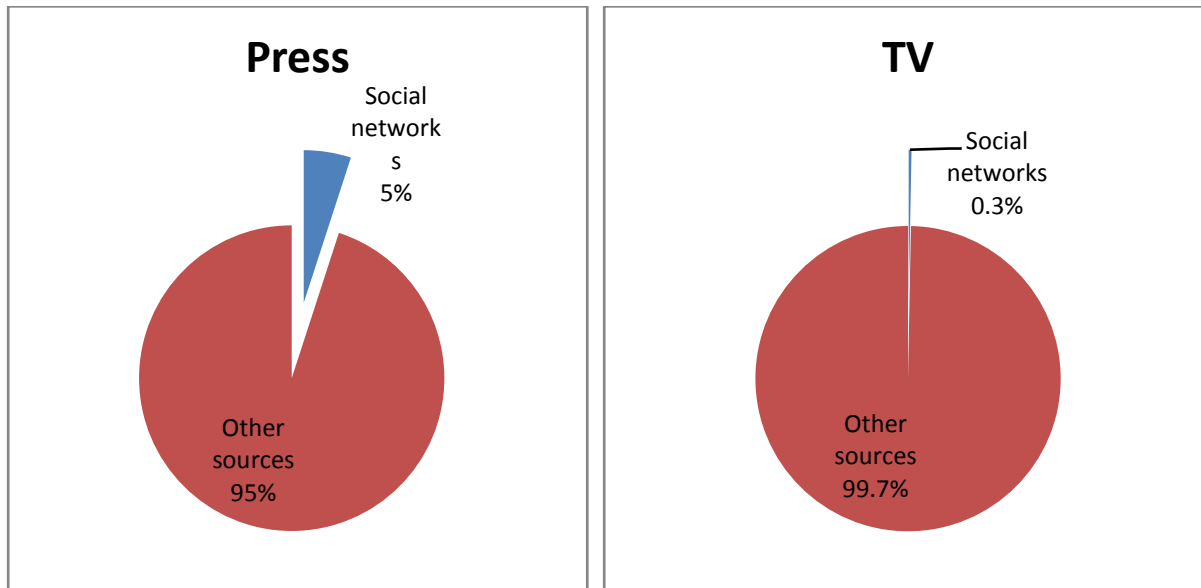
Rather different is the situation with regard to sources of materials of TV broadcasts. The prevailing majority of materials of the observed 6 broadcasts (85% and higher indicators) are of own production. First of all this is connected with a number of peculiarities of TV journalism. However, certain materials of Armenian and as well as foreign MM-s are also circulated here. "Arajin Lratvakan" and "Yerkirn Aysor" news and analytical broadcasts made more references to foreign MM-s as compared to other Armenian media (for more details see APPENDIX 2, Table 2).

### *Share of Social Network Contents in Materials with Announced Sources*

In comparison of the number of materials borrowed from social networks in the observed news media and TV broadcasts it becomes clear that:

- a) Social network sites as a source of information of public importance considerably concede all other types of sources in comparison.
- b) News media used social networks contents 5 times more as compared to TV (5% of news media against 0.3% of TV).

See the diagrams below.



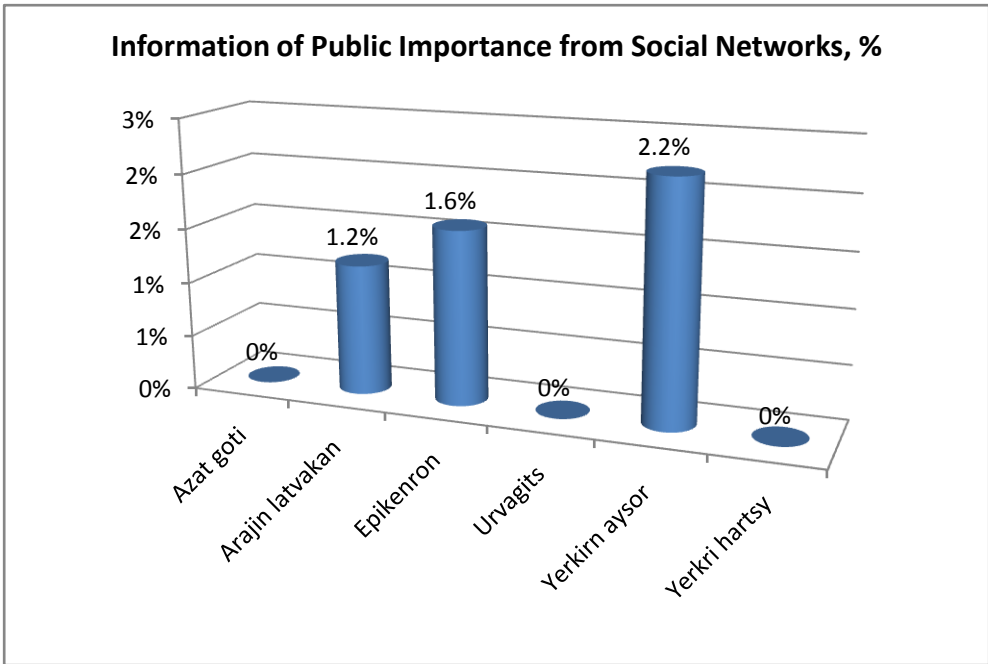
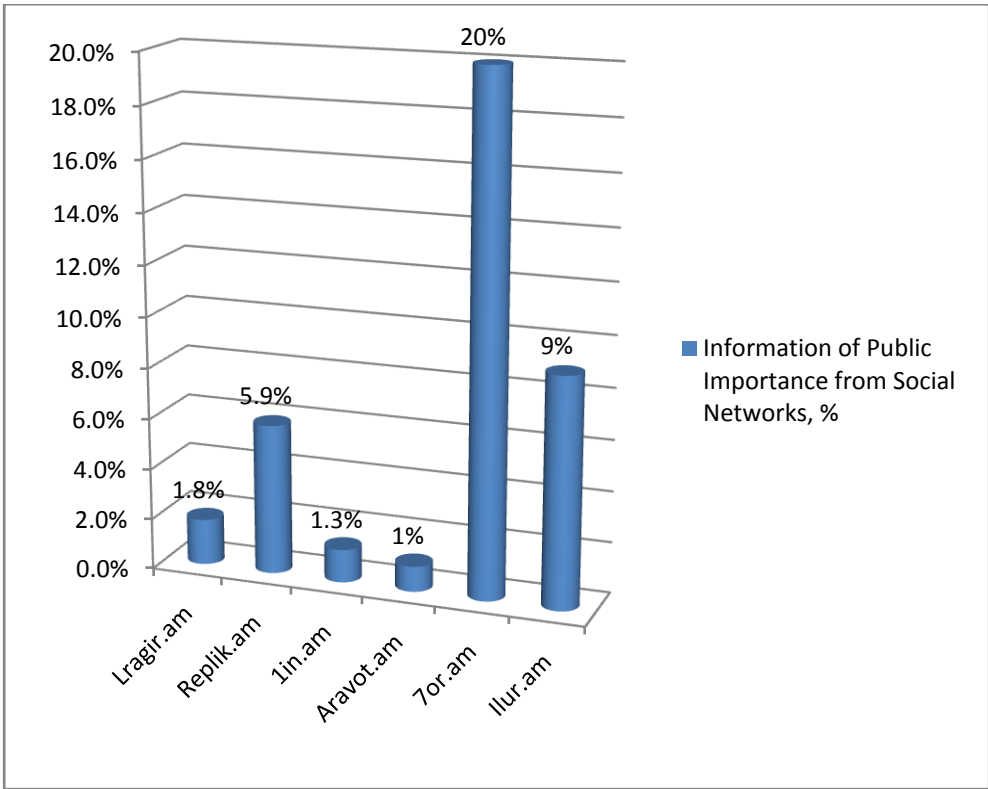
In case of some media outlets the picture is as follows:

Materials from social networks are borrowed most often by 7or.am (20% of sources containing information of public importance) and the least by Aravot.am (1%), then 1in.am (1.3%) and Lragir.am (1.8%) among the observed sites.

The observed TV programs use social network contents for news and analytical broadcasts, rather than talk-shows.

“Arajin Lratvakan”, “Epikentron” and “Yerkirn Aysor” news-analytical programs have low indicators on using and broadcasting of social network materials for their own audiences in May-June, and these indicators do not differ from each other significantly.

See the diagrams below.



## **Materials Used from Social Networks according to Formats**

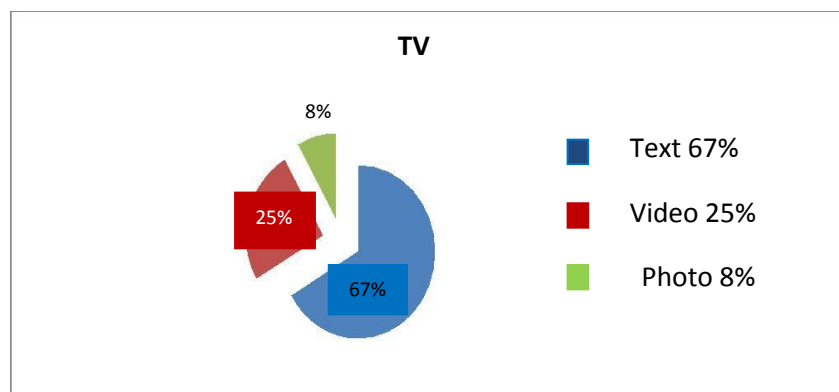
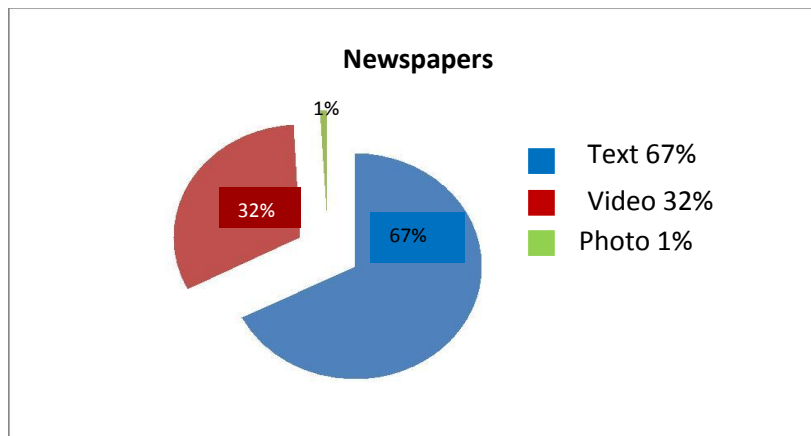
Social network contents offered by the observed media are in three formats: texts, video materials and photos.

As in news media as well in TV programs the prevailing majority are texts (in both cases 2/3 of social network contents are texts).

Video materials are in the second place. Moreover, the number of social networks videos used in news media exceeds that of used in TV programs.

In case of photos the situation is opposite. TV programs use more social network materials in form of photos as compared to news media.

See diagrams below.



## *Materials Used from Social Networks according to Topics*

34 different topics containing information of public importance was reflected jointly in all observed media during the two months of our study. The list of topics is shaped according to issues raised in materials based on “one and more topics in one material”, “repetition of the same topic in the material – reflection of the topic once” principles.

Materials borrowed from social networks (and mainly from Facebook) have their share in all these reflections. This social network is a source of information for more various topics for the observed media as compared to Twitter. It is remarkable that Facebook contents have leading role as compared to Twitter contents in terms of topics concerning internal developments of Armenia and also some foreign developments (e.g. the war in Ukraine, Armenian Diaspora of Syria). It should be mentioned that the main borrowings from Twitter are different comments of public and political figures of other countries (including on Karabagh regulation).

The below Table on Media shows that the number of contents used (fully or partially reprinted, re-narrowed) with specific references to social networks according to risen topics are the same as the number of topics risen in newspapers and TV in general. In other words, the opinion that social networks serve as a source of information mainly for the so-called pure social network topics in the Armenian media (civil society, rights, corruption, Diaspora, international organizations and other countries, etc) is not true with regards to materials, at least for news media. In any case, such topics as “Opposition” (as a collective force, phenomenon, without specifying any specific power), “Karabagh” (under which we understood developments in MKR and materials on Karabagh regulation or separate parts of them), “Political power/figure”, “State power/statesman” are almost as much as or a little bit less than materials borrowed again from social networks but they are more related to social network (Diaspora, civil society, corruption, etc).

### **Materials Taken from Social Networks according to Topics: Newspapers**

Topic	Number of topics with references to social networks (source: social networks)	Number of all references to topic	%
1. Other countries	56	2065	2.7%
2. Political power/figure	158	1898	8.3%
3. State body/statesman	141	1714	8.2%
4. Karabagh	98	1172	8.4%
5. RA/other countries	21	1132	1.9%
6. Economy	41	1039	3.9%
7. Social	72	998	7.2%
8. Law enforcement	28	797	3.5%
9. RA/international organizations	29	620	4.7%
10. Culture	37	576	6.4%
11. Sport	21	525	4.0%

12. Civil Society	46	456	10.1%
13. Law	26	317	8.2%
14. Education	6	316	1.9%
15. Local bodies	12	459	2.6%
16. Army	15	295	5.1%
17. History	11	282	3.9%
18. Power (as a collective concept)	19	256	7.4%
19. Diaspora	26	241	10.8%
20. Rights	5	240	2.1%
21. Society (as collective concept)	13	210	6.2%
22. Judicial system	14	210	6.7%
23. International organizations	5	121	4.1%
24. Nature protection	1	116	0.9%
25. Media	15	113	13.3%
26. Church	4	112	3.6%
27. Healthcare	0	112	0.0%
28. Migration	6	100	6.0%
29. Corruption	8	97	8.2%
30. Opposition (as a collective concept)	9	76	11.8%
31. Natural disaster	1	73	1.4%
32. IT	1	51	2.0%
33. Security	2	47	4.3%
34. Science	0	41	0.0%
<b>Total:</b>	<b>947</b>	<b>16889</b>	<b>5.6%</b>

It is worth mentioning about thematic variety of social network contents of different media. The highest indicator has 7or.am (29 topics), followed in descending order by Replik.am (27 topics), 1lur.am (25), 1in.am (15), Lragir.am (13), Aravot.am (6).

The picture sharply differs in case of TV programs. Social networks contents used by them covered only 6 topics, and their number significantly is lower as compared to that of newspapers.

#### Materials Taken from Social Networks according to Topics: TV

Topic			
	Number of topics with references to social networks (Source: Social Networks)	Number of all references to topic	%
1. Other countries	2	655	0.3%
2. Karabagh	3	322	0.9%
3. Social	1	181	0.6%
4. Political power/figure	1	143	0.7%
5. RA/international organizations	1	107	0.9%
6. Rights	1	29	3.4%
<b>Total:</b>	<b>9</b>	<b>3901</b>	<b>0.2%</b>

## *General Conclusions*

- Social networks are among the most important means of journalistic activity. The presence of the Armenian journalists in social networks is conditioned by different professional motivations, but the main one is to be aware of the information circulation, developments in social networks.
- Nowadays social media, and in particular, social networks in Armenia are active platforms for circulation of information of public importance where exclusive information is also found. And this is also stated by journalists.
- The society of journalists has diverse perceptions about the use of Facebook contents by the Armenian MM-s. According to some opinions the media mistreat them by reprinting news and other materials without making any efforts, etc. And it is professional degradation. Others think that any opportunity must be used to attract and retain the audience, including the use of the opportunity provided also by social networks.
- Despite the circumstance that the interviewed journalists simultaneously use more than one social network for professional purposes and have also their own blogs, when answering our questions about the information flows between social networks and traditional media, the journalists meant Facebook social network, except in rare cases, and their examples and justifications were related to the processes and realities of this network.
- This is proved also by our media observations: the contents borrowed from social networks are mainly those from Facebook, with exceptions of tweets of different foreign figures about events which are of importance for the Armenian society: the Karabagh conflict, the current war in Ukraine, integration trends of Armenia, etc.
- The prevalence of social networks among journalists is irreversible phenomenon which is apparent from the circumstance that when compiling the group no one refused participation on the ground of not being a social network user. Moreover, the majority of specialists included in our group were not new users of social networks and Facebook, in particular, has become such communication means as telephone and e-mail for them. This social network is actively used especially when seeking necessary people at necessary moment and reaching various agreements with them.
- On the other hand, judging from the time spent by journalists in social networks and in particular Facebook (from morning till late night, every day except Sundays, 10-15 hours, etc) we may state that the use has the effect of “TV switched on from morning till late night”.
- Like in the previous research, media representatives who are professional journalists and consider social networks as a source of public information set different criteria for active or passive behavior in the social media. For some of them disseminating of materials of their own media in social networks or watching continuously contents of social networks is already a sign of an active user. Others think that to be an active user one should be in contact with the audience, have a large audience, initiate discussions and write opinions about important events in the social network.



- Unlike the results of previous survey conducted among smaller group of journalists, during this survey the majority of journalist's state that they use social networks both for disseminating and receiving the information. Thus, proving once more the two-way information flows existing between social networks and MM-s.
- As it turned out exclusive information for the journalists may be as opinions of Heads of other countries, societies and specialists represented in foreign sources of social networks (i.e. information which is less available at that moment) and the so-called non-formal information (civic initiatives, individual activists, etc) as well as the information received from official and political structures (or about them). We would like to remind that actually the latter broadly use the traditional channels for disseminating information – the media. It is also worth mentioning some statements of several journalists that there are some press secretaries in the state bodies who send various messages through social networks instead of e-mailing them to media.
- On the other hand, although the Armenian media is saturated with domestic issues, the results of both media observations and surveys of journalists demonstrate that a significant portion of contents borrowed from social networks also concern the internal problems of Armenia.
- The issues like the information war with Azerbaijan, regulation of the Karabagh conflict are as equally exclusive for journalists as, for example, the information about opposition of Armenia.
- It is widely believed that Facebook is the main source of information about different social movements and initiatives. And in general, journalists and media are taking information from social networks, which are impossible to find in other sources. However, different concrete examples specified by the journalists during our surveys demonstrate that they have used social network contents concerning many different areas in their work.
- This is proved also by the thematic peculiarities of materials in the media, which were presented as Facebook materials.
- The statements that some media fill in their pages with the social network contents are partially exaggerated. In any case, the example of 9 different MM-s observed by us prove this exaggeration. Of course, different media had different shares in this regard; for example in case of 7or.am materials from social networks comprise 1/5 of the materials containing information of public importance with direct references. But there is, for example, Aravot.am where such materials are only 1% and on comparatively fewer topics.
- Approximately half of 100 respondents (53%) who are professional journalists could not provide a definite answer whether the impact of social networks on the traditional media is positive or negative. According to contents of the responses there is the so-called mixed impact and it is hard to classify which plays a decisive role and which plays a secondary role given the positive impact on the one hand and the negative impact on the other hand. There are opinions about definitely positive impact and definitely negative impact in other smaller groups.
- Half of the responded journalists accepts the reproductions from social networks whereas the other half has opposite opinion and negative attitude towards it.
- Approximately ¼ (24%) states that they do not trust any social network source, and check the information taken from them before using it in any case. The remaining part specifies one or more sources trustworthy for them.

- Almost all journalists and media workers think that there is competition between social networks and traditional media and it is expressed more in terms of the speed of socialization of materials and feedback of audience rather than exclusive contents. Why we say “almost all respondents” when nearly one third state that there is no competition. The thing is that in terms of the content their justifications are the same: such competition exists (“social networks do not consider the traditional media as their competitor”, “nowadays social networks already have dominant role in circulating information and the competition as such is lacking”).

## APPENDIX 1

Diagram: Age and Areas of Professional Involvement of Responding Journalists

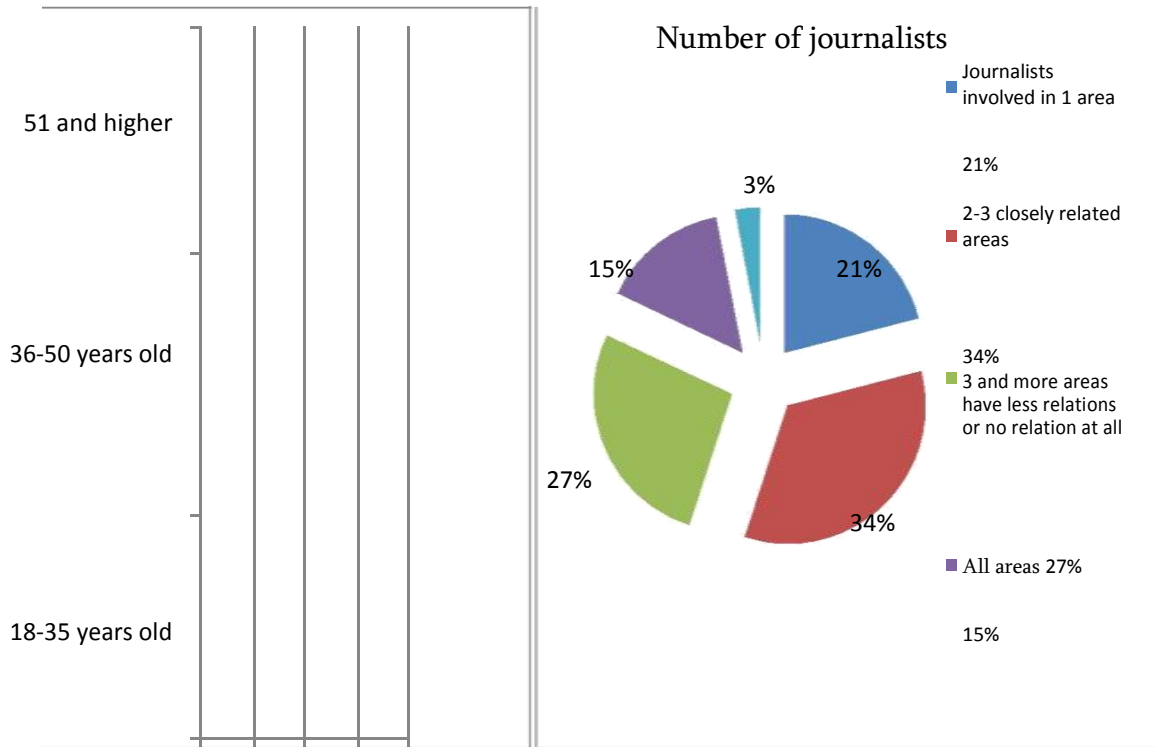


Table 1. Which materials explicitly show competition between social networks and traditional media? (The respondents could specify more than one option)

Types of materials	Number of answers
Videos from different countries	28
Video from Diaspora	12
Video from Armenian users	33
Statuses and comments of public figures	48
Materials which are disseminated in urgent situations	61
Comments/debates of the audience	42
Other answers	6

Table 2. “What is the impact of social networks on the Armenian professional journalism, MM-s?” and “Is there competition between social media and traditional media in Armenia?”

Is there competition between social media and traditional media in Armenia?	What is the impact of social networks on the Armenian professional journalism, MM-s?				
	Definitely positive	Definitely negative	It is difficult to answer	Total	%
Yes, there is competition	19	9	50	78	78%
No, there is no competition	7	2	13	22	22%
Total	26	11	63	100	100%

Table 3. In which specific issues social networks contribute to your work as a journalist? (The respondents could specify more than one option)

Professional issues	Number of answers
Provide me with additional opportunity to disseminate my materials	71
Provide me with opportunity to expand my own audience	30
Provide me with opportunity to initiate discussions about my materials and other materials and to get their opinions	44
Provide almost ready materials	7
Provide with opportunity to conduct different inquiries	18
Provide ideas for new materials	32
Provide with opportunity to check information	12
Provide comprehensive and plentiful information about the same issue	2
Facilitate finding new contacts, preparing materials	2
Opportunity of learning about everything quickly despite of being busy	2
I have joint the pages of the most influential MM-s of the world and get updated news at first hand	1

Table 4. Do you trust the information of public importance circulating in social networks?

Options of answers	Number of answers
I trust if the source is a public figure	40
I trust an individual user if I know him in person	36
I trust no one, and I check in any case	24
I trust only information of traditional media	17

Information of independent MM-s	1
Information of sources which I trust	1

The list of respondent journalists and heads/managers of media outlets

1. Nina Margaryan, 7or.am, Assistant to the Director, responsible for the page in the social network
2. Aregnaz Manukyan, 7or.am, journalist,
3. Lilit Seyranyan, *The 168 Hours* newspaper, Deputy Editor-in-Chief
4. Babken Tunyan, *The 168 Hours* newspaper, 168.am, editor of the economic block,
5. Varduhi Ishkhanyan, *The Ankakh* weekly, Editor-in-Chief,
6. Ani Gasparyan, *The Ankakh* weekly, [ankakh.com](http://ankakh.com),journalist,
7. Ruben Muradyan, IT Director of “PanArmenian Media Group” media association, Armenia TV,
8. Tatev Mesropyan, Armenian TV, reporter,
9. Artak Alexanyan, Armnews TV, General Producer,
10. Manushak Iritsyan, Armnews TV, journalist,
11. Aram Harutyunyan, Asekose.am, Founding Director,
12. Ani Karapetyan, Asekose.am, journalist,
13. Nonna Grigoryan, ATV TV, “Past” newscast director,
14. Zhirair Grigoryan, ATV TV, journalist,
15. Sona Martirosyan, Aysor.am, Editor-in-Chief,
16. Naira Guloyan, Aysor.am, journalist,
17. Mher Ghalechyan, *The Chorrord Ishkhanutyun* daily, Director/journalist,
18. MelanianTsarukyan, *The Chorrord Ishkhanutyun* daily, journalist,
19. Eduard Mkhitaryan, GALA TV, editor,
20. Kristina Mkrtychyan, GALA TV, journalist/anchor,
21. Arusyak Zakharyan, Public TV of Armenia, PR manager
22. Haykanush Aslanyan, Public TV of Armenia, First News Program, journalist
23. Siranush Ghazanchyan, Public Radio of Armenia, Editor of the English website, [armradio.am/en](http://armradio.am/en),
24. Satik Isahakyan, Public Radio of Armenia, Radiolur news service, journalist,
25. Anna Hakobyan, *The Haykakan Zhamanak* (The Armenian Times) daily, Editor-in-Chief,
26. Gagik Aghbalyan, *The Haykakan Zhamanak* (The Armenian Times) daily, journalist,
27. Lili Martoyan, *The Irates de Facto* (The Realist de Facto) Deputy Editor, [irates.am](http://irates.am) website editor,
28. Armine Sargsyan, *The Irates de Facto* (The Realist de Facto) newspaper, [irates.am](http://irates.am) website journalist,
29. Taguhi Tovmasyan, *The Zhoghovurd* (The People) daily, Editor-in-Chief,
30. Sona Grigoryan, *The Zhoghovurd* (The People) daily, journalist,
31. Alina Poghosyan, Kentron (Center) TV, Epikentron news program editor,
32. Nairi Hokhikyan, Kentron TV, journalist,

33. Naira Hayrumyan, editor of the Lragir.am, Russian language page, political commentator,
34. Hakob Badalyan, Lragir.am, political commentator,
35. Babken Harutyunyan, Maxinfo.am, editor,
36. Artur Hayrapetyan, Maxinfo.am, journalist,
37. Anahit Voskanyan, Panorama.am, Editor-in-Chief,
38. Vahagn Hovakimyan, Panorama.am, coordinator of the legal and economic aspects,
39. Ofelia Kocharyan, PressIdent.am, editor,
40. Amalya Hovhannisyan, PressIdent.am, journalist,
41. Artur Mnatsakanyan, Replik.am, Editor-in-Chief,
42. Aida Iskandaryan, Replik.am, journalist,
43. Artak Khulyan, Shant TV, Horizon news program,
44. Liana Martirosyan, Shant TV, PR manager,
45. Gegham Manukyan, Yerkir Media TV, Director of news and political programs,
46. Lusine Gharibyan, Yerkir Media TV, journalist,
47. Agnesa Khamoyan, Yerkir.am, editor in charge, coordinator,
48. Taguhi Melkonyan, Yerkir.am, journalist,
49. Benjamin Matevosyan, Zham. am, in charge of the social networks pages,
50. Anahit Sargsyan, Zham.am, journalist,
51. Karine Asatryan, A1plus.am, Editor-in-Chief,
52. Susanna Poghosyan, A1plus.am, journalist,
53. Alik Hakobyan, AR TV, head of news service,
54. Nikolai Melikyan, AR TV, journalist,
55. Emma Palyan, Araratnews.am, journalist,
56. Ani Petrosyan, Araratnews.am, journalist,
57. Melanya Barseghyan, *The Aravot* daily and aravot.am, journalist and editor,
58. Nelli Grigoryan, *The Aravot* daily and aravot.am, journalist,
59. Rafael Khojoyan, producer of ARKA news agency,
60. Mane Amirjanyan, ARKA news agency, journalist,
61. Narine Nazaryan, Armenpress news agency, Deputy Director, editor-in-Chief,
62. Hasmik Harutyunyan, Armenpress agency, journalist
63. Emanuel Mkrтчyan, Arminfo agency, Editor-in-Chief,
64. Elita Babayan, Arminfo agency, journalist,
65. Karen Harutyunyan, Civilnet.am Internet TV channel, Editor-in-Chief,
66. Sargis Khandanyan, Civilnet.am Internet TV channel, journalist, editor for social networks,
67. Liana Manatsakanyan, editor of Elq.am website,
68. Hermine Avetisyan, Elq.am, journalist,
69. Yuri Manvelyan, Epress.am, journalist,
70. Knar Khudoyan, Epress.am, journalist,
71. Anush Khechoyan, Haynews.am, journalist,
72. Liza Hambardsumyan, Haynews.am, journalist,
73. Kristine Aghalaryan, hetq.am, journalist,
74. Liana Sayadyan, hetq.am, deputy editor,

75. Elizabeth Asatryan, *The Hraparak* (The Square) daily, responsible for hraparak.am website
  76. Lusine Shahverdyan, *The Hraparak* (The Square) daily, journalist
  77. Kristine Khanumyan, ILur.am news site, editor, director
  78. Gohar Simonyan, ILur.am news site, journalist
  79. Seda Ghukasyan, Irakan.info website, journalist
  80. Mariam Mughdusyan, irakan.info, editor
  81. Azatuhi Araskhanyan, lurer.com, journalist
  82. Varuzhan Babajanyan, Lurer.com, editor-in-chief
  83. Marianna Grigoryan, Medialab.am, founder-editor, journalist
  84. Vahe Nersesyan, Medialab.am, journalist and caricaturist,
  85. Anna Barseghyan, Mediamax company, junior editor, head of social media accounts,
  86. Yekaterina Poghosyan, Mediamax news agency, journalist,
  87. Artur Khemchyan, NEWS.am, Editor of the Armenian section,
  88. Lusine Shahbazyan, NEWS.am website, journalist,
  89. Artak Navasardyan, Norlur.am website, Director of the website, editor,
  90. Anna Petrosyan, Norlur.am website, journalist,
  91. Meri Hunanyan, NoyyanTapan (Noah's Arc) news center, journalist, photographer
  92. Tigran Harutyunyan, NoyyanTapan (Noah's Arc) news center, founder, Chairman of the Board
  93. Yelena Kurdiyan, *The Respublica Armenia* (The Republic of Armenia) daily, editor-in-chief,
  94. Gayane Movsesyan, *The Respublica Armenia* (The Republic of Armenia) daily, analyst,
  95. Tirayr Muradyan, Slaq.am website, journalist, website administrator,
  96. Ani Markosyan, Slaq.am website, journalist,
  97. Sasun Khachatryan, Tert.am website, Editor-in-Chief,
  98. Nelli Lazaryan, Tert.am website, editor,
  99. Mariam Petrosyan, Times.am news and analytical website,
  100. Hrant Melik-Shahnazaryan, Times.am news agency, Editor-in-Chief
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## APPENDIX 2

Table 1. Observed Programs and Broadcasts, Number of Programs in the Period of May 5, 2014 – June 5

### Public TV of Armenia

Program	Dates of Broadcast /Time of Observed Broadcasts	Special Notes
“Azat Goti” (Free zone)	Monday-Thursday, Broadcast at 20:15 p.m.	Talk-show with participation of guests invited onto the set. No new broadcasts were issued since June 12, broadcasts of repetitions of previous programs which were not included in our calculations. 23 broadcasts in total.
“Arajin Lratvakan” (First News Program)	Monday – Friday, observation of the main broadcast at 21:00 p.m.	News and analytical program. Sunday broadcasts summarized events of the past week, and daily news was broadcasted. Hence, the Sunday broadcasts were also observed fully. 62 broadcasts in total.

### “Kentron” TV

Program	Dates of Broadcast /Time of Observed Broadcasts	Special Notes
“Urvagits” (Outline)	Monday – Thursday, broadcast at 22:30 p.m.	Interview with guests invited onto the set. 34 broadcasts in total.
“Epikentron” (Epicenter)	Monday – Sunday, the main broadcast at 21:30 p.m. was observed	News and analytical program. Sunday broadcasts summarized events of the past week, and daily news was broadcasted. Hence, the Sunday broadcasts were also observed fully. 62 issues in total.

### “Yerkir Media TV Company

Program	Dates of Broadcast /Time of Observed Broadcasts	Special Notes
“Yerkri Hartsy”	Monday – Thursday, broadcast at 23:10 p.m.	Interview with guests invited onto the set. Repetition of one of previous broadcasts was transmitted on June. 43 broadcasts in total.
“Yerkim Aysor”	Monday-Sunday, observation of the main broadcast at 20:30 p.m.	Sunday broadcasts summarized events of the past week, and daily news was broadcasted. Hence, the Sunday broadcasts were also observed fully. 62 broadcasts in total.



Table 2. All Sources Announced in Materials of Information of Public Importance

The calculation is made according to the number of sources stated in materials, and there are cases when it is one material and one source, one material and more than one source and one material and no source.

MM	N of materials with specified sources	Own materials	Other Armenian MM-s	Foreign MM-s	Statement/ communication	Social network	N of specified sources, total
Lragir.am	2228	1032	353	356	508	28	2277
		45%	16%	16%	22%	1%	100%
Replik.am	2433	436	690	467	700	142	2435
		18%	28%	19%	29%	6%	100%
1in.am	2158	1223	444	159	311	25	2162
		57%	21%	7%	14%	1%	100%
Aravot.am	2509	1410	490	90	517	13	2520
		57%	21%	7%	14%	1%	100%
7or.am	2023	711	195	367	381	344	1998
		36%	10%	18%	19%	17%	100%
Ilur.am	1995	822	352	432	286	160	2052
		40%	17%	21%	14%	8%	100%
Total	13346	5634	2524	1871	27033	712	13444
		41%	18%	14%	20%	5%	100%

TV

TV program	N of materials with specified sources	Own materials	Other Armenian MM-s	Foreign MM-s	Statement/ communication	Social network	N of specified sources, total
Azat Goti	23	27	0	1	0	0	28
		96%	0%	4%	0%	0%	100%
Arajin Lratvakan	1089	1007	16	47	21	5	1096
		92%	1.4%	4.3%	2%	0.4%	100%
Epikentron	957	928	16	7	6	3	960
		96.6%	1.6%	0.7%	0.6%	0.3%	100%
		34	1	0	0	0	35

Urvagits	34	97.2%	2.8%	0%	0%	0%	100%
Yerkirn Aysor	1297	1104	36	80	74	4	1298
		85%	3%	6%	5.7%	0.3%	100%
Yerkri Hartsy	43	42	0	0	0	0	42
		100%	0%	0%	0%	0%	100%
Total	3443	3142	69	135	101	12	3459
		91%	1.9%	3.9%	2.9%	0.3%	100%