MEDIA METRICS

IDENTIFICATION AND TRANSPARENCY OF ONLINE MEDIA

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See the project materials at: **Mediametrics** -
https://www.regioncenter.info/en/media-metrics.

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Identification and Trasparency
of Online Media - 2021

How does an online media appear before its audience? What identification data does it publicise? What is the ranking of the online media in 2021?

These same questions were in the focus of our study on the primary transparency of the online media a year ago. We examined the peculiarities and the degree of publicity of the release data of the online media (year of founding, data on the manager, information about the founding body, telephone,e-mail and address of the office, information on the rules of ethics). The chosen subject of research were 60 online media outlets and we were governed exclusively by the criterion of the presence/absence of the above release data on ther official websites. We also limited ourselves to the media outlets which offered news and other articles on socio-political topics to their audiences[1].

For two reasons we decided to register the transparency situation of this year of **89 online media outlets** with edited approaches.

First, it was important to understand whether the general picture of transparency will change if other online platforms with different characteristics are added to this list.

- We included new media (newly founded or literally "newly detected" by our team).
- We have also studied the platforms focused on processes requiring narrow expertise (legal problems, business).
- The list was extended by online media outlets with unique formats of presentation of materials, which instead of daily newsfeeds offer their audiences materials in the field of social science analysis, data journalism.
- We have studied Internet TVs and other websites.

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[1] See the "Identification Certificates" of the Online Media of Armenia, https://www.regioncenter.info/hy/node/1750.

Second, since the products of part of the online media are consumed primarily by social networks[2], we decided to take into account the identification data posted on their social network platforms.

We have applied the principle of complementarity similar to the study of the identification data of the audiovisual media.[3] In other words, we have registered the release data posted on social networks in cases when they were not posted on the official websites of media outlets.

Presence of the Online Media in Social Networks

Online media has considerable presence in social networks. These 89 online media outlets together use 11 diverse social networks. Only few of them have accounts in only one social network. The majority of media outlets present their products at the same time to the users of 3-4 social networks.

The ranking of the social networks among the online media outlets:

- First comes Facebook: all of the media outlets in our list have Facebook pages (100%).
- Next comes the Youtube: only 59 media outlets (67%) have platforms here.
- Twitter is in the third place: 45 media outlets (50%).
- Approximately the same is the presence of the online media on Instagram (25 media outlets, 28%) and Telegram (24 media outlets, 27%).
- Almost the same is the number of online media platforms on VK (6 media outlets, 7%) and OK (5 media outlets, 6%).

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[2] The 2021 data of Similarweb.com mediametric website includes data from visits to 42 out of 89 online platforms. The majority of the visits (55%- 92%) to 17(40%) of them were from official websites. The majority of visits (51%- 99%) to the rest of the 25 (60%) media were from social networks, other Internet platforms.

[3] See the Identification and Transparency of the Audiovisual Media in the Online Domain - 2021, https://www.regioncenter.info/en/media-metrics.

- There are also media outlets using Linkedin (3 media outlets, 3%), TikTok (2 media outlets, 2%), Pinterest(1 media outlet, 1%), Yandex.zen (1 media outlet, 1%).

In contrast to audiovisual media, the main sources of identification of the online media are their official websites. However, there are 12 media outlets that have not publicised their release data on their websites but only (and partially) on social network platforms.

Hence:
- The media outlets Freenews.am, Civic.am, Azatnewstv.am, Araratnews.am, Armpublic.com, Iravunk.com, Razm.info have not presented any release data on their official websites, but on FB they have posted their e-mails, telephone numbers, names of the founding bodies etc.
- Ilur.am and Zham.am have posted on their official websites only e-mails, while they have posted the telephone numbers on their FB pages.
- The address of Evnreport.com is posted on its FB page rather then on its official website.
- Para.tv and Bac.tv operate only on social networks.

The "Identification Certificates" of the Online Media

We have set 7 release data (year of founding, editor/other manager, founding body/person, telephone number, e-mail, office address, code of ethics) on the basis of which we could describe the primary level of their transparency for their audiences both in general and concrete terms.

The first place among the three release data most publicised is the e-mail of the media outlet. The e-mail is posted by 89% of the media outlets. Moreover, 8% of this group rather than posting the e-mail on their official websites, post it on their social network pages.

See the chart below:

E-mail address

Indicated on the social network page only; 8%

Not indicated; 11%

Indicated; 81%
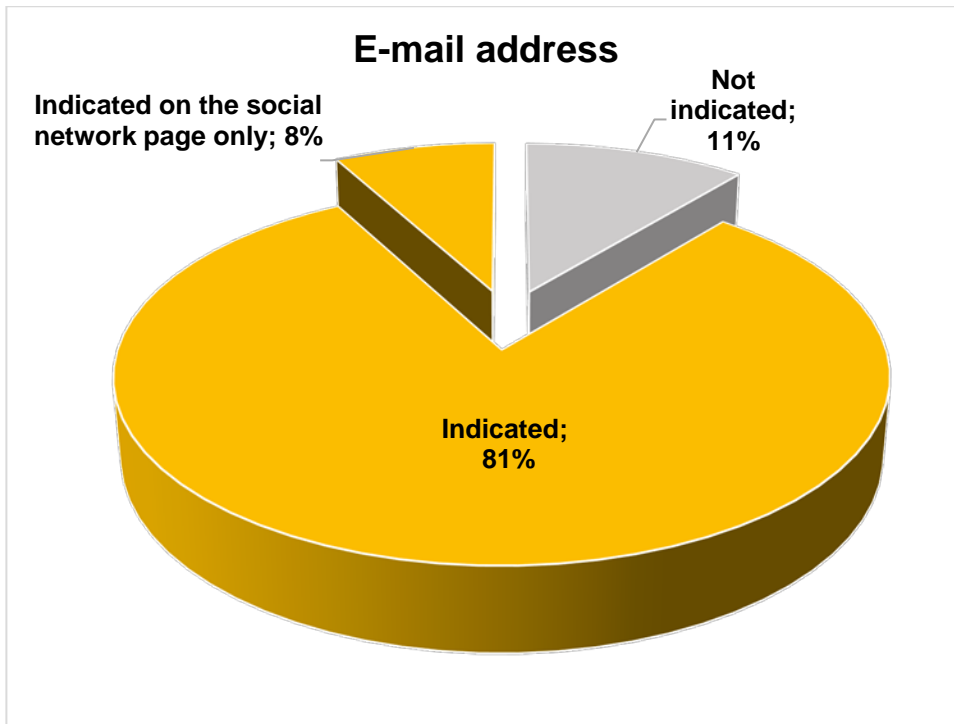
**Second** comes the telephone number of the media outlet. The audiences of the 83% of the media have a possibility to contact the media outlets by phone. However, in case of 10% of them the phone number can be found on the social network pages only rather than the media outlets' official websites.

See the chart below:'

Telephone number

Indicated on the social network page only; 10%
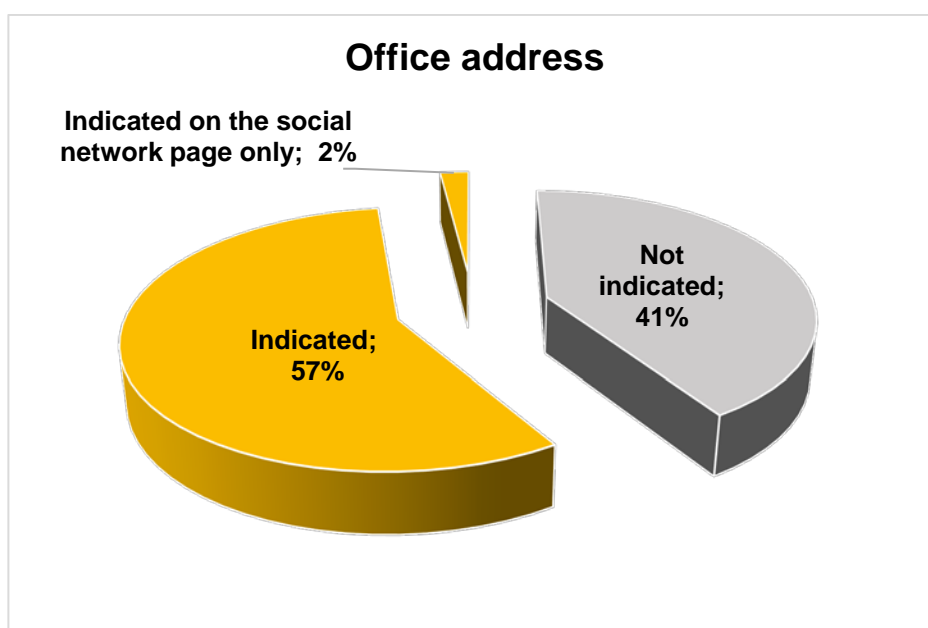
Not indicated; 17%

Indicated; 73%
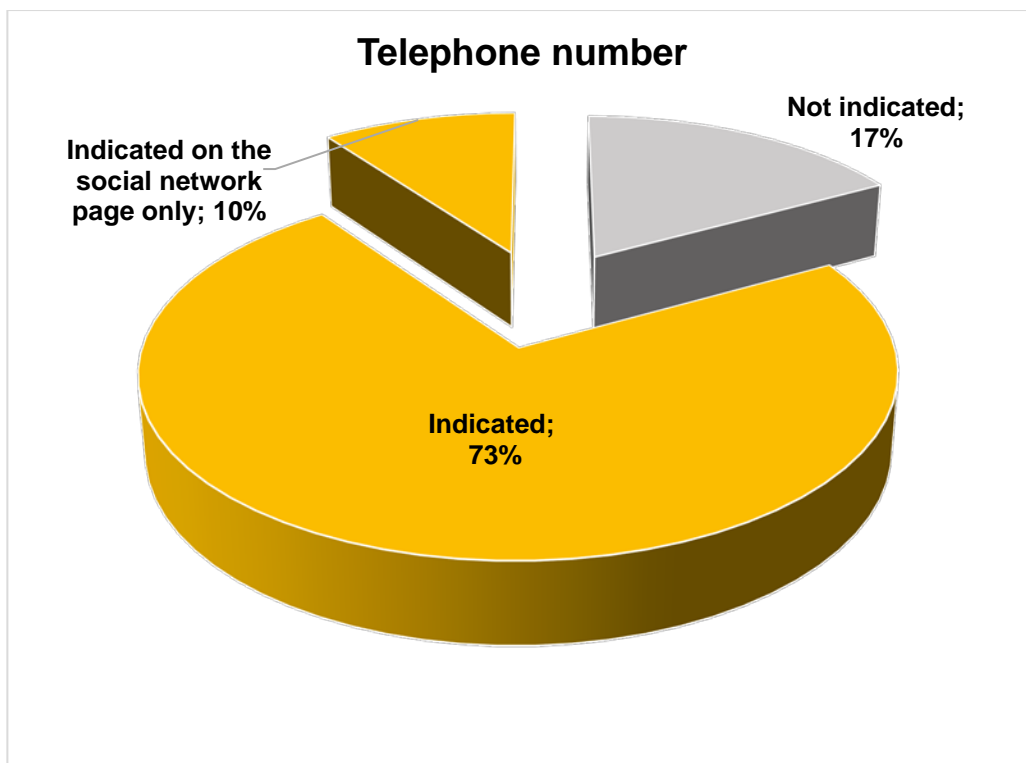
Third comes the information on the year of founding of the online media outlet. This can be found on the official websites of the media outlets. 66% of the media outlets inform the public of the year they started their activities. It's worth mentioning that included among the media outlets not posting any data on their history are those with extensive experiene and such that were founded several months or 1-2 years ago.

See the chart below:

Start Date

Not indicated;
34%

Indicated;
66%
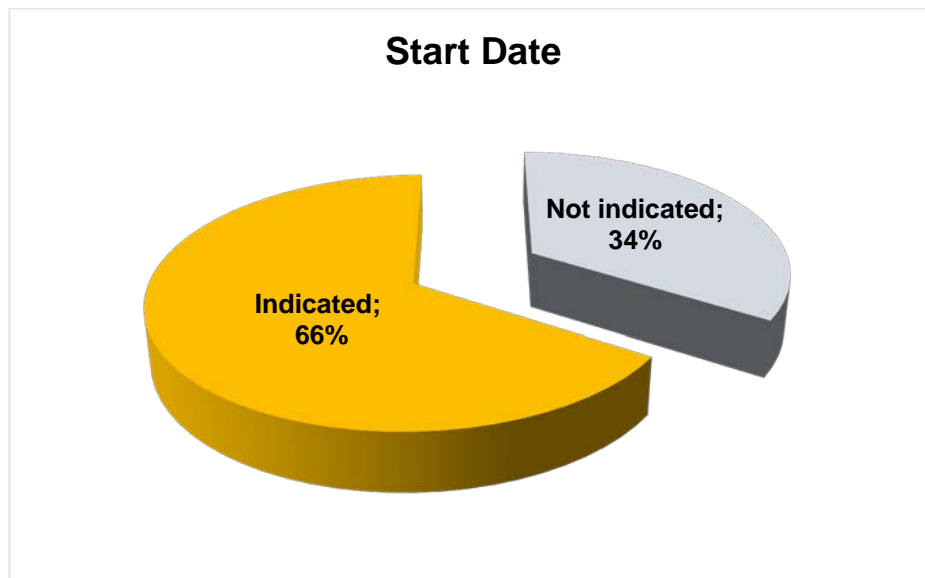
Fourth by its transparency comes the office address. 59% of 89 media outlets have posted information about their location. Iravunk.com and Evnreport.com have posted their addressed on their FB pages only. The rest of the media outlets in this group have posted their addressed primarily on their official websites.

See the chart below:

Office address

Indicated on the social
network page only; 2%

Not
indicated;
41%

Indicated;
57%

The remaining 3 release data are the least transparent.

The smallest group involves the media outlets that have posted their corporate rules of ethics for their audiences and have publicly stated that they do have such rules of ethics. This is a group consisting of 5 media outlets only (Aravot.am, Hetq.am, Iravaban.net, Lragir.am, B24.am - 6%).

Code of ethics on the website

Presented, 6%

Not presented, 94%
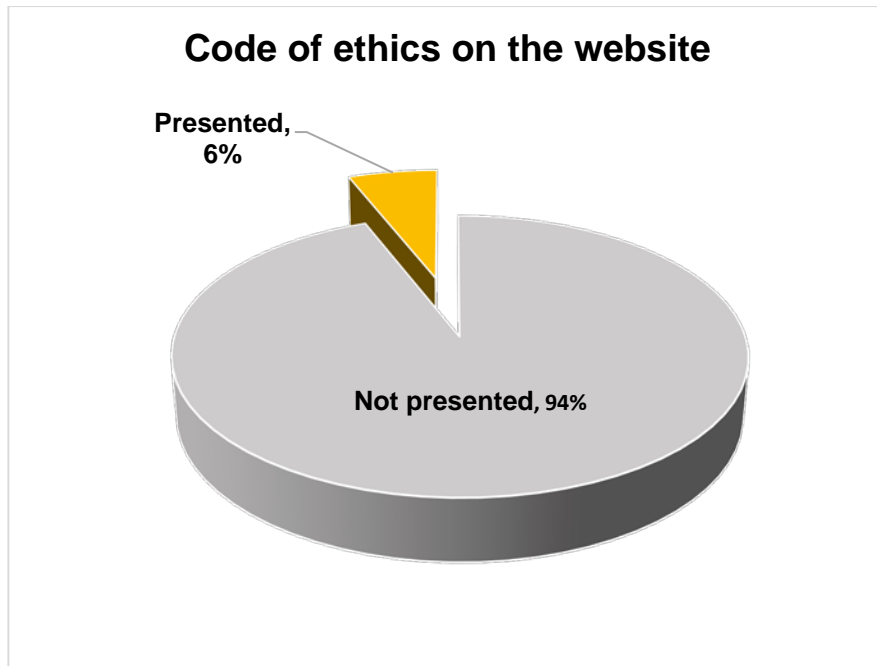
Included among the release data subject to mandatory posting is information regarding the editor/other manager of a media outlet. This comes **the third in the least of non-transparent data.** 72% of the media outlets have not posted any information on the name of the editor/any other responsible person.

Editor/manager

Indicated; 28%

Not indicated; 72%
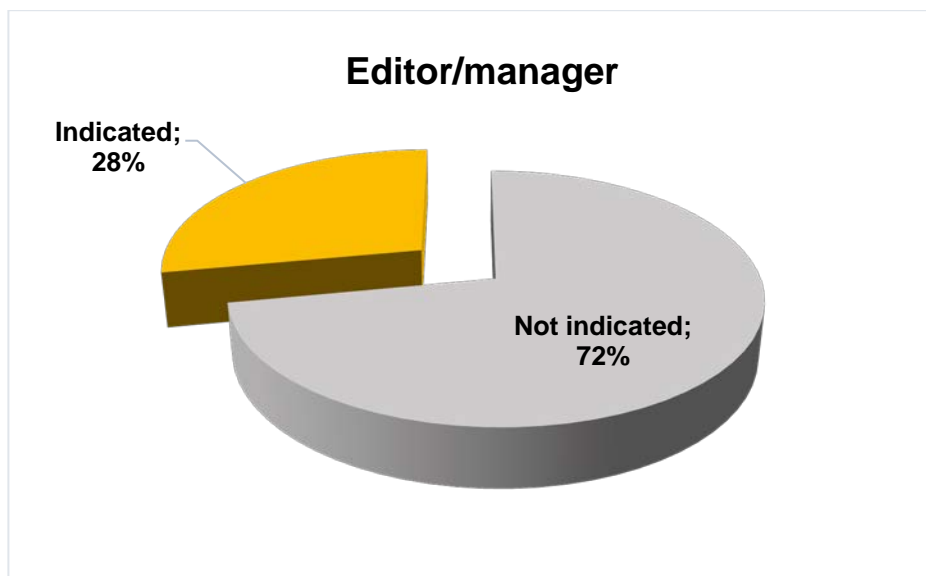
**Third** in the list of non-transparent data comes the information about the founding bodies/persons of the platforms providing media services. 58% of the media outlets have posted zero data on their founding bodies/persons either on their websites or on social network pages.

See the chart below:

Founding body/person

Indicated on the social network page only, 1%

Indicated; 41%

Not indicated, 58%
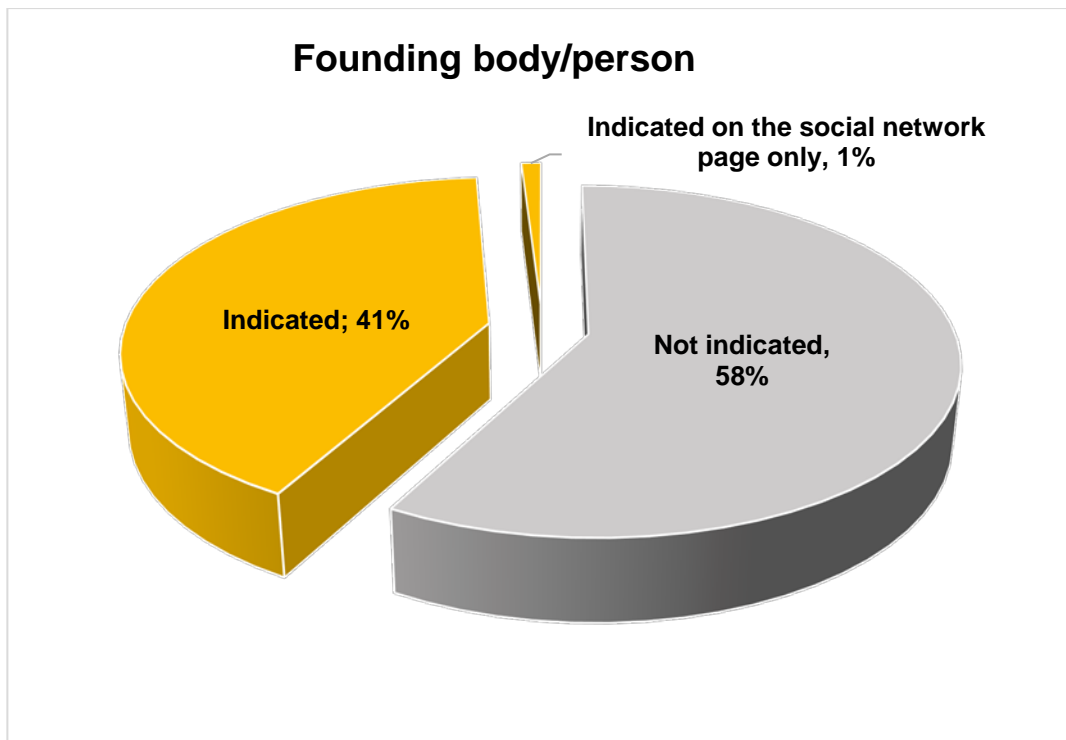
Transparency Ranking of the Online Media

Thus:

- The online media outlets continue not to post on their official platforms all of the data subject to mandatory publicity but only those that they deem necessary.
- Despite the larger number of the media outlets assessed this time and our new approach of looking also at the data from the social networks, the above picture of transparency of the online media repeats the general outline of the outcomes of the study of the previous year.[4]

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[4] See the "Identification Certificates"of the Armenian Online Media, https://www.regioncenter.info/hy/node/1750.

On the basis of the release data reflected in this study we have produced the database of "identification certificates" of 89 media outlets and assessed their primary transparency ranking.[5]

Here, as in the case of the audiovisual media, three categories of transparency have been specified.

Transparent online media: these are the media outlets having posted 5-7 release data on their platforms. This is the category of 33 media outlets (37%) with a rate of transparency at 66.6% -100%.

Partially transparent online media: these are the media outlets with 3-4 release data posted on their platforms. This is the category of 35 media outlets (39 %) with a rate of transparency at 33.3%- 66.5%.

Non-transparent online media: these are the media with 0-2 release data posted on their platforms. This is the category of 21 media outlets (23%) with a rate of transparency at 0%-33.2%.

See the chart and table below with the data of the specific indicators of the level of online media transparency by 2021.

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[5] See the Transparency and Identification of the Online Media: Database 2021, https://www.regioncenter.info/hy/media-metrics.

Transparency of the online media

33 / 37% Transparent media

35/ 39% Partially transparent media

21 / 24% Non-transparent media
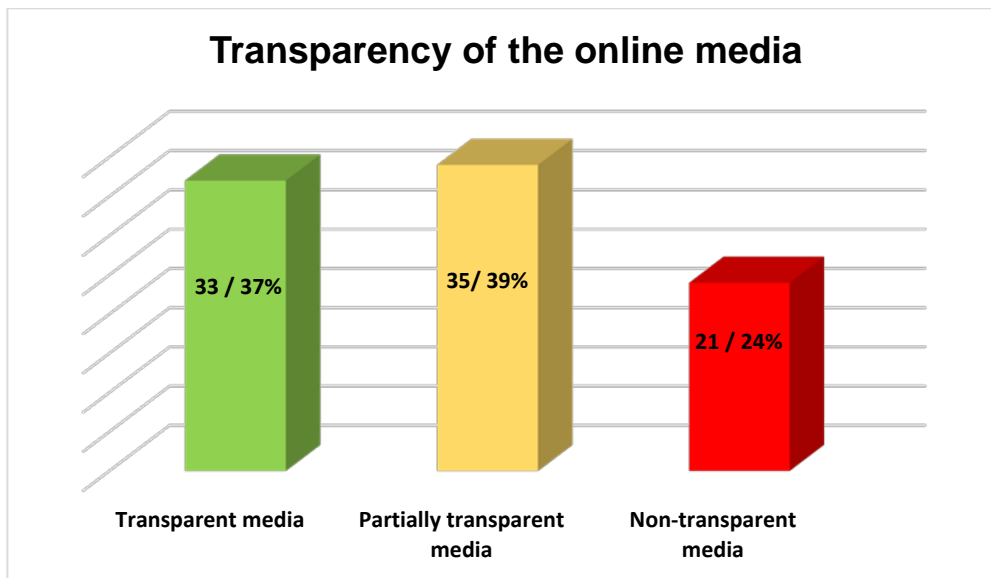
Table. Transparency Ranking of the Online Media

The factual sources of the release data of the online media outlet	Number of the posted factual data out of the 7 release data	Transparency rankings 0%-33.2 %-non-transparent media 33.3%-66.5%-partially transparent media 66.6%-100% -transparent media
Hetq.am	7	100%
Iravaban.net	7	100%
Aravot.am	7	100%
Ampop.am	6	85.7%
Armtimes.com	6	85.7%
Golosarmenii.am	6	85.7%
NV.am	6	85.7%
Times.am	6	85.7%
Civilnet.am	6	85.7%
Hraparak.am	6	85.7%
Photolure.am	6	85.7%

Tert.am	5	85.7%
168.am	5	71.4%
A1plus.am	5	71.4%
Analitik.am	5	71.4%
Armedia.am	5	71.4%
Aliqmedia.am	5	71.4%
Armenpress.am	5	71.4%
Arminfo.am	5	71.4%
Armlur.am	5	71.4%
Boontv.am	5	71.4%
Factor.am	5	71.4%
Galatv.am	5	71.4%
Hhpress.am	5	71.4%
Lragir.am	5	71.4%
Mamul.am	5	71.4%
Medialab.am	5	71.4%
News.am	5	71.4%
Panarmenian.net	5	71.4%
Politcom.am	5	71.4%
Shabat.am	5	71.4%
Yerevan.today	5	71.4%
Mediamax.am	5	71.4%
1in.am	4	57.1%
365news.am	4	57.1%
b24.am	4	57.1%
4rd.am	4	57.1%
Arka.am	4	57.1%
Armeniatoday.am	4	57.1%
Ankakh.com	4	57.1%
Aysor.am	4	57.1%
AzgOnline.am	4	57.1%
Irakanum.am	4	57.1%
Hayeli.am	4	57.1%
NT.am	4	57.1%
Newarmenia.am	4	57.1%
Newsarmenia.am	4	57.1%

Norlur.am	4	57.1%
Panorama.am	4	57.1%
Pastinfo.am	4	57.1%
Ra.am	4	57.1%
24news.am	3	42.9%
Allnewsonline.am	3	42.9%
Armdaily.am	3	42.9%
Armday.am	3	42.9%
Bavnews.am	3	42.9%
Epress.am	3	42.9%
Evnmag.com	3	42.9%
Evnreport.com + social network	3	42.9%
Infocom.am	3	42.9%
Infopress.am	3	42.9%
Livenews.am	3	42.9%
Lurer.com	3	42.9%
NewsLine.am	3	42.9%
Newsmedia.am	3	42.9%
Past.am	3	42.9%
Slaq.am	3	42.9%
Yerkir.am	3	42.9%
Iravunk.com + social network	2	28.6%
7or.am	2	28.6%
Bactv.am + social network	2	28.6%
Araratnews.am + social network	2	28.6%
Freenews.am +social network	2	28.6%
Kentron.am	2	28.6%
Para.tv + social network	2	28.6%
Ilur.am + social network	2	28.6%
Irates.am	2	28.6%
Civic.am + social network	2	28.6%

Azatnewstv.am + social network	2	28.6%
Zham.am + social network	2	28.6%
Armlife.am	1	14.3%
Armpublic.com+social network	1	14.3%
Asekose.am	1	14.3%
Oparetiv.am	1	14.3%
Verelq.am	1	14.3%
Razm.info + social network	1	14.3%
1or.am	0	0%
Yerevan-times.com	0	0%
Norutyunner.am	0	0%