

BBG Research Series



GALLUP®



Assessing Russia's Influence in its Periphery

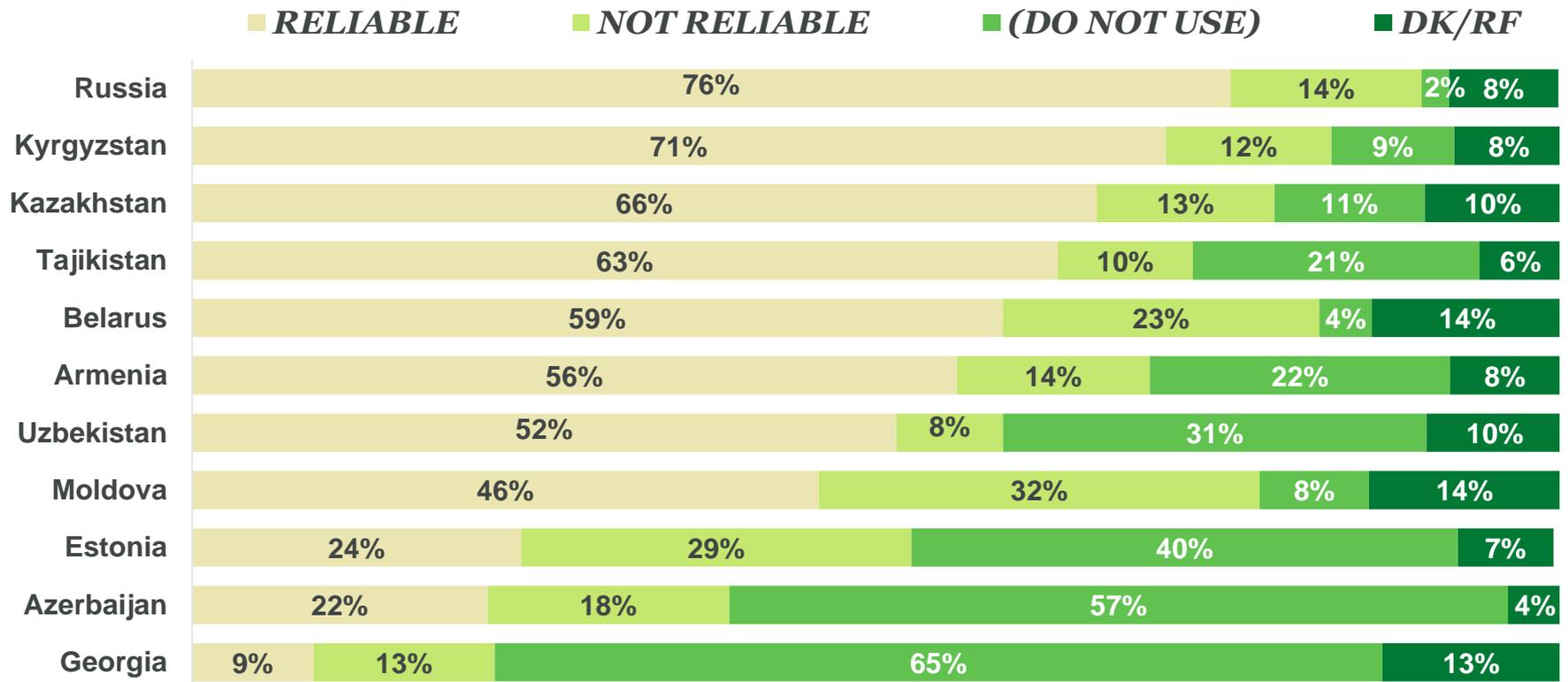
Russia-Findings from the World Poll 2014

Neli Esipova

Director of Research, Global Migration and Regional Director, Gallup

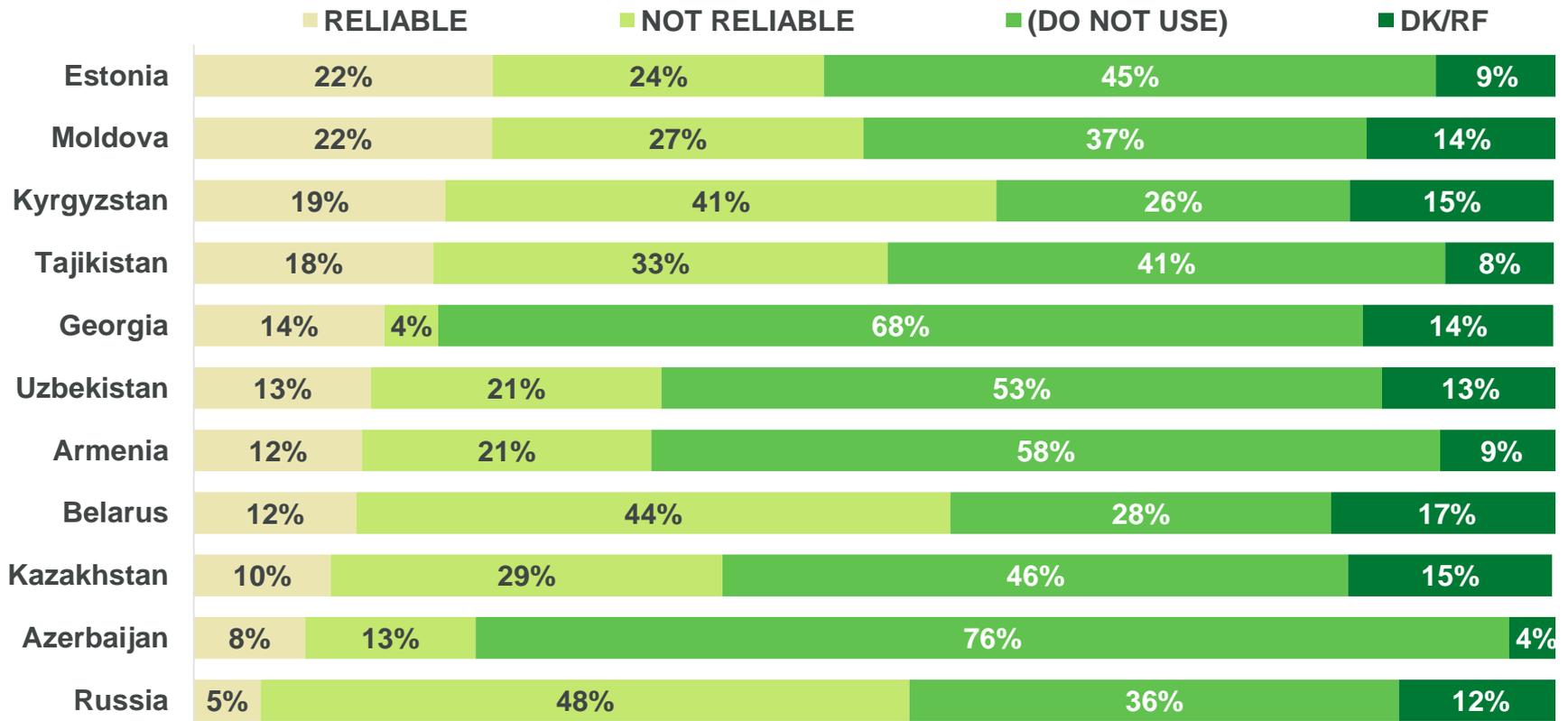
News Sources for Situation in Ukraine and Crimea: Russian Media

Question: I would like to ask you about different sources for news about the events taking place in Ukraine and Crimea. Please tell me whether you think each of the following sources is a **reliable** or **not reliable** source for news about the situation in Ukraine and Crimea. If you do not use this news source, just say so.



News Sources for Situation in Ukraine and Crimea: Western Media

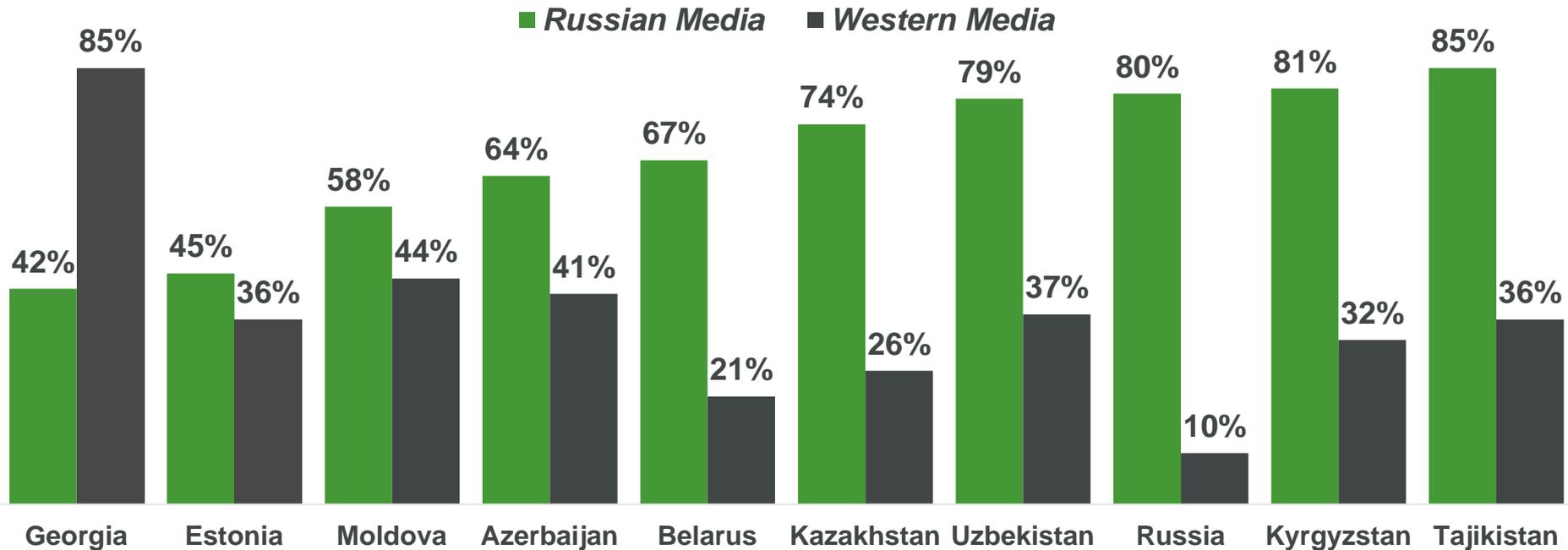
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Most FSU Residents Who Use Western and Russian Media Trust Russian Media More

Question: I would like to ask you about different sources for news about the events taking place in Ukraine and Crimea. Please tell me whether you think each of the following sources is a **reliable** or **not reliable** source for news about the situation in Ukraine and Crimea. If you do not use this news source, just say so.

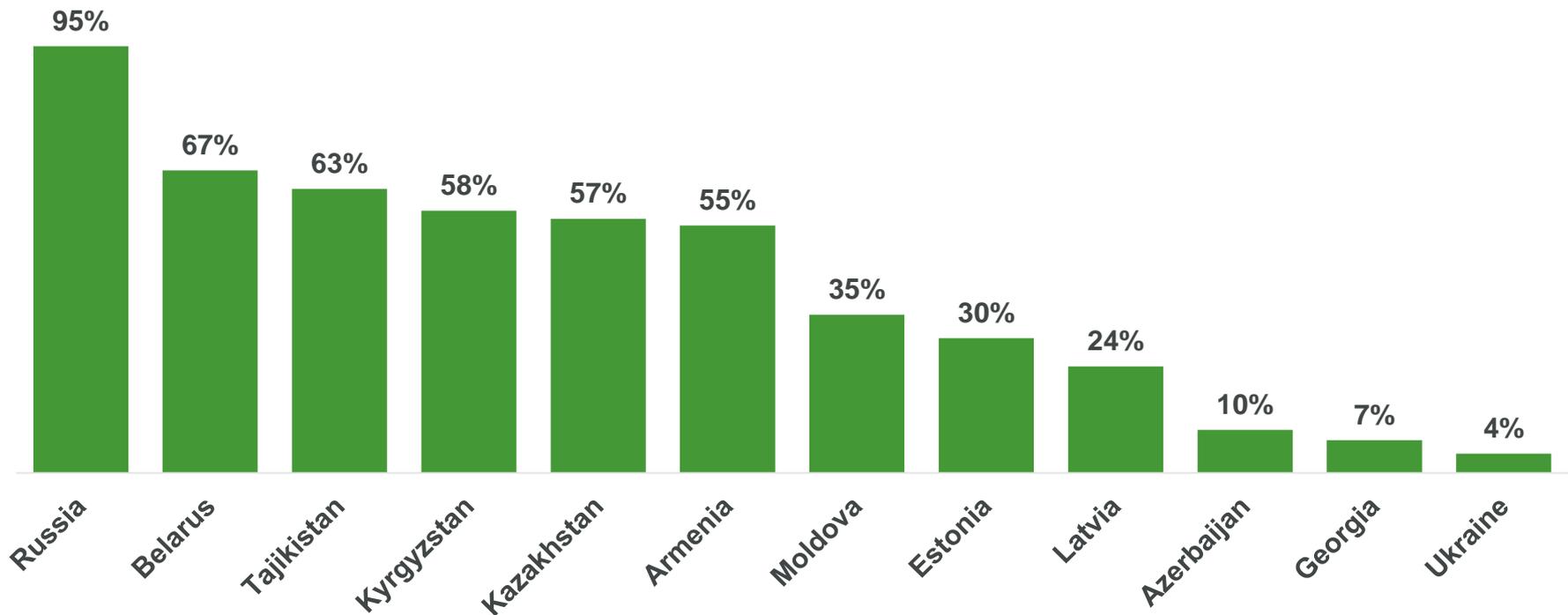
% Media reliable, among those who use both sources



Support Crimea Joining Russia

Question: Do you support or not support Crimea joining Russia?

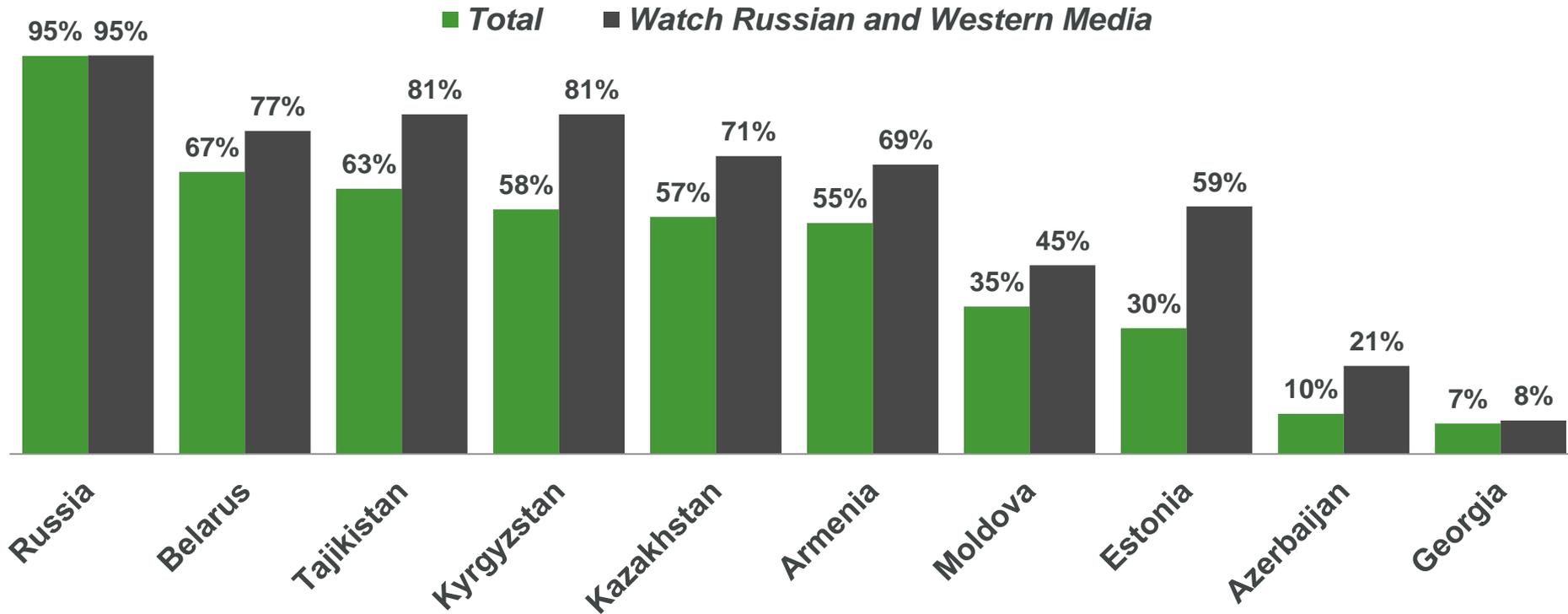
% Support



Support for Crimea Joining Russia is Higher Among Adults Who Use Both Russian and Western Media

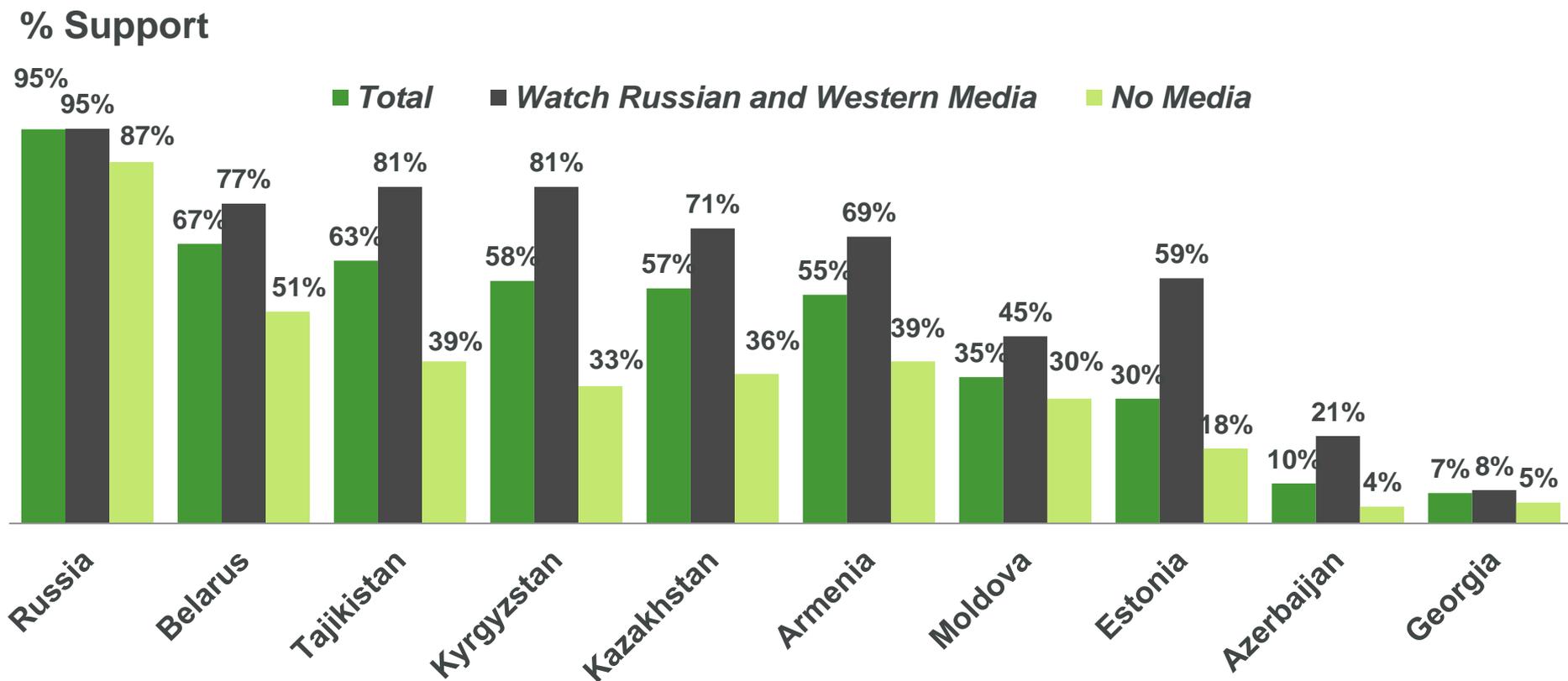
Question: Do you support or not support Crimea joining Russia?

% Support



Support for Crimea Joining Russia is Lower for People Who Do Not Use Any Media

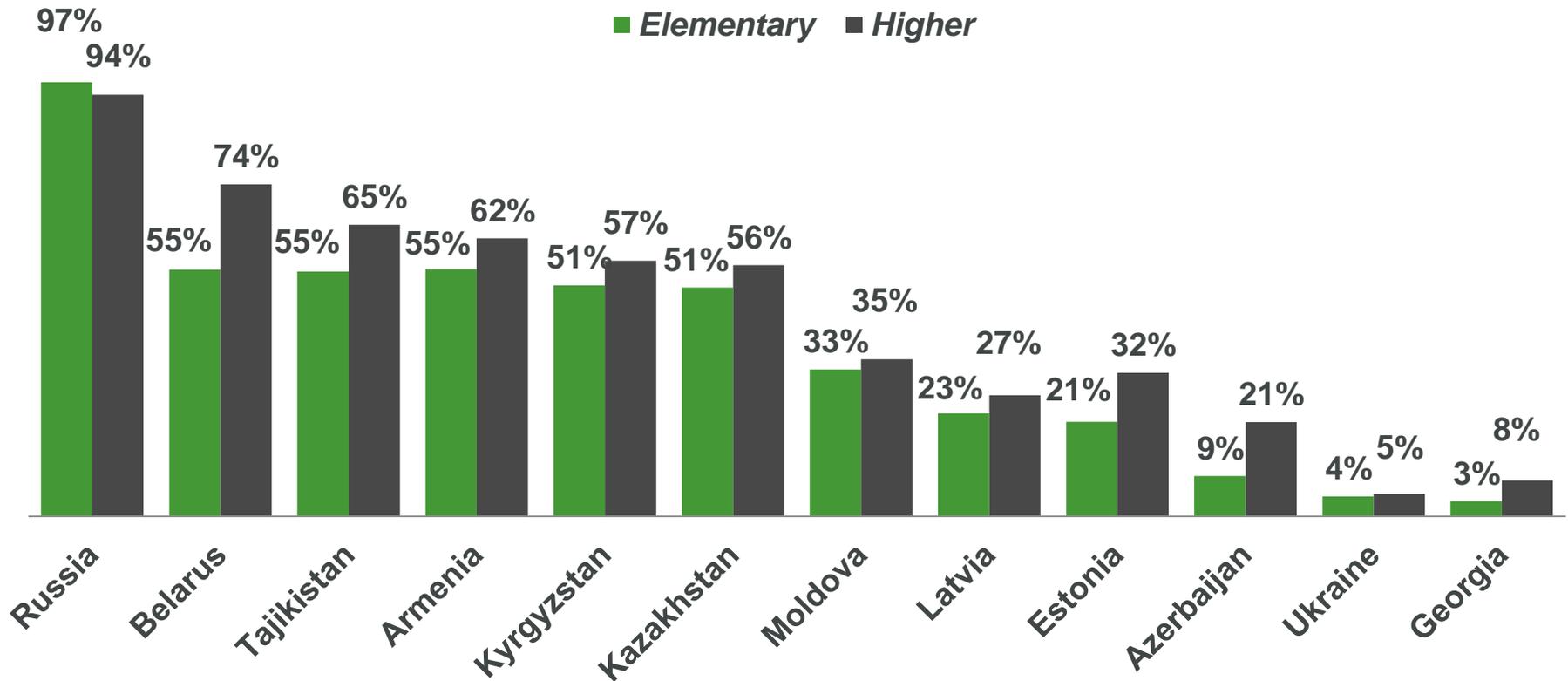
Question: Do you support or not support Crimea joining Russia?



Support Crimea Joining by Education

Question: Do you support or not support Crimea joining Russia?

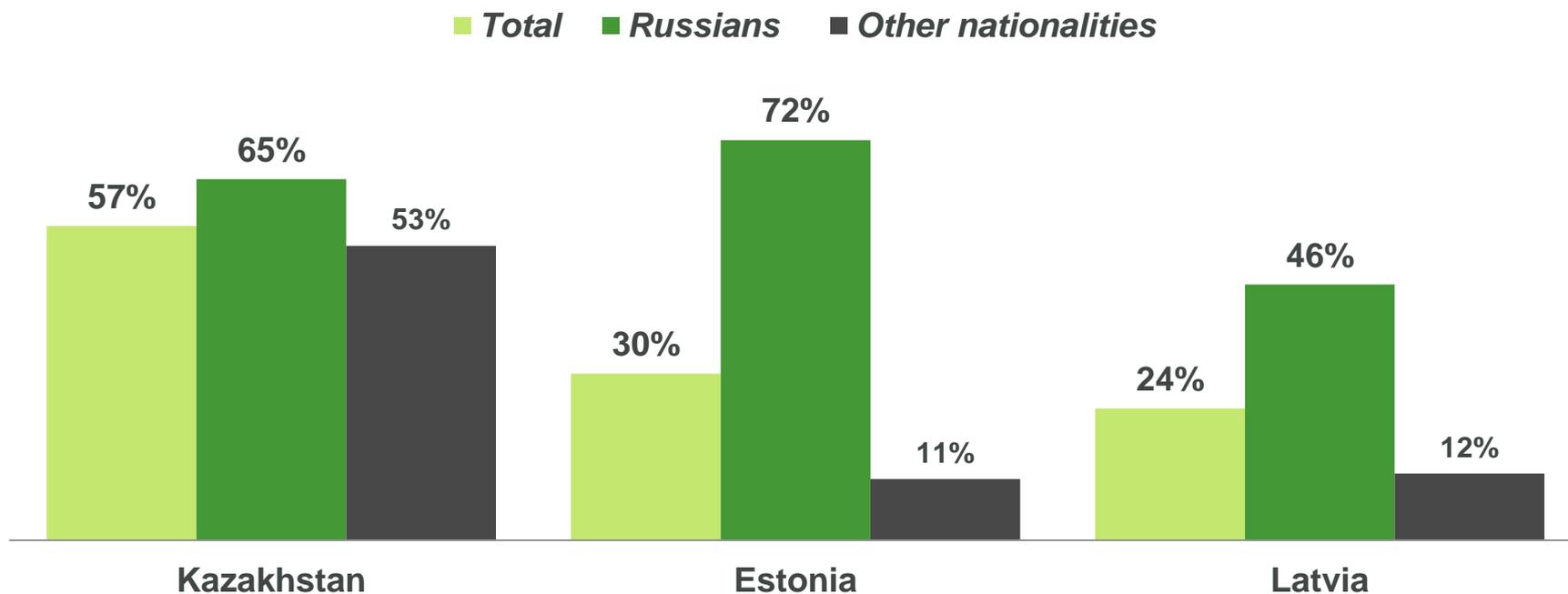
% Support



Support Crimea Joining Russia – Nationality

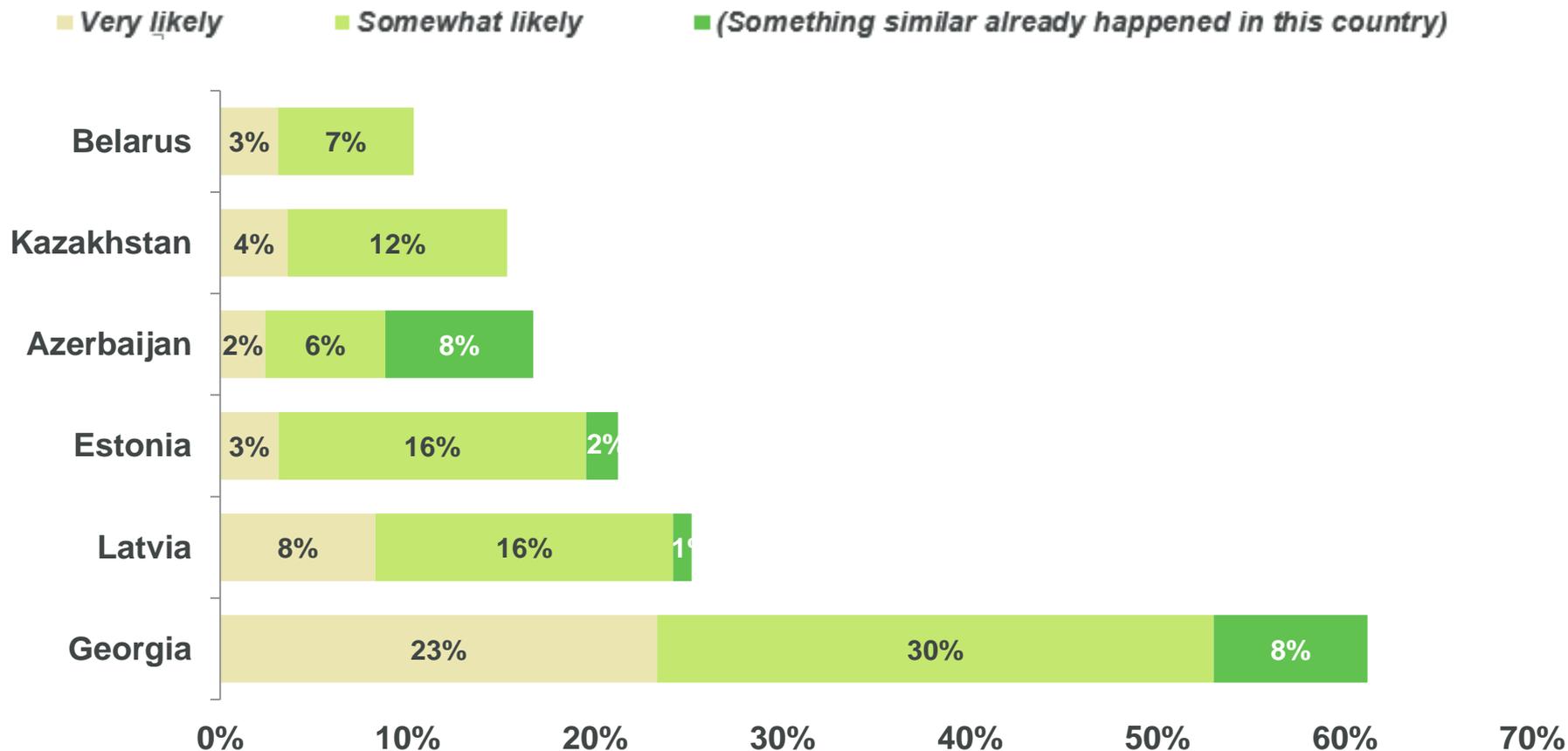
Question: Do you support or not support Crimea joining Russia?

% Support



Likelihood of Crimea Situation Happening

Question: How likely is it that a situation similar to Crimea could happen in this country, in which a region of [your country] becomes part of Russia? Is it very likely, somewhat likely, not very likely, or not at all likely?



U.S. International Media Approach

Jeff Trimble

Deputy Director, International Broadcasting Bureau

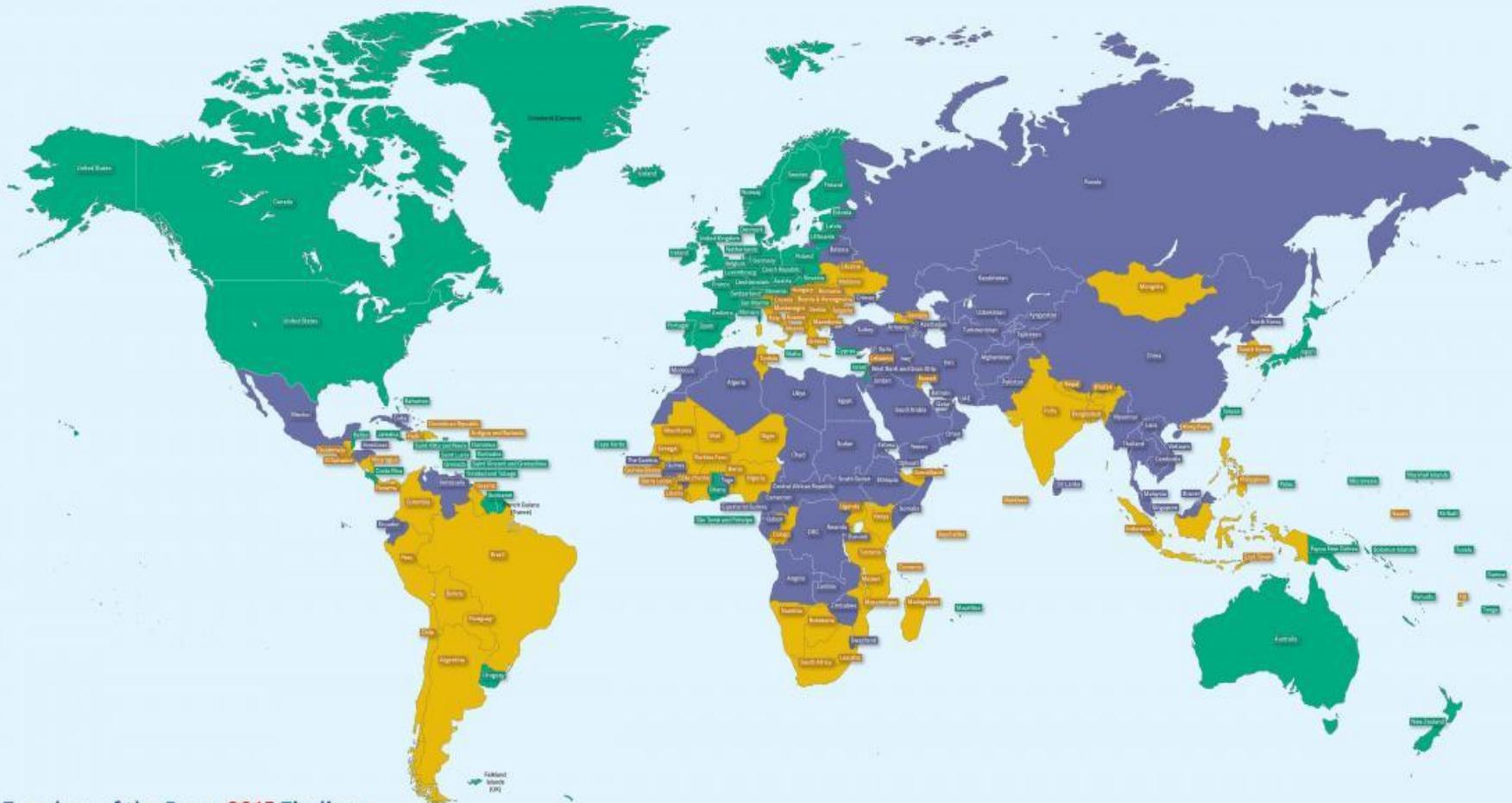


“If the greatest battle of the 20th century was the battle for freedom of information and against censorship, then the battle in the 21st century will concern the abuse of freedom of information, the use of information as a weapon by authoritarian rulers and non-state actors.”

- Vasily Gatov

FREEDOM OF THE PRESS 2015

freedomhouse.org



Freedom of the Press 2015 Findings

The Map of Press Freedom reflects the findings of *Freedom of the Press 2015*, which rates the level of press freedom in 199 countries and territories during 2014. Based on these ratings, each country or territory is classified as **Free**, **Partly Free**, or **Not Free**.

The scoring system examines the ability of print, broadcast, and internet-based news outlets to operate freely; the legal and regulatory environment for media; the degree of political control over content; the availability of diverse sources of information; economic pressures on media outlets; and violence against journalists.

Freedom Status	Country Breakdown	Population Breakdown
FREE	63 (32%)	999,180,643 (14%)
PARTLY FREE	71 (36%)	3,070,963,460 (42%)
NOT FREE	65 (32%)	3,162,940,027 (44%)
Total	199	7,233,084,130



The Map of Press Freedom is made possible by the Hurford Foundation.

Territories, as opposed to independent countries, are labeled in italics when rated separately.

Freedom House is an independent nongovernmental organization that has monitored press freedoms worldwide since 1980.



BBG Mission

To inform, engage and connect people around the world in support of freedom and democracy.



Radio Free Asia



RadioFreeEurope
RadioLiberty



Voice of America®

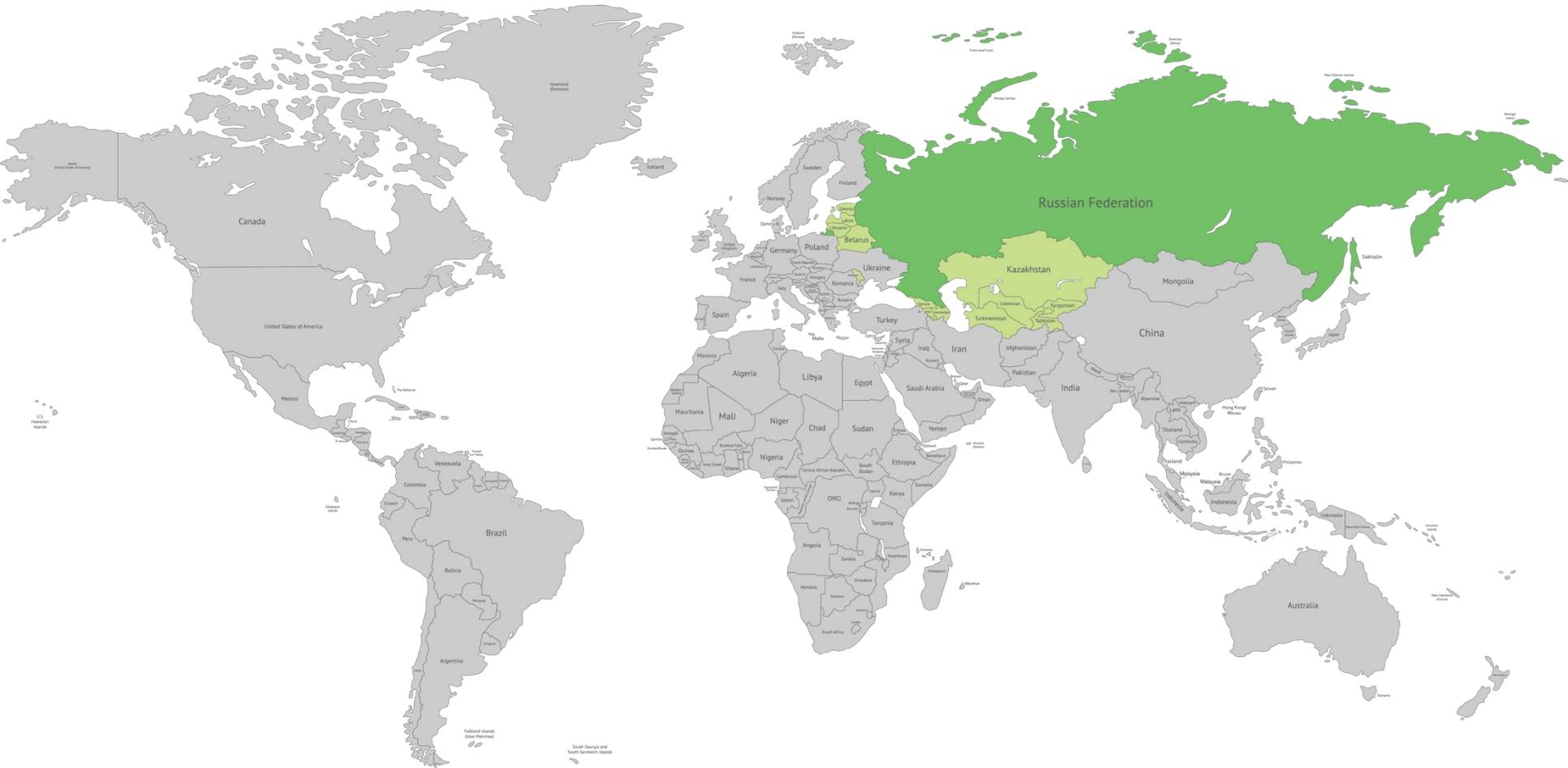
MBN



Five Priorities

- Aggressively pursue a shift to digital platforms,
- Enhance the strategic cooperation across BBG network entities,
- Enhance the curation and acquisition of content,
- Ensure impact by measuring progress and success, and
- Target BBG resources to cover key spheres of influence, including those of China, Cuba, Iran, violent extremism (across regions), and Russia

Russia's Sphere of Influence



Strategies in the Region

- Focusing programming to impact strategic audiences
- Expanding partnerships to reach audiences in local markets and inform the news agenda
- Moving resources to digital platforms to directly engage audiences
- Increasing research on the ground to better understand audiences and impact
- Utilizing BBG capabilities and expertise to meet unfilled strategic needs and opportunities

VOA
VOA
VOA
VOA
VOA

Настоящее
ВРЕМЯ



autosc

Current Time

VIDEO

Role of Russian Media in the Baltics and Moldova

Paul Tibbitts

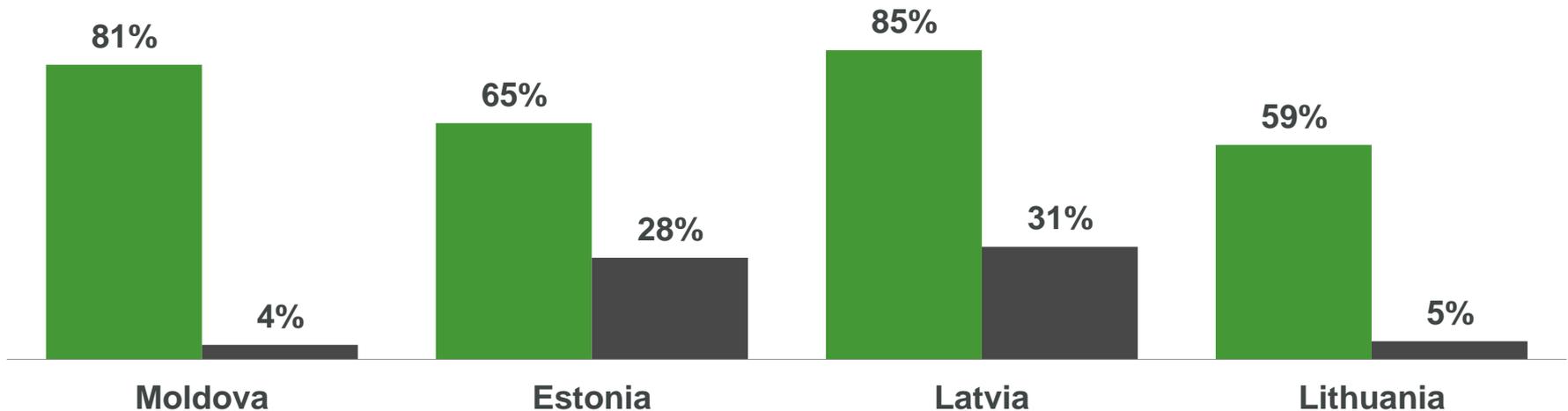
Director, Market Insight and Evaluation, Radio Free Europe/Radio Liberty

Who are the Russian speakers in the Baltics and Moldova?

- The majority of Russian speakers in all four countries are not ethnic Russians.
 - Russian speakers are defined as those who say they would understand most or all of a radio or TV broadcast in Russian.

Russian Speakers and Ethnic Russians

■ *Russian speakers* ■ *Ethnic Russians*



With the exception of Moldova, most Russian speakers are older

- In addition to being older, Russian speakers in the Baltics are concentrated in urban areas.
 - In contrast, Russian speakers in Moldova are younger, and only a slight majority are in urban areas.

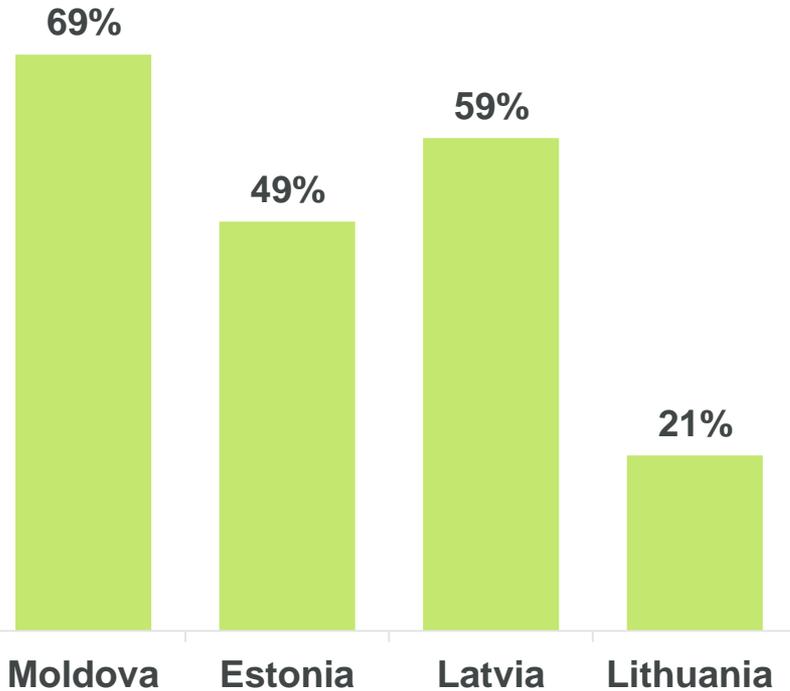
Russian Speakers by Age

■ 15-29 ■ 30-44 ■ 45-59 ■ 60 or more

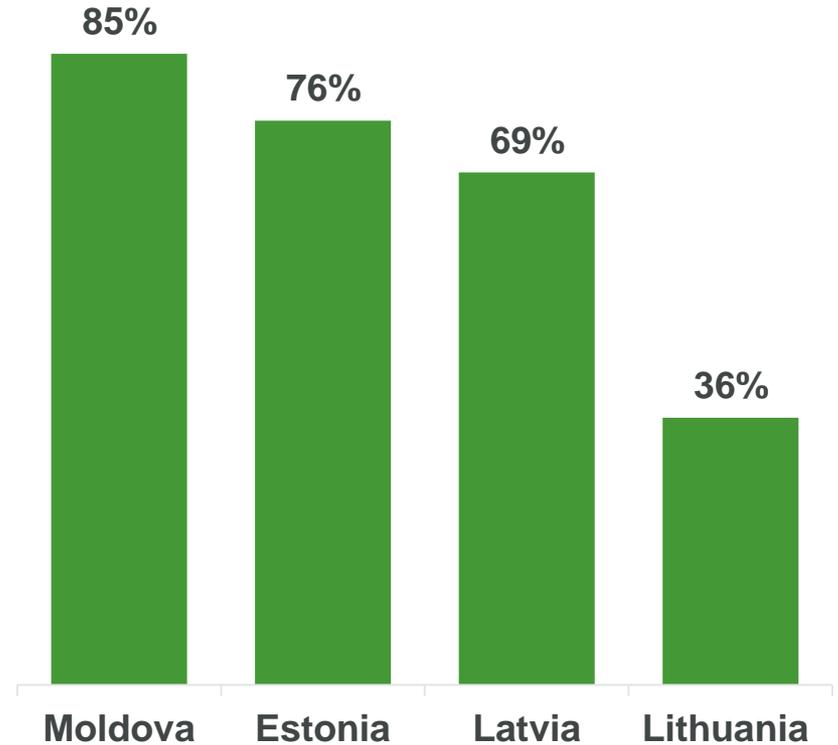


Lithuanians are least likely to turn to Russian-language media

Use of Russian-language media for news among the general population



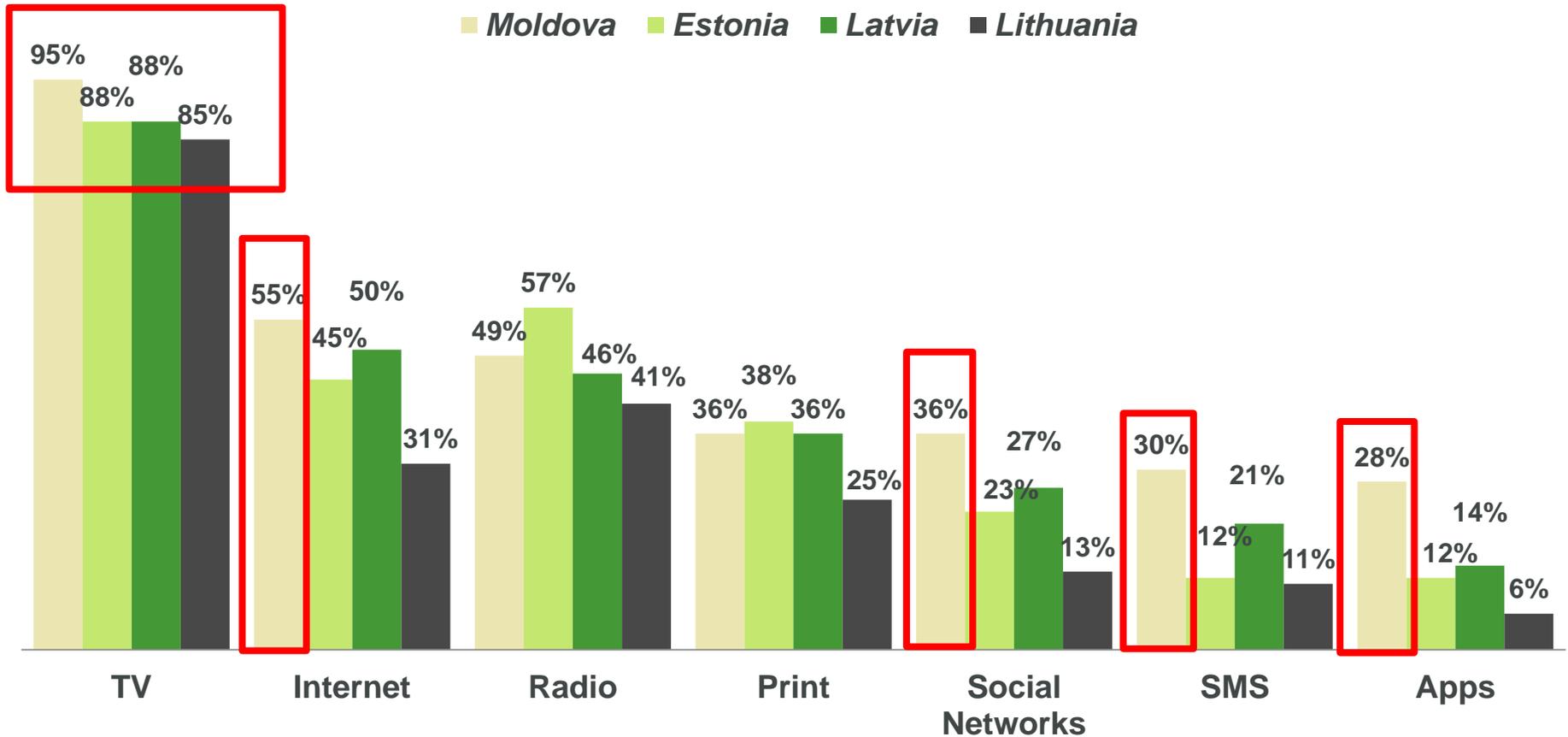
Use of Russian-language media for news among Russian Speakers



TV is the most popular Russian-language medium

Weekly use of platforms to access Russian-language news

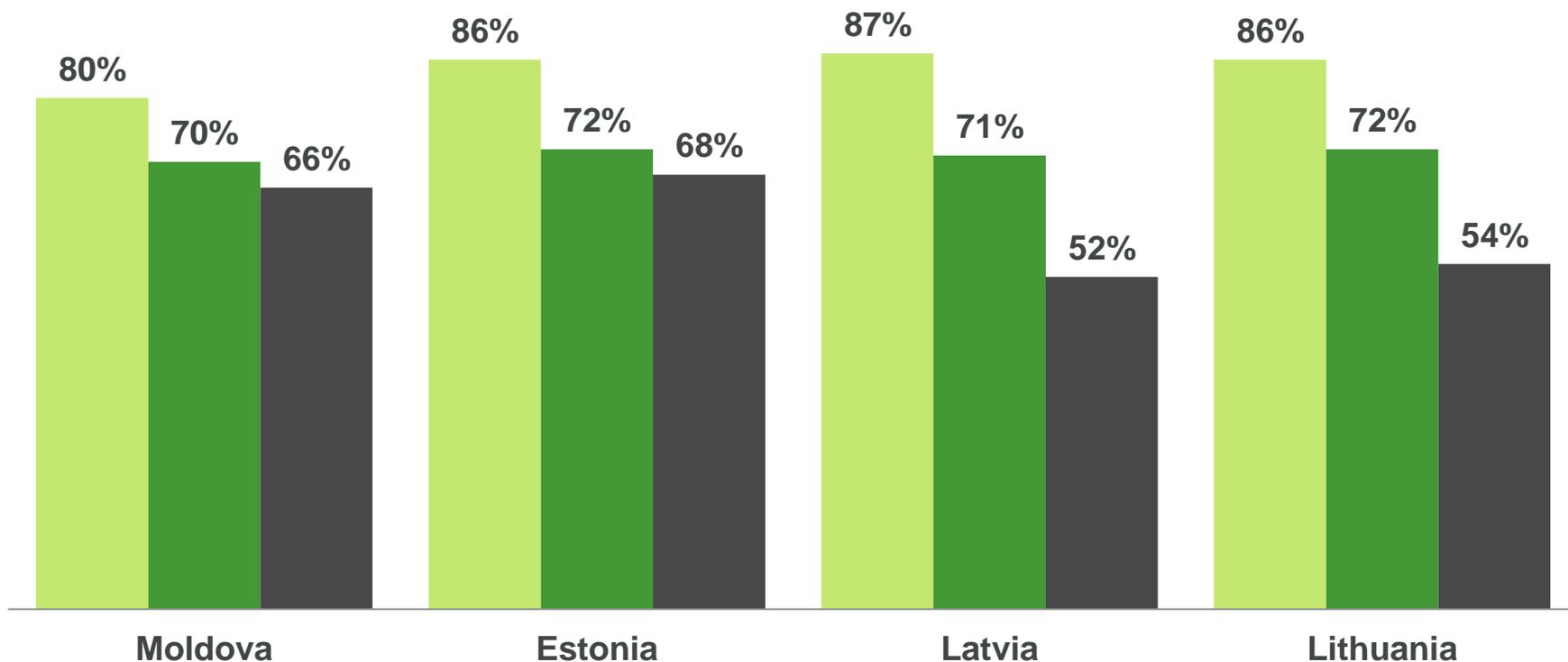
■ *Moldova* ■ *Estonia* ■ *Latvia* ■ *Lithuania*



Russian speakers rely most on domestic media

Importance of...for forming opinions on current events

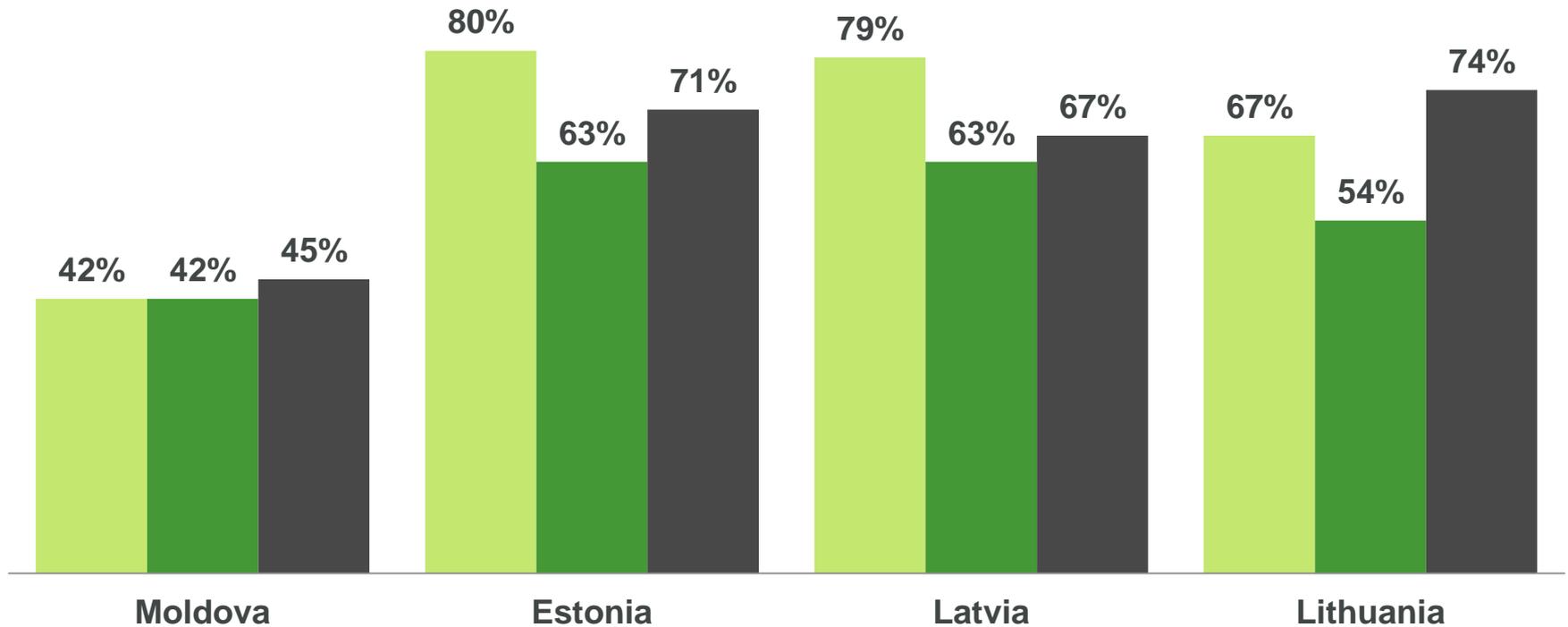
■ Domestic Media ■ Russian Federation Media ■ International Media



Russian Federation media ranks lowest in trustworthiness among users

Users of media who report trusting it “A great deal” or “Somewhat”

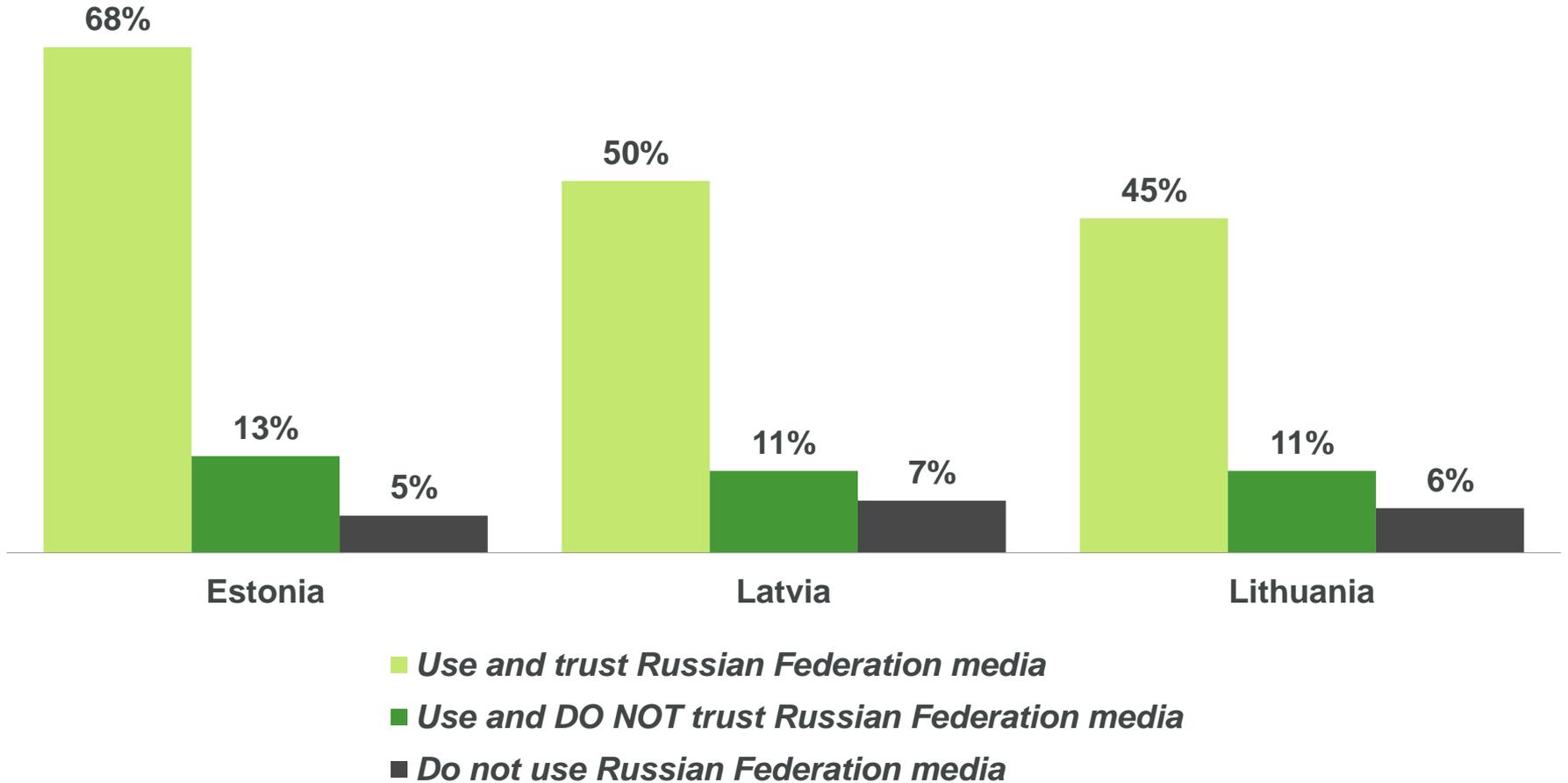
■ Domestic Media ■ Russian Media ■ International Media



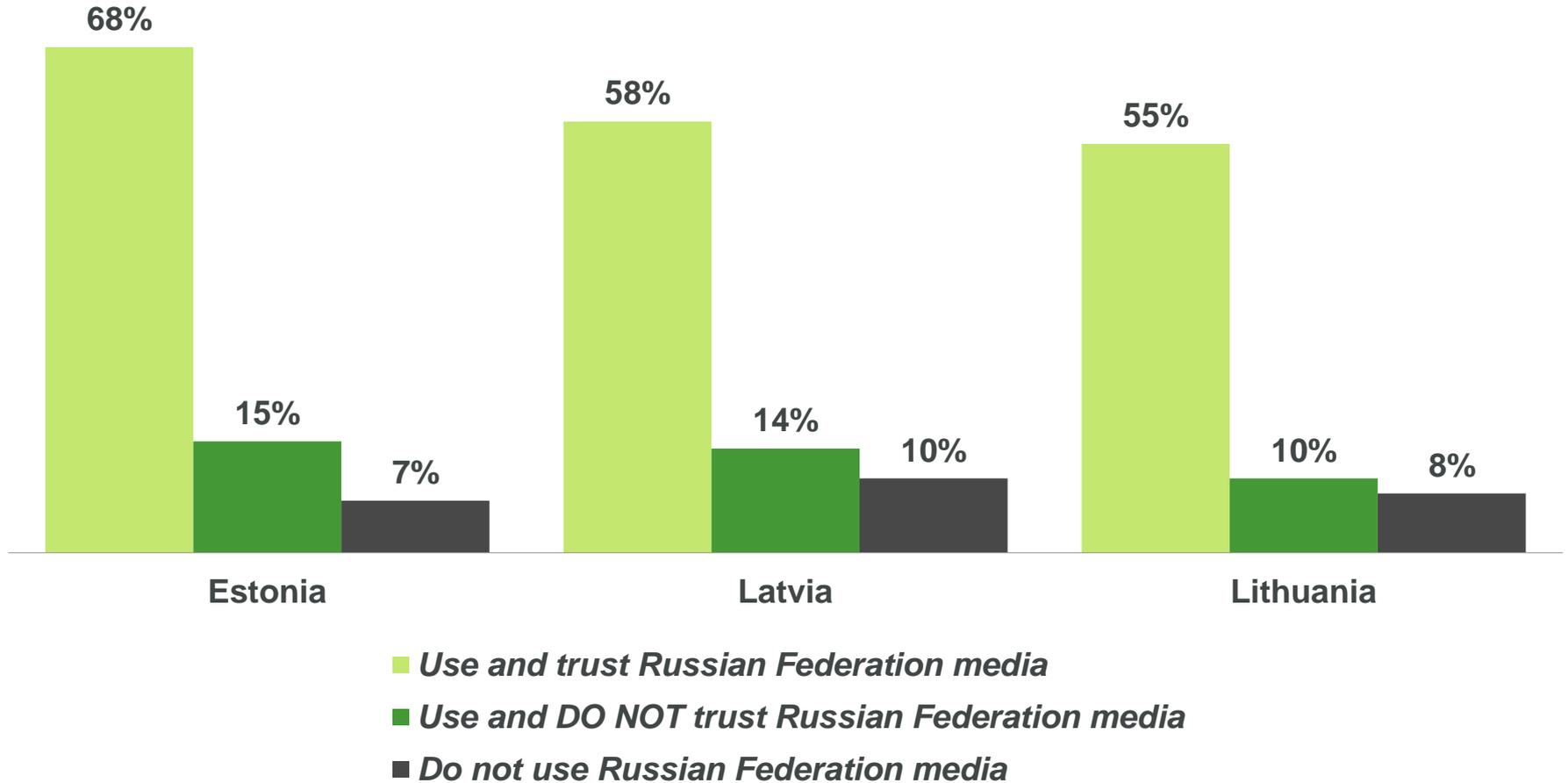
In the Baltics, trust in Russian Federation media is an indicator of support for Russia

- In Estonia, Latvia, and Lithuania, just using Russian Federation media for news and information does not correlate with support for Russia's policies.
 - Rather, those who TRUST Russian media have much higher levels of support.
- All respondents, users of Russian Federation media, and not, were asked if they support or oppose:
 - Russia's actions in Ukraine
 - Domestic policies of Russian President Vladimir Putin
 - Putin's international policies

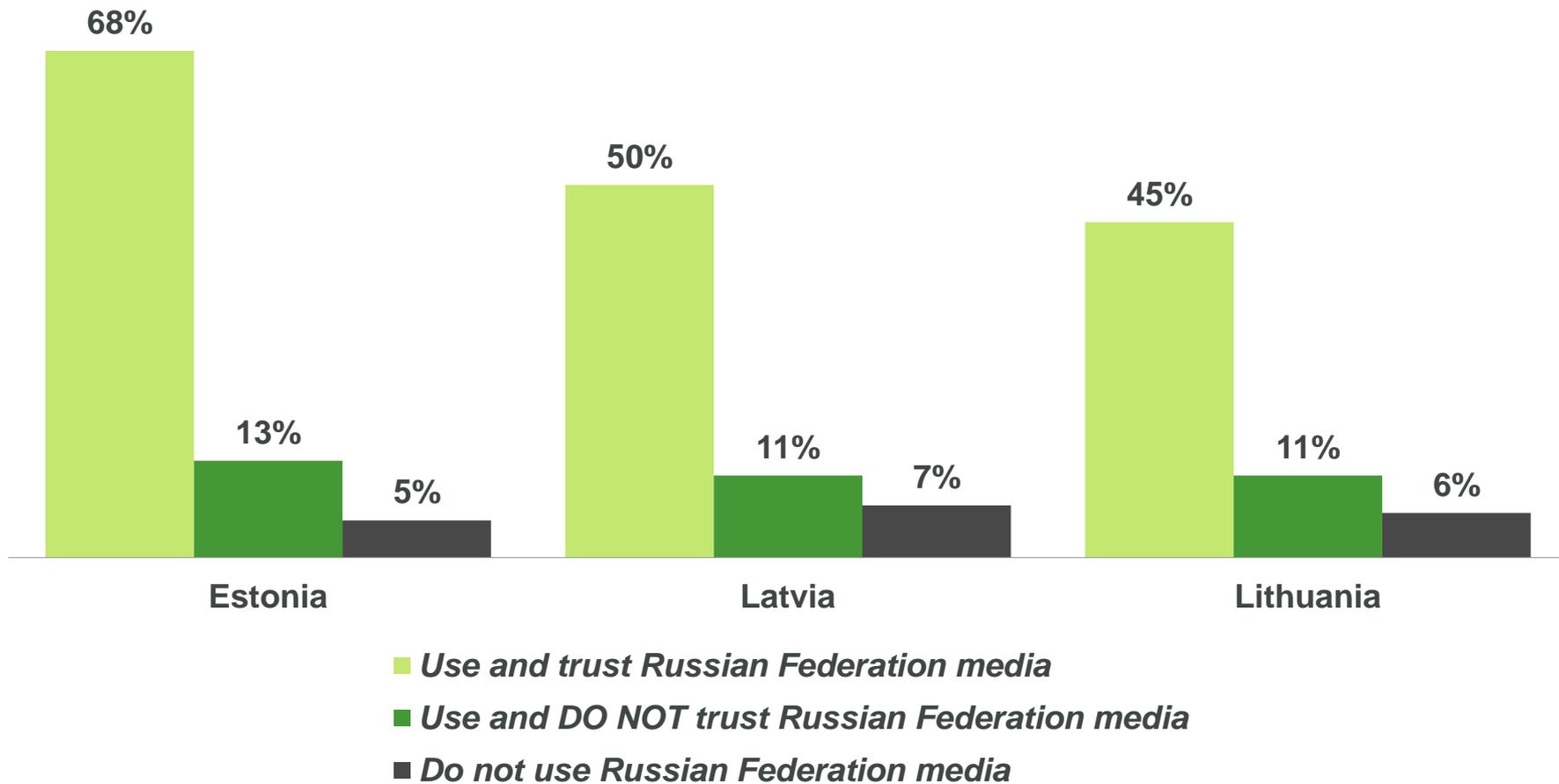
Support Russia's actions in Ukraine



Support Putin's domestic policies

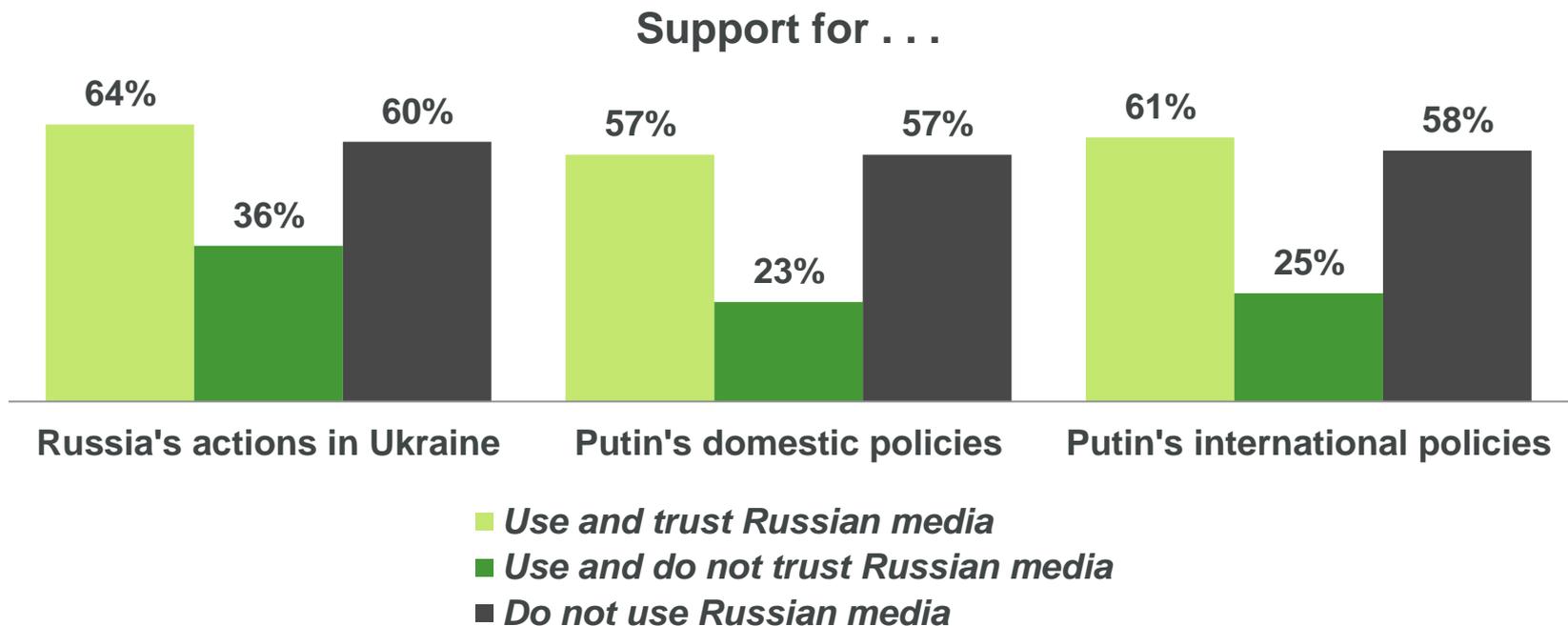


Support Putin's international policies



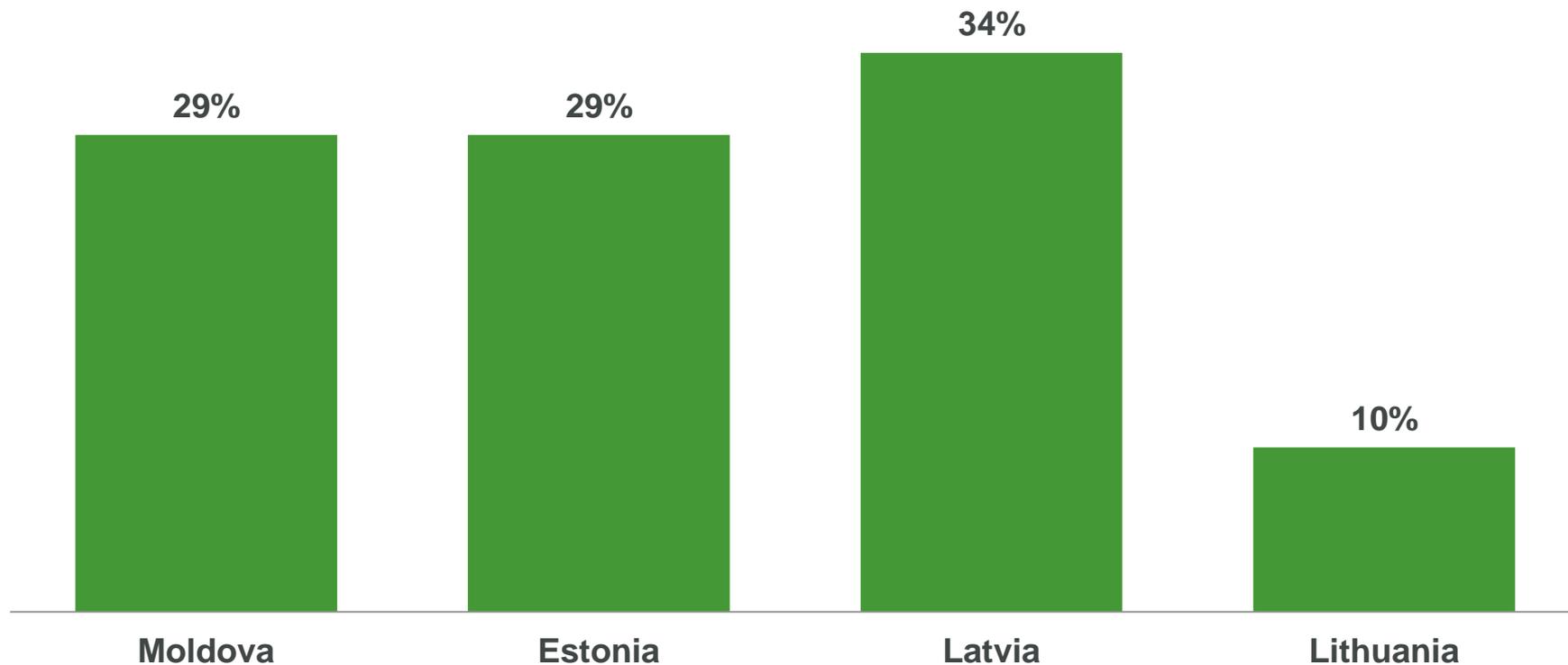
Distrust in Russian Federation media also played a role in level of support in Moldova

- In Moldova, levels of support among non-users of Russian Federation media was similar to those who trust Russian Federation media.
 - Among those who use but distrust Russian Federation media, support was much lower.



How many trust and use Russian Federation media?

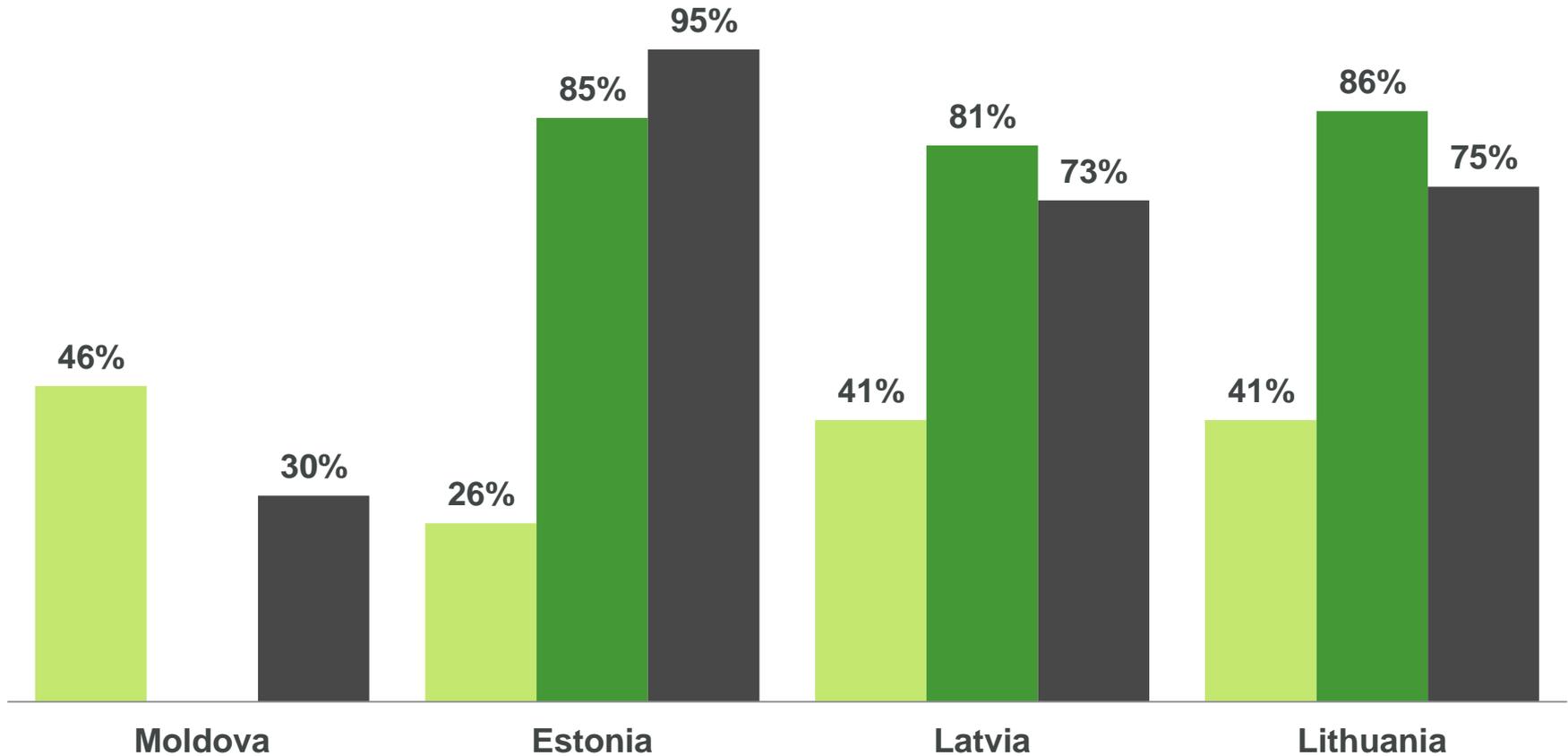
Percent who use and trust Russian Federation media from the total population



Who trusts Russian Federation media? Ethnicity plays a major part

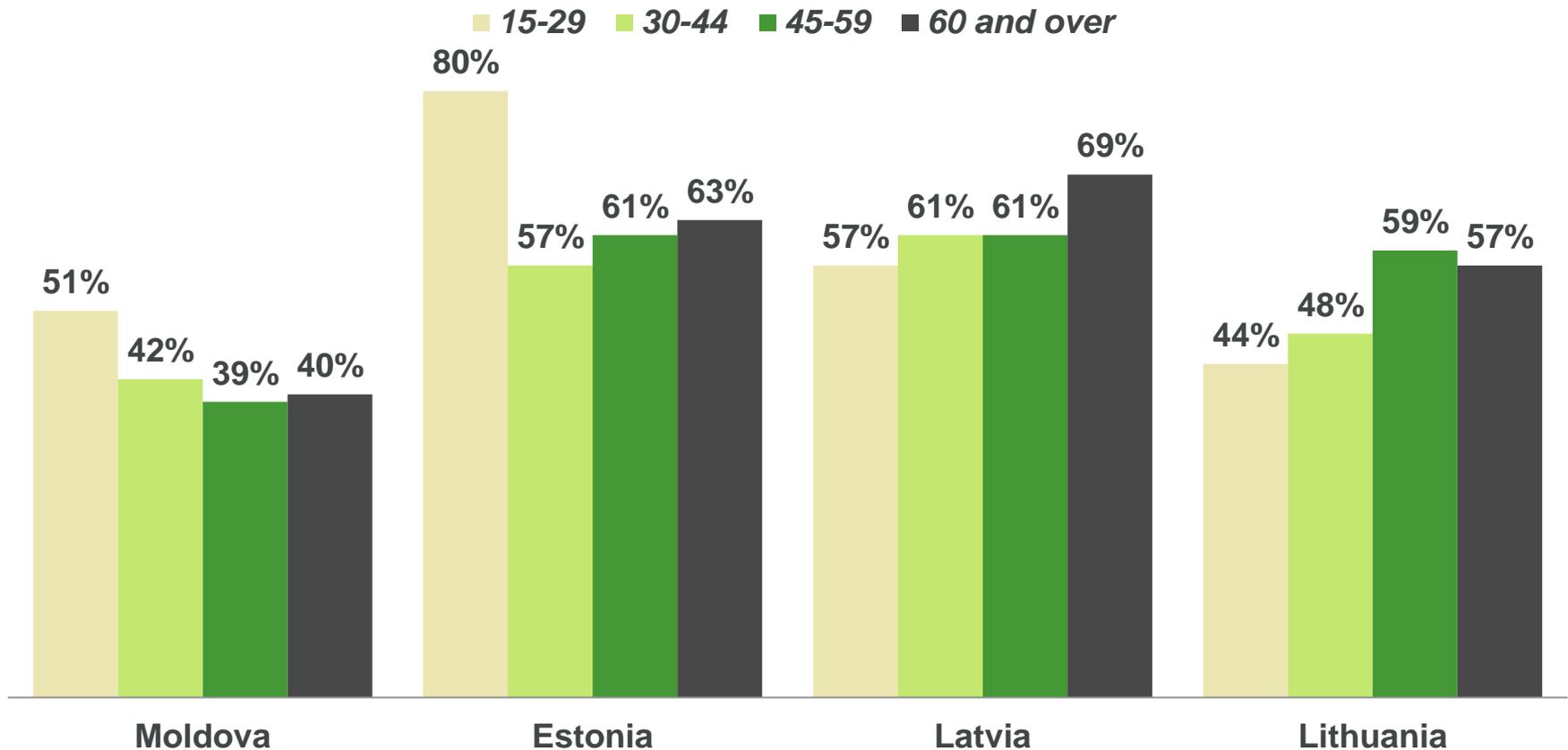
Trust in Russian Federation Media by Ethnicity

■ *Titular Ethnicity* ■ *Russian* ■ *Other*



Who trusts Russian Federation media? There is no clear pattern in age or gender

Trust in Russian Federation Media by Age



Conclusion

- Trust in Russian Federation media is more significant than simply viewership of media from the Russian Federation.
- Consumers of Russian Federation media place a lower level of trust in it than consumers of other international media place in those sources.
 - But rates of usage of other international media are much lower
 - What could increase international media use rates?

Appendix

BBG Research Methodology Slide

Moldova
Fieldwork Date: August 2015
Sample size:1152

Lithuania
Field work Date: July
Sample Size:1101

Latvia
Field work Date: July 2015
Sample Size:1166

Estonia
Field Work Date: August & September 2015
Sample Size:1052



World Poll Methodology



From 2006 annually polling between 120-150 countries covering over 98% of the world's adult population



Nationally representative samples of size 1000 or greater of adult population 15+



Face-to-face interviews are used in all countries except those where telephone coverage represents at least 80% of the population or is the customary survey methodology.



Interviewed more than 1.5 million adults worldwide (164 countries)

Gallup World Poll Coverage

