International Geneva and Media: Where do IOs, NGOs and Authorities get their information

AMEY, Patrick, SALERNO, Sébastien & Human Rights Watch


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Patrick Amey
Sébastien Salerno

INTERNATIONAL GENEVA AND MEDIA
Where do IOs, NGOs and Authorities get their information

Report for Human Rights Watch
June 2015
Acknowledgments

We are grateful to Human Rights Watch for entrusting Medi@LAB-Genève (University of Geneva) with this mission and mandating us to conduct the research described below, designed to understand the media usage of people working at Geneva’s international organizations.
A special thank you to Andrew Stroehlein, Human Rights Watch European Media Director: his advice, feedback and availability provided precious assistance in creating both the questionnaire and interview guide.
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1. Introduction

Human Rights Watch has mandated Medi@LAB-Genève (the media and communications laboratory at the University of Geneva) to conduct research in order to identify the media behaviours and information sources of Genevan international organizations’ leaders and policy makers.

The research targeted a sample of individuals currently working in a selected number of international organizations and permanent representatives whose head office or subsidiary office are located in Geneva. The Geneva team focused on newspapers, online web sites and social media, considered as an important source of information for these individuals in terms of international news and foreign policy.

The research was conducted by Dr. Patrick Amey, Senior Lecturer at Medi@LAB-Genève (University of Geneva) and Dr. Sébastien Salerno (Medi@LAB-Genève, University of Geneva). The study was carried out between December 2014 and May 2015. The pages below will describe the findings from the two different methods we used:

1) **Survey**: a closed questionnaire submitted online to a selected list of individuals currently making policy decisions and providing high-level policy advice within the 35 international organizations in Switzerland (mostly Geneva-based: 21 of them). We focused on media practices, sources of information (newspapers, online sources) and new social media usage. The size of the sample for the closed questionnaire was N= 76;

2) **Semi-directive interviews**: from the initial sample, we selected another restricted sample of individuals in order to conduct a number of semi-directive interviews which allowed us to add to and examine answers from some of the previous quantitative findings. The size of the sample for the semi-directive interviews was N=8.

All data from this research were collected using two well-known methodological approaches, which were even more effective when combined. The first approach consists of an online survey which enabled us to collect descriptive statistical data. We decided to use a classical closed questionnaire. The second approach’s aim was to deepen the findings of the first set of
quantitative data and to discover more specific findings on Genevan international actors’ media usage.

2. Methodology

2.1 The questionnaire

We drew up a closed questionnaire with 18 questions. We divided the questionnaire into different parts:

- general media consumption;
- broadcast media usage (radio, press, television);
- social media (Facebook and Twitter).

We also proposed a number of questions on use of videos and clipping services. We ended the questionnaire with questions on respondents’ perceptions, trying to identify which news outlets they rate as having the highest credibility and influence.

In concrete terms, we selected a list of items which could be congruent with general assumptions we had relating to senior executives working in the area of foreign affairs and foreign policy issues. We proposed a selection of well-known and authoritative media: newspapers, TV and radio channels and social network services.

However, we tried to keep an open option for people answering our survey by proposing an item called “other”, which gave them the chance to give an answer we did not plan for or anticipate. The following example (question 9) illustrates the process of the questions’ elaboration with a list of items and an open answer using the term “other”.

Example:

9 Please indicate which radio channels help you get information about international news and foreign policy issues (broadcast and / or internet streaming): choose all that apply

☐ BBC World Service
☐ NPR
☐ RFI
☐ DW
☐ individual news and information podcasts
☐ Other
Certain questions led us to propose 5, 6 or sometimes many more answers, depending on the diversity of practices and media market offerings (channels, main social media services). In each case, respondents to our questionnaire were invited to choose at least one of the items proposed or to choose the item “other”. For questions whose aim was to measure frequency of usage, we used a classical and regular Likert scale, with frequency items such as: “every day”, “many times per day”, “a few times per week” and so on. The main point was that no individuals could “escape” answering at least one item.

2.2. Composition of questionnaire sample and submission

We used a mailing list of individuals, most of them working in international organizations (Red Cross, UN) and on permanent missions established in Geneva. All individuals had to be professionally linked to foreign policy issues and concerned with international news. The email list included 340 individuals with their names and email addresses.

The first step consisted of sending an email, kindly inviting these individuals to click a link where they could give their consent to this research (anonymity, no sharing of data) before starting to answer the online questions. We used Qualtrics, a tool for creating online questionnaires. All emails were personally sent by the Medi@LAB-Genève head of research, Dr. Patrick Amey, using his university mailbox and email address.

After establishing the percentage of positive answers, which was quite low during this first step, the head of research personally sent reminder emails, again inviting individuals to answer our online questionnaire. Finally, 86 individuals answered our request positively (24% of positive answers after the reminder email).
FINDINGS

3.1. The survey

3.1.1 General media consumption (Question 1)

The first question enabled us to highlight the specific media consumption habits of individuals regarding international news and foreign policy issues.

In other words, we wanted to understand the main sources of information when looking at classical broadcast media (television, radio, newspapers, etc.) and at new and social media (blogs, news web sites). In this context, it is important to understand how Geneva’s international leaders are dealing with different types of media. In line with the recent media richness theory, we may claim that media-shaped perceptions, and thus the choice of decoding different types of signs (images, text), may influence the way we frame the message. Consequently, we must consider that some media are providing a specific discourse with varying degrees of narratives vs. analytic frames, and these may interfere with understanding of news issues. The results are as follows:

Table 1: main media sources of information

![Bar chart showing media sources of information](chart_image)
In aggregate, the Web (blogs, web sites) and Web 2.0 tools (social media) are the main sources of information for almost 1 individual in 2: thus, 44.6% of individuals claim to use either social media (16%) or only news outlets (28%) as their principal source of information. On the other hand, there is no specific broadcast media that can be considered as dominant among our sample: between 15 to 17% of individuals evoke either radio, newspapers or television as their principal sources of information. Social media seem to be a complementary option for learning about international news and foreign policy issues.

A majority of individuals seem not to belong to the generation known as “digital natives”. We assume that most of them are older than 35, at least according to their high socio-professional positions, and are thus “digital immigrants”: they were not socialized during their adolescence with contemporary digital tools, but learnt to use them over time. In other words, these individuals seem keen to use social media but are still reluctant to completely abandon traditional and classical broadcast media, even if they use web sites for such purposes: depending on the authority they endow each media/press/ channel with, some of these individuals may consider newspapers or radio as their main source of information.

3.1.2 Clipping service (Question 2)

In this question, we wanted to discover if individuals use or do not use a clipping service as a source of news for professional purposes, and if they usually do, which clipping service they use.

Subscribing to a clipping service is an oriented media practice and a costly strategy which relies on the trust that individuals place in a specific portal for collecting and/or providing information. In the context of professional media usage, we assume that clipping services are useful tools for those regularly needing reliable sources of information.
Table 2: clipping service usage

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES (NOT PRECISED)</td>
<td>12%</td>
</tr>
<tr>
<td>DFAE</td>
<td>6%</td>
</tr>
<tr>
<td>OHCHR PRESS CLIPPINGS</td>
<td>6%</td>
</tr>
<tr>
<td>LE MONDE</td>
<td>6%</td>
</tr>
<tr>
<td>THE ECONOMIST</td>
<td>6%</td>
</tr>
<tr>
<td>LE TEMPS</td>
<td>6%</td>
</tr>
<tr>
<td>BBC</td>
<td>6%</td>
</tr>
<tr>
<td>SERVICESOMMUNICATION DES HUG</td>
<td>6%</td>
</tr>
<tr>
<td>MELTWATER</td>
<td>6%</td>
</tr>
<tr>
<td>AFP</td>
<td>6%</td>
</tr>
<tr>
<td>REUTERS</td>
<td>6%</td>
</tr>
<tr>
<td>THOMPSON REUTERS FOUNDATION</td>
<td>6%</td>
</tr>
<tr>
<td>ICRC NEWS</td>
<td>6%</td>
</tr>
<tr>
<td>BASED ON SOURCES PROVIDED BY FACTIVA</td>
<td>6%</td>
</tr>
<tr>
<td>AN INTERNAL MEDIA MONITORING EMAIL PRODUCED BY OWN ORGANIZATION</td>
<td>6%</td>
</tr>
<tr>
<td>INTERNAL COMPILATION</td>
<td>6%</td>
</tr>
<tr>
<td>DODS MONITORING</td>
<td>0%</td>
</tr>
</tbody>
</table>

2. Do you use a clipping service as a source of news for professional purposes? If yes, which ones? (if no, leave blank)

We notice that only 12% of the survey’s respondents acknowledge using clipping services as a source of news for professional purposes. This could mean that these portals are not especially popular among our sample.

Those who say they use these clipping services mention very different kinds of services, but mostly leading newspapers that provide clipping services (The BBC, Le Temps, The Economist, Le Monde), as well as a number of renowned news agencies (Reuter, Thompson).
3.1.3 Newsletters (Question 3)

In question 3, we wanted to understand if international organization leaders currently receive email newsletters as sources of news for professional purposes, and if yes, which ones. Subscribing to a newsletter expresses a wish to obtain information from a particular service, group or organization.

Table 3: newsletter usage

3. Do you receive any email newsletters as sources of news for professional purposes? If yes, which ones? (if no, leave blank)
The percentage of individuals who subscribe to a newsletter is slightly higher than the percentage of those using a clipping service. Thus, 17% of individuals say they receive emails from a specific newsletter service. Once again, we observe that recognized or official sources are evoked more often: for example, government sources (Confederation) are sometimes mentioned. On the other hand, NGOs (e.g.: HRW, MSF), as well as official international organizations (UN) and specific written press or print titles (The Guardian) are also listed by some individuals.

PRESS, NEWSPAPERS AND MAGAZINES

3.1.4 Local and Swiss newspapers/magazines (Question 4)

One of the crucial issues nowadays, in a context where ordinary citizens are sometimes suspicious of verticality and expertise, is to know if the journalistic information discourse, and written press in particular, are still important and authoritative sources for professional senior executives and individuals working in Geneva’s international organizations. Using a list of well-known local and national daily newspapers and magazines, we asked individuals to let us know if they frequently read them in order to obtain information about international news and foreign policy issues.

Table 4: newspapers and magazines as source of information
Findings show that local and Swiss newspapers are not read by 44% of individuals. In fact, living in the Geneva area does not necessarily lead them to read local or Swiss newspapers.

Among the 56% of individuals who say they frequently read local newspapers and magazines, 20% of them read *Le Temps*, the French-speaking Swiss newspaper of reference, and 16% often read *La Tribune de Genève*, a more local (Geneva area) and popular newspaper.

Other Swiss press titles appear to be more marginal sources of information for our sample. However, some individuals made the mistake of mentioning international newspapers (*Le Monde*, *The New York Times*). Overall; we may say that reading the free press is not a regular way of obtaining information about international news and foreign policy issues.

### 3.1.5 International press impact (Question 5)

As mentioned previously, since local and Swiss press are not very popular among almost half of international organization staff and senior executives, it appears relevant to find out if international press and magazines are more common “tools” for obtaining information, and if yes, which print titles (hard copy or online) are read more often.

We may consider that international magazines and newspapers offer a wider point of view and more in-depth framing tools for news discourse to individuals wanting to find out about foreign policy issues.

It is therefore important to define if there are specific countries and related press titles which Geneva’s international actors are inclined to turn to in order to obtain information: for example, do they have preferences for the American or European press? The question was the following: “Please indicate which of the following international newspapers and magazines you read frequently for information about international news and foreign policy issues.” A list of items was proposed, but individuals could also suggest newspaper titles of their own.
Table 5: international press and magazines

<table>
<thead>
<tr>
<th>Magazine/Site</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Economist</td>
<td>21%</td>
</tr>
<tr>
<td>New York Times International</td>
<td>16%</td>
</tr>
<tr>
<td>Foreign Affairs</td>
<td>11%</td>
</tr>
<tr>
<td>The Guardian</td>
<td>10%</td>
</tr>
<tr>
<td>Jeune Afrique</td>
<td>7%</td>
</tr>
<tr>
<td>Financial Times</td>
<td>7%</td>
</tr>
<tr>
<td>Foreign Policy</td>
<td>6%</td>
</tr>
<tr>
<td>Le Monde</td>
<td>3%</td>
</tr>
<tr>
<td>The Wall Street Journal</td>
<td>3%</td>
</tr>
<tr>
<td>Courrier International</td>
<td>2%</td>
</tr>
<tr>
<td>El Pais</td>
<td>2%</td>
</tr>
<tr>
<td>The Atlantic</td>
<td>1%</td>
</tr>
<tr>
<td>Spiegel</td>
<td>1%</td>
</tr>
<tr>
<td>France 24 / TVS Monde</td>
<td>1%</td>
</tr>
<tr>
<td>Die Zeit</td>
<td>1%</td>
</tr>
<tr>
<td>New Yorker</td>
<td>1%</td>
</tr>
<tr>
<td>Monde Diplomatique</td>
<td>1%</td>
</tr>
<tr>
<td>FAZ</td>
<td>1%</td>
</tr>
<tr>
<td>Politiken</td>
<td>1%</td>
</tr>
<tr>
<td>Huffington Post</td>
<td>1%</td>
</tr>
<tr>
<td>IHT</td>
<td>1%</td>
</tr>
<tr>
<td>Folha de S. Paulo (Brazil)</td>
<td>1%</td>
</tr>
<tr>
<td>El Tiempo (Colombia)</td>
<td>1%</td>
</tr>
<tr>
<td>Miami Herald</td>
<td>1%</td>
</tr>
<tr>
<td>Washington Post</td>
<td>1%</td>
</tr>
<tr>
<td>Africa Report</td>
<td>1%</td>
</tr>
</tbody>
</table>

Clearly, *The Economist* and *The New York Times* are the most frequently quoted magazines and newspaper, with 22% and 16% of individuals saying they often read these sources of information. But *Foreign Affair* (10%) and *The Guardian* (11%) are also consistently mentioned by individuals.

There is significant diversity in mentions of international newspapers, mostly linked – although this a hypothesis – to respondents’ countries: for example, *El Tiempo* might be read by Colombian citizens, *Die Zeit* by Germans and *El País* by Spanish-speaking individuals. In other words, we can presumably allow for a cultural attraction basis linked to the native language spoken and to individuals’ nationality.
3.1.6 Other international newspapers frequently read (Question 6)

In order to build on the previous findings (see 3.1.5), we asked Geneva’s international actors to mention one or more international newspapers they read regularly. This question allowed us to supplement the answers to question 5 and learn about unforeseen news outlet names.

Findings are far too heterogeneous to enable a synthetic interpretation. A number of specific online press titles (*Rue 89, Huffington Post*) are mentioned, even though no dominant newspaper emerges among them. At this stage, a crucial question is to know if these newspapers or magazines are read in their online or hard-copy versions. Let us develop this point in the next question.

Table 6: reading other international newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LE MONDE</td>
<td>25%</td>
</tr>
<tr>
<td>NON</td>
<td>6%</td>
</tr>
<tr>
<td>POLITIKEN</td>
<td>6%</td>
</tr>
<tr>
<td>EL PAIS</td>
<td>6%</td>
</tr>
<tr>
<td>LE FIGARO</td>
<td>3%</td>
</tr>
<tr>
<td>RUE 89</td>
<td>3%</td>
</tr>
<tr>
<td>LA PRENSA OF PANAMA CITY</td>
<td>3%</td>
</tr>
<tr>
<td>DER STANDARD (AUSTRIA)</td>
<td>3%</td>
</tr>
<tr>
<td>SVD</td>
<td>3%</td>
</tr>
<tr>
<td>FAZ</td>
<td>3%</td>
</tr>
<tr>
<td>OTHER ALBANIAN ONLINE MEDIA</td>
<td>3%</td>
</tr>
<tr>
<td>MIAMI HERALD</td>
<td>3%</td>
</tr>
<tr>
<td>EL TIEMPO (COLOMBIA)</td>
<td>3%</td>
</tr>
<tr>
<td>ARABIC NEWSPAPERS</td>
<td>3%</td>
</tr>
<tr>
<td>DN</td>
<td>3%</td>
</tr>
<tr>
<td>FOLHA DE S. PAULO (BRAZIL)</td>
<td>3%</td>
</tr>
<tr>
<td>IHT</td>
<td>3%</td>
</tr>
<tr>
<td>HUFFINGTON POST</td>
<td>3%</td>
</tr>
<tr>
<td>ALBANIAN NATIONAL NEWSPAPERS REGULARLY SENT BY MOFA</td>
<td>3%</td>
</tr>
<tr>
<td>WASHINGTON POST</td>
<td>3%</td>
</tr>
<tr>
<td>SUDAN TRIBUNE</td>
<td>3%</td>
</tr>
<tr>
<td>HAARETZ</td>
<td>3%</td>
</tr>
</tbody>
</table>
3.1.7 Hard-copy vs. online newspapers/magazines (Question 7)

Discovering if Geneva’s international actors prefer to access written information (newspapers and magazines) by using the internet or by reading a hard-copy version enables us to understand if these actors prefer a more digital-centric and easier way to get information, well suited to their smartphones or tablets (nomadic usage) or their computers, or if they are willing to make the effort to buy the hard-copy version, or at least to pay a subscription to receive it regularly.

Table 7: hard-copy or online newspapers

Clearly, almost two out of three of Geneva’s international actors (69%) either mostly read newspapers and magazines online (43%), or state that they only read online versions (26%). On the other hand, 20% of them read hard-copy versions as often as online formats. Exclusively hard-copy readers only account for 3%, and this mode of newspaper consumption seems out of trend nowadays, even among “digital immigrants”. 
TELEVISION CONSUMPTION

3.1.8 Television channel viewing (Question 8)

If reading newspapers and magazines is a quite a traditional way of obtaining information, we should not forget (see question 1) that 17% of respondents use mainly television programmes to catch up with international news and foreign policy issues. We therefore asked the respondents what channel they usually watch for information purposes.

Table 8: popular television channels for information purposes

8. Please indicate which television channels help you get information about international news and foreign policy
Four broadcast television channels are quoted the most regularly by Geneva’s international actors. *BBC World* is the most frequently quoted channel (24%). The international news coverage and *BBC World’s* reputation may explain this choice.

*Euronews* and *CNN* are also frequently quoted (18% and 17%): both of them are continuous reporting channels devoted to news, focusing on breaking news. On the other hand, it is not surprising to observe that *Al Jazeera English* figures as an alternative option for certain individuals seeking to access international news. Other French-speaking channels, such as *TV5* and *France 24*, attract an audience of 15% of individuals answering the survey.

Last but not least, only 5% of respondents say they do not watch television at all to get information about international news and foreign policy issues, leading us to draw the following conclusion: although television is not a main medium, it still has potential appeal.

### 3.1.9 Online videos

As television news coverage includes watching images, we were interested in knowing if online videos, proposed by professional web site groups or available on information portals and hosted on online video communities (e.g. YouTube), appeal to Geneva’s international actors.
Clearly, almost 3 in 4 individuals say they use online videos for professional purposes. Those who say they do not watch online videos (28%) underline the idea that online videos, as a suitable support for displaying images, are certainly less prestigious among many senior executives, who are not willing to admit to watching them, in comparison with more traditional and prestigious written newspapers. This could well explain the percentage (28%) of individuals who say they do not use these less authoritative sources at all.

3.1.10 Radio consumption

As mentioned previously (cf.3.1.1), radio is still a main source of information for 15% of our sample and, as audience measurements shows, radio is the preferred morning medium, with high media market share between 7 am and 9 am. We can therefore expect radio to fit perfectly with the early morning news expectations of Geneva’s international actors. The question is to find out which radio channels these actors listen to.
At the forefront, it is obvious that individuals have multiple tools to get informed and have a diverse media usage: only 17% of them never listen to radio to get informed. As was the case for broadcast television, BBC programmes are the most popular: 34% of individuals listen from time to time or more frequently to the BBC World Service to get informed (international news and foreign policy issues).

Just behind comes Radio France International, the French-speaking radio, listened to by 19% of individuals, which is a surprising result considering that French is certainly not the mother tongue of most of Geneva’s international actors. It is worth pointing out that other French-speaking radio channels are also mentioned (France culture, France Inter).
WEB AND WEB 2.0 PRACTICES

3.1.11 NGOs as sources of information (Question 11)

In the second part of the questionnaire, we focused on the internet and Web 2.0 tools, considered as information sources. Without mentioning any specific sources, we first asked individuals if they consult (from time to time or regularly) news from NGOs and international agencies' web sites and if yes, which one.

These NGO news and international agency sources may be associated with more volunteer-based, active and selective strategies adopted by individuals seeking information. Consulting NGOs as sources of information is synonymous with a high level of trust in this kind of news. At the same time, seeking information directly by connecting to international agencies’ web sites – for example, using Google service – leads Geneva’s’ international actors to try and focus on essential patterns of news (mostly facts), without necessarily relying on journalistic frames and discourse.

Table 11: NGO and international agency web sites

![Table 11: NGO and international agency web sites](chart.png)

11. From which NGOs and international agency web sites do you check news (from time to time or more regularly)?
Once again, we notice respondents’ heterogeneous media practices: only 15% of them say they do not check news from NGO and international agency web sites at all. The portrait this draws of Geneva’s’ international actors is the following: enquiring information seekers, using all possible journalistic and professional news sources to get information. The interviews in the second part of our research will enable us to understand the typical routinized media usage of these individuals.

Three main NGO online sources have a leadership position among Geneva’s international actors: Human Rights Watch (22%), Amnesty International (21%) and IRIN (Humanitarian News and Analysis, 18%) are the NGOs most often quoted.

**SOCIAL MEDIA USAGE**

3.1.12 Favourite social media and social network tools (Question 12)

Today, social media and social networking services are playing an increasing role for citizens seeking to develop social contact and relational maintenance. We wanted to know if Geneva’s international actors also use these social media as an information retrieval and exchange tool. The crucial point was to identify the more common social media tools, asking individuals to name those they tend to use, without considering the frequency of their usage at this point of the survey.
In line with its’ worldwide success (in terms of rate of penetration and adoption), Facebook is the social media service most often quoted by Geneva’s international actors: 32% of them say they use Facebook for professional purposes (related to international news and foreign policy issues). Twitter, the micro-blogging service, is almost as successful: 30% of individuals use it for getting information.

Compared with the rate of penetration of both Facebook and Twitter, we may consider that Twitter is an outstanding and over-represented information tool among Geneva’s international actors: in comparison, 2014 media usage figures for the USA show that 23% of US internet users were accessing Twitter while market leader Facebook was adopted by 71% of internet users (see: [http://www.statista.com](http://www.statista.com)). LinkedIn is just behind in third place, with 17% of individuals saying they use it for professional purposes.
3.1.13 Social media and social network tools (Question 13)

The second question asked about the frequency of social media usage, especially considering Facebook and Twitter as tools giving individuals the opportunity to access to links posted by other people. In other words, we wanted to know at which frequency Geneva’s’ international actors are using social media as an intermediate source. Thus, individuals may follow other peoples’ advice or recommendations to click on a specific link leading to news web sites or other sources related to international news and foreign policy issues.

Table 13: social media for discovering links (international news and foreign policy issues)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVERY DAY</td>
<td>42%</td>
</tr>
<tr>
<td>LESS FREQUENTLY</td>
<td>25%</td>
</tr>
<tr>
<td>I DON'T USE SOCIAL MEDIA PROFESSIONALLY AT ALL</td>
<td>22%</td>
</tr>
<tr>
<td>SEVERAL TIMES A WEEK</td>
<td>11%</td>
</tr>
</tbody>
</table>

Our findings point to the following idea: using social media in order to discover links, when it becomes part of a media habit, leads individuals to do so with some regularity: 42% of them look at and certainly click on information links proposed by others, mostly on Facebook or Twitter, every day, and 11% of Geneva’s international actors do so several times a week.

So one individual in two is using social media tools, paying attention to proposals from others (individuals or groups) and clicking on links which could interest them. This result highlights how pervasive social media can be, as they are based on trust placed in to peer recommendation. Clicking on links seems an efficient way to communicate for Geneva’s international actors, because the hypertext provided by social media is a tool that makes them easy to use.

On the other hand, there is still 1 individual in 4 (22%) not using social media at all for professional purposes. This percentage is not marginal and may be
explained by the perception of social media sources as less authoritative and diverse (compared to journalistic sources), or by other factors (social media as leisure and relational tools).

3.1.14 Sharing news and information by using social media (Question 14)

At this stage, we can see that individuals are not only information seekers or influenced by others providing them with links as information sources, but are also active actors, willing to share information with others. By sharing information, we suggest that individuals are using either the *share* or *post* functions available on Facebook or the tweet/retweet function on Twitter. Therefore, the frequency of sharing news and information via social media tools is an interesting indicator of social media pervasiveness in Geneva’s international actors’ professional practices.

Table 14: frequency of sharing news and information via social media

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less often</td>
<td>30%</td>
</tr>
<tr>
<td>Never</td>
<td>27%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>24%</td>
</tr>
<tr>
<td>Every day</td>
<td>18%</td>
</tr>
</tbody>
</table>

The findings are relevant: they highlight the fact that Geneva’s international actors are less keen on sharing information regularly via social media than discovering links from others. We should remember (see 3.1.13) that 42% of our sample say they discover information links every day, but only 18% share links with others every day. In other words, the passive audience posture is more widespread than the active sharing posture.

However, almost 50% of individuals share information and links, playing an intermediate role more occasionally: 24% do so “several times a week” and
30% “less often”. Finally, 27% of our sample do not play this role at all when using social media.

3.1.15 Facebook frequency of usage (Question 15)

Examining the usage frequency of Facebook, most renowned of the social media, allows us to understand how often individuals use the Facebook service in a regular and repetitive way.

Table 15: frequency of Facebook usage

<table>
<thead>
<tr>
<th>Frequency of Use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>About once per day</td>
<td>37%</td>
</tr>
<tr>
<td>Less often</td>
<td>32%</td>
</tr>
<tr>
<td>About once per week</td>
<td>21%</td>
</tr>
<tr>
<td>Several times per day</td>
<td>11%</td>
</tr>
</tbody>
</table>

15. How frequently do you use Facebook for professional purposes?

Almost 1 individual in 2 (48%) uses Facebook every day for professional purposes: 37% of them connect to their Facebook web page once a day, and 11% do so several times a day. On the other hand, 21% of individuals show a more occasional usage, connecting on average once a week for their professional information tasks.

3.1.16 Twitter frequency of usage (Question 16)

We also wanted to know about the usage frequency of Twitter, the second most renowned social media tool. We could expect Twitter, with its’ microblogging platform and limited text format, to provide an easier way to access information frequently during the day. Let us see if our findings confirm this hypothesis.
Table 16: frequency of Twitter’s usage

Compared to Facebook usage, we can see that there is the same regularity in using Twitter, as 39% of individuals use Twitter several times per day. But 22% of our sample use Twitter about once a day: this is a higher percentage than Facebook’s daily regular usage. Thus, in aggregate, 61% of survey respondents use Twitter at least once a day for professional purposes, which confirms the idea that Twitter seems an even more commonly used service than Facebook for professional issues (Facebook daily usage: 48%).

3.1.17 Perceptions of news outlets’ credibility (Question 17)

At this stage, we wanted to focus less on actual media usage and more on individuals’ perceptions of the authority of the media they use. Our goal in question 17 was to determine individuals’ opinions of the level of credibility of different news outlets. In other words, we wanted to know which outlet they considered as the most reliable for international news and foreign policy issues. We gave respondents the option of suggesting three items.
Table 17.1: news outlet in terms of highest credibility: first choice

17. In your opinion, which three news outlets (of any type) are the most reliable for international news and foreign
There is no real surprise when looking at individuals’ first choice: the BBC confirms its reputation as a news leader in terms of reliability, with 33% of individuals mentioning the BBC as the most reliable outlet. The New York Times is also quoted: 11% of individuals trust the American newspaper. Other newspapers and magazines quoted are The Guardian, The Economist and the press agency Reuters.

As a second choice, The New York Times (20%) is often mentioned and, in contrast to the first choice, newspapers are not often quoted, but television channels are: CNN (12%) and Euronews (8%). For the third choice, it is interesting to note that Al-Jazeera, which may be considered as a channel ideologically antagonistic to CNN, is quoted most frequently (17%) followed by The BBC (13%). This is maybe a way for Geneva’s’ international actors to show that they are ready to give credibility to channels that provide different kinds of viewpoints (Al-Jazeera vs. CNN), but whose professional routine is similarly based on breaking news journalism and daily continuous news coverage.

3.1.18 Perceptions of news outlets’ influence (Question 18)

The last question focused on Geneva’s international actors’ evaluation of media influence. We wanted to determine which news outlets could be seen as
modifying or building public opinion regarding international news and foreign policy issues. Once again, we proposed three open items to which individuals could answer freely. One of the subsidiary issues was to discover if particular outlets in which individuals believe (credibility, see 3.1.1) are, or not, the same as those they believe could influence citizens.

Table 18: the perceived influence of news outlets: 1st choice

18. In your opinion, which three news outlets (of any type) are the most influential for international news and foreign policy issues?
Once again, The BBC and NYT International are both quoted as first choice, but at the same percentage this time (16%). Looking at the second choice, BBC News is the most frequently quoted news outlet (40% of the sample). Some individuals also mention CNN (10%) or NYT (10%). As third choice, NYT International and Al Jazeera are both quoted by 16% of individuals. There is no major difference between outlets considered as reliable by our sample and the influence they attribute to these outlets. Relying on syllogistic reasoning (if X is reliable for Y and if X influences others, X may also influence Y), we could deduce that the perceptions and opinions of Geneva’s international actors, as related to international news and foreign policy issues, are mainly shaped by mainstream and well-known international news media (The BBC, NYT, CNN, Al Jazeera), at least if these individuals regularly watch or read these news outlets.
3.2 Interviews

Introduction

In Geneva, people working in non-governmental organizations (NGOs) and international governmental organizations (IGOs) or on diplomatic missions have access to a varied and abundant range of news sources. The main Swiss and international (German, English, Arab, Spanish, etc.) print newspapers are on sale in newsstands. A great many television programmes are also on offer: operators propose multichannel packages made up of several dozen French and foreign-language channels. Almost forty radio stations broadcast their programmes on FM, with the same number broadcasting on DAB+. Launched in 2004, the roll-out of Wi-Fi access points provides access to online media and social networks in public places throughout the area.

Press reviews written in-house or by specialist companies provide another source of information. Theme-based, or centring on mention of a specific organization or diplomatic mission, press reviews further broaden the media offering available to international workers.

An added source comes in the form of media owned and controlled by the organizations and diplomatic missions themselves, which are constantly increasing in number: in-house newspapers and newsletters, websites, blogs, Facebook and Twitter accounts, YouTube channels, radio stations and Web TV.

3.2. Method

3.2.1. Qualitative Survey

In order to obtain additional data to supplement the statistical survey based on an online questionnaire, we questioned international workers on their news sources during individual interviews. Our goal was to record comments not covered by the online questionnaire. We opted for a single questionnaire which we sent to the respondents who agreed to take part. The people included in our corpus had to meet three conditions: they had to have been working in Geneva for several years, to hold a senior executive position in communications and to work in an organization other than those already
selected, or on a different theme or region. The interviews generally took place one month after respondents had filled in the online questionnaire.

3.2.2. Respondents

We limited the number of interviews to eight so that they would be long enough, and to make it easier to manage the appointments. Interviewees were people who had answered the online questionnaire and indicated that they were willing to go further with the survey. The interview corpus was made up of six spokespeople and communications director from NGOs, IGOs and UN agencies (“head of media relations”, “senior advocacy officer external relations”, “public relations officer”, “senior officer communications”, “public relations officer” and “communications officer”), and two diplomats, one working on a permanent mission, the other for an intergovernmental organization. Before joining the international organizations they were working for at the time of the interview, some of them had worked as journalists while others had been involved with smaller organizations.

Participants in the qualitative survey had professional experience gained in several countries. Their working language tended to be English, with one respondent using Arabic. Not everyone in the sample could speak French. The sample mainly comprised people in their forties and over. This characteristic did not affect answers relating to social media. The overwhelming majority of them stated that they used social media for professional or private purposes.

3.2.3. Constructing the questionnaire

The people described above answered a single questionnaire made up of ten varied questions, mostly open-ended. Respondents could add comments and return to a question during the interviews. The first two questions were designed to identify their news media consumption. The questionnaire distinguished between standard (or routine) and unusual consumption, when, for example, an event occurred concerning their organization or mission. A second series of questions explored respondents’ specific interest in three types of media: online videos, radio and social networks (Facebook and Twitter). We asked respondents how much trust they placed in the latter. Once we had questioned them about the different types of media they consume, we asked them about the type of content (statistics, opinion, etc.) they consult
most often. The three subsequent questions concerned NGOs. Respondents were asked about the importance of the identity (or name) of the NGO contributing to or mentioned in the media, then on the level of credibility they attach to the NGO, and on the limitations and benefits of NGO media interventions. At the end of the interview, we asked participants if they wanted to express any ideas or add any statements about, for example, changes in the media or in their consumption. These elements were incorporated into the compiled respondent answers.

3.2.4. Compiling and processing answers

The interviews proved to be a fertile source of information that met the study’s purpose. Most respondents added further remarks to the interview and even told the interviewer to contact them again if necessary. The interviews were recorded then transcribed. The answers were then tabulated using MAXQDA qualitative data analysis software. The next step was a statistical analysis of the answers. Response patterns along with points felt to be significant are presented in this section.

3.3. Results

The presentation of results follows the order of the questions described above. When we quote participants, we use the following signs to protect their anonymity: itw 1, itw 2, itw 3, itw 4, itw 5, itw 6, itw 7 and itw 8. Information on a respondent’s professional context is occasionally provided to give the reader a better understanding of the person.

3.3.1. Habitual use of news media

International workers described their news habits on a typical working day. They had the option of mentioning several types of media. The results illustrate both the quantity and diversity of the media consulted by international workers.
Table 19: habitual professional use of different types of media

The most frequently consulted type of media is the press review, available as an electronic file mid-morning. Produced by companies external to the organizations/missions, such as Factiva and Meltwater, they select articles published in hundreds of media throughout the world on the basis of determined criteria (mention of the organization/mission, specific subjects, etc.). Organizations that have a unit for monitoring and analysing the news environment get them to produce a daily summary covering specific subjects, reports, etc. The written press is an important source of information for our respondents. Their selection reflects their origins and area of activity, “Jeune Afrique and the Algerian media” (itw 1), “I read The Guardian a lot because it covers development issues” (itw5). Leading international media (The New York Times, The Guardian, etc.) are most frequently cited. Local media (especially Le temps) are cited by respondents whose activities are based at least partially in Geneva or Switzerland, “they cover the Swiss market, so they cover international Geneva and Swiss donors, but in terms of worldwide communication, they are less important than the international agencies” (itw 4). Some respondents, who also use Google alert, look to obtain news from websites and news media applications (BBC, Al Jazeera, CNN, allAfrica and Xinhua, as well as the publications mentioned above) as well as social media
3.3.2. Use of news media when an event occurs

Our respondents turn to types of media that provide real-time news in the event of a human rights violation, natural disaster, epidemic, conference or any other event concerning the organizations/missions where they work. Press company and agency websites are a preferred source (BBC, Al Jazeera, Reuters, AP, Xinhua, etc.). A large proportion of their information comes from actors physically close to the event, “as soon as something appears in the media, we get information from the country delegation or centre of operations here in Geneva so we can get an idea of their reading of the situation” (itw 4), “we receive alerts, information that our in-house teams pass on to us. So we know about things before they appear in the news media or are communicated by the agencies” (itw 5). The use of in-house sources increases their knowledge of the event and allows them to assess its impact on their organization/mission and decide on the message they will convey, as well as the communications channel they will use, “I’ll look for the information in-house among my colleagues in the field to get informed. This isn’t the media; it’s me, going to look for information that I’ll pass on to the media. My role is to provide information” (itw 7).
3.3.3. Use of online videos

Watching online videos is one of the main ways in which the internet is used. In Switzerland, it ranks third in types of internet use by mobile phone users when they are on the move.\(^1\) The participants in our survey say they watch a few online videos when events require it, “if the videos have an impact on my work” (itw6), “when there is a reason to watch videos, Islamic State terrorism for example” (itw 1) or “when we have a calm day” (itw7).

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The websites run by the leading media, which systematically provide online videos, are the source most frequently quoted by our respondents. It is also worth noting the interest expressed by some respondents in videos shown by the UN online television channel, particularly during conferences they could not attend. In addition, some of them regularly receive videos from civilians, groups involved in crises, freelance journalists, etc. “They are viewed and analysed then, depending on the case, we’ll take them into account for our analyses” (itw 4).
3.3.4. Use of radio media

Half our sample listen to the news on the radio every day (*France inter, Radio France internationale*, etc.). They tend to listen in the morning, except for people working in regions where online media are less well developed. These regions include Africa, Latin America and Asia, “since radio covers more events than online media or newspapers. Radio is listened to by more people over there” (itw 2). For these respondents, they may be stations belonging to the large broadcasting groups (the *BBC* in particular), or local radio stations “which give me information on what’s happening in the field” (itw 4). The lack of an FM radio station in Geneva broadcasting in English and covering international news explains why the other half of our sample never, or only rarely, listens to the radio.

![Is radio part of your daily media usage?](Table 23: daily use of radio media)

3.3.5. Trust in Facebook as a source of information

Analysis of interviews on the professional use of different types of media produces a counterintuitive result: a large proportion of respondents, 62%, do not use Facebook for professional purposes. Reasons mentioned include the exposure of the private lives of those using this social media tool, “it reveals too much about a person” (itw 8), the fact that other people at the
organization/mission are in charge of using it, and that the items found there need to be checked by means of other social media, such as LinkedIn. Respondents who use it say they follow journalists they work with or who are well known, such as Christiane Amanpour and Sarah Boseley, and, more generally, organizations and people they are familiar with.

When using Facebook, whom do you trust for obtaining information and advice?

Table 24: trust in obtaining information and advice on Facebook

3.3.6. Trust in Twitter as a source of information

Our sample has more users of the Twitter social media tool, despite the fact that certain cited obstacles to using Facebook also apply to Twitter (particularly the fact that the account is managed by other people). For the respondents who use it, Twitter’s benefits lie primarily in its instantaneous and interactive nature, “if there’s really a crisis, I’ll use it as a tool to observe the news. By using a keyword, for example, #Burundi” (itw 6). The criteria for selecting Twitter accounts are the same as those adopted for Facebook. However, another factor comes into play for international workers who wish to use Twitter to obtain new elements not yet published in the news media. This requires them to follow actors who are not in their immediate circle of
acquaintances, so as to avoid “falling into the trap of the UN following the UN” (itw 7).

In general, participants in our survey who have the role of spokesperson reply to all Twitter subscribers when the messages are cordial and the answer has been found, “depending on what I’m asked, I see whether or not there are risks. If I have any doubts about the person, I do some research and if the doubts persist, I don’t answer” (itw 6), “I’ll also look up the person who is asking us the question: if it’s an individual, a minister, a journalist, someone with thousands of followers, etc. We always look at the possible impact, risks and opportunities of our response. In short, who replies, how, with a Tweet or a statement, and with what message” (itw 4).

<table>
<thead>
<tr>
<th>When using Twitter, whom do you trust for information and advice?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t use Twitter for the work</td>
</tr>
<tr>
<td>I trust organizations, journalists, people with whom I am familiar or that I have verified the identity</td>
</tr>
</tbody>
</table>

Table 25: trust in obtaining information and advice on Twitter

3.3.7. Preferred type of content

Analysis of respondents’ preferred type of content does not point to one type in particular. Respondents (who could give several answers in this section) mentioned reports, statistics and insights or studies, “which help me to understand the event’s context and background and how the situation is covered by the media” (itw 8). The answers to this question confirmed sample members’ interest in reliable and factual elements.

Overall, we can see that the nature of content is less important than the actual content. Once the organization or country represented by the mission is
mentioned, especially if there are possible risks in terms of reputation, the type of content has little significance.

Table 26: most interesting content

<table>
<thead>
<tr>
<th></th>
<th>opinions</th>
<th>éclairages/études</th>
<th>récits</th>
<th>statistiques</th>
<th>comptes rendus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

3.3.8. Identity of the NGO making a media contribution

When they consult information that involves an NGO, almost 90% of participants in our survey consider the NGO’s identity to be important. They feel that the identity influences how closely they pay attention to the information. The criteria they use to assess an NGO are mainly size, reputation and access to the field. “Some of them have the reputation of communicating information before checking it. (...) Some have a very good reputation in certain regions; others have a slightly worse reputation” (itw 4).

The NGO’s identity also influences the type of response and the message they will communicate. If a major NGO criticises, via the media, field work undertaken by the UN or one of its agencies, they know that they have to respond quickly to journalists’ questions and/or put out a press release. “Let’s say that someone claims that aid to Nepal is arriving too slowly. I look at who said it, which NGO is making the claim, and I put together information to underpin the defence of my organisation” (itw 8).
Although most respondents seem to find it difficult to disregard the NGO’s identity, a minority of them do so, pointing out the bias induced by judging NGOs: “Making a distinction between small and large NGOs is not useful. The large ones may well be highly politicized, for example; I don’t compartmentalise NGOs” (itw 3). Others offset data concerning NGOs with their interest in the subject in question: “I’m interested in the content” (itw 5).

### 3.3.9. NGO credibility

An NGO’s identity is crucial to our respondents in assessing the credibility of the information the NGO communicates. The large number of NGOs and of information disseminated encourages 75% of participants to be discriminating, “I can’t say I’m totally sure about all the NGOs” (itw 3), “it depends, since there are so many NGOs, local and global, communicating on all sorts of themes” (itw 4). The data gathered points to a tendency for diplomats to be more cautious: “NGOs are not neutral. (...) I’d say that they are a useful source of information on a situation, but are not the only source we can rely on to understand a situation” (itw 8). It is worth noting that a quarter of respondents consider the information communicated by NGOs as having a high degree of credibility.
3.3.10. Limitations and benefits of NGO interventions

According to our sample, the news content involving NGOs has both limitations and benefits. The limitations are rooted primarily in the NGO’s identity and positioning within the sphere of international organizations as well as the militant nature of a number of them, mentioned above. The respondents note that, ultimately, their positioning on specific themes prevents them from developing an overall vision. Other participants deplore the fact that, in their efforts to stand out from the competition, some of them position themselves on themes very likely to attract funding and only communicate on those themes. In terms of approach, the tendency shown by certain NGOs to dramatize the facts in order to attract journalists’ attention is mentioned by several participants: “there is sometimes a tendency to blow up or distort a fact in order to promote a cause” (itw 6). A final limitation is partially linked to NGO’s promotional efforts. In the news media, highlighting the successes achieved by NGOs gives the public a superficial image of their projects and how they operate.
Within our sample, these limitations are counterbalanced by the benefits contained in the information conveyed by NGOs. The fact that they pass on first-hand information from areas not covered by journalists, or on subjects not tackled by international organizations and UN agencies, is a decisive factor for most respondents. “NGOs will sometimes talk where other organisations won’t” (itw 6), “an NGO is more flexible than the UN in the field (…). We receive information that is valuable to us, for example, we can see that a situation is getting worse, it gives us an idea of what’s happening in the field” (itw 7). In addition, elements transmitted by NGOs are appreciated by respondents who have limited human and financial resources. Until they can check the information, such elements can provide them with a preliminary analysis of a given situation. And finally, publication of information by one NGO may lead another NGO working on the same theme to link up with the first NGO, possibly even to collaborate on a project.
### Table 30: the benefits of NGOs providing information

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>the point of view of the ONG</td>
<td>1</td>
</tr>
<tr>
<td>everything</td>
<td>1</td>
</tr>
<tr>
<td>information of the ground</td>
<td>1</td>
</tr>
<tr>
<td>free opinion</td>
<td>1</td>
</tr>
<tr>
<td>new interesting elements</td>
<td>3</td>
</tr>
</tbody>
</table>

The added value of NGOs providing information

Table 30: the benefits of NGOs providing information
4.2 APPENDIX

4.1 SURVEY

**General media consumption**

1. What is / are your main source(s) of information regarding international news and foreign policy issues?
   
   Multiple replies possible

   - Newspapers
   - Online only news outlets (news websites, blogs, etc.)
   - Television
   - Magazines
   - Radio
   - Social media

2. Do you use a clipping service as a source of news for professional purposes? If yes, which one?

3. Do you receive any email newsletters as sources of news for professional purposes? If yes, which ones?

**Newspaper usage**

4. Please indicate which local/national newspaper(s) you read frequently (at least 2 times a week) to obtain information about international news and foreign policy issues:
   
   Multiple replies possible

   - Le Temps
   - Neue Zürcher Zeitung
   - Tribune de Genève/24Heures
   - Other
   - I don’t read local/national newspaper(s) to get information about foreign policy issues
5. Please indicate which of the following international newspaper(s) and magazine(s) you read frequently for information about international news and foreign policy issues:

- [ ] New York Times International
- [ ] The Economist
- [ ] Financial Times
- [ ] The Wall Street Journal
- [ ] The Guardian
- [ ] Foreign Affairs
- [ ] Foreign Policy
- [ ] Courrier International
- [ ] Jeune Afrique
- [ ] Other

Multiple replies possible

6. Do you regularly read a national newspaper from another country, not listed above? If so, which one? (Figaro, El Mundo, La Repubblica, NRC Handelsblad, Globe and Mail, etc...)

7. For newspapers and magazines, do you more often read the hard-copy versions or the online versions?

- [ ] Only read online
- [ ] Mostly read online
- [ ] about the same
- [ ] mostly read in hard-copy
- [ ] only read in hard-copy

Television usage

8. Please indicate which television channels help you get information about international news and foreign policy issues (television and / or internet streaming podcast):

- [ ] BBC World
- [ ] CNN
- [ ] France 24
- [ ] TV5
- [ ] Al Jazeera English
- [ ] Russia Today
- [ ] Euronews
- [ ] Other
- [ ] I don’t watch television to get information about international news and foreign policy

Multiple replies possible
Online video usage

9. Do you watch online video for professional purposes?
☐ yes/no

Radio usage

10. Please indicate which radio channels help you get information about international news and foreign policy issues (broadcast and/or internet streaming): choose all that apply

☐ BBC World Service
☐ NPR
☐ RFI
☐ DW
☐ Individual news and information podcasts
☐ Other
☐ I don’t listen to the radio to get information about international news and foreign policy

NGOs as a source of information

11. From which NGOs and international agency web sites do you check news (from time to time or regularly)?

☐ IRIN
☐ MSF
☐ HRW
☐ Amnesty International
☐ Oxfam
☐ Other

Social media usage

12. Which social media tool do you use to get information related to international news and foreign policy issues?

Multiple replies possible

☐ Facebook
☐ Twitter
☐ LinkedIn
13. How often do you use social media for discovering links to international news and foreign policy issues (professional purpose)?

☐ often, every day
☐ sometimes, several times a week
☐ less often
☐ never

14. How often do you share news and information of a professional nature using social media (share, post, tweet, retweet, etc.)

☐ every day
☐ several time a week
☐ less often
☐ never

15. How frequently do you use Facebook for professional purposes?

☐ Several times per day
☐ About once per day
☐ About once per week
☐ Less often
☐ Never (I don’t use Facebook)

16. How frequently do you use Twitter for professional purposes?

☐ Several times per day
☐ About once per day
☐ About once per week
☐ Less often
☐ Never (I don’t use Twitter)
Credibility of news outlets

17. In your opinion, which three news outlets (of any type) are the most reliable for international news and foreign policy issues?
   a ........................................
   b ........................................
   c ........................................

Influence of news outlets

18. In your opinion, which three news outlets (of any type) are the most influential for international news and foreign policy issues?
   a ........................................
   b ........................................
   c ........................................

4.2 Interviews questions

1. What is your typical daily media usage “schedule” (from morning to evening)?

2. When an event occurs involving your work, how do you get informed? What main sources are important for you at the earliest stages?

3. Do you watch online video: if yes, what are your favourite information sources?

4. Is radio part of your daily media usage? What stations, how long, and at which moment of the day do you listen to the radio to get informed?

5. When using Facebook, whom do you trust for obtaining information and advice (forwarding links, liking)?

6. When using Twitter, whom do you trust for information and advice (dealing with following, retweets)?
7. When seeking information on social networks (Twitter, Facebook), do you tend to trust institutional and government sources (which ones) or rather specific individuals? (who?)

8. What kind of information content are you most interested in? For example: statistics, reports, narratives, simple links leading to others information sources? Facts vs. opinions?

9. When reading an article from an NGO, is it important for you to consider the identity of the author?

10. Generally speaking, what is your level of trust towards NGOs, when these NGOs broadcast information?

11. What are or could be the limitations (restrictions) or added value of NGOs providing information?