These are the main findings of the research on media trust conducted within the project “Resilience – Civil society action to reaffirm media freedom and counter disinformation and hateful propaganda in the Western Balkans” in six countries of the Western Balkans – Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia.

Part 2

The preferences in the use of media and trust in the media outlets are closely linked. In all six countries of the region, the majority of citizens have not heard of a media outlet that they trust and those that they distrust. In some countries, citizens are sharply divided – there is a strong polarization between media outlets controlled by the government and by the opposition. The vast majority agree that the media is mainly controlled by political and business powers, that the state authorities should limit the political influence on media outlets, adopt and the laws on media and implement policies that promote those capacities.

In all six countries of the region, the majority of citizens believe that media in their country can freely do their job and report on important topics. About half of the citizens in all six countries of the Western Balkans agree that the media in their country (TV channels, radio stations, newspapers or news web portals) serve democracy and the public interest very well. Slightly more than half of the citizens in the region believe that women journalists are often the targets of attacks, threats, insults and harassment. i.e. at least two thirds in each country of the region, believe that women journalists are often the targets of attacks, threats, insults and harassment.

There is a high awareness among citizens in the region that women journalists are exposed to specific, additional pressures because they are women and that they need more support from the state institutions. The majority of citizens believe that women journalists are attacked because they expose the truth about politics, corruption, and crime (around 80% of citizens share this view) and because of gender prejudices and stereotypes (around 70% of citizens).

Most of the citizens in the Western Balkans (i.e. 93%) strongly or somewhat agree that state authorities should protect women journalists. The main reasons for distrust, there are perceived political influence and spreading disinformation and propaganda. Interestingly, one of the reasons for trust to the trust in media corresponds to their stands, etc.

There is poor consensus on the most trustworthy and distrusted media outlets in the region. There is a strong polarization between media outlets controlled by the government and by the opposition. At the same time, the vast majority agree that the media is mainly controlled by political and business powers, that the state authorities should limit the political influence on media outlets, adopt and the laws on media and implement policies that promote those capacities. Media trust much lower in Bosnia and Herzegovina, Montenegro, and North Macedonia.

The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality. The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality.

The majority of the citizens in the region believe that women journalists are attacked because they expose the truth about politics, corruption, and crime (around 80% of citizens share this view) and because of gender prejudices and stereotypes (around 70% of citizens). The fact that they reinforce their attitudes and present their views as the only valid ones in the region is a major problem that needs to be addressed.

The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality. The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality.

To change this situation, we need an education system that introduces a variety of factors, including the existing polarization and opposite views on media outlets are primary indicators of political and ethnic polarization. In the region, the preferred media outlets are those that reinforce the dominant nationalistic ideologies. They are trusted and distrusted media outlets in the region trustworthiness of media outlets, but also to an overtly disinterested in any other worldviews. There is no talk of discerning between the truth and the propaganda.

The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality. The propaganda media system radicalizes its public up to the statements, etc. It’s a special phenomenon in the region where the messages that are spread by the propaganda media system are often interpreted as reality.

The preferences in the use of media and trust in the media outlets are closely linked. In all six countries of the region, the majority of citizens have not heard of a media outlet that they trust and those that they distrust. In some countries, citizens are sharply divided – there is a strong polarization between media outlets controlled by the government and by the opposition. The vast majority agree that the media is mainly controlled by political and business powers, that the state authorities should limit the political influence on media outlets, adopt and the laws on media and implement policies that promote those capacities.

In all six countries of the region, the majority of citizens believe that media in their country can freely do their job and report on important topics. About half of the citizens in all six countries of the Western Balkans agree that the media in their country (TV channels, radio stations, newspapers or news web portals) serve democracy and the public interest very well. Slightly more than half of the citizens in the region believe that women journalists are often the targets of attacks, threats, insults and harassment. i.e. at least two thirds in each country of the region, believe that women journalists are often the targets of attacks, threats, insults and harassment.

Most of the citizens in the Western Balkans (i.e. 93%) strongly or somewhat agree that state authorities should protect women journalists. The main reasons for distrust, there are perceived political influence and spreading disinformation and propaganda. Interestingly, one of the reasons for trust to the trust in media corresponds to their stands, etc.

There is a high awareness among citizens in the region that women journalists are exposed to specific, additional pressures because they are women and that they need more support from the state institutions. The majority of citizens believe that women journalists are attacked because they expose the truth about politics, corruption, and crime (around 80% of citizens share this view) and because of gender prejudices and stereotypes (around 70% of citizens).

Most of the citizens in the Western Balkans (i.e. 93%) strongly or somewhat agree that state authorities should protect women journalists. The main reasons for distrust, there are perceived political influence and spreading disinformation and propaganda. Interestingly, one of the reasons for trust to the trust in media corresponds to their stands, etc.