

YOUTH & MEDIA &

CROATIA

**NATIONAL
REPORT**

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YOUTH AND MEDIA NATIONAL REPORT: CROATIA

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FOREWORD

Dear readers,

The question of youth and their media competences is a complex issue. In today's world, where we are surrounded with different media content which can affect the perceptions of youth, it was necessary to examine the relationship which youth has towards the media and vice-versa.

Forum for Freedom in Education was invited to be a partner in project "South East Europe Youth and Media Initiative" that was implemented by Metamorphosis Foundation and Youth Educational Forum with the support of Open Society Foundations. As this research has a regional character, and included 11 countries, it is the first research of this type made in the region, but also in Croatia, which gives it a bigger impact.

The questionnaire implementation has started in the end of July 2013 and finished during September 2013 for all the stakeholders – youth, media representatives, youth organizations representatives and media organization representatives.

We hope that the results will be interesting and motivating and are going to help in future advocacy campaigns. Also, the recommendations written for all stakeholders reflect the results of this research. Taken into consideration that the questionnaire was filled by more than 4000 young people, the recommendations will give the institutions, youth organizations, media and educational system the important advices.

In the end of this foreword, we would like to thank everyone who has helped in any segment of this research implementation for Croatia. Firstly, we want to thank the assistants on the research who have been a great help – Doris Brala and Ana Mikolić – their efforts were significant and their enthusiasm and good will to devote the time for this research were extraordinary. Furthermore, we would like to thank Ivan Hederić, the proofreader, who has done an amazing job. Also, a big thank you goes to whole FFE team who has given the support during the implementation of this research.

We are also very grateful to portal Srednja.hr, which has published the banner and article for the research which helped in the bigger response rate of youth. Last, but not least, we would like to express our gratitude to everyone who participated in this research and helped us to gain the better insight in this complex question of relation between youth and media. Thank you!

We would like to emphasize that this is just a beginning of research done by FFE in the field of youth and media. During the next year, we are planning to publish detailed research with examination of relations between different factors. Also, we will be advocating and continue to implement the researches and activities related to media literacy of youth.

Happy reading!

Authors

1.

INTRODUCTION

1.1. ABOUT THE PROJECT

Although youth comprise a substantial percentage of population in South-East Europe countries which are included in the project [Macedonia, Serbia, Montenegro, Bosnia and Herzegovina, Albania, Kosovo, Bulgaria, Greece, Turkey and Croatia] ranging at about 1/5 or 1/4 of the total population, youth remains a marginalized group in these societies. Across these borders youth face many challenges which are similar: lack of social inclusion, corruption in education, youth unemployment, lack of cultural integration or poor youth policies. Although extraordinary youth activities and efforts towards improving their position and society in general can be seen, the debatable matter is their understanding and representation on media as a step towards influence and information.

The relation of youth to this key mechanism – the media, in its traditional and new forms, although a priority of some institutions and organizations, has not yet been researched or analyzed in a thorough and structured way which could enable determining the current status and a more structured and prepared approach towards effective policymaking, strategy development and inter-sectorial efforts in this area.

There is a notable lack of youth voices in the media space. In some countries there are cases of none to very little youth programs or sections in media, and youth events and initiatives tend to get less coverage. This disconnection also leads to youth's detachment from public discourse and current social development.

Additionally, it is not only important to determine youth's representation in media, but also youth's perceptions and attitudes towards them. In these societies of polarized media and diversity of information, it is not only important for a young person to be informed of the current matters but also to possess a critical thought and extent of media literacy. This is of great importance in order for them to be able to understand and decode information placed in the media sphere and to be enabled for active citizenship and participation.

In counties where there is a relatively high Internet usage rate (ranging from 46% to 71%, with the exception of Kosovo with a 21% rate), new media forms are on the rise and youth as one of the key internet user groups is more inclined to these forms rather than traditional forms.

However, disconnection is still present since most of the youth debates are broadcasted on social networks and not on the media themselves. This tendency leads not only to closed-circle debates but also enables breeding of hate-speech online.

1.2. METHODOLOGY

OBJECTIVES OF THE STUDY

This research project is a joint effort of organizations coming from 11 different countries. The research was conducted in the following countries: Macedonia, Serbia, Montenegro, Croatia, Bulgaria, Greece, Kosovo, Albania, Bosnia and Herzegovina, Slovenia and Turkey. The regional analysis congregates information that will serve as starting point for future research and advocacy projects or activities in the field of youth and media in the region of South East Europe. The study will provide an overview of the accessibility and use of media by youth, the importance of media to youth, the content they create, but also tackle challenges related to youth's media literacy and use of hate speech. Furthermore, it is expected that this study will contribute to the awareness rising on the importance of the issue and provoke further research in the area. As a result, we hope to initiate youth and media activities that will sufficiently increase media coverage on the key youth topics and issues in the region, as well improve the level of youth involvement in production of the media content.

The study overall objective is to define the perception of youth, the media and civil society sector about the level, quantity and content of the media coverage on youth topics on national and regional level.

More specifically, this research project defines the following objectives:

Youth

- Determining young people's needs from the media;
- Perception of young people about the benefits they receive from the media;
- Perception of youth about their media presence and profiling;
- Determining the level of youth media literacy;
- Perception of youth about media accessibility.

Youth organizations:

- Perception of the youth organizations about media usability;
- Perception of youth organizations about the benefits they receive from the media;
- Perception of the youth organizations about their media presence and profiling;
- Participation and role of youth organizations in the development and use of their own media;
- Levels of media literacy;
- Determining the prevalence of media oriented projects or activities.

Media

- Determining the perception of the media on youth questions in media;
- How are they evaluating the work of other media;
- Determining the degree of openness and inclusiveness of youth in the media.

Media organizations

- Determining prevalence of youth and media projects or activities, including: hate speech in the media, youth education for media literacy, and youth as content creators (developing skills);
- Determining the level of accessibility of media organizations for youth;
- Determining number and content of research projects done on youth and media topics.

Operational definitions from the targets of the study

The following definitions are used for the purposes of this research project to ensure cross-country consistency.

- Youth is defined as person between 15 and 30 years of age.
- Youth organizations covered within this study are divided into two categories. First (youth-led organizations) cover organizations where young people are responsible for the running/management of the organization. These organizations can work on many different topics, and youth are not necessarily the beneficiaries. The second, (organizations for youth) include those organizations where young people are the beneficiaries of the organization's activities. However the organization's activities most often are organized by adults. For the purposes of this study youth organizations do not need to be formally registered, which allows us to cover youth grass-root organizations, youth movements, etc.
- Media is defined as any means of communication including radio, TV, newspapers, the internet (including social media) as well as digital media (videogames, etc.).
- Media organizations are defined as non-profit organizations that; are commit to defend and promote freedom of expression; fight censorship and laws aimed at restricting freedom of information; monitor restrictions on freedom of information and media worldwide promote professionalism in journalism; provide educational or other type of assistance to journalists and media workers.

DATA COLLECTION

A. Secondary Data

Analysis of Existing Data

The secondary data analysis includes an overview of all available data related to the levels, purpose and means of media usage by the youth population, as well as other issues relevant for the study including internet accessibility, media coverage, etc. For this purposes desk review was conducted by all project partners.

Legal Framework Content Analysis

The content analysis also includes systematization of the legal framework, for the purpose of assessing the legal and institutional environment that fosters development of media, media literacy and freedom of expression. Some of the laws analyzed in this segment, include: Law on Media, Law on Electronic Media, Croatian Radiotelevision Act, Regulation of Protection of Minors, etc.

Analysis of the freedom of expression and freedom of media

In order to provide contextual country information, a review of the main indexes measuring media freedom were also included in the analysis. Three indexes were used for this purpose: indexes provided by Freedom House, IREX, and RSF. The selection of these indexes is multifaceted. First, over the years they have drawn the most attention worldwide. Second, it provides rankings for all countries involved in the study and allows for comparative analysis across the region. Third, despite the shortcomings identified by various “media freedom experts which faulted the major studies as having weak methodologies, excessive reliance on experts’ views, a lack of transparency, a Western bias, and a focus on “old media” such as newspapers and TV at the expense of fast expanding digital media, many still conclude that the studies have acceptable statistical consistency and reach the same general conclusions. In short, the studies provide a crucial, credible, and useful tool for tracking media freedom around the world and changes over time”¹.

A. Primary Data

The primary or field data congregation was in the focus of this project cycle. It was designed using a mixed method approach i.e., using both quantitative and qualitative methods. However, due to the nature of the method used for the quantitative data congregation (online questionnaires), the results/analysis will not be applicable to the whole population, since they do not satisfy the criteria to be generalized to that level. This is one of the biggest limitations of our research. However, having in mind

¹ Evaluating the Evaluators: Media Freedom Indexes and what they Measure, CIMA, 2010.

that we are interested in youth population that is engaged online, the study will satisfy the criteria for representation of this particular group.

When talking about the usage of Internet in Croatia, according to the data by the GfK Institute, 63 % of general population older than 15 years are using the Internet. From the collected data, it could be seen that the youth in the age group from 15 to 24 years, are using the Internet the most – 96% of them are using Internet. (GfK Croatia, 2011a). On the other hand the same Institute has made a research called „GfK Youth online 2011.“ and the data has showed that penetration of the Internet is 85%. Every day the Internet is used by almost 80% of youth. (GfK Croatia, 2011b)

Institution Analysis Questions

Below all the topics that are included in the institutional analysis are listed.

- Is media literacy included in the formal education curricula? If so, in which levels of education and in which manner?
- Is debate as a tool that promotes critical thinking included in the curricula at any level of education? How many debate clubs exist in any level of education?
- Is any strategy adopted with the aim to increase the cooperation between media and youth?
- Are any researches or analysis done on issues related to youth and media?
- Which legal acts regulate hate speech? Is there any analysis or evaluation done on the process of implementation of those acts?
- Is any strategy adopted that aims to locate and eliminate hate speech?
- How is the question of content in the media regulated? (for traditional media)
- How is the content in the media monitored and evaluated? (for traditional media)
- What are the sanctions for not fulfilling the content criteria? How many sanctions were carried out based on not fulfilling the content criteria? (for traditional media)
- Are young people represented in any manner in the regulatory bodies? (ex. indirectly through representatives from the education sector or the civil sector)

In order to provide detailed overview of media picture of Croatia and to make analysis, the different methods were used. Firstly, the desk research was used for obtaining the important information. Official public documents were viewed (laws, regulations and strategies), as well as relevant researches made by institutions and research agencies (e.g. Institute for Social Research, Ipsos Puls). Furthermore, the websites of the official bodies were analyzed which included different bodies (e.g. Electronic Media

Agency, Croatian Parliament). The second method used was the public access to information. The plead for public access to information was sent to two main institutions – Ministry of Public Administration and Ministry of Justice. Thus, the data shown for the employment of youth in public administration and jurisdiction represent the official data obtained through the public access to information.

Online survey for Youth

The online survey targeting youth was designed to measure youth media literacy and perceptions of youth about the media. The questionnaire was based on similar questionnaires already used across Europe; however most questions were drawn from the final report on Testing and Refining Criteria for Assessing Media Literacy in Europe, conducted for the European Commission by the Danish Technological Institute and European Association for Viewers Interests in 2011. The questionnaire was adopted on the coordination meeting by all the project partners. However adaptation to local languages was conducted with conceptual translation and back blind translation to track and identify any misconceptions.

The core questions on media literacy segment, was actually a basic survey which measured trends in media access, balanced use, critical understanding, communication and participation. More specifically, three areas of media literacy were measured: use skills, critical understanding, and communication abilities.

The promotion of the questionnaire for youth had started on July 29, 2013. During the three week period of time, youth had a chance to fill in the survey. The promotion and acceptance of responses from youth had finished on August 16, 2013. After the clearing of data, the results show that 4283 youth have given valid responses.

For the promotion of the questionnaire, the several communication channels were used, which included online media, traditional media, newsletters and social media. The social media and online media were used for promotion as this is the research based on the online questionnaire and the best way was to use above mentioned channels. When talking about the online media, several portals have published the information of the research like infozona.hr and srednja.hr. It has to be mentioned that portal srednja.hr has decided to be a sponsor of the research by publishing two banners on their website and in that way were a great help in the promotion. Furthermore, the newsletter was used for dissemination of information - Forum for Freedom in Education's newsletter has more than a thousand subscribers and they have received the information that research has started with implementation. The valuable resource was social media, especially Facebook, where youth has shared and commented the research - the 5941 youth have clicked on the link and opened the survey. It has to be emphasized that more than 190 000 youth has seen the survey and call to participate in the survey. Furthermore, the launch of the survey was announced on national radio stations in Split and Osijek, in youth shows. The direct

promotion was also made on the events where youth could sign their e-mail address and get the link to participate.

On line survey for youth organizations

The questionnaire for youth organizations contained few sections that intend to measure their relation with media, organization's media capacities, activities organized to cover media issues and their perception on youth profiling and inclusion in the media. This questionnaire was answered by the leading representatives from the youth organizations and person who was authorized to represent the organization.

The participation of youth organizations representatives guaranteed completely anonymity, which helped in obtaining more accurate results – usually the respondents feel more comfortable giving answers when anonymity is guaranteed.

The database of youth organizations was created based on the insight in Register of Associations, Address Book of Youth Associations from 2003 and on research on the web pages. Exactly 150 youth organizations were listed in the database to which the information on the research implementation was sent. The first e-mail was sent on July 29, 2013. Two reminders for participation in the research were sent to youth organizations. The first one was sent on August 8, 2013 and the second one on August 20, 2013. Based on the communication with youth organizations and based on the phone calls initiated to participate in the survey, after the clearing of the data, 39 responses were included in the statistical interpretation of the data.

On line survey for media

Media questionnaire was created to measure the perception of the media representatives about the prevalence of youth issues in the media, to define youth interests and needs from the media from the perspective of the media representatives and to describe their relation with the youth. This questionnaire was answered only from the editors or other representatives with authority to decide within the media outlet hierarchy.

Similarly to youth organizations representatives, the participation of media workers in the research guaranteed the anonymity which helped in receiving more honest and accurate responses.

The database of media was created using the official data sources. When we talk about relevant sources of information for the media in Croatia, there is no unique database which covers all media, but those are led in different institutions. The list of the media used for the research has been created from the databases which are collecting the information regarding the media and publishing. For the broadcasting

media (radio and television stations), the databases of Croatian Post and Electronic Communications Agency and The Electronic Media Council was used. For the providers of electronic publications (portals) the database of The Electronic Media Council was used. In the end, for the creation of the list of print media (daily newspapers, weekly newspapers, fortnight papers, monthly magazines), the database of Croatian Chamber of Economy was used. The database consists of more than 420 media to which the notification on implementation of the research has sent. The first e-mail was sent on July 29, 2013. Two reminders for participation in the research were sent to media and representatives. They were sent on August 8, 2013 and August 20, 2013. After the clearing of the data, 32 media representatives have submitted valid responses and are included in the statistical analysis.

Interview with representatives from media organizations

The main aim of the interview with the representatives from media organizations was to get better insight in the fields related to the hate speech in the media, propaganda and their views on the media literacy of youth. During the implementation of the research, seven interviews were made with the presidents, directors and program coordinators of the media organizations. The interviews were conducted in the period from August 8, 2013 to September 16, 2013 and the length of the interview was approximately an hour long. The inputs received from the media organizations representatives have been valuable and helped in the gaining the better insight to relationship between youth and media.



2.

CONTEXT

2. CONTEXT

The question of youth participation in creation of media content and the perception of young people in the Croatian media represent a complex problem which needs to be dealt with more extensively. In order to understand the relationship between youth and media, some general facts about youth need to be addressed first.

Youth population in Croatia is quite numerous. According to the data provided by the Census made in 2011, the youth represents 18,55 % of total population in Croatia (794 901 people) (Ostroški 2013). Youth in Croatia, who are by the legislation defined as people from 15 to 30 years old, face several issues today. Firstly, employment issues need to be addressed. They are not only present in Croatia, but also in the wider region and in the EU. The unemployment rate has been increasing constantly from the period of 2010 - according to the data Eurostat. In September 2013 youth employment rate was 52,8 % which means that every second young person was unemployed (Eurostat data 2013). Secondly, political participation of young people is quite low - youth participation in active citizenship needs to be improved using advocacy and other techniques. The Commonwealth Youth Development Index shows that Croatia is lacking in political participation, civic participation and employment, whereas situation with education, health and wellbeing is above average, in comparison to 169 examined countries (Commonwealth Youth Programme 2013). Thirdly, youth political literacy is also quite low. Having enlisted a few problems surrounding youth these days, it is important to keep this context in mind, as this can influence the attitudes of youth in a country.

Until now, not one comprehensive research was conducted in Croatia on the topic of youth and media and the topic of media usage was usually discussed as a small portion of researches on youth activism and youth state. For example, civil society organization GONG, has conducted a research in 2011 on 999 high school graduates with a goal of gaining an insight in political literacy of youth. The results have shown that political literacy is quite low, especially the knowledge of youth on the European Union and the way EU institutions function. It has to be emphasized that results have shown that somewhat less than 1/4 high school graduates are accepting the idea of state censorship of the media under the protection of state interest. Furthermore, the number of those who would agree to ban one part of the media in Croatia reaches more than 1/3 (Bagić 2011). Significant and most recent research which dealt partly with youth and media was made in 2012 by Institute for Social Research in Croatia. The results have shown that youth listens to music regularly and that they use the Internet for purposes of communicating and informing (Ilišin 2013).

To conclude, most of researches conducted until now have provided us with the attitudes of youth towards media usage, but in a small and limited portion. In the Youth and Media research, several stakeholders were included, which helps to give general overview of the "state of being" in this field.

2.1. MEDIA FREEDOM AND FREEDOM OF EXPRESSION IN CROATIA

Freedom of the media, and its extension - freedom of expression, are some of the prerequisites of a democratic society. Therefore, many organizations worldwide are engaged in the research of media freedom, freedom of expression, the development of media and different pressures that media can be under by the authorities or other sources of power.

In Croatia, the freedom of the press and freedom of expression is regulated by national laws, but it has to be highlighted that ratified international documents also have a crucial role in the regulation of this field. The international documents which are ratified and obligatory, include the **Universal Declaration of Human Rights, International Covenant on Civil and Political Rights, International Covenant on Economic, Social and Cultural Rights** and **European Convention on Human Rights**. All of these documents are dealing with the freedom of speech which is closely connected to media freedom. Furthermore, documents also emphasize the importance of freedom of searching, acquiring and publishing information as well as the freedom of expressing one's own opinion. The previously mentioned international documents are crucial for the media freedom and regulation in Croatia.

However, it has to be emphasized that national legislation has arranged the question of freedom of expression and media freedom. In the **Constitution of Republic of Croatia**, in Article 38, the freedom of thought and expression is regulated. Also, according to this article, the censorship is forbidden and journalists are given the right to report and access information freely. Furthermore, freedom of expression and media freedom are protected with Article 3, as a part of the general principles in Law on Media. Article 4 of the same law is prohibiting any illegal restriction of media freedom - no one can influence the content of the media based on the power and usage of their position. In the end, the Law on Electronic Media is regulating the freedom of electronic media.

Even though Croatia has good legislation concerning the freedom of speech and the freedom of expression, the analysis conducted by three organizations (Freedom House, IREX and Reporters without borders) shows that there is a possibility of even greater improvement in this area.

Freedom House claims that press in Croatia is **partly free** (Freedom House 2013), having the score of 40, same as the Dominican Republic². Freedom House emphasizes problems such as harassment of journalists and legal actions against critical media outlets. Also, the problems with political interference of Croatian Radiotelevision have been addressed, as well as the lack of transparency of Council for Electronic Media. Quality of reporting has also been mentioned which is an ongoing issue – problem which is also addressed in this research, as many of respondents emphasized this as the important question which needs to be tackled.

² If the country has the score below 30, it is considered as free in the sense of the freedom of the press. If the country has the score more than 60, it is labeled as "not free". Countries are media "partly free" if they have score between 31 and 60.

IREX, much like Freedom House, gives Croatia the grade of 2,74 (out of 4,00) for the media freedom. It is portrayed that legislation is good, but the social norms protecting and supporting the freedom of speech are proving to be quite an issue. IREX also measures media sustainability index and media freedom is part of this index. Croatian journalism and media are **near sustainability** but they need to work more on professional standards and provide sustainable media business environment (IREX 2013).

Reporters without borders publish their World Press Freedom Index on a yearly basis. Croatia is situated on the 64th place (in 2012, Croatia took 68th place) among 179 countries. The report states that legislative reforms have brought the improvement as did the entrance to the European Union. But, on the other hand, there are still some obstacles to overcome - especially the old habits which can be harmful to independent journalism (Reporters without Borders 2013).

As it can be seen from above, the analyses conducted by international media organizations have put Croatia somewhere in the middle regarding the media freedom and freedom of expression. The improvements were made with quality legislation, but the implementation in practice needs further improvement. More work is to be done on social norms and attitudes of citizens (especially youth) towards the freedom of information and press.

2.2. LEGAL AND INSTITUTIONAL FRAMEWORK

Critical understanding - media literacy and debate

Legal and institutional framework in the field of youth and media barely exists in Croatia. The analysis of laws, strategies, curricula and other documents has shown that Croatian government has not created a defined policy on the topics regarding media literacy, youth in the media and youth in general.

When talking about the media literacy, it is important to emphasize the fact that it consists of three important areas: use skills, critical understanding and communicative abilities (European Commission – Media Programme 2013a). However, media literacy is not a part of the school curriculum in Croatia. From the analysis of the **National Curriculum Framework for Preschool Education and General Compulsory and Secondary Education (NCF)**, as well as from the information available from the Education and Teacher Training Agency in Croatia, it is quite clear that there is no media literacy included in the curricula. But, it has to be emphasized that **as a subject theme media culture** is taught in Croatian primary schools as a part of Croatian language. The media culture in schools focuses on specific areas regarding understanding and evaluating theater plays, different radio and television shows and movies. Also, it is educating students on media communication skills. As the media literacy consists of critical understanding towards media messages and use skills, which are not part of this media culture, it can be said that this subject cannot be considered as media literacy (European Commission – Media Programme 2013b).

The NCF and other strategies are leaving enough space for possibility of introducing the media culture and film culture as the new subjects in primary and secondary schools.

When talking about the media literacy and media culture in Croatian school system, it has to be mentioned that teachers and students (who are studying the teaching and education streams) have the opportunity to attend different non-formal education workshops and seminars which train them in the fields of media culture, audiovisual techniques and theatre. (ibid.)

One big improvement can be made with the introduction of civic education in Croatian school system. In the year 2012/2013, the experimental subject of civic education has started in 12 schools throughout Croatia. Six of those schools have started with experimental implementation on the basis of an EU funded project implemented by several NGO's ("New Era of Human Rights and Democracy in Croatian Schools") and the other six schools were additionally chosen by Education and Teacher Training Agency in Croatia. The first year of this implementation has already passed by and after the end of second year the evaluation will be made which will measure pupils' competences. Even though media literacy is not an integral part of civic education, the curricula says that teachers will use different sources of information in order to train and empower pupils for critical approach towards the political, civic, cultural and economic reality. The highlight is given to the critical understanding of text and different media. Specifically, a curriculum says that at the end of elementary schools (the end of the third cycle of civic education) pupils will understand the importance of media freedom in the prevention of abuse of power and development of emancipated and engaged citizenship. Furthermore, one of the achievements is that pupils can link the freedom of the media with the responsibilities of the media in a democracy. Also, they will understand the concept of an objective and impartial information, the limitations of the media and the power derived from the right of privacy and protection of honor and reputation of the individual. (Education and Teacher Training Agency 2013) With all former being said, it can be concluded that with introduction of civic education in schools, the media literacy will become represented in schools in a greater manner than it is today.

Critical understanding is also achieved with **debate** and **debating techniques**. A curriculum of civic education emphasizes the critical analysis of information and involvement of pupils in organization and leading of discussions, debates and workshops. One of the achievements for the pupils from 5th to 8th grade is involvement in dialogue and debate, successful usage of public appearance techniques, debating techniques, negotiating and finding compromises, techniques of democratic leading and advocating their attitudes. (ibid.) Besides curricula of civic education, it is wise to mention that in 1998 Croatian debating society was established and it was formed from the debating program which was implemented in 1994. According to the databases of Croatian debating society, there are more than **90 youth debating clubs** which gather interested elementary and high school pupils, as well as students of universities. The debating program was acknowledged as an out-of-school activity in 2003 and a big number of schools have clubs. Furthermore, debating tournaments are organized in cooperation with Education and Teacher Training Agency and are a part of an official contests for pupils. For example, on

State contest in debating in 2012, the 12 teams from elementary and 24 teams from high schools were competing. (Croatian Debating Society 2013)

Youth and media: strategies and researches

In Croatia, there is only one strategy that directly refers to youth and this is the National Programme for Youth active from 2009 to 2013. The Programme has defined seven priority themes and the one which only mentions the media slightly is the seventh priority "*Mobility, informing and counseling*". It aims to raise mobility of youth and to inform them on various possibilities. However, the promotion on cooperation between media and youth is not mentioned in this priority. One of the goals in this priority is to "*increase the presence of young people in the media and strengthen the media led by youth by supporting the establishment and monitoring the youth led media*" (Narodne novine 2009). Strategy does not mention other priorities regarding the media. So generally in Croatia **there is no strategy adopted aiming to increase cooperation between media and youth.**

When talking about youth and media, it has to be mentioned that several researches on this topic were made in Croatia, but their main focus was not on media literacy and media content. The youth and media were mentioned as a part of the research about youth and their needs in general and separate research was not made on this topic. Usually, the researches were conducted with children, not with youth population in general. But, the data in these researches are quite valuable and can be of great use in comparison to other data.

Research conducted by **Institute for Social Research** and the **Friedrich Ebert Foundation** called *Youth in a time of crisis* conducted in 2012 showed interesting results regarding youth and their use of media. The sample was stratified by size and county of residence, and on the basis of age and gender. 1500 young people aged 14 to 27 years participated in the research. The results have shown that **households with young people have on average one computer**, whereas two-fifths of households do not own a laptop. Over 90 % of young people have access to internet. Also, the research gave the information on leisure time of youth. The results showed that youth listens to music (80%), goes out with friends, watches television (54 %), watches movies (52 %) and plays sports, reads books/ newspapers (27 %). Comparing this data with leisure time of youth in 2004 when the same research was conducted, it can be noticed that frequent socializing with friends dropped by 16 % and even watching television dropped by 27 %. One of the reasons for this change is probably ever so increasing time youngsters spend on the Internet. It has been explained that young people use Internet almost an hour more on average rather than watching television. Most young people use Internet for the purpose of communicating and informing, for watching videos and listening to music. Only tenth of young people use the Internet for highly practical purposes and equally few are oriented to virtual life games. The Internet is mostly used for accessing social networks (77 %) and for listening to music / watching videos (66 %). It is also used for information quest (62 %), reading news (62 %), sending e-mails (60 %), communicating with

acquaintances via chat or Skype (54 %), downloading movies and books (43 %), playing video games (30 %), for the purpose of work (20 %), etc. (Ilišin 2013)

When it comes to television, it turns out that most of young people are oriented towards the content which relaxes them and helps them to be informed. Among the 15 types of channels, the most viewed are the sitcoms and humoristic channels (48 % of young people are watching those few times a week or even daily), other TV series (46 %) and news (42 %), while on the rear scale are religious channels (2 % of youth watching them regularly, and 74 % never), political debates (6 % watching regularly in comparison to 61 % who never watch it) and Croatian folk music (10 % : 53%). (ibid.)

Then there is another relevant research that was initiated by **UNICEF**, in collaboration with the **Office of the Ombudswoman for Children** and conducted by research agency **Ipsos Puls**. The main goal of the research was to investigate the attitudes and opinions of 1000 children and youngsters in primary and secondary schools. The research was conducted in 2009. One part of the research dealt with leisure time and media. It has been shown that a significant proportion of children and youth spend time watching television and more than a third of young people spend their leisure time by playing computer games. Furthermore, it was shown that young people spend more time browsing the web and corresponding over the Internet than children do. Also, the relationship between children and young people was examined in the field of television content and newspapers usage. Slightly more than half of the children (60 %) think that TV channels have enough interesting content, and only half believe that there are enough shows dedicated to children. Only 19 % of young people believe that TV channels have enough shows that are dedicated to them. Unlike children, **young people expressed dissatisfaction with the media in a much larger number**. They are not satisfied by content offered for them on television, by the way they are portrayed in the media or by the amount of time they are represented in the media. **Young people consider that in the media they are mostly associated with drugs, alcohol and fighting and are therefore portrayed as irresponsible and immature**. Young people believe that the media coverage of their generation is unreasonable, with too many prejudices and stereotypes. They believe that the media should emphasize more positive examples, talk about their successes in school, contests and sports competitions. Young people think that they miss out on the opportunity to talk about their own problems and to uphold their opinion. Gender differences are reflected in a more critical view. Girls are, compared to boys, more critical when it comes to the sufficiency of activities for young people in the media. (Miharija, Kuridža 2011)

Other researches conducted in Croatia focus on children in elementary schools (up to 14 year old) and are about electronic media and violence (UNICEF Croatia, 2010), or media usage and importance of media in children's life (Ilišin V. et. al., 2001; Mikić K., Rukavina, A., 2006).

Prevention of hate speech as a part of media literacy: national regulations

An important part of media literacy is recognition and prevention of hate speech in media. The questions regarding the hate speech are mentioned in several national laws and regulations. Firstly, the **Constitution of Republic of Croatia** should be mentioned. In the Article 14 it is defined that "*everyone in the Republic of Croatia shall enjoy rights and freedoms, regardless of race, color, sex, language, religion, political or other opinion, national or social origin, property, birth, education, social status or other characteristics*". (Narodne novine 2010a) Also, the Article 15 guarantees the equity of minorities in Croatia. Furthermore, Article 39 says that "*it is prohibited and punishable to call people to war or to violence, national, racial or religious hatred or intolerance*". (ibid.) Besides the Constitution, there are two more laws that are handling discrimination and hate speech in an even more detailed manner: **Anti-Discrimination Act** and **Criminal Law**. The Anti-Discrimination Act provides the protection and promotion of equality as the highest values of the constitutional order of the Republic of Croatia. In Article 1 it is mentioned that the main aim of this law is to "*create prerequisites for the achievement of equal opportunities and protection against discrimination on grounds of race or ethnic background or skin color, sex, language, religion, political or other opinion, national or social origin, economic status, trade union membership, education, social status, marital or family status, age, health status, disability, genetic heritage, gender identity, expression or sexual orientation*" and that discrimination will be considered as a disadvantage to any person on the above characteristics. (Narodne novine 2008) This Act is one of the most important acts which is dealing with hate speech and antidiscrimination. Furthermore, there is the Criminal Law, which in Article 174 has sanctions regarding the hate speech and discrimination, especially on the basis of race. In the first sub article (art. 174, sub. 1) it is written that whoever violates fundamental human rights and freedoms on the basis of race, sex, color, nationality or ethnic origin recognized by the international community, will be **punished by imprisonment from six months to five years**. Furthermore, it is written that every person who publicly disseminates the ideas of superiority of one race over another, **or is initializing racial hatred** or racial discrimination, **will be punished with imprisonment of three months to three years**. (Narodne novine 2011, 2012) It also has to be mentioned that Croatia has ratified the **Convention on Cybercrime**, which means that above mentioned sanctions are valid on the Internet and in online world. (Hidra 2002) Shortly, any person openly posting comments or other material which is discriminating against one or more groups or is hate speech will be subject to the Criminal Law.

Antidiscrimination provisions are also included in the following Acts:

- Labor Act,
- Constitutional Act on the Rights of National Minorities,
- Law on the Media,
- Law on Electronic Media,
- Croatian Radiotelevision Act,
- Civil Service Act,
- Gender Equality Act,
- Same-Sex Communities Act.

When talking about the analysis or evaluation of the implementations of the above mentioned acts, Centre for Peace Studies from Zagreb every year makes a detailed *Report on implementation of the Antidiscrimination Act*. The last one was made in 2012 and it consisted from the data gathered from various stakeholders - CSO's who are active in the field of combating discrimination, Office of the Ombudsman, Office of the Ombudswoman for Gender Equality, Office of the Ombudswoman for Children, Office of the Ombudswoman for Persons with Disabilities and the Ministry of Justice. (Lalić 2013)

As in the report there is now separate category for hate speech, it was not possible to get clear insight on the complaints and proceedings made. On the other hand, the report indicated cases of discrimination based on the Article 1 of Antidiscrimination Act, where it was clear that most people were discriminated against the sex, race, ethnic origin or skin color. It has to be emphasized that in 2012 **64 civil cases** and **63 misdemeanor cases** were filed. Also, **five criminal cases** were opened - three cases were related to national origin, one regarding ethnic origin and one regarding sex. (ibid.)

Regarding the hate speech, Croatia doesn't offer a strategy that aims to locate and eliminate only hate speech. There is a **National plan for combating the discrimination 2008 - 2013**, which mentions hate crimes but not hate speech directly. As in the legislation mentioned above, the hate speech is mentioned through antidiscrimination provisions.

The important part of **the Youth and Media research is dealing with hate speech** in the media. As it will be explained later in more detail, most media organizations in semi-structured interviews mention that young people do not recognize hate speech in a sufficient manner in the media, which represents an important issue in today's society.

Media content: regulation, monitoring, evaluation and sanction

The question of media content is mainly regulated by two very important media laws and those are **Law on Media (LM)** and **Law on Electronic Media (LEM)**. Additionally, the **Croatian Radiotelevision Act** as well as the **Regulation on Protection of Minors** consists of some provisions which regulate content in the media. It has to be emphasized that LM and LEM in great detail describe the importance of sources of information, percentage of program devoted to information news and publishing the information.

Law on the Media precisely defines the regulation of the media content in the Article 3, where the main focus is put on the freedom of the media. In the sub article 3 the possibility of media freedom restriction is stated; the content can be restricted in the interests of national security, territorial integrity or public safety, for the prevention of disorder or criminal offenses, protection of health or morals, for the protection of the reputation or rights of others, for preventing disclosure of confidential information or for maintaining the authority and impartiality of the judiciary. Furthermore, the sub article 4 (art. 3, sub. 4) says that "*it is forbidden to support and magnify national, racial, religious, sexual or other*

discrimination or discrimination in media programs on grounds of sexual orientation, as well as ideological and national entities based on such grounds and encourage national, racial, religious, sexual or other hostility or intolerance, hostility or intolerance based on sexual orientation, violence and war". (Narodne novine 2004, 2011, 2013) This means that all **content which discriminates other based on any grounds is forbidden in the media**. However, it has to be mentioned that LM does not regulate the print media and obligations towards fulfilling the citizens' needs information and diverse points of views.

Law on Electronic Media, on the other hand regulates the content for audiovisual and radio programs in great detail. In the Article 26 (Narodne novine 2009, 2011, 2013), the following content is prohibited:

- content which offends human dignity;
- content which has especially immoral and pornographic content;
- content that in any way encourages, promotes and glorifies violence and crime and which encourages citizens, children and adolescents to use tobacco products, alcohol or drugs;
- content that can seriously harm the physical, mental or moral development of minors, in particular content that involves pornography or violence without reason (that content can be published only if the publisher can ensure that minors will not be able to consume the content).

Furthermore, in the LEM the special regulations regarding the advertising can be found, which represents a crucial part of media consumption. Articles 30 and 31 regulate the advertising content in a way that disrespectful ads towards men or women are not allowed to air. Also, it is not allowed to advertise the political parties and coalitions (except in the period of the elections). It is also emphasized that certain alcoholic drinks, weapons, ammunitions, pyrotechnic products, tobacco products and drugs are excluded from advertising.

Croatian Radiotelevision Act regulates the work of the only public television station in Croatia. The Act defines the roles of Croatian Radiotelevision (HRT) and the Articles from 6 to 12 (Narodne novine 2010, 2012) regulates the duties of HRT, program and media content. Croatian Radiotelevision is, when publishing and creating programs, obligatory to promote national interests, contribute to the respect and promotion of fundamental human rights and freedoms, patriotism, tolerance, understanding and respect for diversity, democratic values and institutions, civil society and to enhance the culture of public dialogue. In addition, HRT has to respect the privacy, dignity, reputation and honor of all the people, as well as the fundamental rights and freedoms of vulnerable groups, such as children and youth. In Article 9, it is mentioned that HRT is required to produce and broadcast programs for education of youth. When it comes to the media content, HRT has to comply with the following rules:

- HRT shall ensure that the majority share of the annual broadcasting time will constitute of European publishers, however, it is obliged to broadcast at least 40% of the content on the Croatian language;

- at least 15 % of HRT's budget will be allocated for the acquisition of the works made by European independent producers, noting that half of these funds must be earmarked for the works produced originally in Croatian language;
- Croatian music must comprise at least 40 % of the entire musical content.

Finally, **Regulation on Protection of Minors** (Narodne novine 2010b) deals with content regulations of television channels. The Regulation proscribes the program marks which need to be shown to the audience if the content can harm the physical, mental or moral development of youth and children. The visual marks have to be highlighted in the top left or right part of the screen (opposite to the logo of the TV station). There are three visual marks depending on the categories:

- **Category 18:** this kind of program cannot be broadcasted from 7 a.m. until 11 p.m. (visual mark: transparent circle with a red number 18);
- **Category 15:** this kind of program cannot be broadcasted from 7 a.m. until 10 p.m. (visual mark: transparent circle with a orange number 15);
- **Category 12:** this kind of program cannot be broadcasted from 7 a.m. until 9 p.m. (visual mark: transparent circle with a green number 12).

As it can be seen from above, content regulations are widespread through many laws and acts. The media content is **also monitored and evaluated by different Councils and Agencies**. Firstly, there is **Croatian Council for Media**, whose main aim is to investigate the complaints on account of certain newspapers, magazines and media services, as well as journalistic-editorial electronic media, print and other electronic media - and in justified cases warn, give opinions and impose a reprimand. They should also point out the violations in the journalistic principles. (Croatian Council for Media 2013)

For the electronic media, the most important body is **Electronic Media Council and Electronic Media Agency**. Electronic Media Council provides oversight over the implementation of the program principles and obligations (monitoring). Monitoring is done in several ways: **direct supervision** (done by members of the Council who examine the software, personnel and technical conditions) and **indirect supervision** (done via the recording and analysis of broadcast). The purpose of the inspection is to verify compliance with the legislation by a media service provider. (Electronic media Agency 2013a) Also, the monitoring is made by the **complaints made by citizens** on irregularities they notice (e.g. translation problems, haltered language, inappropriate content, etc).

Based on the Report on the work of Electronic Media Council and Electronic Media Agency in 2012, it can be seen that **145 cases were processed based on the complaints of the citizens and other institutions** (Electronic Media Agency in 2013b). Also, the monitored and analyzed broadcasts have lead to different sanctions regarding content. According to the LEM, the media can be punished with the significant amount of money for not fulfilling the provisions in the law - ranging from approx. 1350 € to approx. 13500 € (10 000 - 100 000 Croatian kunas). Also, there are some other measures regarding the lack of fulfillment of criteria which include warnings, misdemeanor warnings and proceedings as well as

withdrawal of the license. Based on the data available on the page of Electronic Media Agency, in the period from 2009 to 2013, a number of measures have been carried out.

Type of measure	No. of measures in the period 2009 - 2013
Warning	119
Reprimand	23
Misdemeanor warrant	14
Misdemeanor proceedings	10
Administrative dispute	12
Temporary withdrawal of license	4
Permanent withdrawal of license	5

Number of imposed measures by Electronic Media Council in the period of 2009 to 2013 (source: Electronic Media Agency 2013c)

Youth and political participation - the data

One of the aims of the Youth and Media research was to investigate the young people's attitudes towards the political education and participation. The results have shown that in Croatia, political education in schools is underdeveloped. This later contributes to the insufficient political activism of youth. Also, youth are commonly perceived in a negative manner - as apolitical and uninterested to become active citizens in their local communities.

The data obtained during the research shows that youth are underrepresented in regulatory bodies. Data was collected with two different methods - first method consisted of **desk research and information available on official web pages**. Second method included **usage of right to access the information** and pleads sending to regulatory bodies. The data shows the following:

- **Parliament:** only **one young person** is member of the Croatian Parliament (out of 151 MP's) (Croatian Parliament 2013)³;
- **Public Administration:** **6924 young people are employed** (out of 63 008 people, which means that 10.99 % of youth are employed in public, state administration)⁴;
- **Judicial Authorities:** **691 youth are employed** (out of 10 261 people, which means that 8,86 % of youth are employed in judicial authorities). Out of that number, 680 are employed as civil servants and employees and 11 young people as judicial officials⁵.

³ The data refers to the period until September 30, 2013.

⁴ Data obtained via the instrument of right to access to information. The data refers to the period until August 20, 2013.

The above data concerning youth involvement in courts, parliament and administration shows that youth is underrepresented - generally speaking, around 10 % of youth is involved in the work of these bodies. The number of youth represented as members of parliament is quite low, despite of the fact that political parties, in their programs at least, position youth as an important actors in political and social life and future leaders of the country.

⁵ Data obtained via the instrument of right to access to information. The data refers to the period until June 30, 2013.

3.

MEDIA ACCESS

3. MEDIA ACCESS

3.1. MEDIA ACCESS BY YOUTH

Media access by youth in today's world represents an important socializing tool. Also, media access helps youth in acquiring the information they think it's important. Because of that, it was crucial to gain insight to what technical equipment is accessible to youth and what equipment they own and have in their household. The total results (n= 4283) have shown that most of the youth own equipment which relates to traditional media - television (98,7%) and radio (91,7%). Furthermore, high percentage of them own a regular mobile phone (97%) and other equipment as laptop (79,4%) and PC (78%). Smaller percent of the youth owns tablet (24,4%) and finally not many of them use e-reader like Kindle where they can read electronic books (5,4%). Boys own more video games than girls (male: 72,3%; female: 41,8%). When talking about the income of the household and ownership of technical devices, it was shown that 91,1% of youth who have income more than 10 000 HRK own a laptop. The similar situation is with the ownership of smartphone devices. **It was shown that the ownership of the devices increased with the income** - so, for example, 87,8% of youth with income greater than 10 000 HRK own a smartphone, whereas only 60,7% of youth with income lower than 4 000 HRK have the same device.

Closely connected with ownership of technical equipment, comes the access and usage of media. Most young people use internet on a daily basis, either on computer or on their mobile devices. A high percentage watches television on a regular basis (every day 59,8%, and once a week 26% youth), and the similar situation is seen with reading the news online. Reading a newspaper or a book, as well as going to cinema are the most poorly used activities. It can be connected with the several indicators as the accessibility and affordability of certain activity. The differences in carrying out the activities could be seen by sex - regarding the video games and book reading. It was shown that girls read more than boys in general (male: 12,1%, female: 21,4% on a daily basis; in comparison, on a once a week basis ratio is similar 14,4% males and 21,8% females). When it comes to playing games, boys are more keen to play video or computer games, which can be seen from the data - almost half of them play computer or video games every day (47,5%), whereas only 1/5 (17,5%) of girls play games. Also, unemployed youth play video/computer games more than their peers. Other data have shown that youth with a degree in tertiary education (BA, MA) are watching television less than the youth with finished elementary and secondary school. The youth with university degree are more keen to listening to radio stations (44,1% of them on a daily basis). In correlation to this question, students also like to listen the radio more than pupils or people who are unemployed.

On the other hand, media representatives, for e.g. journalists and editors are of an opinion that youth created a new generation and it can be seen from their general responses, especially in the field of usage of media. When talking about the **media which youth gives the most attention to**, the opinion of the media representatives is that young people use the internet and social media the most - 78,1% of

media representatives think that the internet is a media to which youth are most oriented to, and 21,9% think that those are social networks like Facebook or twitter. It is interesting to notice that in these answers no one included traditional media (television, radio or press). The answers from the media representatives can be put in the relation to the youth responses on their activities, as most of them use internet on a day to day basis and visit social networks regularly.

When it comes to the **reason for preferring a particular media by youth**, media representatives are of the opinion that this is mostly defined by youth habits or culture (59,4%). Affordability and accessibility are also important (12,5%), and finally the content (9,4%). Two media representatives have given other reasons for preferring a particular media and those are interactivity and flow of information.

3.2. MEDIA CONTENT

Creation of media content, including audiovisual materials, literature, newspapers and other forms is becoming more attractive to youth. There are several reasons for that, but one of the main reasons are social networks. When talking about the creation of media content by youth, it was shown that more than half of young people are keen on producing a video or an audio material of any kind (movie, cartoon, song, video, clip, photo, meme), or to write literature like book, essay, poem, blog or column. On the other hand, small proportion (only 10,9%) of youth is writing articles for newspapers or directly writing a letter to journalists or to the media (6,3%), which is closely connected with their usage of media. A lot of them are using internet on a daily basis, whereas reading newspapers is not in their main focus. If we look at that connection, this could be one of the reasons why youth is not producing articles for newspapers or directly writing the letters to journalists. However, when we look at the differences between the youth, it should be mentioned that the proportion of those who are publishing articles in newspapers and writing letters is rising with the level of education. The youth with a university diploma or in the process of studying are more oriented to activities connected with newspapers.

Content created by youth, is mostly uploaded to different websites so that their work can be shared (82,4% use the internet for that purpose) - and pupils in elementary and secondary schools, as well as woman respondents are doing it more often. However, when talking about the creation of content, a small percentage of youth were collaborating with others on a joint project like wiki platform or created and maintained their own website or blog.

As youth have access to different equipment, they are exposed to different kind of content and information. Most interesting types of programs and information are movies (films) - almost 2/3 of young people have emphasized these programs as the most appealing ones. This is followed by music, documentaries and general entertainment. Religion programs and business/finance are at the rear of the list. **It was shown that people with university degree have greater interest in the information news and programs regarding culture and documentaries**, whereas youth with only primary education are keen on watching youth oriented programs (e.g. Briljanteen on Croatian Radiotelevision).

According to youth answers, internet and social media are important type of the media useful for diversity of activities. Social media is of greatest importance for communication, recruiting purposes, self-expression and acquiring membership in particular group. Internet is most beneficial for education, gaining information, entertainment purposes, self-promotion, activism and mobilization. We can conclude that youth are oriented towards new media rather than traditional media.

Regarding the content in the media, the attitudes of youth towards their presence in media was also examined. The results showed that **young people think that they are underrepresented in media when topics like politics, economy or business, religion, health and nature or environment are being covered.** This can be put in relation with their interest in programs - for example, religion, health, economy and business are the topics which do not interest them enough, so their voice in those topics is also missing. On the other hand, **young people consider that they are too often present in areas such as fashion, entertainment and sports.** From the results, it can be seen that youth think that they are underrepresented in the areas regarding the active citizenship and social engagement, as well as in the topics regarding economy. This can be connected with the portrayals of youth in the media, where youth also consider that they are portrayed as apolitical and passive. The so called **light topics** are the ones where youth is present most in the media, but they are also, in their own opinion, present in the news dealing with deviance and crime and thus portrayed as violent in the media. Youth organizations representatives also have emphasized that youth are underrepresented in the fields of economy/business, politics, health, nature and environment and religion. Even though youth and youth organization representatives agree that youth are underrepresented in religious topics, it needs to be said that the research *Youth in a time of Crisis* (2013) showed that 15,6% of volunteers are doing their voluntary work in the church and are volunteering in the religious related activities. Therefore, even though youth are not presented in religious topics in media often, their work regarding religious activities is quite high as every sixth volunteer is volunteering in church.

The youth organizations representatives consider that youth are underrepresented in the areas regarding education, whereas youth think that they are present in these topics sufficiently. Topics of fashion, environment and sports are those where youth are represented too much. More than half youth organizations representatives agreed that youth are presented too much in the topics regarding crime and deviance which leads to their negative portrayal in media.

Activities regarding content creation and supporting quality content by youth organizations were also examined. It was shown that more than half (61,5 %) of organizations never organized a training with main aim to improve youth's competences in the creation of media content. Similarly, more than 3/4 of youth organizations (84,6%) never provided funds for young journalists so that they can make quality and good stories. However, almost half of the organizations have supported investigative stories in the past. The support of investigative stories and funding can be connected with the budget of youth organizations, that is in most cases limited and can be used for implementation of some activities (e.g. 12,8 % organizations do not have budget, whereas 23,1 % have budget up to 10 000 \$). Furthermore, it was shown that 62,5% of **media were approached by youth organization for cooperation of any sort.**

The nature of cooperation was concerned with publishing the information on activities done by youth NGO's and their promotion. Some media were asked to be partners on project implementation and in carrying out the activities connected with moderation of public events. In a smaller percentage, the media was approached by youth organization so that they can make their own shows or category on web portals and to help them with the implementation of researches.

Discussion regarding media content cannot be complete without the responses of the media - editors and journalists. Exactly half (50 %) of media directly targets youth as their primary group. They are assessing their needs and interest through different methods - media usually uses direct communication with youth, or an advanced statistic and analysis like Google Analytics, surveys and internal info on article reading. Based on the statistic and number of clicks, they gain the insight on what youth is most interested in. Furthermore, significant number of them uses social networks, phone calls and SMS. However, two media representatives have said that they are not doing the assessment analysis of needs and some media representatives are leaning from their own decisions as well as decisions of editors.

The **media representatives** are of the opinion that the content that is most appealing to the youth is entertainment (81,3%), education, culture and sports (3,1% each). Three media representatives gave their own views and wrote that showbiz topics, employment topics and mixture of entertainment and sports/fashion are the most appealing.

Media representatives have also shared their opinion regarding the media influence on youth and their involvement in media content creation and representation in the media content. Journalists and editors have an opinion that media influences on perception of societal issues of youth in a great manner (43,7% think that they influence about right, 25,0% too much and 12,5% far too much). The similar situation is with the influence of media on everyday decisions of youth in various fields like education or employment - 43,7% of representatives think that media influence youth about right in this field - however, 34,4% think that media influence youth too much and 12,5% that media are interfering far too much on decisions of youth. Media influence on political awareness and political knowledge of youth in a smaller proportion. In the end, it was shown that **media representatives agree that media doesn't advocate enough for increasing youth participation in social or political activism** (46,9% of them agree that they influence too little and 9,4% state that media does not influence at all in this question).

When talking about content in the media, journalists and editors are of an opinion that youth are represented in the content offered by the media in a sufficient manner. A little more than half of them (53,1%) state that they are represented about right. However, about 1/3 (34,4%) think that they aren't represented enough in the media and 3,1% think that they are not represented at all. When it comes to direct involvement of youth in creating the content or work in media, the media representatives state that youth are too little involved (59,4%) and not involved at all (9,4%). The same view share media organizations (organizations dealing with media monitoring and analyses) - more than 2/3 of media organizations representatives would agree that youth are not involved at all or little involved in creating the content or work in media.

The views of media representatives and media organizations representatives are similar to the question of interest of youth for being included as a subject or target group for the content offered by the media. Around 1/3 of media representatives (34,4%) say that youth are too not interested enough to be included in the content offered by the media and 9,4% agree that they are not interested at all. Correspondingly, 31,2% state that youth are too much interested to be included in the media content. In comparison, more than half of the media organizations representatives express that youth are too much interested to be included in the media content. Regarding the interest of youth in being directly involved or included in any type of work done in the media, it was shown that media organizations representatives are of the opinion that youth are too interested to be involved in the work of media.

Media organization representatives agree that topics targeting youth are mainly entertainment, music, culture, technology, sports and sex. To a lesser extent, those are the themes of education and youth unemployment and poor social situation, but they consider that mentioned topics are handled in a pretty bad way. Topics about politics are in a very small measure aimed at youth and youth isn't interested in politics because they are not actively involved. Most often youth is targeted with content associated with selling products – youngest buy stickers and cartoon characters figurines and more elderly are targeted with “must-have” products, events and music stars. It was highlighted that topics related to values are marginalized.

The most useful topics for young people are those related to employment opportunities and training in Croatia and abroad, general education, but also the culture and economy (business advice), say media organizations representatives. Furthermore, they claim that the quality journalism is the most important for the proper education of youth. On the other hand, one of the respondents pointed out that young people do not need as much information as they are receiving and that they are bombarded with several topics.

“Youth should receive information and topics which are pertaining to different values such as democracy, equality, tolerance, acceptance of others and non-violent approaches to others. However, young people are not interested enough in those kind of topics but in the topics that make fun of others. Youth should be informed, educated and assisted with the uncertainties regarding the relationship to ourselves, development, and sexual life through media. Media are not playing their educational role right.”

Association for Communication and Media Culture

As the most interesting topics for young people, media organizations representatives pointed out entertainment, sports, scandals and sex (“SSS formula”), world of celebrities and computer games. One representative of media organizations said that there are young people who love documentaries and scientific programs, but they should be done in an interesting manner. It was also stressed that young people find information received through Internet more interesting and it was also emphasized and showed in this research. All media organizations representatives agreed that there are certain topics

that are underrepresented in the media, and are useful for young people. They believe that those topics are related to employment and education, EU funds and topics of culture. They stressed topics where youth can demonstrate their social responsibility, as well as topics that cover educational, and general social values as underrepresented. Also, according to the opinion of most media representatives, youth are too little informed about political issues and are only passive viewers who do not have critical approach. Furthermore, themes of active participation in the formulation of policy and everyday life, as well as issues of human rights and the ways in which they can influence the situation in the society are not represented enough. Generally, media organizations representatives agree that the content presented in the media has lower quality and journalists handle some topics in the wrong way. According to them, the fundamental problem is the crisis of content in the media.

“The responsibility is on those who are creating the media content and how are they taking care of the young population. The question is which person is the editor in different shows. It would be good if in some newsrooms and program authorities’ young people are involved so that at least their opinion is heard. The problem is when the elderly people are creating programs for youth.”

Media, Association for Media Culture

4.

MEDIA LITERACY

4. MEDIA LITERACY

4.1. OVERVIEW

As it was already said in the analysis of the context, media literacy, according to European commission, consists of three important areas: use skills, critical understanding and communicative abilities. The survey for youth was thus, carried out based on these premises. Other questionnaires measure aspects of capacity building, available resources of youth organizations and projects which were conducted.

When talking about the results of the survey, it was shown that every media organization except one has worked, or currently is still working on a project that targets youth. Projects that media organizations worked on, or are still working on, are within the field of their expertise.

Croatian Journalists' Association, in collaboration with European Journalism Centre, has sent young Croatian journalists to Bruxelles to get acquainted with the work of the European institutions.

Students who are members of Association for Communication and Media Culture take part in the development of a web site where they publish music, discuss literature and cover different educational topics. Some media organizations (Open Media Group) try to stimulate youth to become active citizens, so they participate in projects that cover the topic of national minorities. Other media and civil society organizations, such as GONG, collaborated with Croatian Youth Network and Centre for Peace Studies. The project they worked on is called *New Era of Human Rights and Democracy in Croatian Schools*. The outcome was a video clip about activism in local community, civic literacy, EU literacy, political and media literacy. Association for Independent Media Culture covered the media aspect of the project implemented by GONG, where unemployed young people were taught about finances and accountancy.

Media organizations have an active approach to social problems and often include youth in their activities. Representatives of the Association "Media" have shown the movies and photos created by youth in many media festivals; and GONG's project *I vote for the first time* was directed towards youth and emphasized the importance of elections.

Despite generally activist approach to social issues, more attention should be devoted to certain topics. Only three media organizations have worked on increasing youth media literacy. One of them is Croatian Journalists' Association that collaborated with International Centre for Education of Journalists on the improvement of youth media literacy, while Association for Communication and Media Culture held workshops. Association "Media" supported students in conducting researches on the topic of media.

Efforts invested by these media organizations are significant, but in general, support for media literacy activities is insufficient. Few reasons for low level of media literacy can be identified. Inadequate amount for critical thinking about media, lack of serious journalism and increase of commercialization

have contributed to lower media literacy. This topic is not appealing to youth but schools and parents have their share in media education of youth. The problem lies in the fact **that many teachers have to become media literate, through attendance of different non-formal workshops and inclusion of these topics to the Croatian educational system. Furthermore, many parents also need to become media literate so that they can help in media education of their children.**

Media organizations, with an attempt to target social problems in an activist way, play an important role in social change. Their attempt to target youth is praiseworthy, but some topics such as media literacy are underrepresented. Sometimes the efforts of media organizations might seem in vain, because general overview is that youth is being exposed to low quality content in media, and at the same time youth are not interested in topics on activism portals. To increase the level of media literacy, firstly it is necessary to raise interest for different topics, develop critical approach and responsibility on the topics that are being consumed and then offer quality educational content.

4.2. USE AND CREATION SKILLS

When observing the frequency of different activities connected with various media, usage of Internet on any device, usage of Internet on mobile phones, watching TV and reading online news on a daily basis is carried out by three quarters of respondents. About a quarter of youth plays computer games between once a week and every day. A bit smaller number, third of them listens to the radio between once a week to every day. Reading printed materials, such as books and newspapers, ranging from weekly to monthly basis can be applied for about a third of respondents. More than half of youth that participated in the survey attend cinema less than once a month.

The dominant use of Internet as a media opens a question of what aspects of it are used.

Up to three quarters of respondents carry out activities that include sending e-mails with attached files, protect their computer, change their privacy setting, use Internet for making phone calls and use peer-to-peer sharing. On the other hand, activities such as creating a web page and maintaining a blog are underrepresented - four fifths of youth are not implementing these kinds of activities. To get an insight about group differences, it is noteworthy to say that men share more peer-to-peer content than women, while youth with a degree send more emails than those without it.

Video or audio material were used by almost two thirds of respondents, while a smaller number, around half of youth in the survey have produced written literature in terms of books, essays, poems... . Written materials, such as letters to the newspapers and news for article magazines were never in mind of around 90 % of youth. Again, youth with university degree more often write news or articles for newspapers than less educated ones.

Internet is used mainly for communication purposes and consumption of different content. Almost all participants were active on social networks, used Internet for watching TV or videos, uploaded different materials online (photo, video, music...), and used instant messaging. More than half of respondents do not sign online petitions, and about half of them do not express views or opinions on political and social issues, and create a character that lives online. About a three quarters of youth do not use Internet to contribute to a joint project (such as wiki platform), and almost four fifths do not create or maintain a web site. Different media shares different role in activities, but it is evident that social media and Internet have taken over the role of television, radio and print media. While these media were used in the past to communicate with target groups and final beneficiaries, nowadays communication, recruiting, self-expression and acquiring membership in a particular group are mostly done via social media. It seems that with time Internet has become the “media above all media”, because it is mostly used for education, informing, entertainment, self-promotion and activism and mobilization.

Use of Internet, social media and consumption of visual materials dominates among Croatian youth and the level of technical literacy is quite high among them as well. While Internet has replaced the role TV, radio or newspapers once had, today's youth consume or produce too little written materials, and the activist power of Internet is generally not recognized and taken advantage of.

Youth organizations support use and creation of skills in a very limited scope. For instance, about half of youth organizations that took part in the survey have never monitored and analyzed the media. Even worse, around two thirds of youth organizations have never conducted training for young journalists. A bit encouraging is the fact that about half of youth organizations has trained youth to use media within the last two years.

While youth organizations do not support use and creation of skills, media organizations give some efforts in this area of youth development.

All media organizations worked on projects that were aimed at youth as creators of media content. Open Media Group worked with youth on a *Minority 3D* project where they have undergone an education on production of a documentary movie. Topics covered in the documentaries were mainly about national minorities. Association for Communication and Media Culture supported youth in writing web articles and creation of content for radio shows. GONG helped youth in creation of video clips so they would learn how to make media content.

Although all media organizations have worked on projects where youth was taught how to create media content in technical way, only two media organizations worked on the development of youth's skills needed for the creation of media content. Media organizations make an effort, not just by educating youth, but by doing it through activism topics. This is how they contribute to raising awareness of social questions. Proactive approach of media organizations can be seen in the perception of ways to increase useful and creation skills.

One of the ways to develop usage and creation of youth's skills is to present them with jobs and responsibilities in their organizations. Five media organizations have youth as employees, volunteers, interns, coordinators, project managers and associates. All of them are given tasks that are within their knowledge, skills and abilities. While some are being introduced in project writing, volunteers mainly participate in one-term actions.

Development of youth's skill concerning the use of media is very rudimentary. Media organizations show more agility in this area, and it is praiseworthy that it is being done through activism topics. Attitude that media organization should give a chance to a young person in order to learn, and having youth as employees, managers and other staff, reflect mature attitudes of non-governmental sector in Croatia.

4.3. CRITICAL UNDERSTANDING

Being surrounded by different media, critical approach is very important to prevent negative consequences youth could suffer from. Although young people use Internet and printed media every day or on a weekly basis, around half of them do not consider these media to be reliable nor unreliable. This shows that youth are indecisive and have no critical opinion towards these media. On the other hand, social media is considered to be unreliable and inaccurate but radio and TV, whose content is consumed by fewer respondents than the Internet, are considered to be reliable and accurate.

When people are in a doubt about the accuracy of some information in the media, most of them will compare the same information elsewhere or ask other people for an opinion. Considerable large amount of people, about two thirds of respondents, consider only trusted sources.

Youth is most oriented towards social media when using the Internet; however this is the media they are least critical towards. When in doubt about accuracy of some information, youth tend to compare information in search for the truth.

Since media cover a wide range of topics, it is interesting to investigate youth's perception of their own presence in different topics. Respondents consider that youth isn't present in media topics such as nature/environment and education/culture. Economy/business and political topics show the same trend: about two thirds of respondents consider that youth is too little present in this areas, while a third of respondents consider that these topics do not cover youth at all. Opinion about presence of youth in religious topics is somewhat similar: about a quarter of respondents consider that youth isn't present at all and about a third thinks that youth is not present enough in religious topics.

While media have the power to decide which topics youth should be included in, they also have the power of assigning certain features. Media attribute youth the characteristics of creativeness, apoliticalness and lack of interest, portrays them as slightly dependent and unorganized. On the other hand media portray youth neither peaceful or violent, nor active or passive, nor polite or impolite, nor educated or uneducated and nor tolerant or intolerant.

Therefore, youth is not present in many media topics but in cases where youth is presented, they are shown in a generally negative way.

Civic education in Croatia is considered to be a tool that would promote democratic values among school children. However, due to late implementation and experimental status, promotion of democratic society and values is poor. Media organizations think that Ministry of Science, Education and Sport should provide more funds and make it a regular subject, and teachers should be more educated in this field.

Superficial introduction of political education at the end of secondary school, insufficient tradition and development of political and democratic culture as well as omnipresence of politics are reasons that push youth away from politics. Although political situation is traditionally unfavorable, propaganda of political parties and creation of political elites contribute to the deterioration of youth from politics. Important move in improving political education can be made by stimulating youth to initiate social changes. Educational system (and civic education within it) has an important role, but media and civil society have a significant impact on encouraging youth in making changes in society.

That is why media organizations consider media a factor that educates youth and helps them sharpen their critical thinking regarding political topics. Role of media is, furthermore, to monitor politics and politicians and shaping the public opinions. This is not achieved because of the underdeveloped research journalism and lack of quality media.

In order to enhance the quality of media, and criticism towards contemporary topics in the media, critical thinking needs to be cherished. Five media organizations have worked on the improvement of communication or critical thinking. Young people were recorded by camera participating in one project and afterwards they had to observe themselves. They were commented by an employee of a HR department, so they got feedback on the communication during the job interview. Public debates were organized by other media organizations and some have reached youth via their web sites and radio. Youth in Action trainings, involving youth in concerts, developing web portal are all means of increasing communication and critical thinking skills.

Because of the lack of critical approach towards Internet and social media, insufficient presence of youth in topics that give a sense of social achievement and negative portrayals of youth, more efforts in raising the quality of media and educating children on political topics should be invested.

4.3.1. HATE SPEECH

When considering critical thinking regarding hate speech, about half of the youth respondents often think that a certain news is published in order to insult some people and about the same amount of youth often think that news in the media are actually hate speech. Discouraging finding shows that three quarters of youth organizations have never conducted any activities towards explaining the

language that is haltered, and that four fifths of all organizations don't have funds for education of young journalist.

Majority of media organizations had different activities connected with hate speech in media. One of them was directed towards gender based violence, and another one on a similar project-reducing violence and hate speech towards LGBT persons. Other media organizations were involved in local elections where candidates debated on hate speech in media.

Some media organizations organize regular public debates and one of the topics is hate speech, while others write about that topic on their portals on a regular basis.

While youth have a very critical attitude towards the intention of news, which reflects the perception of media, youth organizations are very passive when dealing with bad language in media. On the other side, media organizations have the most proactive approach towards reducing hate speech.

Recognizing hate speech in media can be increased by systematic education through formal and informal education. Serious problem occurs because young people do not discriminate between hate speech and strong debates, so workshops and discussions should be organized. An interactive approach is needed as well. It is insufficient to teach youth about the negative aspects of hate speech - it is necessary to inform them about tolerance and respect. Institutions such as Ministry of Culture and Ministry of Education, Science and Sport should help as well. Additional workshops within Civic education are seen as one solution to the problem, but all media organizations conclude that education against hate speech has to be done on family level, educational institutions, including media.

4.3.2. MEDIA MESSAGES (PROPAGANDA, SPIN, MISINFORMATION, LIES)

The most interesting result apart from fore mentioned one (depict trust in the accuracy of the information presented in the media) is that about three quarters of youth would never share their concerns with a civic or social organization.

Same trends can be observed for youth when it is about believing in the truth and wholeness of the news. More than one third of youth (42,4%) rarely believe that part of the news is deliberately omitted or that the news is deliberately incorrect.

Approximately half of respondents sometimes observe media as reporting false facts and news containing flawed argumentations. Third of youth, rarely and sometimes perceive media usage of divisive language and presence of investigative journalism. Quarter of respondents rarely notices news as objective and analytical, but a third of respondents sometimes notice these characteristics in news. Dehumanizing metaphors are rarely perceived by about a third of participants, while approximately two fifths sometimes notices these messages.

Youth generally do not have any trust in news that are brought by the media, and tend to search for information in trusted sources. Besides considering news to have flawed argumentation, insufficient objectivity and information deliberately being omitted, youth do not perceive civil society organizations as someone they can share their concerns with.

Discouraging finding is that two thirds of youth organizations have never held any training for youth in order to identify and challenge propaganda. On the other hand, more encouraging is the fact that nearly half of youth organizations held some activities in the last two years aimed at increasing media literacy.

According to the media organizations, education is essential in raising awareness of propaganda. One aspect of education includes the development of media literacy, because it is necessary for being able to recognize propaganda. Youth is, by standards of media organizations not educated enough regarding media literacy, and only small number of youth can distinguish propaganda and similar media messages. They conclude that it is obligatory to develop critical thinking starting from elementary school, because otherwise news is received without criteria and criticality.

4.3.3. PRIVACY POLICIES

Youth are worryingly incautious when they communicate with others on the Internet. Around two thirds of respondents are either never or rarely cautious when they talk to other people on the web. Different trend is seen when gender differences are observed - male respondents are less careful than woman respondents.

On a level of youth organizations about half of them have a privacy policy, but the fact that one tenth of people who answered in the name of the organization don't know if their organization has a privacy policy is concerning. Even more worrying is the fact that around half of the organizations do not have a communication strategy, even though it can help them in gaining visibility and attract youth.

4.4. FREEDOM OF EXPRESSION

Youth shows different patterns of behavior connected with freedom of speech. From a general perspective, about half of youth that participated in the research said that they are always afraid to comment on the web.

When gender differences are taken into account, there is a different trend: girls are more afraid to comment than boys.

On the other hand, about half of the youth in the survey do not have any problems with bringing up their political opinions. About half of them said they never or rarely feel uncomfortable when they have

to make their political opinions. Gender differences are noticeable. Girls feel less comfortable than boys in stating their political opinions.

Youth are not cautious when they communicate with others on the Internet. Around two thirds of respondents are either never or rarely cautious when they talk to other people on the web. Different trend is seen when gender differences are observed, as mentioned earlier in the text. Boys are less careful than girls when they communicate with others on the Internet.

5.

**YOUTH IN
THE MEDIA**

5. YOUTH IN THE MEDIA

5.1. PORTRAYALS OF YOUTH BY THE MEDIA

From the youth's point of view, **youth is portrayed as apolitical in the media. Youth tends to be depicted as violent, dependent and unimaginative, but slightly rude, disinterested and intolerant.** Youth is not shown as passive or active, educated or uneducated, organized or unorganized.

This kind of picture of youth in the media is also influenced by youth organizations but it depends on the strategies used to target media and cooperation. Majority of youth organizations send press releases and attend conferences, as well as contribute to their content in various ways. Alternative ways, which are used by approximately three quarters of youth organizations, are attending TV shows and establishing personal connections with editors and journalists. Still significantly a large number, about two thirds of them try to establish good cooperation with media for campaigns. They also use media as resource person at trainings. Slightly more than half of youth organizations do not target media by organizing briefings, and even larger number of youth organizations, slightly more than three quarters never present journalists with the issues they deal with.

Media dominantly target youth within sports, education, entertainment and culture. Fashion, health and nature/environment are the following topics where about two fifths of media target youth. It is necessary to be aware that more than three quarters of media do not have youth specific focus on the topics of media literacy, crime news, religion, politics and economy/business.

Overall it can be concluded that youth can be portrayed in a more positive way in the media. Youth organizations contribute by using very limited methods in approaching media, but on the other side, media follow the trend of depicting youth in a superficial way. Lack of serious topics that may give a sense of control over social problems might explain why youth see themselves as dependent, unimaginative, rude or intolerant.

5.2. PRESENCE OF YOUTH IN THE MEDIA

Youth are unequally present in various media topics. More than three quarters of youth said that youth is either not at all or not enough present in political and economical/business topics. Nearly half of respondents consider youth insufficiently present in religious, health and nature/environment topics. Significant amount of subjects, up to almost half of them think that youth are too present in fashion, entertainment and sports. Furthermore, considerable amount, quarter of respondents, thinks that in fashion and entertainment topics youth is excessively present. Slightly more than third of youth that

participated in the survey, think that youth is optimally present in cultural and educational topics. But it is still worth noting that third of respondents consider youth to be too little present in cultural aspect of the media. We can notice a different answer pattern about the presence of youth in crime news – a bit more than quarter of respondents think that youth is far too much present there.

From the youth organization's point of view, youth is presented by media in a negative way. They are presented as disinterested, dependent, passive, rude and apolitical. According to the youth organization's perspective, media tend to show youth in a violent, unorganized and intolerant light. On the other hand, completely opposite to above mentioned, youth are portrayed as educated and creative by media.

Majority of media that participated in the survey, more than two thirds agree that media have more influence on youth compared to adults or general public. The same pattern of answers is observed when media are asked whether they have been approached by youth organization for cooperation. More than two thirds of the media reported they have been approached, and mainly they published information about activities of the organizations. A vice versa process can be observed too. Media have approached youth organizations to establish cooperation in about two thirds of cases, mostly to publish organization's activities, to produce and make media content, and to have guests in their shows.

According to the media organizations, youth are little present in the content offered by media.

Representatives of the media organizations explained that entertainment, music, culture, technology, sport and sex share youth population as a target audience. Somewhat topics such as education and unemployment, bad social situation target youth, but aren't elaborated well enough. Still, topics aimed at younger population are related to action figures or TV shows, and for older youth that are must have products, events, and music stars. Topics related to social values are marginally present, and are presented in an inappropriate way.

When presence of youth in the media is viewed from the youth's, youth's organization, media's and media organization's perspective, the following pattern is noticeable: **they all agree that youth is present in sports, fashion and similar topics most of the time.** Portraying youth in a negative way and limited collaboration between youth organizations and media can hardly contribute to holistic presence of youth in the media.

5.3. IMPORTANCE

Youth has different priorities of what they want to be provided with by the media. First two services they want to be provided with are films and music, that being said by more than two thirds of respondents. On the third place are documentaries, what is desired by a little less than half of

participants of the survey. General entertainment, news information/programs, youth programs and series/soap operas are wanted by approximately third of youth that took part in the survey.

Observing youth in the media as a whole, **we can notice the relationship of consumers and providers of goods, where media shape youth's needs and youth stimulates media to provide products to satisfy their needs.** In a closed circle where communication between youth, youth organizations and media spins around satisfaction of superficial needs, it is very difficult to portray youth in a positive way and give them a feeling of control over important social problems.

6.

**YOUTH
ORGANIZATIONS
AND MEDIA**

6. YOUTH ORGANIZATIONS AND MEDIA

6.1. USE SKILLS

Different types of media are differently used by youth organizations. Almost all youth organizations use social networks and web sites when they communicate with others. Around three quarters, use radio and newspapers, but still a respectable two thirds of youth organizations use social bookmarking sites and TV. Blog is not used by most of youth organizations, and wiki platform together with micro-blogging services aren't used by worrying four fifths of youth organizations. A respectable amount of two thirds of youth organizations do not use media sharing sites.

If the use of different media for the program activities is inspected by the frequency of usage, social networks and websites dominate on the daily amount of use. Services such as blogs, wiki platform, media sharing sites, and micro-blogging are never used. Although, as abovementioned, two thirds of youth organizations report to use social bookmarking sites, when the same service is observed on the frequency of use, it seems that this service is never used by the majority of youth organizations. The same pattern can be seen for the use of TV. Clearly, the use of TV and social bookmarking sites need to be inspected more thoroughly. Radio is one of the media that is used by the majority on a weekly level, but it has to be clear that the same media is used by quarter of youth organizations on a monthly or quarterly level.

A very big similarity can be observed between the use of media for program activities and communicational/promotional activities. Web sites and social networks are used on a daily basis, while blogs, micro-blogs, media sharing sites, social bookmarking sites and wiki platform are never used. Printed media and TV are used on a quarterly basis and radio is used on a monthly basis.

Although Internet provides vast possibilities, youth organizations don't use all of its potential. Social media and websites are dominantly used, but wise usage of micro-blogging services and media sharing sites can add to the reach of youth organizations. This might be why information about youth organizations do not reach youth as target groups or final beneficiaries. Ways of targeting media also contribute to this.

Sending press releases, attending conferences, as well as contributing to media's content in various ways are dominant methods of targeting media by youth organizations. Alternative ways are attending TV shows, establishing personal connections with editors and journals, establishing good cooperation for campaigns and use media as resource person at trainings. Youth organizations do not target media by organizing briefings, or by presenting journalists with issues they deal with.

In order to increase their reach within media, youth organizations should extend the support for usage and creation of skills. More support for analyzing the media and producing investigative stories should

be provided to youth that run these organizations. Additionally, training for young journalists should be organized and youth should be trained to create media content. Increasing the awareness of identifying and challenging propaganda would provide lot of help to youth organizations in reaching media. Financial problems restrict youth organizations. Failure to provide funds for young journalists was observed in more than three quarters of youth organizations.

Encouraging findings are the ones revealing that youth has been trained to use media and increase media literacy by half of youth organizations in the last two years.

Youth organizations have different ways of communication with the media or press. More than three quarters of youth organizations reported having a media list, a communication officer and regularly conduct press clipping. Somewhat similar number lacks a communication strategy and a social media strategy.

Youth organizations contact media dominantly by social media and press releases, while organizing press conferences is least frequently used. Inviting media at events, direct contact with the media and giving interviews/statements are often used by the majority of youth organizations. A quarter of all media always comment on events (equally between themselves), the same amount of youth organizations does it often, while the same percentage does it sometimes and rarely. Most of youth organizations appear on the TV or radio sometimes or often.

Social media and online news are most open for youth organizations, but radio, print and TV are acceptable for youth organizations in smaller extent. Half of youth organizations consider print and TV acceptable sometimes and a third considers radio to be sometimes acceptable.

Social media today have a respectable role in on-line communication, so it is not strange that youth organizations use it as a main tool. The power in communication that is provided by social media is not regulated by strategies and documents that youth organizations can rely on in crisis situations. Youth organizations are aware of effect that social media has on today's communication, thus their opinion is that social media is most open media for collaboration.

This approach by social media contributes to the opinion of about three quarters of youth organizations that consider social media to be most effective in communication and promotion. About half of youth organizations believe online news, radio and TV to be effective in communicating with others and promoting goods and services. The print media is, by the belief of majority, neutral in reaching others.

Errors in communication sometimes occur and that is when youth organizations have to intervene by using certain measures. In case that the information released by the youth organization is differently portrayed by different media, respondents report assertive approach to the solution of the problem. Almost all of questioned organizations would write a letter to the editor, majority of them would publish news on their media, about three quarters would share concerns with civic or social organizations, and submit an official complaint to the media that portrayed the information badly. Equal amount of youth

organizations would either boycott media or wouldn't boycott media, and some don't know if they would boycott media.

Since majority of youth organizations that participated in the survey were established between 2001 and 2011 and the oldest one was established in 1955, it is acceptable that social media are dominantly used, and that they have an assertive approach to solving problems in case their news is portrayed badly in media. But what is concerning is the lack of initiative to use other benefits of internet while communicating with media and not being agile in improving the skills for creation of media content.

Youth organizations think that better quality of reporting is needed in Croatia, and that topic of youth unemployment is underestimated. Quality of education, good practices of youth, volunteer work, youth activism, civic topic, opportunities for youth and health are other important topics from the youth organization's point of view.

Overall, besides use of social media, use of other services on the Internet should be considered and youth organizations should be stimulated to try and change their approach towards media.

6.2. CONTENT CREATION

According to the youth organizations, youth is most often present in the fashion topics, crime news, and entertainment. When topics of culture and sport are addressed, youth organizations think that the presence of youth is on the optimal level while religion, education, nature and environment are aspects of media where youth is too little present. In economical/business and political topics, youth is barely present.

Media's point of view is that young people are not interested enough in being directly involved or included in any type of work done in media. If youth were to be included into content creation, media would assume that they would be most interested in culture, sports and entertainment. Other topics that media think youth would be interested in, but wouldn't be as interested as the above mentioned ones are employment, mobility, activities of NGO, health, music, youth's free time, traveling, youth policy, EU and politics. It's possible that media shares this attitude because majority of questioned ones already worked with youth organizations.

These results confirm the previous findings where it was concluded that youth is interested in fashion, sport and entertainment. Media provide them with content, but are obviously not aware that they can contribute a lot to the critical thinking and sense of accomplishment if they start involving youth in media topics other than these.

6.3. BARRIERS

Youth organizations use mainly social media and websites for communication with their target groups and final beneficiaries while neglecting other communication tools that can be found on the Internet. Apart from lack of financial resources that youth organizations have to cope with, they also lack in communications strategies and plans that they could rely on in crisis situations.

Although youth organizations report lack of money when using media, inspecting organization's annual budget, it can be seen that other factors play their part as well. Considering the finding that more than a third of organizations has an annual budget over 100 000 dollars, it is clear that awareness of using available services, or lack of support of the board should be changed in order to improve usage of the media.

Main reason why it is difficult for youth organizations to appear in media topics other than sport, fashion and entertainment is because media are obviously not aware how they can contribute to the critical thinking and sense of accomplishment if they start involving youth in media topics other than these.

7.

**CONCLUDING
REMARKS**

7. CONCLUDING REMARKS

7.1. MAIN CONCLUSIONS

Research “Youth and Media” has shown that situation regarding youth and usage, exploration and critical approach to media is a complex issue. Based on the legislative and policy analysis, it is evident that there is no strategy adopted which aims to increase cooperation between youth and media. When talking about media freedom and freedom of expression, the analysis done by three media organizations show that Croatia is “partly free” – the significant improvement was made in the legislation, however, more efforts need to be made in the social awareness and understanding the importance of freedom of expression.

Media access by youth is quite high and shows that most of the youth population in Croatia in their household own television, radio, mobile phone, laptop and PC. Consequently, the activities which are mostly carried out are connected with the usage of internet via computer or other devices and watching television. Furthermore, it was shown that youth have technical skills in using the media as majority of youth have send an e-mail with attached files, protected the computer, changed their privacy settings and used the internet to make telephone calls. However, **results have shown that even though their technical skills are developed, their critical and media literacy skills are underdeveloped.** This can be seen from results, where most of youth are indecisive when talking about different aspects of media (e.g. flawed argumentation in media, truthfulness of facts in the media, divisive language, objective and impartial reporting, etc.). Both media representatives and media organizations representatives have the opinion that youth are also lacking the media literacy skills as they think that their ability to recognize propaganda and hate speech is too low.

Furthermore, it was reported that youth are creators of media content when comes to the video or audio material the most, which they share on social networks. Youth are not the creators of content just in a “personal arrangement”, but it could be seen that more than half of media are employing youth as journalists, interns or volunteers in order to create media content and be project managers.

All groups of respondents – youth, media, media organizations and youth organizations – have the similar opinion when it comes to presentation of youth in the media. The youth are **underrepresented in media when covering topics of politics, economy or business, religion, health and nature or environment.** It has to be emphasized that they are **overrepresented in the light topics** which include entertainment, fashion and sports. All this leads to a very negative portrayal of youth in the media. Youth are, in opinion by all groups of respondents shown mostly as **apolitical, violent, dependent and unimaginative, but slightly rude, disinterested and intolerant.**

In the end, youth organizations and their communication towards the media plays a crucial role in portraying youth in the media. Their lobbying, good relations and representing the youths’ voice can

help in improving the portrayal of youth in the media. However, the results have shown that more than half of youth organizations do not have a communication plan, even though almost 70% of them are employing a communication officer. **The structured communication between media representatives and youth organizations representatives could also help in portrayal of youth.** Also, it is important to emphasize that **a little number of organizations are dealing with training of youth in the field of media literacy** (how to recognize hate speech and propaganda), which needs to be increased.

7.2. RECOMMENDATIONS

On the basis of data obtained in the study and because of the desire of researchers to influence the improvement of youth situation in Croatia, a series of recommendations have been written. The recommendations are divided into main groups and some of the recommendations intertwine.

7.2.1. MEDIA

- It is important to include youth more in the work of the media, as it was shown that portrayals of youth are mostly negative.
- Media representatives need to cooperate more with youth organizations in order to understand the problems and challenges which are facing the youth today.
- As the youth are portrayed negatively in the media, more positive and realistic approach should be also included.
- Youth need to be included in more topics regarding politics, business/finance, religion, health and nature or environment, as they are mostly included in the light topics.

7.2.2. YOUTH ORGANIZATIONS

- The number of non-formal education training courses and seminars regarding media literacy for youth needs to be improved.
- The education for journalists and editors, in order to understand the youth and challenges they have in society, needs to be conducted by larger number of youth organizations.
- Communication towards the media needs to be enhanced, which will help in better visibility of youth organizations and position of youth in Croatia.

7.2.3. MEDIA ORGANIZATIONS

- Media organizations should conduct quality media analysis on regular basis and make statements, give opinions and react more oftenly to media content violations.

- The advocacy for media literacy should be intensified as it was shown that media organizations declare that youth do not have adequate skills which can help them in critical approach.

7.2.4. LEGISLATIVE AND POLICY

- A strategy which deals with youth and media on the national, county and city levels should be created, so that the cooperation between youth and media could be regulated better.
- The only document which is dealing with youth on a national level is National Programme for Youth which expired in the end of 2013. It is important, when creating the new Programme, to include the measures which aim to fund the programmes related to media literacy. Also, bigger approach should be put on the topic of the media in the National programme.
- Besides funding the programmes for youth regarding the media literacy, the funding should be provided also for training of journalists and supporting the investigative stories in the media.
- The regulatory bodies and public administration bodies should be encouraged more to include youth in their work, especially in the Parliament, where only one young person is active.
- Conduct the campaigns which are going to raise awareness of youth regarding the freedom of media.
- It should be ensured that Electronic Media Agency make more detailed monitoring of the broadcasters.

7.2.5. EDUCATION SYSTEM

- As the media literacy in Croatia is not included in curricula and the results show the low degree of media literacy among youth, it is important to include media literacy in Croatian school system.
- In order to get better impact, the training courses for teachers on the topic of media literacy should be held, so they will be the multipliers of knowledge.
- The Civic education needs to be introduced in all elementary and high schools, as it consists of some elements of media literacy and can enhance the pupils' knowledge and critical approach towards the media and enhance their political literacy.

8.

LITERATURE

8. LITERATURE

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9.

APPENDIX

9. APPENDIX

9.1. YOUTH QUESTIONNAIRE - PERCENTAGES IN TABLES

Table 1. Owned equipment in household

	Yes	No	Don't know
TV	98,7%	1,2%	0,1%
Mobile phone (not smart)	97,0%	2,4%	0,6%
Radio	91,7%	7,1%	1,2%
Laptop	79,4%	19,3%	1,3%
PC	78,0%	17,7%	4,3%
Mobile smart phone	75,2%	22,1%	2,7%
DVD/Blu-ray recorder	71,7%	24,0%	4,3%
Video Games	50,2%	44,1%	5,7%
Tablet	24,4%	70,5%	5,1%
E-Book reader – (ex. Kindle)	5,4%	85,5%	9,1%

Table 2. Carrying out the activities related to media

	Every day or almost every day	At least once a week	At least once a month	Less than once a month	Never	Don't know / No answer
Use the Internet on any other device	81,20%	8,60%	2,60%	1,60%	3,50%	2,50%
Use the Internet on your mobile phone	77,30%	9,80%	3,40%	3,00%	5,80%	0,80%
Watch television	59,80%	26,00%	7,10%	5,40%	1,40%	0,30%
Reading online news	54,00%	26,30%	10,50%	4,90%	3,00%	1,40%
Listen to the radio	35,10%	26,40%	13,80%	13,20%	8,60%	2,90%
Play a video or computer game	25,80%	21,60%	14,80%	18,70%	15,60%	3,50%
Read a printed newspaper	21,90%	36,60%	20,80%	12,60%	5,50%	2,60%
Read a book (print or online)	18,80%	19,80%	25,60%	20,10%	10,70%	5,00%
Go to the cinema	0,20%	1,60%	15,60%	55,70%	19,10%	7,80%

Table 3. Carrying out the activities related to use skills

	Yes	No	No answer
Send an e-mail with attached files	77,8%	21,1%	1,1%
Protect your computer (installing ad-on, delete cookies, malware, spyware, etc.)	76,6%	20,1%	3,3%
Change your privacy setting or blocked other users online	70,6%	26,1%	3,3%
Use the Internet to make telephone calls (Skype for example)	70,4%	28,9%	0,7%
Used peer-to-peer file sharing (such us torrent)	57,9%	35,1%	7,0%
Create a web page	13,4%	85,8%	0,8%
Maintain a blog	12,9%	86,2%	0,9%

Table 4. Reliability and accuracy of information provided by the different categories of media

	Totally unreliable and inaccurate				Totally reliable and accurate
	1	2	3	4	5
Print media	3,2%	17,2%	44,4%	30,3%	4,9%
The Internet	2,5%	22,5%	44,4%	26,0%	4,6%
Radio	2,0%	9,5%	36,5%	42,2%	9,8%
Television	3,0%	13,1%	36,4%	37,7%	9,8%
Social media	11,3%	41,9%	34,8%	10,6%	1,4%

Table 5. Actions done by youth if they notice the SAME or RELATED INFORMATION ise portrayed by the different media

	Yes	No	Don't know
Compare with information elsewhere	82,6%	11,1%	6,3%
Ask other people for their opinion	71,1%	20,0%	8,9%
I only consider trusted sources	60,7%	21,4%	17,9%
Believe a little of each	39,6%	40,9%	19,5%
Do nothing	27,2%	43,9%	28,9%
Share concerns with a civic or social organization	14,1%	71,1%	14,8%

Table 6. Percentage of youth who thought following sentence during usage of media

	Never	Rarely	Some-times	Always	Don't know
This is hidden advertising.	2,6%	25,2%	62,7%	6,5%	3,0%
This is made to make some people offended.	10,1%	24,1%	50,3%	11,3%	4,2%
This is actually hate speech.	7,9%	25,9%	48,6%	13,5%	4,1%
There is a part of this story that is not being told.	12,4%	42,4%	39,1%	3,1%	3,0%
This is actually not true.	14,9%	42,2%	36,6%	3,4%	2,9%
I'm afraid to comment of web.	5,2%	13,8%	29,6%	48,0%	3,4%
I'm not feeling comfortable to post political opinions.	33,0%	26,2%	18,8%	11,9%	10,1%
I'm being careful when interacting with people online.	36,0%	29,2%	18,2%	9,3%	7,3%

Table 7. On the scale from 1 to 5, rate the following aspect in other media.

	Never	Rarely	Some-times	Most of the time	Always	Don't know / No answer
Media reports false facts.	2,2%	17,6%	54,9%	19,1%	2,3%	3,9%
Media contains flawed argumentation.	1,5%	12,3%	41,7%	34,6%	6,8%	3,1%
Media uses dehumanizing metaphors.	7,7%	32,7%	40,0%	13,3%	2,9%	3,4%
Reported news are objective and impartial.	5,7%	25,1%	37,8%	24,0%	1,7%	5,7%
Analytical stories are represented in the media.	3,4%	24,1%	36,0%	11,8%	2,4%	22,3%
Media uses divisive language.	10,8%	32,7%	33,4%	16,1%	4,5%	2,5%
Investigative journalism is represented in media.	4,7%	29,5%	30,6%	16,7%	3,4%	15,1%
News are structured in a propagandistic way.	3,0%	10,5%	28,1%	27,7%	17,5%	13,2%

Table 8. Creation of the media content by youth in the last year

	Yes	No	Don't know	Prefer not to answer
Written literature of any kind (book, essay, poem, blog, column, etc.)	54,1%	41,4%	3,1%	1,4%
Video or audio material of any kind (movie, cartoon, song, video clip, meme, photo etc.)	60,0%	36,9%	2,0%	1,1%
A letter to a newspaper	6,3%	91,5%	1,1%	1,1%
A piece of news or magazine article	10,9%	86,3%	1,3%	1,4%

Table 9. Usage of the internet for the following purposes in last year

	Yes	No	Prefer not to answer
Participating in social networks (Facebook, Twitter, Tumblr, Pinterest, etc.)	98,8%	1,0%	0,2%
Watching online TV, films, video	95,3%	3,8%	0,9%
Uploading self-created content (text, image, photo, video, music) to any website to be shared (including social media)	82,4%	16,2%	1,4%
Sending SMS messages or other instant messages	81,8%	17,4%	0,8%
Character creation that lives online / play online games	47,5%	51,7%	0,8%
Expressing views or opinion on political or social issues (posting comments)	46,0%	51,6%	2,4%
Signing a petition online	43,1%	55,6%	1,3%
Collaborating with others on a joint project (contributing to a wiki)	20,7%	77,9%	1,4%
Create and maintain own website	15,2%	84,0%	0,8%
Maintaining a blog	14,4%	83,9%	1,7%

Table 10. Types of programs and information most interesting to youth

Type of programs or information	%
Films	73,1%
Music, including music videos, music shows	69,2%
Documentaries, documentary information	45,4%
General entertainment	32,7%
News information/programs	32,6%
Youth's programs	30,9%
Series/Soaps	30,6%
Fashion	23,5%
Sports information/ programs	23,3%
Computer/technology	23,2%
Games	20,5%
Culture	17,2%
Talent shows	14,2%
Nature and environment	13,5%
Reality programs	12,5%
Religion	7,3%
Business/Finance	5,2%
Don't know	1,2%

Table 11. Suitableness of media roles divided by media

	Television	Radio	Print media	Internet	Social media
Communication	1,5%	1,8%	0,5%	26,0%	70,2%
Education	15,3%	0,9%	19,1%	63,2%	1,5%
Informing	17,2%	3,8%	13,2%	62,8%	3,0%
Recruiting	3,3%	3,1%	2,8%	33,5%	57,3%
Self-expression	5,4%	1,7%	3,2%	32,4%	57,3%
Entertainment	12,7%	1,8%	0,4%	55,3%	29,8%
Acquiring membership in a particular group	2,9%	2,1%	3,5%	38,4%	53,1%
Self-promotion	13,4%	3,7%	4,5%	42,2%	36,2%
Activism and mobilization	13,7%	7,5%	7,6%	41,6%	29,6%

Table 12. Presence of youth in the media in different areas

	Not at all	Too little	About right	Too much	Far too much	Don't know
Politics	40,6%	41,6%	7,7%	2,9%	5,4%	1,8%
Economy/business	39,3%	43,1%	9,4%	3,6%	2,3%	2,3%
Religion	16,7%	44,2%	19,9%	7,6%	7,7%	3,9%
Health	14,4%	44,1%	28,3%	9,0%	1,2%	3,0%
Nature and environment	14,0%	48,9%	26,0%	7,6%	0,9%	2,6%
Crime news (deviance)	9,9%	18,3%	21,4%	15,3%	28,6%	6,5%
Culture	9,2%	36,3%	37,5%	14,1%	1,1%	1,8%
Education	4,6%	23,3%	38,5%	29,6%	2,5%	1,5%
Fashion	3,8%	11,6%	22,3%	35,8%	23,8%	2,7%
Entertainment	2,0%	6,6%	17,3%	45,1%	27,3%	1,7%
Sports	1,6%	7,6%	23,6%	54,4%	11,3%	1,5%

Table 13. Opinions of youth on the way youth is portrayed by the media today

	1	2	3	4	5	6	
Active	11,4%	11,9%	33,1%	17,2%	14,7%	11,7%	Passive
Educated	10,5%	20,6%	30,9%	21,2%	10,4%	6,4%	Uneducated
Polite	7,5%	10,2%	29,8%	24,7%	15,9%	11,9%	Rude
Organized	13,7%	22,1%	29,6%	17,9%	10,2%	6,5%	Unorganized
Curious	5,4%	9,9%	29,5%	25,7%	18,0%	11,5%	Disinterested
Tolerant	5,0%	10,0%	28,1%	25,9%	18,4%	12,6%	Intolerant
Creative	4,2%	8,4%	25,8%	23,9%	22,5%	15,2%	Unimaginative
Independent	12,9%	15,2%	24,1%	20,3%	15,5%	12,0%	Dependent
Peaceful	3,1%	5,6%	23,0%	27,0%	23,1%	18,2%	Violent
Political	5,4%	7,8%	19,0%	19,8%	21,8%	26,2%	Apolitical

Table 14. Age of youth

	Percentage
15-19	73,3%
20-24	14,7%
25-29	6,1%
Prefer not to answer	5,9%

Table 15. Gender of youth

	Percentage
Male	27,65%
Female	72,35%

Table 16. Completed formal education of the youth

	Percentage
No formal education / Primary education	29,3%
Secondary education	54,3%
Tertiary education (including colleges and universities)	13,4%
Prefer not to answer	3,0%

Table 17. Employment status

	Percentage
Studying	84,1%
Employed	6,8%
Unemployed	6,9%
Other	2,2%

Table 18. The monthly income of youth; per household

	Percentage
up to 4.000,00 HRK	21,1%
4.000,00 - 8.000,00 HRK	35,2%
8.000,00 - 10.000,00 HRK	12,6%
more than 10.000,00 HRK	15,7%
Without answer	15,4%

Table 19. Place where youth live

	Percentage
Urban	45,5%
Rural	35,4%
Without answer	19,1%

9.2. YOUTH ORGANIZATIONS QUESTIONNAIRE - PERCENTAGES IN TABLES

Table 20. Type of organization

	Yes	No	No answer
Youth Led Organization (majority of members and people on board are youth)	18	5	16
Organization working for youth	27	3	9
We don't work with youth or for youth	2	9	28

Table 21. Average annual number of members

	Annual number (in average)
Members	43
Youth members (15-30 years of age)	41
Youth beneficiaries (not members but included in activities or services)	366

Table 22. Types of media that youth organization have

	Yes	No	Don't know
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	97,4%	2,6%	0,0%
Web site	92,3%	7,7%	0,0%
Radio	76,9%	23,1%	0,0%
Newsletter, newspaper, magazine	71,8%	28,2%	0,0%
Social bookmarking sites (e.g. Delicious)	66,7%	33,3%	0,0%
Television	64,1%	33,3%	2,6%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flickr, video sharing services such as YouTube)	35,9%	64,1%	0,0%
Micro blogging services (e.g. Twitter, Weibo)	20,5%	79,5%	0,0%
Wikis	17,9%	82,1%	0,0%
Blog	10,3%	89,7%	0,0%

Table 23. Usage of different types of media within program activities of organization

	Daily	Weekly	Monthly	Quarterly	Never
Web site	56,4%	23,1%	12,8%	2,6%	5,1%
Blog	2,6%	2,6%	12,8%	0,0%	82,0%
Print media (Newsletter, newspaper, magazine)	7,7%	20,5%	28,2%	33,3%	10,3%
Wikis	2,6%	0,0%	5,1%	5,1%	87,2%
Radio	2,5%	30,8%	23,1%	23,1%	20,5%
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	71,8%	23,1%	2,5%	0,0%	2,6%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flickr, video sharing services such as YouTube)	10,3%	12,8%	20,5%	17,9%	38,5%
Social bookmarking sites (e.g. Delicious)	2,6%	0,0%	2,5%	0,0%	94,9%
Micro blogging services (e.g. Twitter, Weibo)	5,1%	5,1%	7,7%	2,6%	79,5%
TV	5,1%	2,6%	12,8%	43,6%	35,9%

Table 24. Usage of different types of media within communication/promotional activities of the organization

Type of Media	Daily	Weekly	Monthly	Quarterly	Never
Web site	53,9%	25,6%	7,7%	5,1%	7,7%
Blog	2,6%	5,1%	7,7%	0,0%	84,6%
Print media (Newsletter, newspaper, magazine)	5,1%	17,9%	30,8%	35,9%	10,3%
Wikis	5,1%	0,0%	2,6%	5,1%	87,2%
Radio	2,6%	23,1%	38,4%	23,1%	12,8%
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	71,8%	17,9%	2,6%	2,6%	5,1%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flickr, video sharing services such as YouTube)	5,1%	7,7%	23,1%	28,2%	35,9%
Social bookmarking sites (e.g. Delicious)	2,6%	0,0%	0,0%	0,0%	97,4%
Micro blogging services (e.g. Twitter, Weibo)	7,7%	5,1%	7,7%	0,0%	79,5%
TV	2,6%	5,1%	25,6%	43,6%	23,1%

Table 25. Most beneficial roles / functions of the media for youth organizations

Television	1	2	3	4	5
Education	17,9%	12,8%	18,0%	23,1%	28,2%
Informing	7,7%	10,3%	17,9%	33,3%	30,8%
Communication	25,7%	33,3%	12,8%	23,1%	5,1%
Activism and mobilization	7,7%	23,1%	23,1%	25,6%	20,5%
Self-promotion	15,4%	25,7%	5,1%	20,5%	33,3%
Recruiting	33,3%	25,6%	20,5%	10,3%	10,3%
Self-expression	33,3%	17,9%	23,1%	15,4%	10,3%
Fundraising	10,2%	15,4%	12,8%	30,8%	30,8%
Networking	25,6%	38,5%	23,1%	5,1%	7,7%

Radio	1	2	3	4	5
Education	25,6%	20,5%	28,2%	15,4%	10,3%
Informing	10,3%	18,0%	28,2%	25,6%	17,9%
Communication	17,9%	23,1%	35,9%	15,4%	7,7%
Activism and mobilization	7,7%	30,8%	25,6%	20,5%	15,4%
Self-promotion	5,1%	35,9%	15,4%	23,1%	20,5%
Recruiting	23,1%	28,2%	23,1%	10,2%	15,4%
Self-expression	12,8%	38,5%	28,2%	15,4%	5,1%
Fundraising	17,9%	18,0%	23,1%	23,1%	17,9%
Networking	25,7%	25,6%	33,3%	10,3%	5,1%

Print media	1	2	3	4	5
Education	7,7%	23,1%	33,3%	20,5%	15,4%
Informing	7,7%	25,7%	28,2%	17,9%	20,5%
Communication	25,7%	38,5%	17,9%	12,8%	5,1%
Activism and mobilization	7,7%	25,7%	33,3%	20,5%	12,8%
Self-promotion	7,7%	17,9%	38,5%	15,4%	20,5%
Recruiting	20,5%	30,8%	30,8%	2,5%	15,4%
Self-expression	17,9%	20,5%	30,8%	25,7%	5,1%
Fundraising	15,4%	7,7%	35,9%	28,2%	12,8%
Networking	18,0%	23,1%	35,9%	17,9%	5,1%

Internet	1	2	3	4	5
Education	2,5%	0,0%	7,7%	30,8%	59,0%
Informing	2,6%	0,0%	5,1%	20,5%	71,8%
Communication	0,0%	5,1%	2,6%	30,8%	61,5%
Activism and mobilization	5,1%	10,3%	10,3%	25,6%	48,7%
Self-promotion	2,6%	5,1%	5,1%	23,1%	64,1%
Recruiting	2,6%	5,1%	10,3%	25,6%	56,4%
Self-expression	2,6%	5,1%	7,7%	30,8%	53,8%
Fundraising	7,7%	10,3%	12,8%	35,9%	33,3%
Networking	0,0%	2,6%	7,7%	28,2%	61,5%

Social media	1	2	3	4	5
Education	5,1%	12,8%	25,7%	17,9%	38,5%
Informing	2,6%	2,6%	12,8%	12,8%	69,2%
Communication	2,6%	5,1%	7,7%	7,7%	76,9%
Activism and mobilization	0,0%	10,3%	5,1%	15,4%	69,2%
Self-promotion	0,0%	5,1%	10,3%	17,9%	66,7%
Recruiting	0,0%	5,1%	10,3%	17,9%	66,7%
Self-expression	0,0%	5,1%	12,8%	20,5%	61,6%
Fundraising	5,1%	5,1%	12,8%	30,8%	46,2%
Networking	2,6%	5,1%	5,1%	10,3%	76,9%

Table 26. Subjects opinion about presence of youth in the media

	Not at all	Too little	About right	Too much	Far too much
Economy/business	43,6%	51,3%	5,1%	0,0%	0,0%
Politics	41,0%	46,2%	10,2%	2,6%	0,0%
Health	17,9%	59,0%	10,3%	12,8%	0,0%
Culture	12,8%	35,9%	46,2%	5,1%	0,0%
Nature and environment	12,8%	53,8%	30,8%	2,6%	0,0%
Education	10,3%	41,0%	38,5%	10,2%	0,0%
Religion	7,7%	38,5%	25,6%	17,9%	10,3%
Sports	2,6%	7,7%	46,2%	33,3%	10,2%
Entertainment	2,6%	2,5%	15,4%	43,6%	35,9%
Crime news (deviance)	2,6%	7,7%	20,5%	15,4%	53,8%
Fashion	2,5%	5,1%	15,4%	38,5%	38,5%

Table 27. Subjects opinion on the way youth are portrayed by the media today?

	1	2	3	4	5	6	
Curious	5,1%	12,8%	17,9%	15,4%	38,5%	10,3%	Disinterested
Independent	2,6%	5,1%	25,6%	10,3%	38,5%	17,9%	Dependent
Active	2,5%	2,6%	15,4%	23,1%	33,3%	23,1%	Passive
Polite	2,6%	5,1%	41,0%	12,8%	30,8%	7,7%	Rude
Political	0,0%	17,9%	7,7%	5,1%	30,8%	38,5%	Apolitical
Peaceful	2,5%	2,6%	28,2%	23,1%	28,2%	15,4%	Violent
Organized	0,0%	5,1%	25,6%	35,9%	23,1%	10,3%	Unorganized
Tolerant	2,6%	7,7%	28,2%	28,2%	20,5%	12,8%	Intolerant
Educated	5,1%	20,5%	25,6%	38,5%	7,7%	2,6%	Uneducated
Creative	7,7%	23,1%	23,1%	28,2%	7,7%	10,2%	Unimaginative

Table 28. Implementation of activities that are specifically designed to directly target media (journalist, media organization, media outlets)

	Yes	No
We only send press releases, press conference	89,7%	10,3%
We contribute to their content	79,5%	20,5%
Attend TV shows	76,9%	23,1%
Establish personal connections with editors and journalist	69,2%	30,8%
Establish good cooperation for campaigns	61,5%	38,5%
Use media as resource person at trainings	56,4%	43,6%
Organizing briefings	48,7%	51,3%
Training for journalist to better understand the issues we work with	20,5%	79,5%
We don't work with media we are disappointed with them	5,1%	94,9%

Table 29. Implementation of activities regarding media literacy and supporting the journalists

	Yes, but not in the last 2 years	Yes, within the last 2 years	No, never
Training for youth for use of media	12,8%	51,3%	35,9%
Activities aimed at increasing media literacy	12,8%	48,7%	38,5%
Supporting investigative stories	5,1%	43,6%	51,3%
Monitoring and analyzing media	12,8%	38,5%	48,7%
Training for youth to create media content (blogs, etc.)	10,3%	28,2%	61,5%
Training for youth to identify and challenge propaganda	7,7%	25,6%	66,7%
Activities for explaining language that is haltered	7,7%	23,1%	69,2%
Training for young journalists	15,4%	20,5%	64,1%
Providing funds for young journalists (scholarships, fellowships, etc.)	5,1%	10,3%	84,6%

Table 30. Public relations in youth organizations

	Yes	No	Don't know
Media list (keep list of journalist and media outlets for communication)	84,6%	12,8%	2,6%
Communication officer	69,2%	30,8%	0,0%
Regularly conduct press-clipping (of your activities, events, etc.)	69,2%	28,2%	2,6%
Privacy Policy (for your web, organization, etc.)	53,9%	33,3%	12,8%
Communication strategy	46,2%	53,8%	0,0%
Social media strategy	43,6%	53,8%	2,6%

Table 31. Tools and techniques used for contacting media by youth organizations

	Never	Rarely	Sometimes	Often	All the time
Press conference	25,7%	25,6%	35,9%	7,7%	5,1%
Appearances on TV/Radio/Writing article	5,1%	7,7%	35,9%	38,5%	12,8%
Press release	12,8%	10,3%	30,8%	25,6%	20,5%
Interview/Statement	2,5%	7,7%	30,8%	43,6%	15,4%
Media briefing	43,6%	20,5%	28,2%	5,1%	2,6%
Direct contact (to do columns)	5,1%	10,3%	25,7%	53,8%	5,1%
Commenting	10,2%	23,1%	20,5%	23,1%	23,1%
Inviting media at events	7,7%	0,0%	17,9%	46,2%	28,2%
Social media	5,1%	5,1%	5,1%	35,9%	48,8%

Table 32. Barrier for a greater media use at youth organizations

	No barrier	Very little barrier	Fairly barrier	Very much barrier	Great barrier
Staff time or support	20,5%	15,4%	38,5%	23,1%	2,5%
Lack of interest from media	18,0%	10,3%	35,9%	17,9%	17,9%
Identifying appropriate issues to work on	17,9%	30,8%	33,3%	15,4%	2,6%
Funding or affordability	18,0%	12,8%	28,2%	23,1%	17,9%
No awareness of available services	30,8%	17,9%	28,2%	20,5%	2,6%
Lack of knowledge about importance of media	28,2%	38,5%	25,6%	5,1%	2,6%
Board support	41,0%	15,4%	20,5%	20,5%	2,6%

Table 33. Acceptance of different types of media for youth organizations

	Never	Rarely	Sometimes	Most of the time	Always
Social media	2,6%	0,0%	0,0%	33,3%	64,1%
Radio	0,0%	12,8%	35,9%	33,3%	18,0%
Online news	2,6%	2,5%	15,4%	64,1%	15,4%
Print	2,6%	15,4%	53,8%	23,1%	5,1%
TV	7,7%	25,6%	56,4%	7,7%	2,6%

Table 34. Effectiveness of different media for communication and promotion

	Very ineffective	Ineffective	Neutral	Effective	Very effective
Print	2,5%	10,3%	41,0%	35,9%	10,3%
Online news	2,5%	2,6%	10,3%	56,4%	28,2%
Radio	7,7%	2,5%	33,3%	46,2%	10,3%
TV	5,1%	10,3%	10,3%	46,1%	28,2%
Social media	2,6%	0,0%	2,6%	25,6%	69,2%

Table 35. Measures which youth organizations would make if they notice that their information is portrayed differently in various sources

	Yes	No	Don't know / No answer
Write letter to editor	94,9%	2,8%	2,6%
Publish on your media	87,2%	10,3%	2,6%
Share concerns with other civic or social organizations/partners	79,5%	2,5%	18,0%
Submit an official complaint to the media that differently portrayed the information	74,4%	10,3%	15,4%
Inform other media about the case	59,0%	10,3%	30,8%
Boycott media	33,3%	35,9%	30,8%
File a court proceedings	10,3%	43,6%	30,8%

Table 36. Reasons for not taking measures if youth organizations notice that their information is portrayed differently in various sources

	Yes	No	Don't know	No answer
No, I don't want to bother	7,7%	25,7%	12,8%	53,8%
No, I don't think I would change something	7,7%	28,2%	12,8%	51,3%
No, I don't have time for that	15,4%	23,1%	7,7%	53,8%

Table 37. Year of organization establishment

Year of establishment	No. of organizations
do 1990	4
1991 – 2000	16
2001 – 2011	18
N/A	2

Table 38. Annual budget of organization

	Percentage
No budget	12,8%
Up to 10 000 \$	23,1%
10 000 - 100 000 \$	20,5%
100 000 - 500 000 \$	28,2%
> 500.000 \$	10,3%
N/A	5,1%

Table 39. Geographic reach of youth organizations

	Percentage
Locally	25,6%
Regionally	23,1%
Nationally	20,5%
European level	5,1%
Internationally	17,9%
NA	7,7%

9.3. MEDIA QUESTIONNAIRE - PERCENTAGES IN TABLES

Table 40. Is your media directly targeting youth?

	Percentage
Yes	50,0%
No	50,0%

Table 41. Media which gets most attention from youth

	Percentage
Print (newspapers/magazines)	0,0%
Radio	0,0%
TV	0,0%
Internet	78,1%
Social networks	21,9%

Table 42. Reasons for preferring a particular media by youth

	Percentage
Content	9,4%
Accessibility	12,5%
Affordability	12,5%
Youth habits/culture	59,4%
Other (please specify)	6,3%

Table 43. Type of media which gets most attention from youth

	Percentage
Politics	0,0%
Economy/business	0,0%
Education	3,1%
Culture	3,1%
Sports	3,1%
Entertainment	81,3%
Fashion	0,0%
Nature and environment	0,0%
Religion	0,0%
Health	0,0%
Other	9,4%

Table 44. Is there any difference in the influence media has on youth compared to adult or general public?

	Percentage
Yes	65,6%
No	25,0%
Don't know	9,4%

Table 45. Media influence of youth

	Not at all	Too Little	About Right	Too Much	Far Too Much
Media influences on perception on societal issues of youth in particular.	0,0%	18,8%	43,7%	25,0%	12,5%
Media influences on everyday decisions (choice of education, employment, etc.) of youth in particular.	0,0%	9,4%	43,7%	34,4%	12,5%
Media influences on the political awareness and political knowledge of youth in particular.	6,2%	37,5%	28,1%	21,9%	6,3%
Media influences on increasing of youth participation in social or political activism/work.	9,4%	46,9%	28,1%	12,5%	3,1%

Table 46. Youth as creators/subjects of media content

	Not at all	Too little	About right	Too much	Far too much
Youth are represented in the content offered by media.	3,1%	34,4%	53,1%	9,4%	0,0%
Youth are directly involved in creating the content or included in any type of work done in media.	12,5%	59,4%	21,9%	6,2%	0,0%
Youth are interested in being included as a subject or a target group for the content offered by media.	9,4%	34,4%	25,0%	31,2%	0,0%
Youth are interested in being directly involved or included in any type of work done in media.	3,1%	50,0%	28,1%	18,8%	0,0%

Table 47. Cooperation between media and youth organizations

	Percentage
Yes	84,4%
No	15,6%

Table 48. Percentage of media approached by youth organizations for cooperation

	Percentage
Yes	62,5%
No	37,5%

Table 49. Percentage of youth organizations approached by media for cooperation

	Percent
Yes	65,6%
No	34,4%

Table 50. Existence of particular program devoted for youth and their needs within your media offer?

	Have youth specific focus	Don't have youth specific focus
Sports	68,7%	31,3%
Education	62,5%	37,5%
Entertainment	62,5%	37,5%
Culture	53,1%	46,9%
Fashion	43,7%	56,3%
Health	40,6%	59,4%
Nature and environment	37,5%	62,5%
Media Literacy	25,0%	75,0%
Crime news (deviance)	18,7%	81,3%
Religion	15,6%	84,4%
Politics	12,5%	87,5%
Economy/business	9,4%	90,6%

Table 51. Opinion of editors and journalists on presence of youth in media in various topics

	Not at all	Too little	About right	Too much	Far too much
Economy/business	31,3%	68,7%	0,0%	0,0%	0,0%
Nature and environment	9,4%	68,7%	21,9%	0,0%	0,0%
Politics	37,5%	62,5%	0,0%	0,0%	0,0%
Education / Culture	6,2%	56,3%	37,5%	0,0%	0,0%
Health	15,6%	46,9%	37,5%	0,0%	0,0%
Religion	25%	34,4%	18,7%	15,6%	6,3%
Sports	0,0%	28,1%	65,6%	6,3%	0,0%
Fashion	0,0%	15,6%	46,9%	21,9%	15,6%
Entertainment	0,0%	12,5%	43,7%	34,4%	9,4%

Table 52. Opinion of editors and journalists on portrayals of youth in media today

	1	2	3	4	5	6	
Peaceful	6,2%	9,4%	53,1%	9,4%	15,6%	6,3%	Violent
Active	0,0%	9,4%	46,9%	3,1%	21,9%	18,7%	Passive
Polite	0,0%	9,4%	46,9%	18,7%	18,7%	6,3%	Rude
Educated	6,3%	28,1%	37,5%	25,0%	3,1%	0,0%	Uneducated
Tolerant	3,1%	15,6%	34,4%	18,8%	25,0%	3,1%	Intolerant
Organized	3,1%	15,6%	28,1%	6,3%	28,1%	18,8%	Unorganized
Independent	0,0%	9,4%	28,1%	31,3%	18,7%	12,5%	Dependent
Political	0,0%	3,1%	28,1%	6,3%	28,1%	34,4%	Apolitical
Creative	3,1%	31,3%	25,0%	18,7%	21,9%	0,0%	Unimaginative
Curious	6,3%	12,5%	15,6%	18,7%	21,9%	25,0%	Disinterested

Table 53. Technical details of media – type of media

	Percentage
Internet media – free only	65,6%
Radio – online	28,1%
Radio - analogni and digital	21,9%
Newspapers / Magazines – paid	15,6%
Newspapers / Magazines – free	9,4%
Radio – only digital	9,4%
TV – only digital	6,3%
TV – online	6,3%
Radio – only analog	6,3%
Radio – satellite	6,3%
Internet media – both free and paid	6,3%
Newspapers / Magazines – only online free	3,1%
Radio – cable	3,1%

Table 54. Ownership structure of the media

	Percent
Private	68,8%
Public	28,1%
Not specified	3,1%

Table 55. Geographical coverage of the media

	Percent
Local	56,3%
National	21,9%
International	21,9%

Table 56. Used social media for promotion of the media's content

	Percentage
Facebook	93,8%
YouTube	53,1%
Twitter	46,9%
Google +	15,6%
LinkedIn	9,4%
MySpace	6,3%
We don't use social media	6,3%
Pinterest	3,1%
Flickr	3,1%
Forsquare	3,1%

Table 57. Number of employees in the media

Number of employees	Number of media
Volunteers (no employees)	3
1 to 10	17
11 to 20	4
21 to 30	0
31 to 40	4
41 to 50	2
51 and more	2

Table 58. Do you employ youth (15-30 years of age)?

	Percentage
Yes	68,8
No	31,3

Table 59. Number of youth employed in the media

Number of employed youth	Percentage of media
1	18,8%
2	12,5%
4	3,1%
5	3,1%
6	3,1%
10	6,3%
20	6,3%
25	3,1%

Table 60. Youth as interns or volunteers in media

	Percentage
Yes	65,6
No	34,4

Table 61. Number of youth interns of volunteers in the media

Number of youth interns of volunteers	Percentage of media
1 – 5	43,75%
6 – 10	6,25%
11 – 15	6,25%
No answer	43,75%

10.

**NOTES ABOUT
AUTHORS**

10. NOTES ABOUT AUTHORS



Filip Gospodnetić works as project assistant in Forum for Freedom in Education on the areas of anticorruption, tolerance, education of migrant background students, He has worked on couple of IPA funded projects, couple of YiA projects, and a number of nationally funded projects. Within his work, he has conducted several researches whose aim was to investigate the characteristics of non-violent solving problems in youth social care system, content analysis of the artworks regarding tolerance and non-violent problem solving, focus groups with people working on education of migrant background students, international activities of Croatian civil society organizations. He has been through different educations funded by YiA program that were held in Estonia, Poland, Hungary and Croatia, and dealt with youth unemployment, communication skill, European citizenship, media in NGO sector. He has a degree in psychology with the graduation theses *Body image dissatisfaction and eating disorders among athletes of different level of aerobic endurance*. Since being a sport addict, when he is not working, he can be seen in the gym.



Domagoj Morić is a graduate student of communication sciences in two streams – Scientific Research of Mass Communication and Public Relations. Since 2009 he is an associate for Public Relations at Forum for Freedom in Education and besides communication, is also responsible for the development of new policies and area of youth. He is a trainer in various programs related to communication, public relations, project writing and the European Union. In addition, he is a volunteer in the Croatian Association of Visually Impaired People VID and is in the Youth Studies team at Croatian Youth Network where he helps in the promotion, organization and implementation of educational program. Furthermore, he is one of the authors of the first research on youth work in Croatia: "Youth work: definitions, challenges and European perspective", published by the Agency for Mobility and EU programs. Also, he has written the handbook "Public Relations in Youth Organizations: How to Tell Your Good Stories to Others". He is the author of several newspaper articles, researches and papers on the topic of youth, youth volunteering and youth needs. He has considerable experience in working with young people and issues regarding with youth and in the improvement of their position in society.

