



# Ukrainian media use and trust in 2022

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The study was carried out by InMind at the request of the International Non-Governmental Organization Internews, implementing the Ukrainian Media Project (U-Media Project), with the financial support of the US Agency for International Development (USAID).

November 2022

## Annual survey using quantitative and qualitative methods of information collection

### Stage 1

Baseline focus group discussions, N=4

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Identifying new trends in media consumption

Drafting recommendations concerning changes to be introduced in the quantitative stage questionnaire, taking into account potential trends

### Stage 2

The main stage involving a nationwide survey at respondents' homes in cities of 50K+, N ~ 3,200

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Measuring key indicators of media consumption, trust in the media, and media literacy

### Stage 3

Interpretive focus group discussions, N=6

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Discussion of the results of the quantitative stage to enrich potential analytical interpretations

### Stage 4

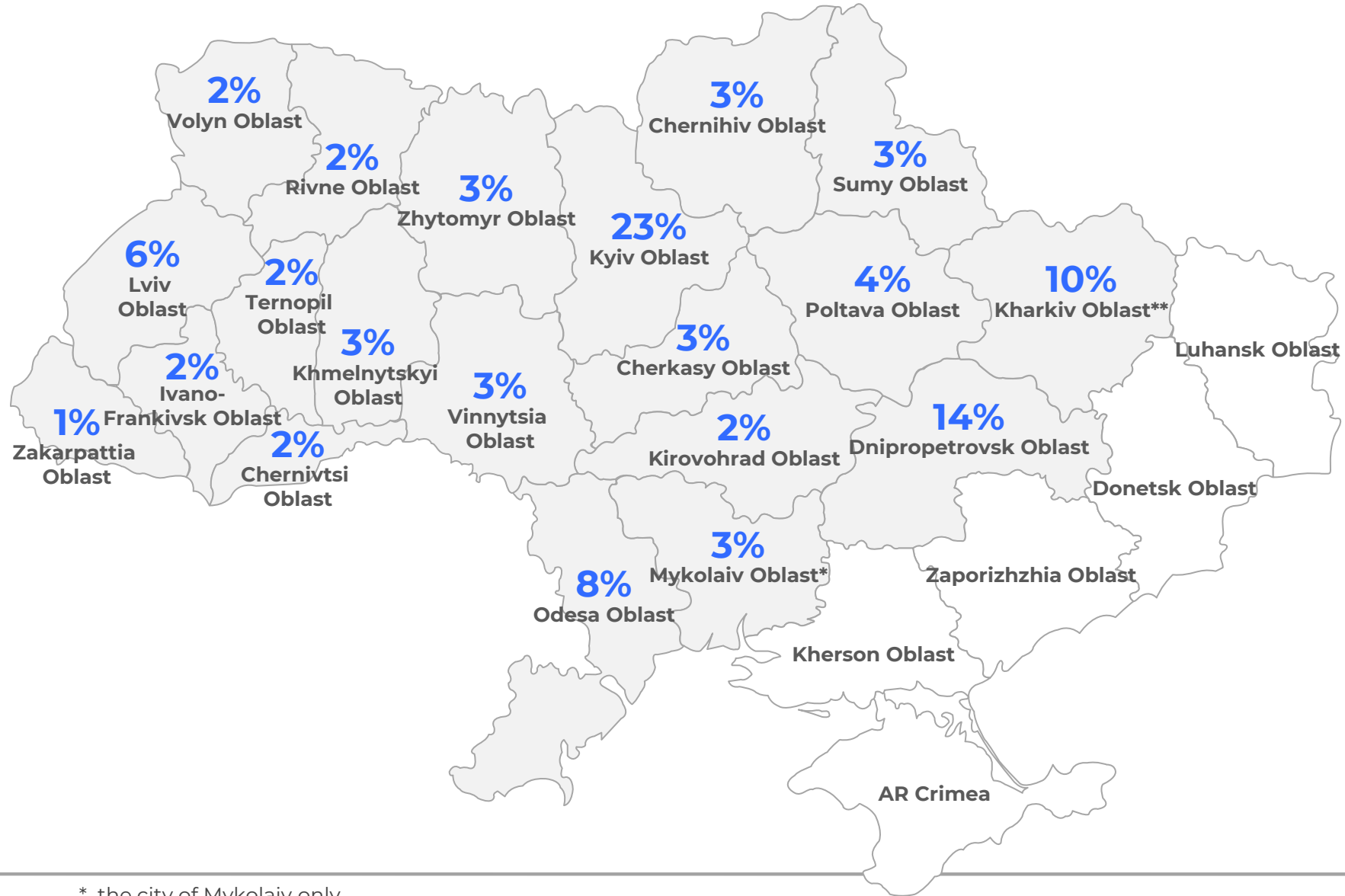
Focus group discussions and in-depth interviews with special population groups:

- rural inhabitants (2 FGD),
- Internally Displaced Persons (3 FGD),
- inhabitants of temporarily occupied territories and/or where there are hostilities (15 interviews)

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Determine the specificities of media consumption, trust in the media, and media literacy for special population groups

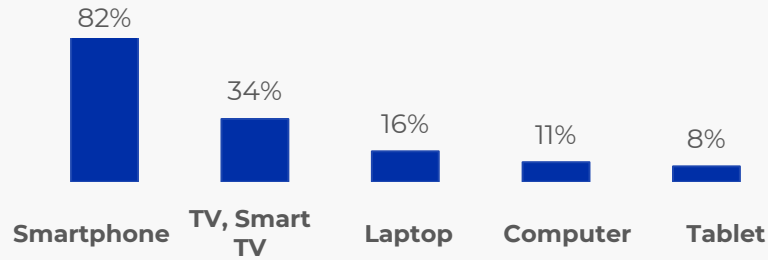
## Regions



**Base:**  
Total sample, N=1,456

\* the city of Mykolaiv only  
\*\* the city of Kharkiv only

## Devices used to get news

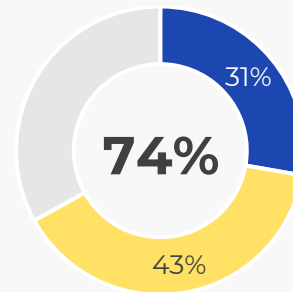


In 2022, the vast majority of Ukrainians consumed news from social networks. About 40% of respondents get news from internet sites and television. Radio and newspapers are hardly ever used as the main source of news.

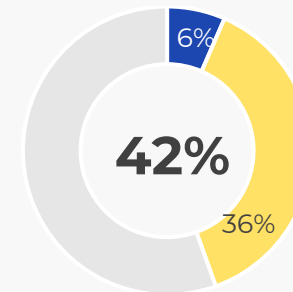
Most often, Ukrainians use several types of media for news; if only one source is used, these are usually social networks.

The smartphone is the main device used by respondents to get news.

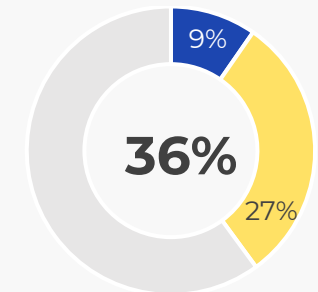
## Monthly use of the media to get news



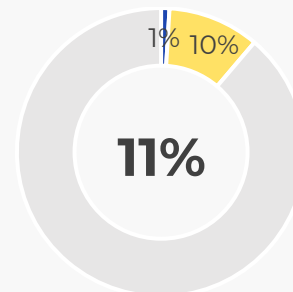
**Social networks**



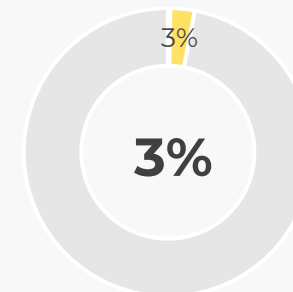
**Internet sites news**



**Television**



**Radio**



**Print media**

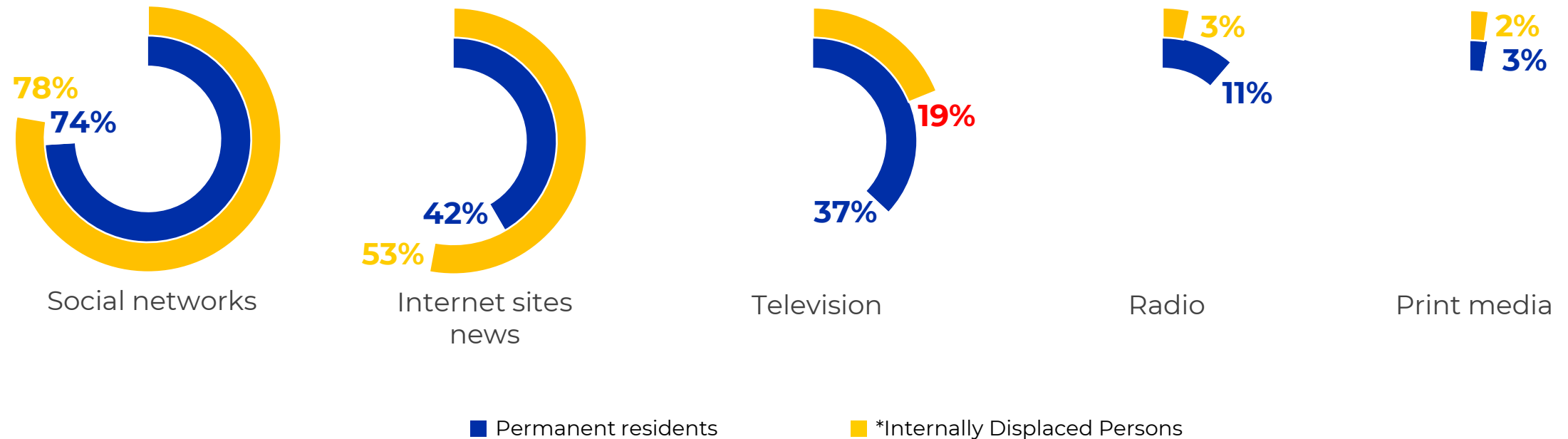
- Only this source
- Together with other news sources
- Not used at all

**Questions:** What media have you used in the past 30 days to receive news?  
Which of the following devices have you used to receive news in the past 30 days?

**Base:**  
Total sample, N=1,456

Internally displaced persons (IDPs) are as active as permanent residents in news consumption online- on social networks and sites, but much less frequently watch the news on TV because IDPs have more limited access to one.

## Monthly use of the media to get news



**Question:** What media have you used in the past 30 days to receive news?

**Base:**  
Permanent residents, N=1394  
Internally Displaced Persons, N=62

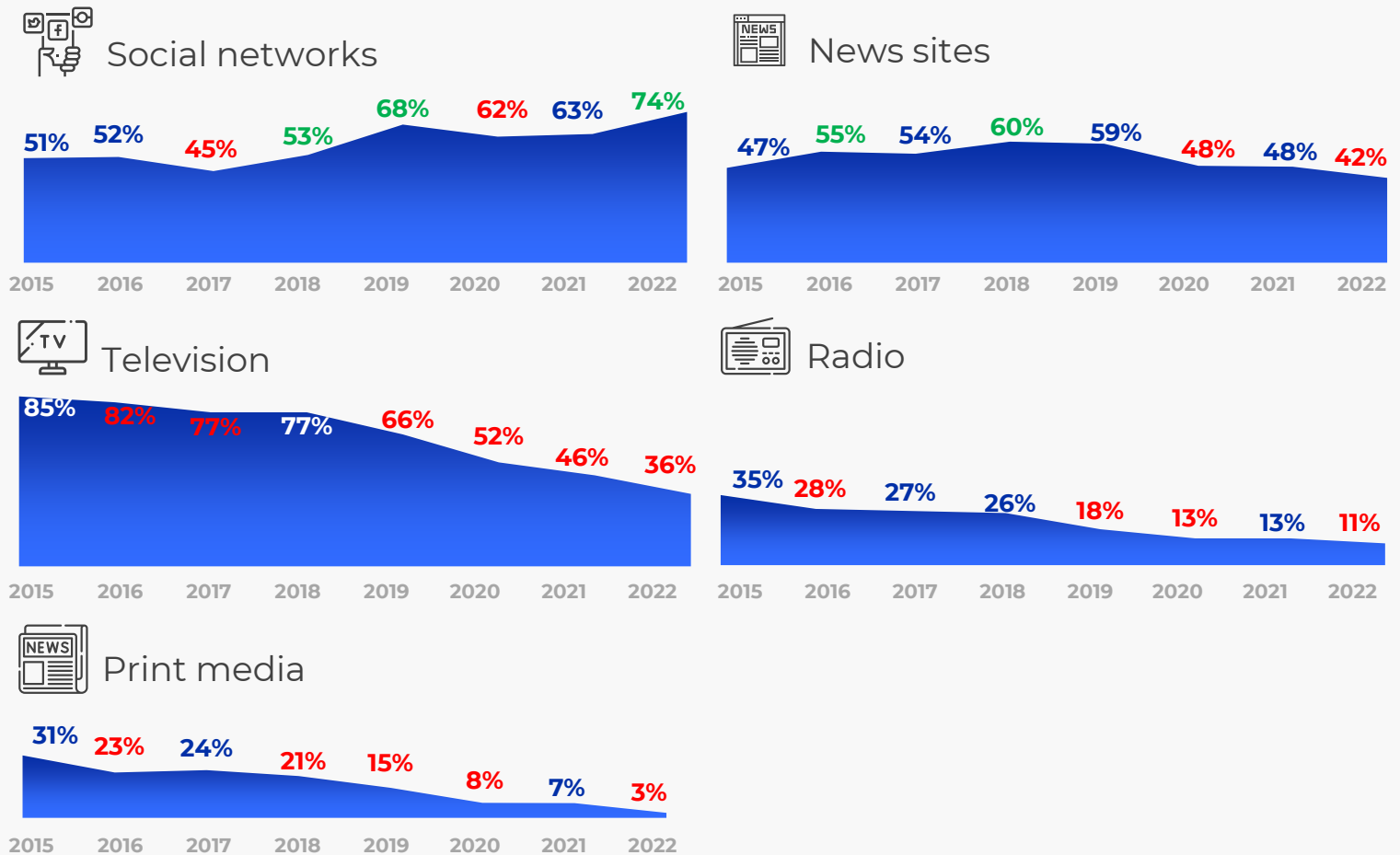
*\*Internally Displaced Persons - those who answered that did not live as of 24.02.2022 in the city of survey conducting*

x /x – significantly more/less at 95% compared to the total sample **5**

In 2022, there have been significant changes in news consumption – consumption of TV, radio, newspapers and online news (most of all TV) has decreased, while the news audience moved mainly to social networks.

In general, the use of traditional media – television, radio and print media – has been consistently declining throughout the period under study.

## Monthly use of the media to get news, 2015-2022



**Question:**  
What media have you used within the past 30 days to get news?

**Base:**  
Total sample, 2015-2021, N~1,600/wave  
2022 N~1,450

x/x - significantly more / less at 95% compared to the previous wave

## 2015-2022



Social networks



News sites



Television

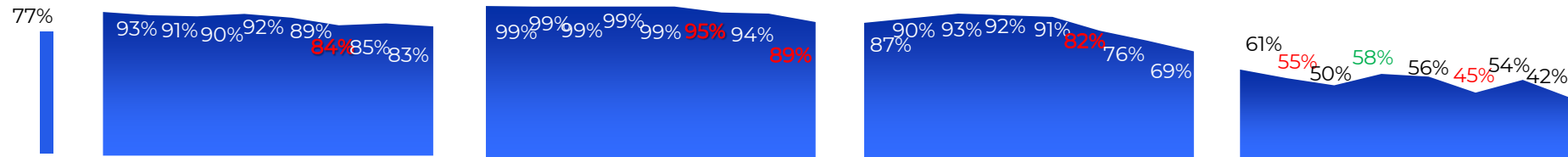


Radio

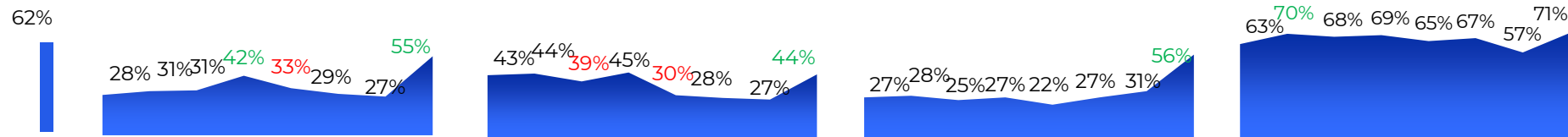


Print media

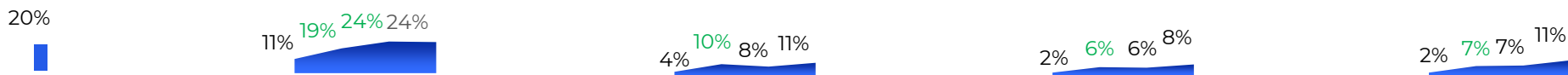
### National



### Regional



### International



N=

Year	2015	2016	2017	2018	2019	2020	2021	2022
Social networks	1,079							
News sites	777	895	894	984	956	760	753	613
Television	1,404	1,350	1,271	1,260	1,075	829	721	527
Radio	579	465	443	432	295	212	212	159
Print media	513	371	393	344	244	119	117	38

**Question:**  
What social media news pages/channels have you visited within the past 30 days?  
(SIMILAR QUESTION FOR SITES/ONLINE SOURCES, TV RADIO AND PRINT MEDIA)

**Base:**  
Consumers of news from this type of media

x / x - significantly more / less at 95% compared to the previous wave

The most trusted news sources are the most popular ones – about 60% of respondents trust news on social networks, almost half trust news online and national television news.

In 2022, the level of trust in internet sites – both national and regional, as well as in national TV has increased, whereas all types of the press have been losing ground.

Channels in social networks

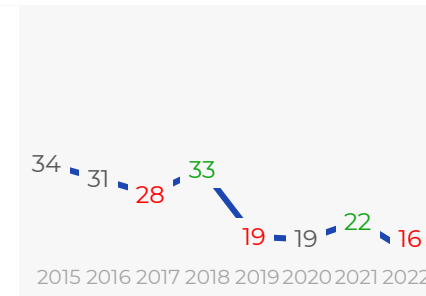
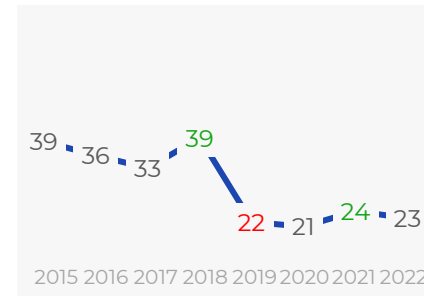
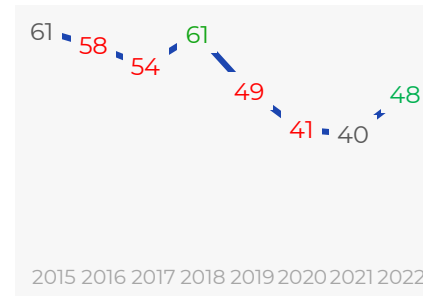
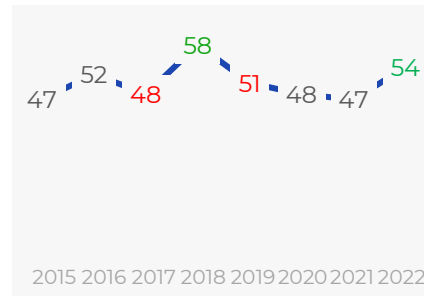
Online media

Television

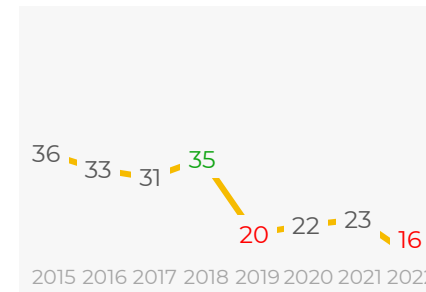
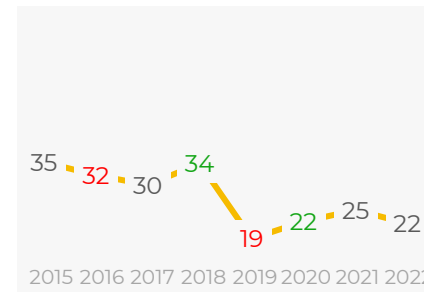
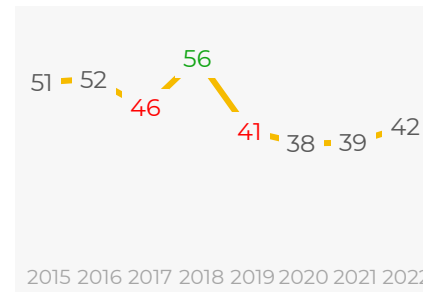
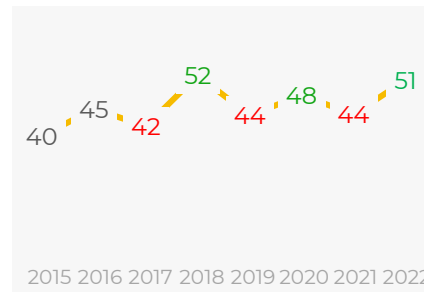
Radio

Print media

National



Regional



**Question:**

To what extent do you trust the news in...? % of those who trust completely or in part  
 \*Media are ranked by rating - from the media with the highest level of trust to the media with the lowest level of trust

**Base:**

Total sample, 2015-2021, N~1,600/wave  
 2022 N~1,450

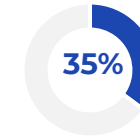
x / x - significantly more / less at 95% compared to the previous wave



## News sites

What national websites do you visit most often? Indicate up to three sites.

	2021	2022
<b>News services</b>		
Google	48%	33%
Ukr.net	17%	14%
UNIAn (unian.net)	8%	10%
<b>Websites</b>		
TSN (tsn.ua) / 1+1 (1plus1.ua)	24%	21%
Ukrayinska Pravda (pravda.com.ua)	5%	8%
Novyny Ukrainy (mediaua.com.ua)	5%	5%
Hromadske.TV (онлайн)	6%	5%
META (meta.ua)	1%	4%
Korrespondent (korrespondent.net)	8%	4%
Fakty (fakty.ua)	5%	3%
Liga.net (liga.net)	6%	3%
Gazeta.ua (gazeta.ua)	2%	2%
Apostrophe (apostrophe.com.ua)	11%	2%
Espresso TV (online)	2%	2%
Novosti.ua (novosti.ua)	4%	2%
Obozrevatel (obozrevatel.com)	6%	2%
Channel 24 (online)	-	2%
Telegraf (telegraf.com.ua)	2%	2%
Censor.net (censor.net)	1%	2%
Glavcom (glavcom.ua)	1%	2%
Vesti (vesti-ukr.com)	4%	2%



Consumption of news on national websites

**Question:**

What national websites do you visit most often? Indicate up to three sites.

**Base:**

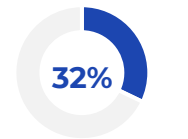
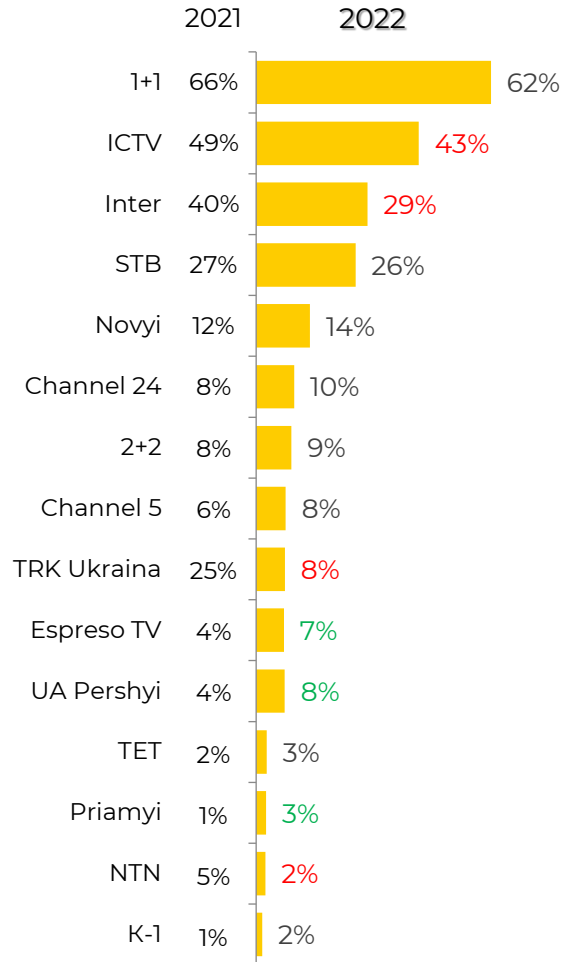
Consumers of news from this type of media  
 2021 N=643, 2022 N=511

x/x - significantly more / less at 95% compared to the previous wave



## Television

What national TV channels do you watch most often for news? Indicate up to three channels.

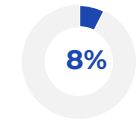
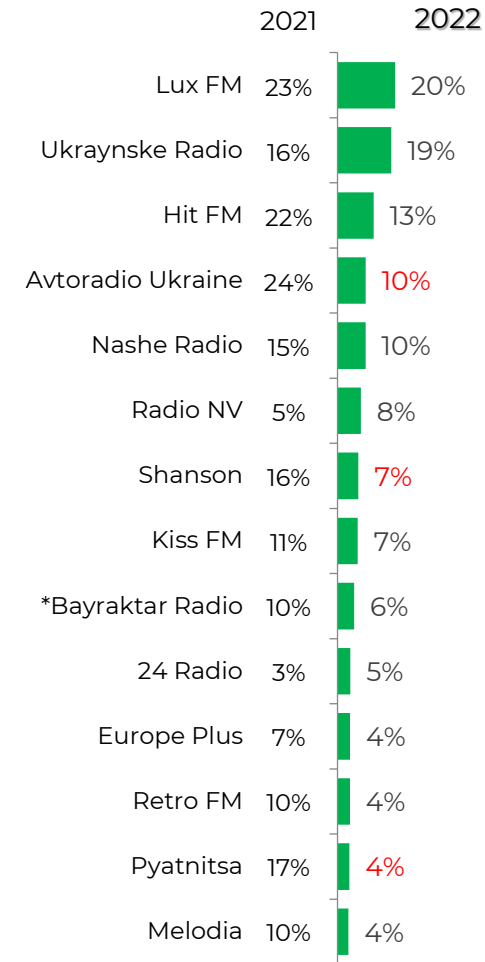


Consumption of news on national TV



## Radio

On what national radio stations do you listen to the news most often? Indicate up to three stations.



Consumption of news on the national radio

### Question:

What are the top three national TV channels that you watch most often for news?  
 On what national radio stations do you listen to the news most often? Indicate up to three stations

\*by March 2022 – Russkoye radio Ukraina

### Base:

Consumers of news from this type of media  
 Television, 2021 N=680, 2022 N=468  
 Radio, 2021 N=161, 2022 N=109

x / x - significantly more / less at 95% compared to the previous wave

(specificities of special population groups in focus group discussions and in-depth interviews)



## INTERNALLY DISPLACED PERSONS

News consumption increased after moving from their hometown. Information about the situation in the country and the world in general is learned from the news, whereas about the hometown - from friends and family. This is because the majority of respondents come from occupied cities, where there is often no direct access to the media they trust.

IDPs focus on news from their native region (everyday life, shelling, military actions, forecasts about the liberation of territories, etc.) - respondents indicated that this is how they feel in control of the situation and monitor what is happening as best they can. IDPs are interested in local news of the city of their current residence only in order to find information about humanitarian assistance, social protection, work, housing, schools.



## INHABITANTS OF TEMPORARY OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

The attitude towards news in general has changed – respondents used to receive information about the country and the world just to be aware of the events, now they feel an urgent need to receive information and focus more on news reports on their region or populated area where they or their close ones live.

The hypothesis that the population of the temporarily occupied territories found themselves in an information vacuum was not supported by our interviews. In the first days of active hostilities in the regions and the occupation, there were problems with the internet and power supply. In Mariupol, people were without access to news for three weeks, in the Kharkiv region it was only a matter of hours/minutes when there was no internet or power supply. That is, if a person has a smartphone and at least some access to the internet (which they usually do), then they can get access to news. Possibly late, but people said timeliness is not such a critical factor in their current situation.

(specificities of special population groups in focus group discussions and in-depth interviews)



## ❑ INHABITANTS OF TEMPORARY OCCUPIED, BLOCKED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

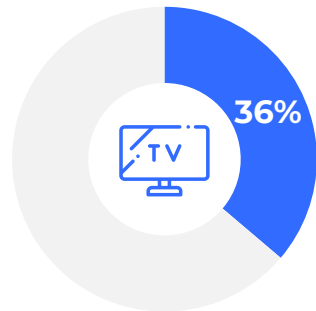
People living in temporarily occupied territories really do need to use a VPN service. This software helps to bypass the blocking of Ukrainian sites and Ukrainian content, as well as helping users feel more secure when searching for and consuming news. Younger people and digitally literate people help older people, but people still need guidance on which VPN app to choose, they need it to be free and bypass the restrictions without slowing down the speed of their apps. Interviewees reported that YouTube videos or Zoom trainings with real people providing this kind of guidance would be really helpful.

Being able to receive news from Ukrainian sources on the radio is believed to be mainly relevant for seniors, who are used to receiving information in this way or through television. Also, setting up such an information channel is perceived as more realistic and secure by respondents – they expect that it is possible to find such frequencies that cannot be intercepted and blocked.

The idea of getting a printed newspaper is perceived negatively. Print media in general have lost their relevance, and the distribution and obtaining of newspapers seems very dangerous for all those involved in the process. People are afraid that the occupation authorities will see it/will be told about it and people's lives will be in danger.

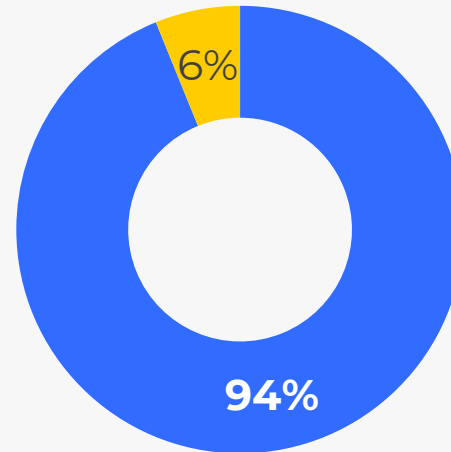
Among those who use television to consume news, almost everyone knows about the United News telethon and watches it regularly. More than 60% of the telethon viewers watch it every day, and almost 30% watch it every week.

## Use TV to consume news



Among TV news consumers

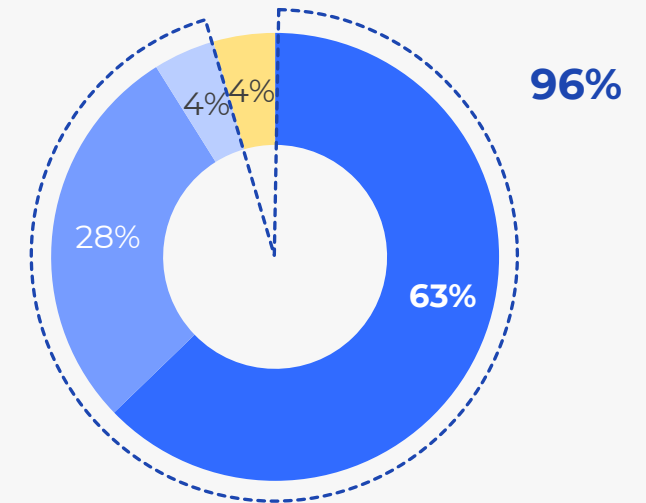
## Awareness of the United News telethon



■ Aware      ■ Unaware

Among those aware

## Viewing frequency of the United News telethon



■ I don't watch the telethon   ■ Every day  
 ■ Every week  
 ■ Several times a month or less frequently

### Question:

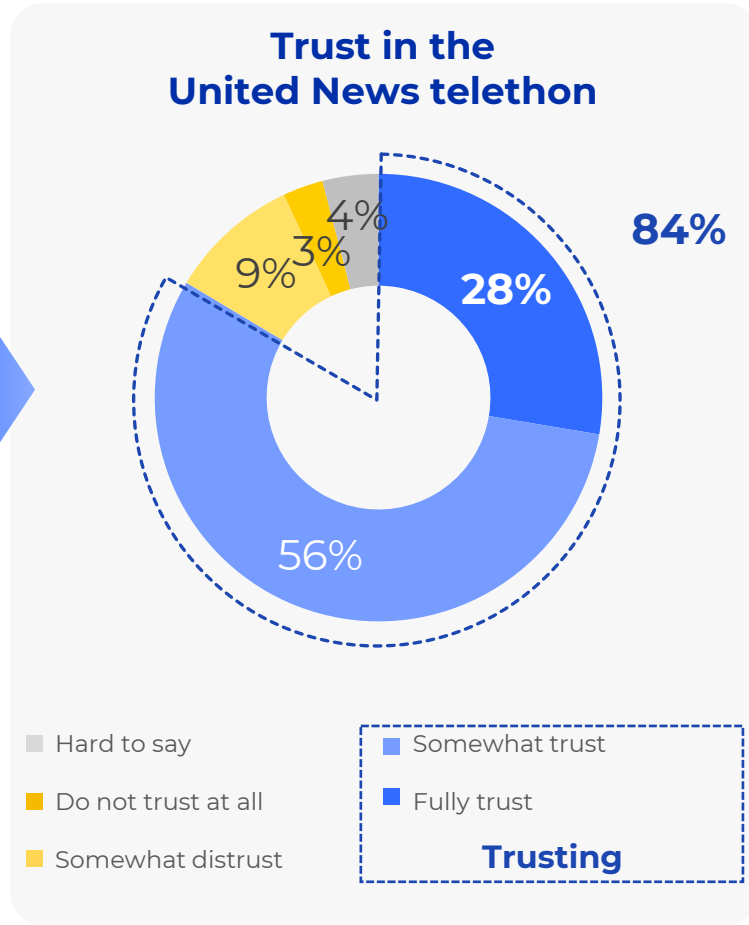
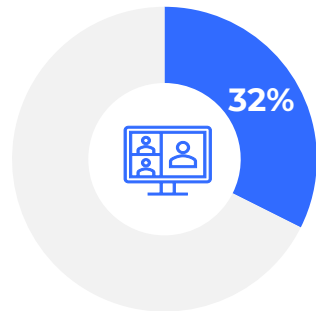
Did you know that with the beginning of Russia's full-scale invasion of Ukraine, Ukrainian TV channels united and launched a joint information telethon United News # UA Together?  
 Do you watch the United News # UA Together information telethon?

### Base:

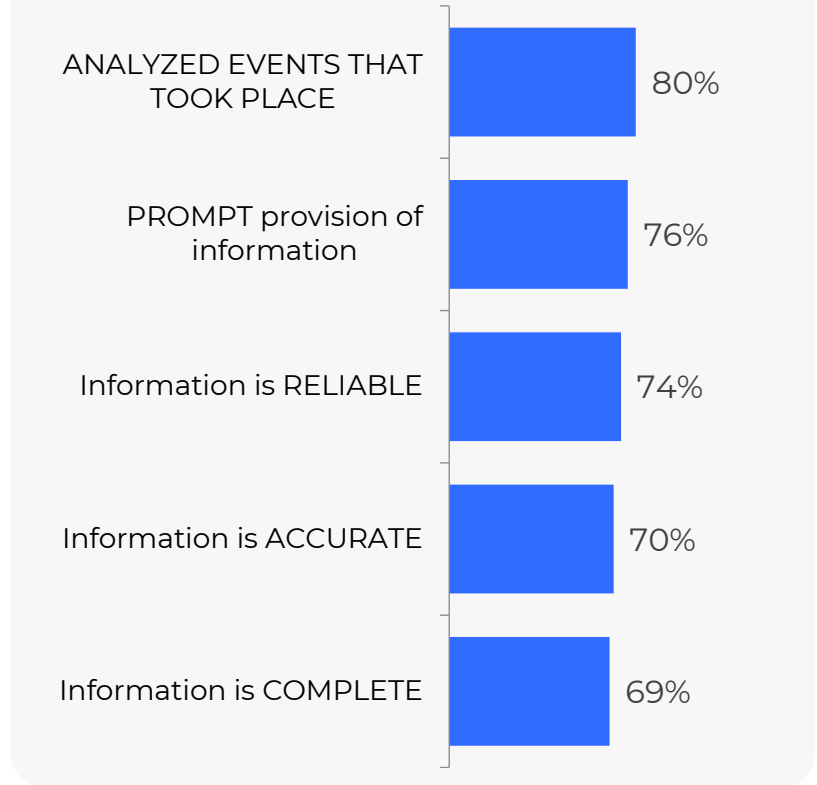
Total sample, N=1,456  
 Those who use TV for news consumption, N=527  
 Those who use TV for news consumption and are aware of the telethon, N=495

The telethon viewers manifest a high level of trust in the news provided within the telethon, as well as tend to commend the quality of its analysis of events, promptness and reliability of information.

viewers of the United News telethon



### Assessment of the news quality on the United News telethon



**Question:**

To what extent do you trust the news provided in the United News telethon?  
 Please rate whether the news reports provided by the United News telethon meets the following criteria?  
 - % of those who agree completely or in part

**Base:**

Total sample, N=1,456  
 Telethon viewers, N=472

(by focus groups results)



In general, respondents have a positive attitude towards the United News telethon, noting that it goes on around the clock, it is emotionally pleasant to watch (*"They don't show such horrors as in some sources"*).

Respondents do not pay attention to which channel is broadcasting when they turn on the TV - it does not matter to them. Practically, the national telethon is perceived as a separate channel of information without reference to the brand of the TV channel producing it.



Everyone knows about the format of the national telethon, which is a combination of several channels, and respondents can name almost all the channels participating in the telethon. The combination of channels evokes a positive response from respondents, because there is no need to skip channels when looking for news. Also, it is believed that the news has become more objective, because journalists from different channels monitor and control each other.



Respondents who are TV consumers can be divided into two categories: those who watch the telethon regularly and those who have it on in the background while doing other things around the house.

Those who watch it regularly show high satisfaction and trust in the information in it, but those who have it on in the background have critical remarks about the promptness of the information, and the repetition of the same news for several hours. Respondents usually compared the speed of information in the telethon with Telegram channels, where the speed of news turnover is much higher.

(specificities of special population groups in focus group discussions and in-depth interviews)



## INTERNALLY DISPLACED PERSONS

As many IDPs do not have TV access, their ability to watch the National Telethon is limited, but the 35+ aged respondents watches if possible.

Though the telethon is associated with an official source representing the state, IDPs are critical of the product. Respondents point to its inaccuracies in the presentation of details, authorities' influence over the way information is covered, excessive optimism – showing only the “victories” of Ukraine and unwillingness to cover its failures and/or unfavorable forecasts.



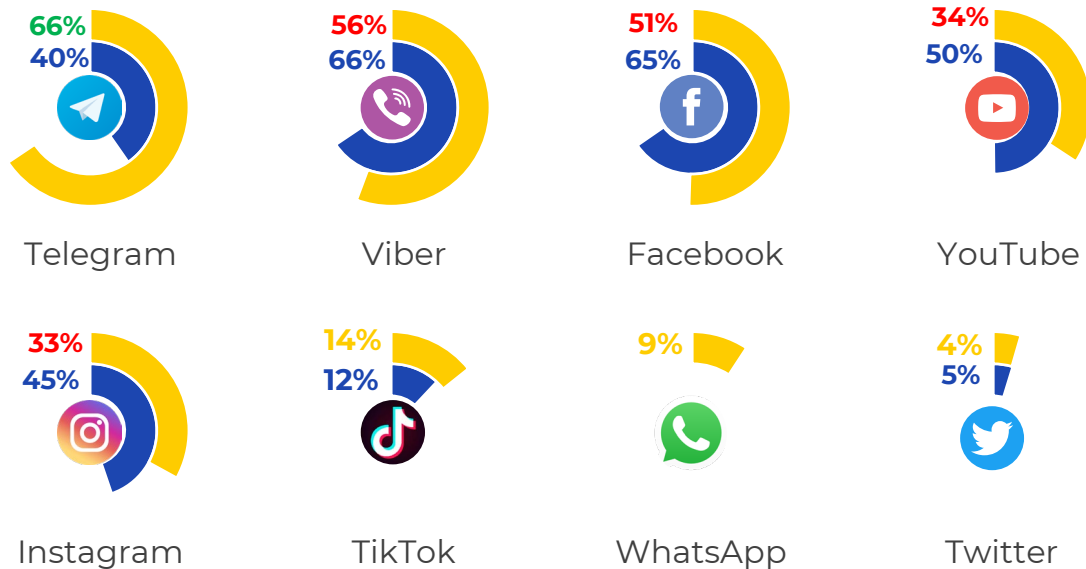
## INHABITANTS OF TEMPORARILY OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

Most of the respondents did not have time to watch the National Telethon or due to the disconnection of Ukrainian television. Those who did watch the Telethon do so because they can watch it on TV and do not typically search for it online.

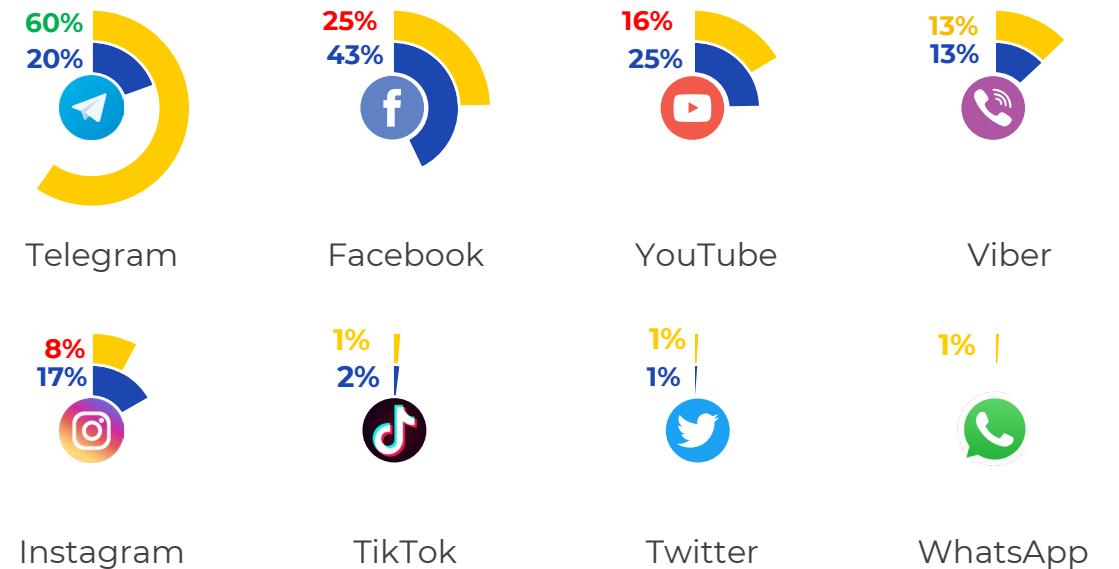
Among the disadvantages of the National Telethon, people in occupied territories noted the lack of a sense of security (*“It is dangerous to watch Ukrainian news on TV – neighbors can hear and inform on me”*) and little information about the temporarily occupied territories, especially about small settlements.

In 2022, Telegram has become the main social network for both communication and news consumption, showing significant growth in both categories. Facebook has reduced its audience reach and has been losing traction in terms of news consumption. Viber has also reduced its audience reach, but its news consumption indicators remain the same.

## The use of social networks for communication, 2021-2022



## Social media network preferred for getting news, 2021-2022



■ 2022 ■ 2021

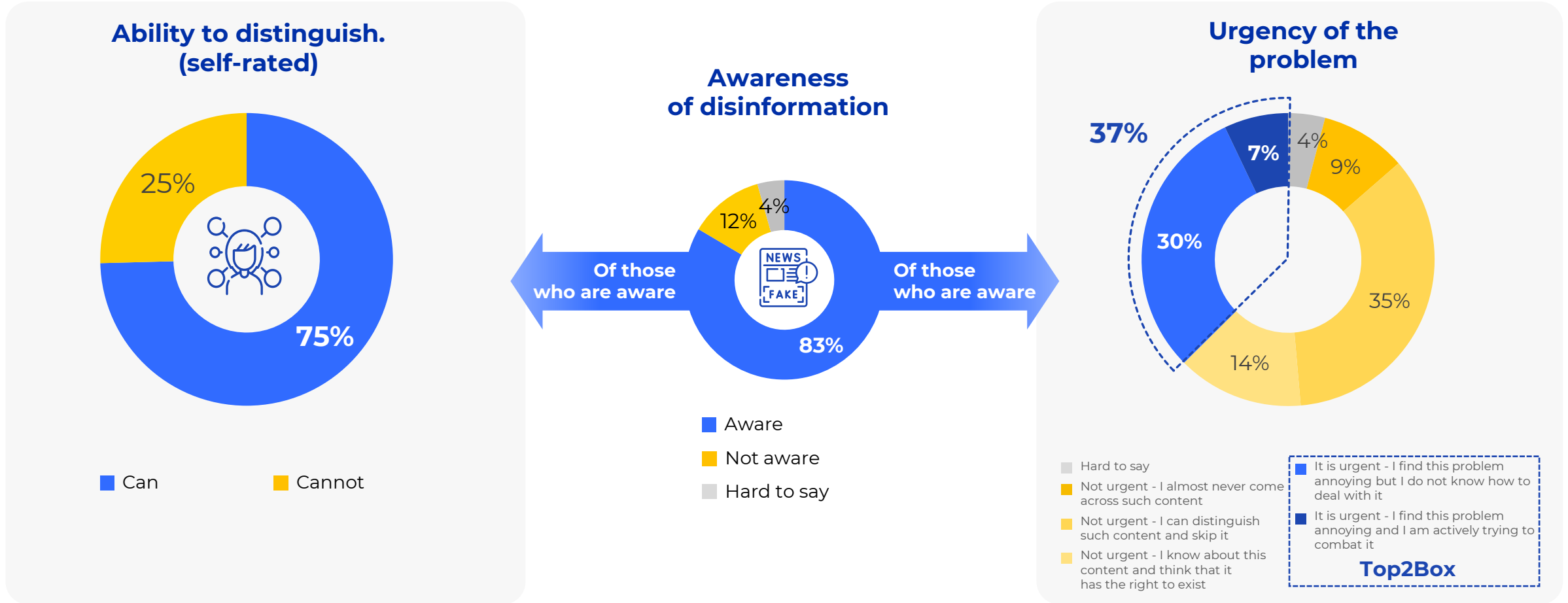
**Question:**  
 What social networks do you use for communication at least once a month?  
 Which social network do you prefer to receive news?

**Base:**  
 Internet users, 2021 N=1,413, 2022 N=1,319  
 Social media news consumers, 2021 N=1,358, 2022 N=1,079

x / x - significantly more / less at 95% compared to the previous wave

## Awareness, ability to distinguish

83% of respondents know about the existence of disinformation. Of those who know about such content, almost 3/4 claim that they know how to distinguish unreliable content from truthful. This level of confidence encourages people to think that the problem is not particularly critical: only 37% of those aware of the problem of disinformation consider it urgent.



**Question:**

Do you know that the media sometimes publish disinformation as if it is real news?  
 Can you distinguish disinformation from real news?  
 How big a problem do you think disinformation in the media presents?

**Base:**

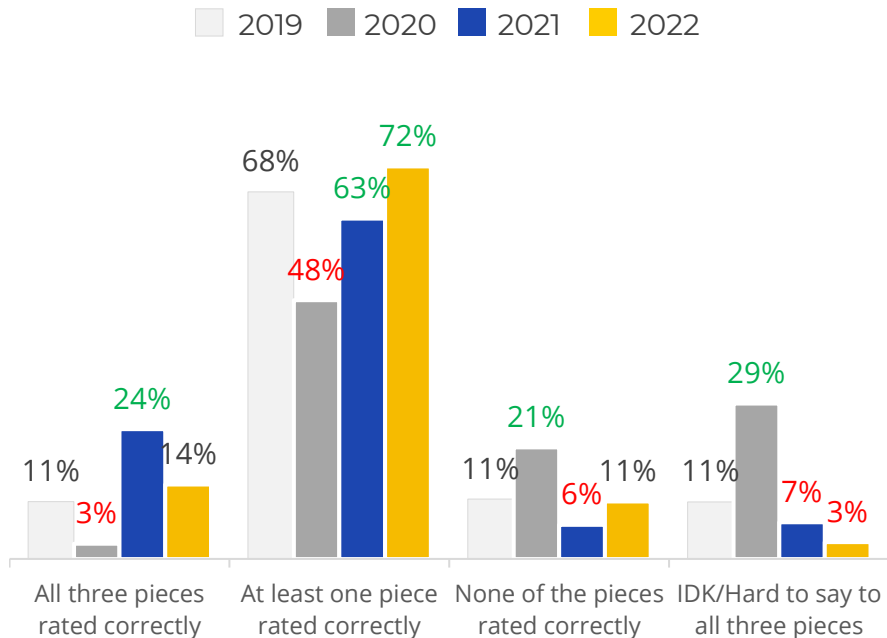
Awareness, total sample, N=1,456  
 Ability to distinguish and urgency, only those aware of it, N=1,216

Among those who are aware of the existence of disinformation, 14% of respondents managed to correctly identify all the news pieces, another 72% correctly identified at least one news item.

Respondents made the least mistakes when rating the news report about the survey of children about their military and patriotic sentiment – almost ¾ of the answers were correct, the news report about the ban on Russian music and books was correctly rated by half of the research participants, the least correct answers were given with regard to the news about the coronavirus vaccine.



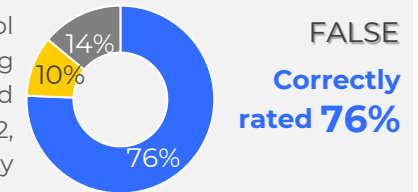
## Ability to distinguish (actual assessment)



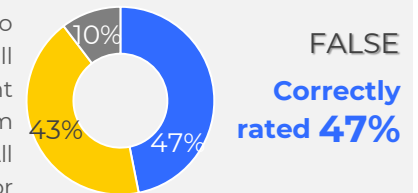
## News pieces rated by respondents in 2022

■ Correctly assessed  
■ Incorrectly assessed  
■ Hard to say

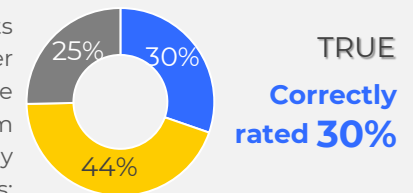
According to a Facebook post by blogger Petro Pavlychenko, the Ministry of Education and Science of Ukraine sent a letter to all educational institutions to collect lists of high school and 1-2-year university students and assess the military and patriotic sentiment among children. Form tutors and academic advisors will have to interview adolescents and students concerning what they think about the events in Ukraine after February 24, 2022, and their readiness to serve in the army. The President of Ukraine Volodymyr Zelensky signed an order to hold the survey, because the AFU urgently need new soldiers.



All Russian music and books were banned in Ukraine, as reported in the Telegram channel "What's New in Ukraine". The new law, approved by the Verkhovna Rada, prohibits listening to Russian music and watching videos of all Russian artists in Ukraine. From now on, Ukrainians will not be able to hear Russian music on the radio, in public places and even at home. To prevent children from studying hostile literature, all books by Russian authors will be removed from school and university curricula. Ukrainians have been forbidden to keep books in Russian. All books in Russian will be removed from bookstores and libraries. Penalties will be imposed for non-compliance with the law.



Ukrainian Pravda and BBC Ukraine report that the American company Moderna says that its vaccine proves effective in combating the coronavirus in senior people – 71 years and older. After 28 days, all the elderly people involved in trials developed immunity to COVID-19. After the vaccination, the volunteers developed the necessary antibodies, and they are no different from the flu vaccination with regard to side effects. The side effects of the vaccine recorded by scientists include fatigue and headache. Only two volunteers experienced severe side effects: one developed fever.



### Question:

Next, please read excerpts of some news stories. Read them and indicate which one(s) is (are) false and which are true.

The test news pieces were prepared by media community experts (Detector Media, Institute of media, Internews Ukraine, Academy of Ukrainian Press, Pylyp Orlyk Institute for Democracy, Texty and Bez Brekhni). Internews and InMind selected samples for pre-testing in focus groups. Based on the pre-testing results, three pieces were selected for the national study.

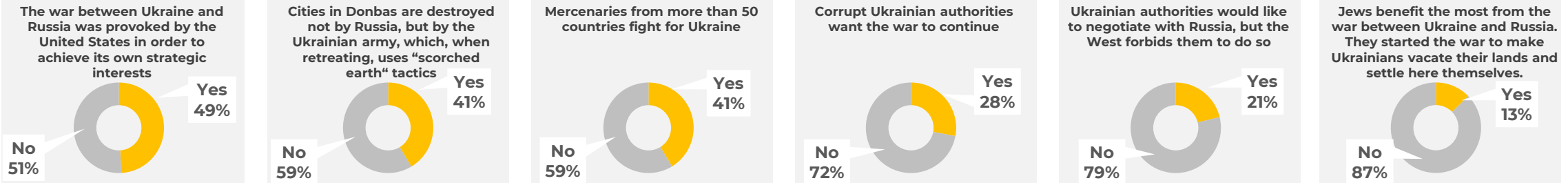
### Base:

Those aware of disinformation, 2019, N=1,213, 2020, N=1,225, 2021, N=1,320, 2022, N=1,216

x / x - significantly more / less at 95% compared to the previous wave

According to the respondents, the most credible narrative is the one that mercenaries from more than 50 countries are fighting for Ukraine, the least believable is the one about cities in Donbas being destroyed not by Russia but by the Ukrainian army. One in three respondents discussed these narratives with their friends and family.

## Since the beginning of 2022, have you come across the following statements?



### In your opinion, these are:

True False Hard to say

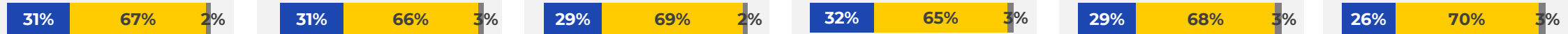
Base: Those who came across the statement



### Did you share this statement?

Yes No Hard to say

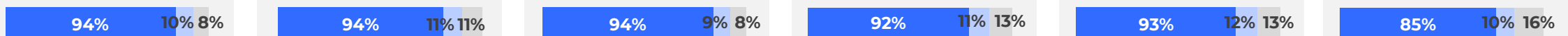
Base: Those who came across the statement



### In what ways did you share and discuss them?

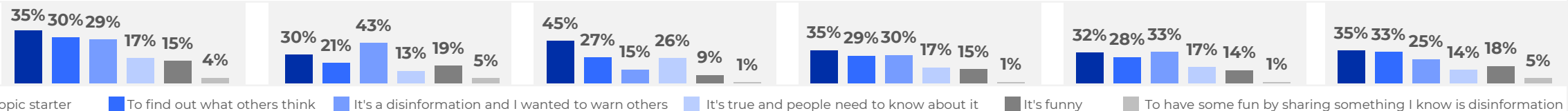
Discussed in a personal conversation Made a repost on social networks Discussed online

Base: Those who shared the statement



### Why did you decide to share them?

Base: Those who shared the statement



### Question:

Since the beginning of 2022, have you come across any of these statements? Which of them, in your opinion, were true or false?

Did you share or discuss these statements with others?

In what ways did you share these statements / discuss the news?

Why did you decide to share these statements or discuss them?

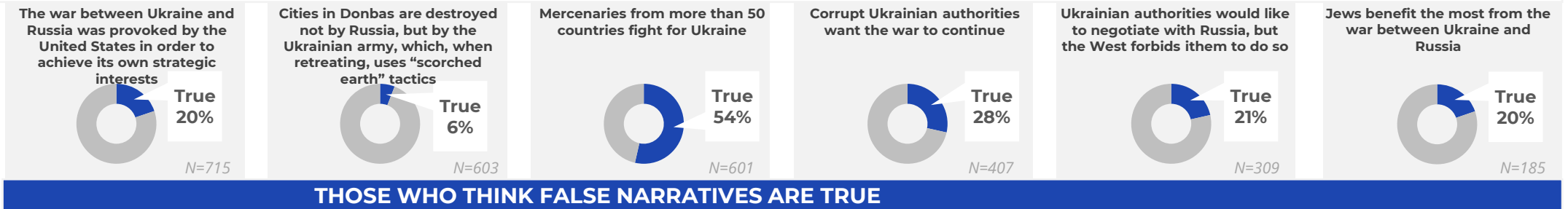
### Base:

Total sample, N=1,456  
 Came across the statement, N=715/603/601/407/309/185  
 Shared statement, N=222/189/172/129/88/49

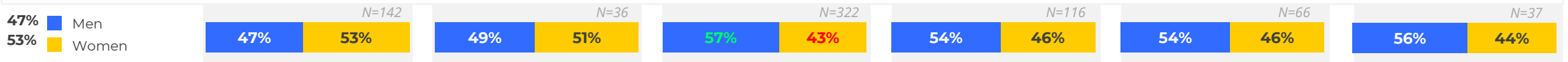
# The sociodemographic profile of those who believe false narratives to be true. 2022

There are no major demographic differences between those who believe in disinformation – the shares of women and men are almost the same (except for the narrative about mercenaries which men believed more). Those who believed disinformation were more likely to have higher education than not, particularly the antisemitic narrative (although that was the least believed narrative overall).

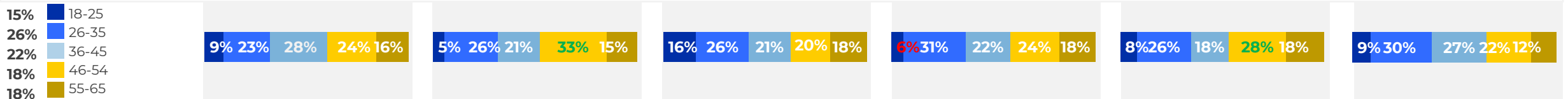
## In your opinion, the following statements are:



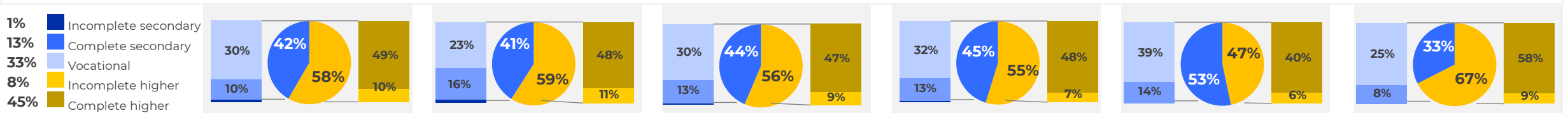
## Gender



## Age



## Education

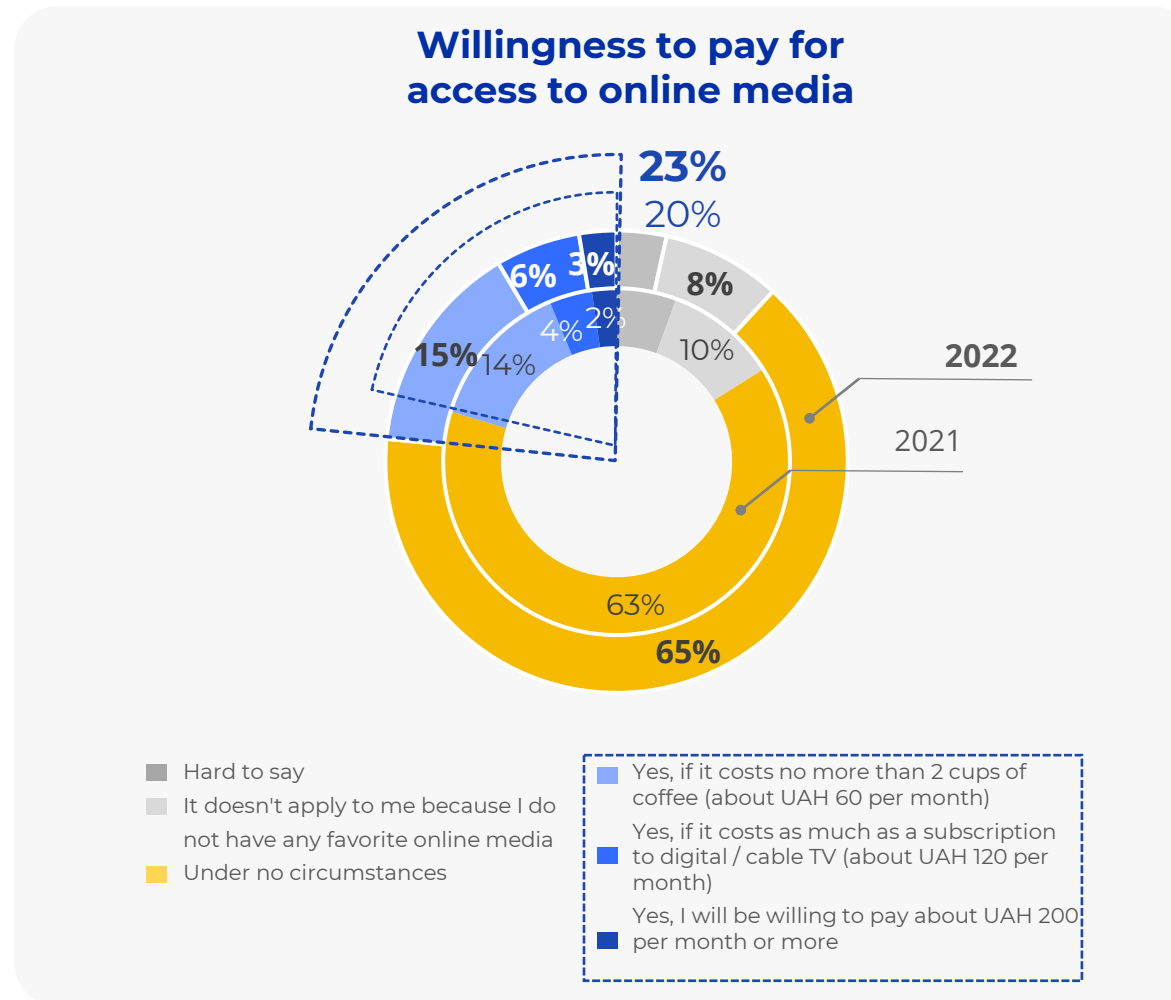


## Question:

Which of these statements do you think were true or false?

x /x – Significantly more/less at 95% compared to the total sample

23% of users of news websites are willing to pay for access to their favorite media, mostly provided that the cost of the service is no more than two cups of coffee (UAH 60) a month. The main reason not to pay for access is the existence of lots free information resources.



**Question:**

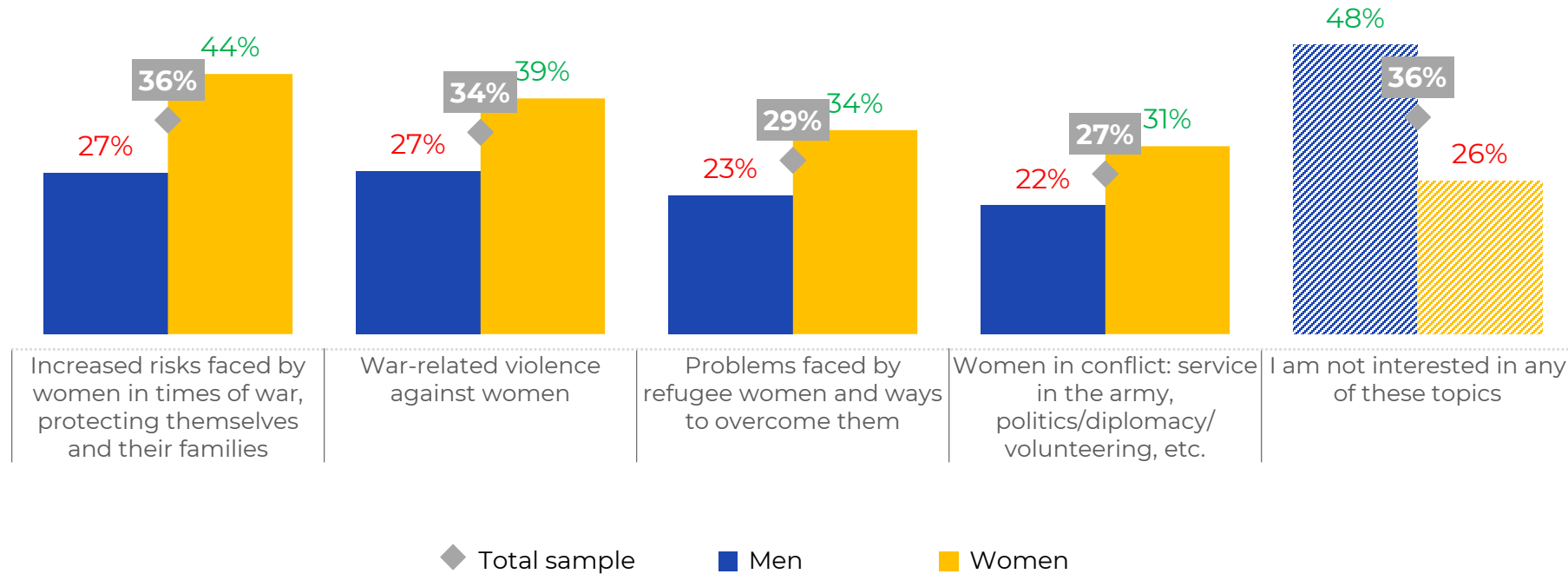
Would you consider paying for a subscription to access your favorite online news sites?

**Base:**

Users of news websites,  
2021, N=753, 2022, N=613

Almost one in three respondents have a demand for coverage of topics related to women's concerns during the war regarding the protection of themselves and their families and violence against women related to the war. Women are significantly more interested in information on all proposed topics than men.

## Topics related to gender equality, that respondents would like to be better covered



**Question:**

Select the most important topics related to gender equality on which you would like to receive more coverage in the near future?

**Base:**

Total sample, N=1,456, men, N= 680, women, N= 776

x /x - Significantly more/less at 95% compared to the total sample