

MEDIA AND INFORMATION FIELD

FACTSHEET

The Monitoring the Integration of Estonian Society 2020 (EIM 2020) studies the common part of the media fields of Estonian residents and to what extent it has increased in the case of Estonians and other nationalities over the years. The opinions of the importance and trustworthiness of media channels as sources of information are also studied.

INFORMATION

The results for 2020 reveal that according to their self-assessment, people of other nationalities have been feeling increasingly more informed about what is going on in their locality and in Estonia over the last 12 years (70% in 2008, 87% and 89%, respectively, in 2020).

Another significant trend in the case of residents of other nationalities is that they are less informed about Russia (69% in 2008 and 59% in 2020): this indicator has reached the same level of how well they are informed about the European Union (59% in 2020).

Young people of other nationalities are significantly less informed about what is going on in Russia. People of Ida-Viru County differ from others in terms of regions; as based on their self-assessment, they are better informed about their home locality and Russia than about Estonia, the European Union and the rest of the world.

IMPORTANCE AND RELIABILITY OF VARIOUS MEDIA SOURCES

A significant change has occurred in the rankings of the information sources important to other nationalities in the last three years, as they have started considering the local Russian-language media channels of Estonia more important and trustworthy than the Russian media sources.

The Russian-language news portals of Estonia have risen to the second spot in terms of importance as information sources after interaction with friends, relatives and acquaintances for residents of other countries (72%, only 54% in 2017). They are followed by the Russian version of the news programme "Aktuaalne kaamera" (64%) and only then the TV channels of Russia (61%, 71% in 2017).

Table 1. Ranking of the importance of media publications based on ethnic groups (responses "Very important" and "Rather important"), %.

Estonians		Other nationalities	
Interaction with friends, relatives or acquaintances	87	Interaction with friends, relatives or acquaintances	89
ETV and ETV2	82	Interaction at work or school with colleagues or schoolmates	75
Interaction at work or school with colleagues or schoolmates	74	Estonian news portals and websites in Russian (e.g. rus.delfi.ee, novosti.err.ee)	72
Estonian-language radio channels	72	"Aktuaalne kaamera" news programme in Russian	64
News portals, websites in Estonian (e.g. delfi.ee, err.ee)	71	Russian TV channels	61
Other TV channels in Estonian	67	Russian TV channels with Estonian subtitles (e.g. PBK)	59
Local and regional newspapers (on paper and online)	65	ETV+	55
National newspapers in Estonian (on paper and online)	63	Local and regional newspapers (on paper and online)	54
Social media	50	Estonian national newspapers in Russian (on paper and online)	54
ETV+	19	Social media	54
Global news channels (CNN, BBC, Al Jazeera, Russia Today, etc.)	18	Other Estonian radio channels in Russian	49
Newspapers in English, German and other languages (on paper and online)	12	Raadio 4	43
Estonian news portals and websites in Russian (e.g. rus.delfi.ee, novosti.err.ee)	10	News portals and websites operating in Russia	42
Russian TV channels with Estonian subtitles (e.g. PBK)	9	News portals and websites in Estonian (e.g. delfi.ee, err.ee)	35
"Aktuaalne kaamera" news programme in Russian	9	Russian newspapers (on paper and online)	32
Raadio 4	8	ETV and ETV2	28
Russian TV channels	8	National newspapers in Estonian (on paper and online)	26
Other Estonian radio channels in Russian	7	Global news channels (CNN, BBC, Al Jazeera, Russia Today, etc.)	22
Estonian national newspapers in Russian (on paper and online)	7	Estonian-language radio channels	21
Russian newspapers (on paper and online)	4	Other TV channels in Estonian	20
News portals and websites operating in Russia	4	Newspapers in English, German and other languages (on paper and online)	9

Source: EIM 2020

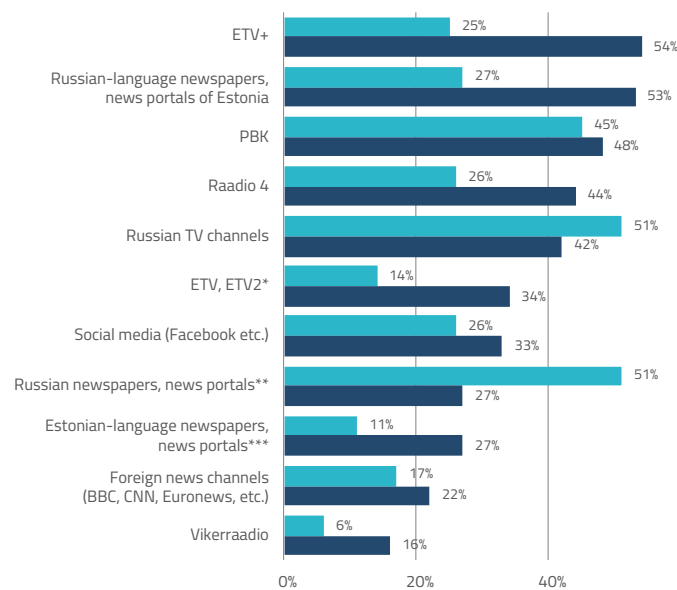
The increase in the importance and trustworthiness of the Russian-language TV channel ETV+ (44% in 2017 and 55% in 2020) among residents of other nationalities (primarily for

older generations) is also a noticeable change. The importance of local Russian-language media has also increased in the case of radio channels whilst the importance of national Russian-language newspapers has decreased somewhat.

Major differences can be seen in how trustworthy Estonian media channels are in the eyes of the Estonian residents. The opinions of Estonians have been stable: 84% of them trust the Estonian-language TV channels ETV and ETV2 and three quarters trust Estonian-language newspapers and news portals.

However, the share of those who trust the Russian- and Estonian-language media of Estonia among residents of other nationalities has increased considerably in three years. In 2017, the most trustworthy channels for this ethnic group were Perviy Baltiyskiy Kanal (PBK) and other Russian TV channels, but the Russian-language Estonian TV channel ETV+ and local Russian-language newspapers and news portals have now overtaken them (the share of people who trust them has doubled).

Figure 1. Trustworthiness of media channels among residents of other nationalities in 2017 and 2020, %.



* 2017: TV shows in Estonian
 ** 2017: Estonian-language newspapers and news portals separately, greater share indicated.
 *** 2017: Russian-language newspapers and news portals separately, greater share indicated.
 Source: EIM 2017, 2020

Younger people consume information increasingly more online and do so on the account of all other media types. The

biggest shift towards online media channels occurred from 2017–2020 among the representatives of older age groups, and the use of these channels among them has increased manifold at times.

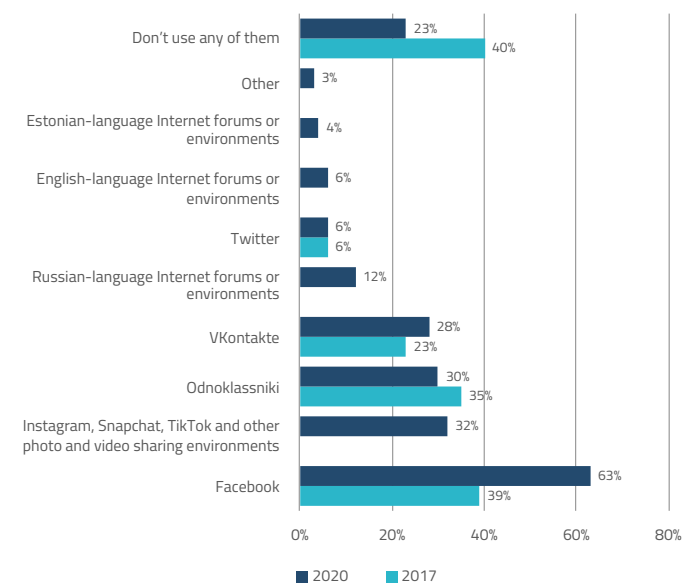
SOCIAL MEDIA USE AND CONTACTS

The trend that social media is used increasingly more has also continued, with the growth being the largest among older people.

Residents of the other nationalities have started using international social networks more instead of Russian-language ones. For instance, the share of people who used the Odnoklassniki environment was 35% in 2017 and 30% in 2020, but the number of Facebook users among residents of other nationalities increased from 39% to a whopping 63% at the same time.

The photo and video sharing environments Instagram, Snapchat, TikTok, etc. are increasingly more popular among young Estonians and people of other nationalities.

Figure 2. Use of social media channels among residents of other nationalities in 2017 and 2020, %.



Source: EIM 2017, 2020

Although members of their own language community dominate among the social media contacts of Estonian residents (especially Estonians), a considerable share of the contacts of more than half of people of other nationalities and almost half of Estonians in the youngest age groups are from the other language.