



CURS-SA

21, Tudor Arghezi, sector 2, Bucharest
Tel/fax: +4021-210.74.55 Tel: +4021-211.49.37 e-mail: office@curs.ro web: www.curs.ro

INFLUENCE OF THE MEDIA UPON CIVIC AND ELECTORAL BEHAVIOR

FINAL REPORT

Beneficiary: CNA

Project title in which this study takes part:

"Adoption and implementation of the acquis communautaire in the audiovisual field "



Metodological issues

5,000 respondents aged 18 years and above were selected from the total number of households with TV set (93%).

The sample was stratified by regions (8) and 6 types of settlements (four in urban area and two in rural areas).

The respondents were selected in accordance with sampling design methodology from voting lists.

In 95% of the total number of settlements voting lists and agricultural register were used for drawing the sample and from the total respondents 86% were drawn from voting lists and agricultural register, and 14% using random route.

The sample structure is similar to the population structure on the main demographic criteria:

demographic criteria	Sample %	Population %	Difference %
Residence	•	·	
Urban	54.4	52.8	-1.6
Rural	45.6	47.2	1.6
Gender			
Male	48.5	48.7	0.2
Female	51.5	51.3	-0.2
Education			
Low	60.1	60*	-0.1
Medium	30.3	31*	0.7
High	9.6	9*	-0.6
Ethnic background			
Romanian	90.6	89.5	-1.1
Hungarians	6.8	6.6	-0.2
Other	2.6	3.9	1.3
Religion			
Orthodox	88.2	86.7	-1.5
Roman-Catholics	4.8	4.7	-0.1
Others	7	8.6	1.6
Region			
Moldova	21.7	21.6	-0.1
Muntenia	20.3	20.9	0.6
Dobrogea	3.5	4.5	1
Oltenia	10.8	10.7	-0.1
Crisana Maramures	9.9	8.9	-1
Transilvania	19.7	19.6	-0.1
Banat	4.7	4.7	0
Bucuresti	9.6	8.9	-0.7

^{*} Estimations using National Institute for Statistics data



The total number of settlements included in the sample was 200. The total number of sampling points (voting districts) was 250.

The interviewers were trained in regional locations prior to fieldwork starting.

The interviews were conducted in-home, in-person, by pencil and paper.

About 25% of the respondents selected from voting lists were replaced because they moved to a different address, refused to participate to the survey (8%) or did not meet screening condition (having at least one TV set) (8%).

CURS checked 15% of the interviews (750). The errors revealed after control proved to be insignificant:

- Five interviews with reported length of the interview less than 20 minutes
- Extra-address list was exhausted and 1-2 interviews have been conducted using random route procedure (about 9% of the total number of respondents).

The fieldwork was carried out during 8-22 March 2004.



Part One: On civic attitude

The idea was to show to what extent mentalities and attitudes can be changed by media information and promotion of civic education. The focus was an assessment of the situation at the moment of March 2004. From this point of view the study is just a point of reference. To monitor changes the measurement should be repeated after a period of time.

Four types of questions were used to assess the media influence on civic attitudes:

- 1. The population perception of the economic situation, its likely level of involvement in different activities (latent activism) and its social behavior as participation in different non-profit organizations.
- The audience of social campaign conducted in media regarding alcoholism, smoking, domestic violence, drugs, consumer protection, and its impact on civic attitude of the population. For an in-depth evaluation of the influence of media upon civic behavior the questionnaire included an adapted Moriarty's Domains Scale.
- 3. The trust in people and institutions to measure different aspects of social capital. The focus was on formal social capital (trust in institutions) compared with informal social capital (trust in different categories of connected others)
- 4. The attitudes of population towards human rights an about civic mindedness in order to measure the extent to which people are public spirited and honest in their values. Finally the attitude of the population to condemning anti-social behavior included in TV and radio programs was assessed.



Part Two: On electoral behavior

Three types of questions were used to assess media influence on electoral behavior.

- 1. The interest in politics and the main source of political information of the population, including the test of two-step flow of communication hypothesis and the TV channels people watch most often news, political debates, shows and movies.
- 2. People expectations regarding local, parliamentary and presidential campaigns and the estimation of the intentions to vote of the Romanian voters.
- 3. The assessment of media release of public opinion polls (bandwagon and underdog effects) using some experimental questions

Part three: Specific questions for CNA

The assessment of the main TV personality's notoriety, familiarity and performance using an adapted scale of the Marketing Evaluation Inc. institute.

Some specific questions asked by CNA were included related to behavior driving advertising, assessment of CNA activity, etc.

Finally 9 in-depth interviews with three different categories of respondents (politicians, media research experts and common people were conducted in order to illustrate how people perceive influence of media upon civic and political behavior.

