YOUTH & MEDIA &

KOSOVO

DRAFT OUTLINE NATIONAL REPORTS
Youth and Media

Contents:

Introduction

1.1. About the project

Although youth comprise a substantial percentage of population in the countries in South-East Europe which will be included in the project [Macedonia, Serbia, Montenegro, Bosnia and Herzegovina, Albania, Kosovo, Bulgaria, Greece, Turkey and Croatia] ranging in most countries as 1/5 or ¼ of the total population, youth still is a marginalized group in these societies. Youth across these borders face many challenges which are similar: lack of social inclusion, corruption in education, youth unemployment, lack of cultural integration or poor youth policies. Although there can be noted extraordinary youth activities and efforts towards improving their position and society in general, 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 on 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, where in some countries there are cases of none or very little youth programs or sections on 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, what is key to be determined is not only 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 to also possess a critical thought and extent of media literacy. This is key in order 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 72%) new media forms are on the rise and youth as one of the key internet user groups is more inclined to them than traditional forms. However, there is still disconnection since most of the youth debate is transferred 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.

<u>Used definitions:</u> 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 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, to allow 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: monitor attacks on freedom of information and media worldwide; commit to defend and promote freedom of expression; fight censorship and laws aimed at restricting freedom of information; promote professionalism in journalism; educate journalists; or provide assistance to journalists and media workers.

Geographical scope: The study will be implemented in the countries of South-East Europe. Total of 11 countries are participating: Republic of Macedonia, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Kosovo, Montenegro, Serbia, Slovenia, Turkey.

1.2. Objectives of the Study

This regional study on youth and media is intended to collect information that will inform the design of future projects or interventions to improve media literacy of youth in the region of South East Europe The study will also provide insight into the access and use of media by youth, the importance of media to youth, and the content they create. Furthermore, it is expected that this study will contribute to the awareness raising about the importance of the issue and provoke further research in the area. By doing this we hope that we will contribute to initiating youth and media activities that will provide media coverage on the key youth topics and issues in the region, as well involvement of the youth in production of the media content.

The study overall objective is to define the perception among the youth, the media and the civil sector about the level, the quantity and the content of the media coverage on youth topics. More specifically, this research project aims at the following objectives:

Youth:

2. Determining what young people need from the media;
3. Perception of young people about the benefits from the media;
4. Perception of the youth about their media presence and profiling
5. Determination of the level of youth media literacy

6. Perception of the youth about media availability

Youth organizations:

7. Perception of the youth organizations about media usability
8. Perception of youth organizations about the benefits from the media
9. Perception of the youth organizations about their media presence and profiling in the media
10. Participation and role of youth organizations in the development and use of their own media
11. Levels of media literacy
12. Determining the prevalence of media oriented projects or activities

Media:

13. Determining the perception of the media
14. Evaluation of the work of the media (how are they evaluating the work of other media?)
15. Determining the degree of openness and inclusion of youth in the media

Media organizations:

16. Determining prevalence of projects or activities for youth and media including: hate speech in the media, youth education for media literacy, and youth as content creators (developing skills)
17. Determining the availability of media organizations for youth
18. Determining number and content of researches done on the topic of youth and media

18.1. 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 will be 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: the Broadcasting Law, Law on Data Protection and Privacy Protection, Criminal Code, 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. Thirdly, 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 that we are interested in youth population that is engaged online, the study will satisfy the criteria for representation of this particular group.

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

According to the national internet penetration report[2], 22.86% of persons aged 10-19 years old and 22.76% of person aged 20-29 years old have internet access and are online. Together, this is the biggest group of internet users by age. The remaining groups are categorized as follows: 19.15% between the ages 30-39, 14.86% aged 40-49, and only 8.16% aged 60-64 years.

Institution Analysis Questions
Below you have listed all the topics that are included in the institutional analysis.
- 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 whose aim is 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)

To obtain this information, initial desk research was conducted, where we were able to identify national policy and regulations regarding youth. Relevant institutions that have worked with or regulate the work with youth and media were identified and asked for access to information about the state of these sectors.

Websites of each major institution in Kosovo were consulted for this purpose and for gathering what was their already published information. The questions were analyzed internally and addressed to each institution with consideration to their scope of work. As a result the officials in charge of public relations and free access to information in each institution were identified and contacted several times with specific questions for them.

We received the following information from the following institutions:

-Information about media literacy and debate inclusion in the curricula; from the Ministry of Education, Science and Technology. Information was received following communication via e-mail and telephone.

-Information about strategies aiming to increase cooperation between media and youth; questions were addressed to both Ministry of Youth, as well as Ministry of Education, Science and Technology. The former, responded that apart from the national strategy on youth and its action plan on increasing youth participation in decision making, there is no specific strategy about media inclusion.

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[2] SIKK Internet penetration and usage in Kosovo, 2014.

-Information about similar researches previously conducted in Kosovo; question was addressed to each organization participating in our survey and it has shown that until now, not one comprehensive research was conducted in Kosovo on the specific topic of youth and media.

-Information on legislation about hate speech, regulation of media content, inclusion of youth in regulatory bodies, media content monitoring and imposed sanctions; this was received by the Independent Media Commission.

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.

Youth questionnaire was promoted through different online channels during the period of July29[th] to September 13th.

Organization used all own available resources and each person involved or working on the project was also fully involved with the promotion of the questionnaire. The main channels for promotion were portal ads and facebook ads.

In order of promoting the questionnaire in more online portals, during the first week only small text ads were used, after which another add was issued, this time including a promotion banner.

These text ads were published during the promotion time in the following portals: Telegrafi, Indexonline, Gazetaexpress, and Zeri. The click rates were as shown in the table below:

Channel of promotion	Period	Impressions	Clicks
Big Shop(Text) ads	31.07-13.08.2013	2 245 635	520
Indeksonline.net (Banner)	13.08-01.09.2013	141 912	97
Telegrafi.com (Banner	13.08-01.09.2013	180 938	139
Facebook.com (Text Ads)	01.08-01.09.2013	7624 843	5 038
	Total	10 193 328	5 794

Apart from the media buying, one project assistant was also assigned to promote the questionnaire in numerous online communities, including online forums and social networks.

Voluntary promotion was initiated before the launch of the online advertisement in order to promote the questionnaire in online communities. Further and parallel with the paid promotion, one research assistant continued working full time, two other staff half time, in an effort to promote the link to our target group. In total, 172 online groups and forums were reached, the complete list and their number of members can be found in the annex 8.2 of this report.

Online survey for youth organizations

The questionnaire for youth organizations contained few sections that intended 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 only by the leading representatives from the youth organizations. Youth organization participating on our survey gave their opinions online, which assured they remain anonymous. Initially, desk research was conducted to understand the current situation of youth in the country and to identify Kosovo Youth organizations. It was revealed in the course of the research that different databases of youth organizations were developed as part of different project of the civil society in Kosovo. One of the most comprehensive databases that was available and selected as the basis for the list was UNICEF Kosovo Youth Map . Overall the project identified 108 registered youth organizations and all of them were contacted. Results have shown that only 28 were active with their work, with 11 out of them not having implemented any projects in the past three years. Only 18 answered questionnaires were received.

Promotion with youth organizations has started on July 5th and ended September 10th 2013. The first emails to all youth organizations were sent on the days of 5 and 8 July. E-mails were sent initially asking each youth organization to answer the online survey, followed by at least three other e-mail reminders in the next two weeks as well as at least three phone calls to each organization. More often than not the phone calls would give updated information about organizations activities and updated contact details to which we needed to forward the questionnaires. Optionally and depending on the willingness of each youth organization that responded to the survey, few were also involved in the promotion of the online questionnaire for the youth.

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 by the editors or other representatives with authority to decide within the media outlet hierarchy. Each respondent was given an information sheet and was asked to sign a consent form in which it was clearly stated that their identity will remain unrevealed in the report.

Activity-based selection was not applicable in case of media and media organizations and therefore the mainstream media with largest audience would be selected based on the previous research done by LENS and partner organizations. There are currently five media organizations that are relevant to this research, based on the volume of their work, and questionnaires were distributed to all five.

TV stations: Radio Television of Kosovo, KTV, RTV 21 and KlanKosova

Radio stations: Urban FM, Vala Rinore student radio, Blue Sky and Top Kosova.

Newspapers: Koha Ditore, Kosova Sot and Zeri.

The media questionnaire was sent to 16 potential respondents, starting July 15th. Three reminders where sent each following week by email, followed by a minimum of three phone calls on the second and third week of August. Due to the low number of respondents, during the last week of August researchers met with the media representatives and offered to help with the questionnaire. By the first week of September exactly 18 media representatives have answered partially the questionnaire, but only 10 have provided a complete list of answers.

Interviews with representatives from media organizations

Five media organizations were identified in Kosovo, and we were able to conduct interviews with all five of them. These interviews were conducted between the June 5th and July 15th 2013. Generally the interviewed would be either in charge of the organization management or another employee very closely involved with management work.

2. Context

When discussing the topic of youth and media within Kosovo context, one has to take into account that compared to other countries in Europe and even the region, Kosovo has a rather high number of young people. Legal definition of youth determines those between age 15 to 24 according to the Law on empowerment and participation of youth[3] a law that also serves as a foundation for other documents related to the issue and secondary legislation. Data from the most recent census show that Kosovo has 336,399 people aged between 15 and 24, making it 20% of the total population of 1,739,825[4] If we apply the definition of youth used in this study, the percentage increases significantly, reaching almost 30 %. However, participation of youth in decision making processes including policy making in sectors that have a direct effect on the youth, remains very low and it is understandably set as a first priority in the Kosovo Strategy for Youth 2013-2017.

No previous studies were done until now about the topic of youth and media in Kosovo and none of the organizations interviewed as part of this project have considered this issue as priority. There is one study on Kosovo youth however, conducted in 2012 by Albania-based IDRA research institute for Friederich Ebert Stiftung, titled "Forward Looking, Grounded in Tradition", which confirms there is little trust in the institutions among youth and that very few of them believe in the power of their vote to change things. The same study does touch upon the issue of media indirectly, finding that most of the youth get their information about politics from the TV, with the internet emerging as another significant source. The study also notes that young Kosovars spend on average 3.5 hours a day watching TV. Looking at the general situation in Kosovo, findings from various reports show unemployment and poverty remain issues that are most troubling to the citizens, most notably in recent studies from UNDP (Public Pulse I-VI, 2010-2013). Youth is particularly affected by the high unemployment rate as the ASK data show that almost half of jobseekers falls into the category legally defined as youth in Kosovo. It is important to mention that no reliable statistics were available before the 2011 census since the political situation has not allowed for a regular census in Kosovo since 1981.

The media scene in Kosovo has developed quite fast in the aftermath of the 1999 conflict, and the number of outlets today is quite sufficient, while the quality of reporting remains debatable. There are seven daily newspapers published (in Albanian language) and another one that has switched from print to online-only in March 2013. There are no newspapers or magazines in Serbian language, with the Serb community relying on what is printed in Serbia. There are no reliable impartial data on the number of copies sold for any of the newspapers but it is generally accepted that the circulation is on the lower end. Based on the official documents there are three TV stations licensed to broadcast nationally, 18 local TV stations, 85 radio stations, 11 cable operators and 45 program service providers (cable-only broadcasters). Only the public service broadcaster Radio Television of Kosovo (RTK) has a second

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[3] (2009/03-L-145)

[4] Kosovo Statistics Agency, ASK census results 2011

channel in Serbian language while the other two TV stations with national license, KTV and RTV21 broadcast in Albanian language only.

2.1. Media freedom and Freedom of expression in the country

The overall situation in the freedom of expression and freedom of media in Kosovo has been a subject of a wider debate and it is analyzed in numerous reports compiled by Kosovo-based and international organizations. The problems listed in these reports correspond to the general consensus being that the situation leaves a lot to be desired despite some improvements. In order of having a complete overview of the situation, one needs to take into account multiple factors which have more or less equal impact on the trends studied in these reports: the specifics of the Kosovo media scene and the level of professionalism among journalists, the overall political and socio-economic conditions and its impact on the media and journalist profession, and last but not least, the situation with the rule of law in Kosovo and how it applies to the freedoms analyzed in this report.

According to the reports by the international organizations such as Freedom House, IREX or Reporters Without Borders (RSF), situation with the media freedom and freedom of expression remains fragile in Kosovo. Pressure, intimidation and even attacks on journalists continue while the courts are unable to handle the cases properly. Kosovo has had a slightly better score on the latest IREX Media Sustainability Index but the report notes that despite the improvement, crimes against the journalists continue and that Kosovo needs better mechanisms to protect the mission of the free press. Kosovo has held a steady rank in the last three years on RFI's Freedom Index but the organization has reacted several times to cases of intimidation, most notably in the case of journalist sued for defamation by businessman tied to government, where the courts started proceedings in record time in what is seen as highly unusual for the Kosovo judiciary. The 2013 Freedom House report mentions the progress in legislation basically not forcing the journalists to reveal their sources but raises the issue of continued attacks, threats and intimidation of journalists. For the first time, this year's report speaks of complaints against international officials who allegedly attempt to restrict the independence of media. Freedom House has reacted on several occasions to protect the freedom of expression and integrity of journalists in Kosovo, and called on the institutions to fully investigate threats against journalists. Freedom House appealed in June 2012 to Kosovo Assembly to protect freedom of expression by reviewing the controversial provisions in the existing and newly-introduced legislation. The Kosovo Ombudsperson, in its latest report for 2011 notes that the authorities seem to consider the freedom of expression more as the issue of their competence than one of the fundamental rights, adding that the meeting point between the right to freedom of expression and other rights often becomes a debating topic, making it more complex to put the justice in place. When speaking about the media, the Ombudsperson notes that in the cases where they lack economic independency, when there are legal uncertainties, lack of laws of by legal acts, as well as the lack of relevant laws, the freedom of expression, whose aim is to inform the public, comes into question. Finally, Ombudsperson concludes in its report that the legal mechanisms in force in

the Republic of Kosovo in most of the cases do not contain punitive provisions in case of violation of the rights in this field.

European Commission annual reports on the progress made in countries that aim EU membership are seen as very reliable source of information and they are generally accepted equally well in Kosovo by the government, opposition and civil society. In the section related to media and the freedom of expression, the progress reports have constantly raised concern over these issues, calling on authorities to adopt necessary legislation and ensure its implementation. The 2012 report calls for more work in investigating attacks on journalists and on establishing a better environment for freedom of expression, while in 2013 special emphasis is put on the political influence over the Association of Kosovo Professional Journalists (AGPK).

The persistent challenges for freedom of expression are mainly intimidation, pressure, threats, and violence against journalists. These issues are inherently tied to standards of professionalism in the media, the general state of the rule of law as well as the implementation of labour laws within media organizations. There is also an issue with the implementation of legislation affecting media freedom, which includes access to information law, protection of sources law, and libel and defamation law. These challenges were chosen based on those identified in various reports, as well as those highlighted by media practitioners in interviews. Other challenges that have proven to persist in Kosovo's media are finances, funding sources, and licensing technicalities.

2.2. Legal and institutional framework

Kosovo Constitution guarantees the freedom of expression and freedom of media. More specifically, Article 40 on Freedom of Expression, Article 41 on Right of Access to Public Documents and Article 42 on Freedom of Media present a sufficient foundation for the legal framework to protect these rights and freedoms. However, the implementation of this legislation remains an issue, as it is with any other laws in Kosovo and even more specifically with the civil laws where interpretation is required more than a simple application.

In terms of legislation, there is undisputed progress. The major advance was the changes basically decriminalizing the defamation and insult and treating it solely as the civil issue. Kosovo has now a Civil Law Against Defamation and Insult and the provisions in the Criminal Code that included prison sentence for these offences have been finally resolved with the new Criminal Code adopted in 2012. The new Code had in itself two controversial articles; article 37 on the criminal liability of media and article 38 on the protection of sources. Following fierce reaction and campaigning by the media, civil society and some deputies, the two provisions have been removed completely from the Criminal Code and a new law proposed by a deputy for the opposition, Law on Protection of Journalist Sources, has been adopted on 1 August this year.

The new Law on Access to Official Documents was adopted in 2010 and even though there were issues with the institutions adjusting slowly to the specific requirements of this law, a research done by BIRN

on the implementation throughout 2012 shows that all ministries have appointed officials to deal precisely with the request for access to official documents. The response of institutions is seen as improved when compared to previous years despite complaints from the media and civil society about the follow-up procedures not being clear enough or regulated enough through sub-legal acts. The persistent problem of Kosovo courts caseload and backlog has a significant impact on courts treating the cases related to denial of right to access. The Information Office within the Prime Minister's Office in cooperation with the USAID has introduced in July 2013 a publication summarizing all legal and sub-legal acts related to the implementation of the law on access to official documents and it is viewed as a significant step in clarifying the procedures.

The broadcast media are regulated through an independent body, the Independent Media Council (IMC) whereas the electronic communications are under the competence of another independent body, the Telecommunications Regulatory Authority (TRA).

The Independent Media Commission is an important regulating body covering broadcast media. It was therefore important to establish e proper legal framework and financing to ensure it operates independently and professionally. The new Law on IMC adopted in 2012 meets all the necessary criteria but the act of regulating broadcasters is done mainly through sub-legal acts issued by the IMC and there has been little work done to upgrade and update them. The recent case involving a cable TV operator and a privately owned TV station has brought to light how rudimentary the IMC regulations are.

The Association of Kosovo Independent Electronic Media (AMPEK) represents most of the electronic media in Kosovo and they work closely with the IMC. Their activity is similar to that of other associations, though currently overwhelmed with the issues of digitalization of terrestrial network in Kosovo. The AMPEK currently runs no operating website.

The Law on Public broadcaster Radio Television of Kosovo adopted in 2012 enables in principle the public broadcaster to protect its editorial independence and public accountability and it also provides a sustainable solution to funding. In practice, the funding issues are covered only provisionally as the RTK continues to be financed directly from the state budget until 2015. The concerns with the strong political influence, not necessarily related to the funding, still remain.

European Union Office in Kosovo, has welcomed in a press release issued on 23 March 2012 the adoption of the Law on Radio and Television of Kosovo and the Law on Independent Media Commission. These laws, according to the office, offer a good legal basis to ensure the functioning of these two independent institutions, which would serve the public interest of Kosovo without being affected by political influences and in accordance with best EU practices.

The press is left to regulate itself through a self-regulatory body which implements the codes of conduct and ethical standards, the Press Council of Kosovo (PCK). The Council is according to its own statute comprised of editors-in-chief of the Kosovo print media or their representatives, and three local and/or international independent members. Though successful in treating and responding to all complaints,

which as a rule must be submitted within 30 days from the day the contested article is published, the Council is understaffed and faces constant issues with financing.

There are two associations of journalists that are more active; the Union of Independent Journalists (UGP) and the Association of Kosovo Professional Journalists (AGPK). The two organizations have similar role in representing the rights of journalists, contributing to the advancement of ethics and professionalism and reacting to various threats against media freedoms or integrity of journalists, among other things. The assembly of AGPK is based on their accord, some 240 member journalists while there are no definitive data on the UGP membership. Both AGPK and UGP have been plagued by problems with the internal management which had a significant impact on their credibility.

There is no major trade union that represents specifically the Kosovo journalists; there are two unions of employees at public RTK and some representation is done through the Association of Independent Trade Unions but it is evident that there is no institution that specifically and in an organized manner works to defend the labor rights of journalists and/or media professionals in Kosovo.

Media literacy is included in the Kosovo official curricula for middle school, precisely in the subject of Social Education in 5th, 7th, and 10th grade. Debate, and critical thinking to an extent, is also included at those levels of education, but there are no formal organizations of debate clubs. The schools enjoy a substantial level of autonomy in organizing such activities and therefore no official records on number of debate clubs exist.* Kosovo society is generally a patriarchal one so the debating culture is not as present as in the rest of Europe.

There is a national strategy on youth (2013-2017) along with a corresponding action plan (2013-2015)*, both compiled by the Ministry of Culture, Youth and Sports (MKRS).

According to MKRS officials, the increase of youth presences in public life is a part of the ministry policy. There is however nothing in the strategy, action plan, or any other document that would specifically target the connection between youth and media. Media operate independently, as an estate in itself and the ministry does not intend to direct their work or get involved in their hiring policy. What the ministry does with the youth is promoting their ambitions and ideas through various [public] activities, ensuring their presence in the media as much as it is possible. The ministry cannot compile such documents that would enforce cooperation of media with the youth or give it more coverage. All that MKRS can do is to establish better relationship with the media and advocate for the youth to get more space. According to MKRS officials, there was proper analysis and lengthy consultations with experts took place while the strategy was compiled, so the policy leads towards promoting the issues important to the youth. The strategy brings to surface the fact that the youth need to have more space in public life, that it needs to be strengthened to participate more, which includes in itself the need to have their activities promoted through the media.

In their previous research work, BIRN tackled this issue, youth were included in their surveys, but not as an exclusive topic. OSCE in cooperation with the Kosovo Media Institute (KMI) have previously worked in

projects that aimed to identify and eliminate hate speech among youth but there are no available published data about its findings yet.

As stated before, the broadcast sector is regulated through Independent Media Commission (IMC) while the press regulates itself through Press Council of Kosovo. The Constitution of the Republic of Kosovo gives a sound basis against any sort of discrimination. Hate speech and speech inciting ethnic violence is regulated by the Law on Broadcasting Media, while libel is considered as a civil offence. IMC also promulgates secondary legislation, the so-called regulations based on the laws and the Constitution.

There is no official strategy, to fight hate speech on a national level, as there is no significant incidence when it comes to broadcast or even print media. There are very few complaints, if any, and therefore no relevant statistical data on the offences dealing particularly with hate speech. A three months research on portrayal and inclusion of ethnic minorities in Kosovo conducted by INDEP found not even a single case of hate speech being used. The situation with the comments on online media is a different topic, and a subject of a current debate, but the issues are no different than what is being debated globally. IMC monitors the media content itself, with its own staff while the PCK has no capacity to monitor the media. There is no independent organization that monitors the media for such content. Youth is not specifically represented in any regulatory authority. Based on the information available from the IMC, there were no cases of hate speech reported in the last five years.

3.   Media access

3.1. Media access by youth

Media represents important information and socializing tool for the youth today, depending on what sort of equipment youth are using, we can understand a lot about their preferences, choices and needs.

Almost all of the youth responded to own a TV or have it in their household (98.8%) and also the majority of them (88.4%) declared to have computers. Smartphones are also very popular among youth (80,2%), as are the laptop (79.2%) and mobile phone (79.2%) users, slightly lower is the number of radio users (69,2%). Only half of our respondents have said to own a DVD or Blue ray recorder (52, 8%) and little less own video games (45, 4%). Two of the least popular equipment with Kosovo youth seems to be tablets (27.0%) and e-readers (20.1%). PC ownership is slightly higher amongst female respondents (86.0%) than male (84.8). Laptops are more often owned by people with a monthly income above 1000€, with higher education and who live in urban areas. Video games are more popular among men.

The use of television increases with age, level of education, and it is slightly higher among men. Using a personal computer is most popular among the youngest and among men and less educated.
E -reader more used ones in the last age group, higher educated, higher income, and in the urban environment.
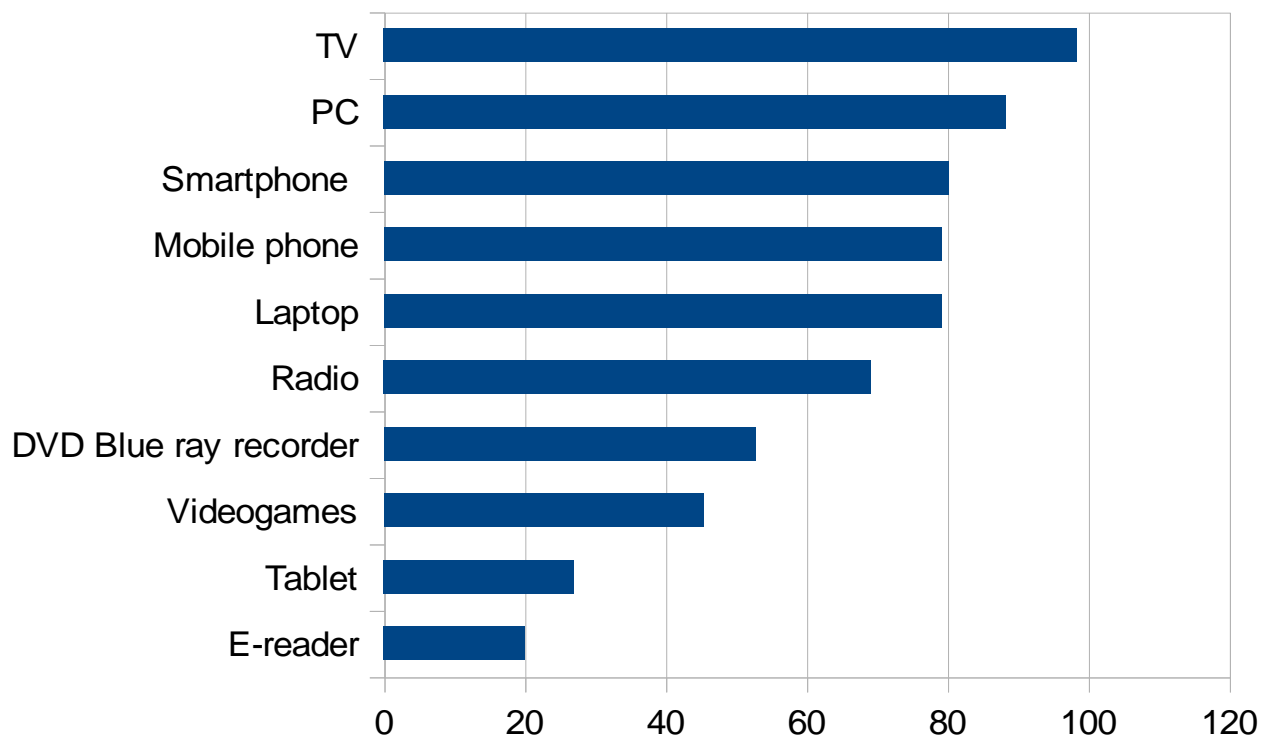
Fig. 1 *Please choose among the equipment that you or your house has access to.*

Alongside with media access very closely related is their usage, the type of media that is most accessible and most appealing to youth, would end up getting most of their attention. The majority of them (73.2%) have answered that they watch TV daily, read news online (70.1%), use internet on their mobile devices (75.5%). Less popular with youth are radio listening, reading and cinema.

On the other side, the collected answers from media even though based on media's perception and occasional data they had gathered on their work, correspond quite well with the reposes given by youth who have said that use internet on daily basis for social media. Media representatives that were journalists or editors, agree by a majority (61.1%) that the media with most youth attention is Internet, followed by social media (27.8%). According to the media itself only 5.6% of youth interest goes for traditional media, be it TV or Radio. The reasons for these trends of interest they claim to be: media accessibility (38.9%), content (28.8%), and cultural behaviors (27.8).

3.2. Media content

Young people of Kosovo show high interest to get involved and work with media; this was confirmed by the numerous interns that were reported to be involved in every media house subject of this research as well as by the general opinion of youth who responded to the questionnaire and in the comments received in the survey. Furthermore, when asked about their creative creations on the past year, more than half of them (53.7%) declared to have written some sort of literature (book, poems, blogs, columns, etc.). Little less popular (32.4%) is producing video or audio materials.

It is interesting to notice that only 19.8% of youth have sent a letter to a newspaper or written a newspaper article (19.6%), which shows a clear gap between youth and media when it comes to cooperation between them in terms of media offering space to these creations. Most of young people (82.0%) use internet to upload self-created content that goes to their profile pages on social networks and to their other online space (be it blogs, web pages, etc.).

In order to get youth interested in relation with media, it is important that topics of interest to youth are covered be those media. According to what youth have declared, the most popular choice (62.8%) was movies; but the majority of them (58.4%) found news to be a topic of their interest also. Next were documentaries (52.1%), followed by music (42.0%) and technology (40.0%). Sports information and programs were selected as a topic of interest by 35.6% of the respondents. A little less popular are the topics of entertainment, culture, nature, religion, reality and talent shows. An interesting result is how little interest (5.6%) shows youth regarding TV series which currently occupy a great portion of time in TV. In addition to the types of content proposed by us on the questionnaire, young people noted that they are eager to see any kind of debate develop in the media, be it about economic issues, religion, youth, politics etc. Other than debate, some of the most frequent topics proposed by the respondents were technology, how-to information and shows, science, health and medicine, theater and performances. Although youth seems to have access to different type of equipment, not all media types are suitable and/or preferred as choices for all purposes and uses, three most useful types of media appear to be Internet, TV and Social Media.

According to youth, when it comes to education TV and Internet remain two most impactful media types. Internet and social media are considered most important for entertainment purposes, information, communication, self-expression, recruiting, self-promotion, activism and mobilization.

On the subject of media content, the perception of youth regarding the media representation they get was also examined. With the high figures of youth population in Kosovo, it was important to understand if youth are presented on the same proportions by the content that media offers. In general youth feel too little represented when media covers topics of politics, economy, education, culture, health, nature and environment. They feel a little less represented also when it comes to media coverage on topics of religion and crime news. Youth seem satisfied with the presentation they receive when media covers sports, fashion, and entertainment.

Youth organizations seem to share similar concerns regarding youth being under-represented in the content offered by the media. The least youth inclusive topics according to youth organizations are politics, economy, education and culture, religion and health. The main point of difference between the general youth opinion is that, youth organizations think that there is insufficient information about crime news and deviance.

In the purpose of better understanding the work done to improve youth presentation in the media content, the activities of youth organizations regarding content creation and supporting quality content were also examined. It has shown that the majority of them (61.9%) have been directly involved with training young people for journalism purposes, from which only 28.6% in the last two years. The majority of youth organizations (57.1%) have supported investigative stories in the past two years, in addition to the support offered in the previous years (17.3%). Before the past two years, many of youth organizations (47.4%) have provided training for youth about creating media content, in the past two years this activity has been reduced (14.%) mainly because of the lack of funding.

When discussing media content, it was crucial to have the opinion of media journalist and editors; it shows that more than half of them (55.6%9) directly target youth with their work. Most of these media assess the needs of youth with direct communication with youth, through their web pages or by collecting their opinions through their shows or with short questionnaires. More often than not media gains insight on preferences by the clicks that their publications receive and by what is trending among their audience. A considerate number of media also use social networks for these purposes. However the decisions for the media program usually goes through the media boards.

Media editors and journalists think that the topics which get more interest from youth are sports (33.3%), politics (22.2%), entertainment (16.7%), and culture (11.1%). These results were supported also by the opinions of the comment moderators of media, according to whom the most commented topics by youth continue to be politics, religion, fashion, and nature. The reasons for these preferences are most affected by their way of life, current developments and cultural behaviors. According to media editors the media has a somewhat (22.2%) influence on perception of social issues, youth everyday decisions and their political education. However they feel less impactful (16.7%) in youth mobilization and on raising awareness about social and political issues.

Media representatives have offered their opinion on youth representation in the content they offer as well. Almost half (44.4%) of media editors and journalists who answered think that youth are represented by their content in a sufficient manner, and exactly half of them (50%) think that youth are included very little with content creation. Nevertheless, they think that the interest of youth to be involved in any work with media is very high, including being part of media as a subject or target.

One of the respondents from the media said:

"It should be clear that media needs to include more youth on their work, especially on national televisions. However, young persons should be more courageous on addressing their needs and insist in their inclusion on media content."

Local TV representative

Representatives of media say that the main topics targeting youth are technology, social problems, education, sports and culture.

In cases where youth is involved and/or working in the media, the topics they cover are quite different but topics such as sports, technology and youth programs are most likely to be covered by young journalists or editors.

The topic where most of the media representatives (80%) seem **not to have any focus on youth** is religion, followed by crime news (70%), nature (60%) and media literacy (50%). Media editors and journalists have also stressed the fact that youth are more prone to receiving information from internet especially from their social networks, which was also confirmed by this research. However, almost all of them (90%) have said to have special focus on youth when covering topics such as sports, entertainment and fashion. Most of them (70%) target youth when covering the topic of education and health (60%).

Media organizations have shared their opinions about youth representations and according to a third of them, there is very little representation of youth in the content offered by media. A quarter of media organizations think that youth is represented very well, and another quarter of them think that youth are presented very well in the content offered by media. On the matter of youth involvement in content creation the opinions are divided, in the same matter one third of media organizations think that youth are involved in a sufficiently on content creation as opposed to the other third of them who claim youth is very little involved.

Most media organizations have confirmed the opinions of youth and youth organizations on the matter of youth interest to be involved in any kind of work with media. Exactly 3/5th of the media organizations think that youth are involved in creating media content in a sufficient manner. Only one organization is of the opinion that youth are very involved on content creation and one other states that this involvement is indeed very little. When asked about the interest of youth on being target or subject of the content offered by media only one of the organizations thought that such interest is low, others agreed that youth are eager to become target or subject of the media content. However, they are all of the opinion that youth is interested to be involved with any sort of work with media, they also are of the opinion that Kosovo youth are very interested to become protagonists on the media themselves.

According to media organizations, the topics that are usually targeting youth are the so called light topics, such as entertainment, and also topics related to their higher education, unemployment, and crime news. According to them, when targeting youth media is more often than not, limiting themselves in topics such as gossip and scandals. In a manner corresponding to the youth preferences, as they tend

to be more curious about these topics as well. Media organizations agree that most of the youth interest goes to their favorite artists or celebrity, not excluding technology, education and actualities.

As opposed to what is offered, media organizations also gave their opinions on what they feel are the most useful topics about young people. These topics according to them are formal and non-formal education, job market, awareness raising for social issues, media literacy and culture. Furthermore, they think that media is not including enough topics that directly affect the lives of young people, these topics are employability, violence and aggression in schools, education about the use of technology and in particular of social media, as well as debates and awareness raising about social development.

4.   Media literacy

4.1. Overview

The ability to access the media, to understand and to critically evaluate its different aspects and content are all intrinsic components of Media Literacy. The core questions in YOUTH questionnaire measures three areas of media literacy: use skills, critical understanding, and communicative abilities. Other Questionnaires measure other aspects of capacity building, available resources, and projects conducted.

Research has shown there were not many youth-targeting projects undertaken by the media organizations. Only one of these organizations has implemented projects directly targeting youth capacity building and awareness raising on media issues, but there were projects that have indirectly touched upon the topic.

There is work to be done in capacity building, as only two of these media organizations have offered trainings and advising for youth. These trainings were in the topic of media literacy and investigative journalism.

Media organizations think that Kosovo youth is not sufficiently media literate and the reasons they've identified range from the constantly changing life trends, lack of formal education about this matter, and lack of educational content on the media. This content, is most likely to be offered by traditional media which as shown on this study is clearly less followed by youth. Thus, media organizations have shared their concerns about the online media which according to them is lacking proper educational content.

From their experience, media organizations report that there is high interest among youth and youth organizations about education in this area, but they claim to find very little funding opportunities for projects of this nature. Journalist associations have come up with the proposal of including media literacy in the education system, there was no sign of interest shown from other factors to move forward such proposal. One of the issues that need to be dealt beforehand is informing and training teachers themselves about the subject of media literacy, before it could be included in the curricula.

Media organizations agree that journalist associations and other organizations that gather media members should also work on educating youth about media, and connect the media with their audience. Furthermore, they propose a what they say might be a creative approach to fighting unemployment in Kosovo, that would consist on getting young persons to spend their time doing brief internships in the media, as a potential way for them to choose a career on the industry while they are also getting and education about media. They remain of the opinion that on the current situation in our country, it should be media's role to educate youth about this topic.

Different reasons for the insufficient efforts to improve media literacy were pointed out, starting from the interest of media which tends to be more commercialized, and the very little funding opportunities for the civil society, as well as the lack of a proper debate about the issue of media literacy.

Media organizations have been continuously involved on media education and many young people, through organizing conferences, training school and round tables to discuss the current state of the media education in Kosovo. Many young journalists have benefited from their projects. However, in order for these projects to have a more significant impact cooperation from government institutions is considered crucial.

4.2. Use and creation skills

When observing the frequency of interaction with different types of media, whether in using such media or in contributing with content, it was shown that Internet and TV remain some of the most frequently used media types among youth. Daily, most of the respondents (80.2%) use internet in any equipment and a significant portion of them (75.5%) use internet in their smartphones.

Most of the respondents (73.2%) said that they watch TV every day or almost every day, with the same frequency the majority of them (70.1%) reads news online. Newspaper are red daily by almost one third of the respondents (32.8%) and at least once a week by slightly fewer (29.0%) of the respondents. Some of the less frequently carried out activities among youth in Kosovo are going to the cinema, listening to the radio and playing games.

Everyday radio listeners represent 19.4% of the respondents, a number that increases when we take in consideration the people who are radio listeners at least once a week (29.1%) or at least once a month (17.8%). Cinema visitors are very rarely every day visitors (1.4%), but the biggest groups among cinema visitors (22.7%) go to the cinema at least once a month. A small portion, (15.2%) said that they play games every day or almost every day, 20.2% of them at least once a week, and 16.4% play games once a month.

On level of skills in using internet it has shown that the majority of the respondents have quite advanced skills 82.7% of youth are protecting their computers against malware, 83.1% use the internet to make phone calls, 79.8% send e-mails with attached files, 55.4% use peer-to-peer file sharing. Only half of them (52.6%) have changed their online privacy settings. In a more technical level of knowledge 23.2% of the respondents are keeping blogs, and 23.6% have created web pages.

Seemingly, youth are very active on content creation as half of them (53.7%) have said to have written some sort of literature, a third of them (32.4%) have produced audio or video material. In smaller percentages (19.6%) they have also written news or other articles and written letters to newspapers (19.8%). Internet is mainly used for content consumption such as online streaming of video and audio materials (91.9%), for communication purposes and for participating on social networks.

A large number of the respondents (82.0%) said to have used the internet to upload their created content online, and almost all of them (97.4%) to participate in social networks. A significant portion of them (61.1%) have used the internet to cooperate with others in group projects (including contributing to a wiki) and for signing online petitions (65.7%).

Youth organizations work closely with media and oftentimes they contribute to their content and most of them provide trainings and other capacity building activities for young people. They have also been active on media monitoring, although before the past two years these activities were more intense. Most of them have not been engaged with offering financial support for young journalists, such as scholarship for training or studying.

Media organizations are continuously involved with educating young people on content creating whether by offering their expertise on trainings, organizing workshops or simply by offering internship positions to students and journalists. One organization has also offered to train unexperienced youth organizations about how to use media for their work and how to approach them for cooperation.

4.3. Critical understanding

With the plethora of media types and channel that youth are presented, it is crucial to maintain a critical approach and have the ability to correctly understand in order to avoid misinformation. It is interesting to see that Kosovo youth, although they follow TV and newspapers daily, they seem to be quite skeptical on the information offered by them, and they do not consider them as a reliable source. Youth is most likely to look for information using the internet, a source which they feel confident about and in which they can easily compare and contrast the information presented.

Media cover with their work a different range of topics and target different groups of people, but it was interesting to see the youth perceptions of their presence in these topics. Youth are included on their topics even when there is no special focus on youth they argue, but there remain some topics in which half of the media representatives have said they have special focus on youth, these topics are sports, culture and entertainment. A smaller portion (38.9%) have said they have special focus on youth on the topic of education and one third of them (33.3%) on the topic of economy/business.

According to youth perception they are underrepresented on the content offered by the media on topics like politics, economy, education, nature/environment, health and religion. While they are of the

opinion that there is a fair representation on what are considered as lighter topics such as fashion, entertainment and sports.

Civic education otherwise referred as the education in self-government faces several issues in the Kosovo society, being a country that has not long ago undergone significant changes on the administrative and political system.

Media Organizations have shared their opinion on education of youth in Kosovo, 3/5 of the media organizations are of the opinion that civic education among Kosovo youth is sufficient, and 2/5 of them think that Kosovo youth civic education is at a good level. Although they see Kosovo youth, same as the rest of the society is found quite involved in political discussions, they are of the opinion that they are not sufficiently educated when it comes to politics. Superficial coverage of political and civic education in the school system, underdeveloped culture of politics together with the ubiquitous politic discussion and politicized social life are some of the reasons that can drive young person away from politics but also can contribute on creating distorted ideas. They encourage youth to form their political opinion based on political ideas/concepts and programs rather than the common belief on social benefiting through political affiliation.

Media organizations representatives are of the opinion that media itself with its important role on monitoring politics and politicians, has a major impact on the political education of youth as well, it helps improve their critical thinking towards political topics and better shape their opinions.

4.3.1.   Hate Speech
When observing the abilities of critical thinking regarding hate speech almost one third of the young respondents claimed they often face situations where they feel that certain news is published in with the intention of being offensive towards someone. While as almost half of them think that hate speech is quite often found in the content offered by media.

Most of youth organizations have worked on the matter of training young people to identify hate speech, as well as to increase media literacy in general.

Most media organizations regularly hold round tables for the purpose of discussing and fighting hate speech in the media. One of them in particular monitors the media in order to identify cases of offensive language and hate speech.

There is a massive need for involvement of family education on the subject of hate speech as well as for activities that would have a greater geographical impact in the youth population, such as trainings and awareness raising campaigns where the ministry of Education should play the main role.

4.3.2.   Media messages (propaganda, spin, misinformation, lies)
Youth is exposed to a variety of topics offered by media it is interesting to see how accurate and reliable youth find this information. When they find themselves in situation of doubt towards information offered by media, youth usually compare information with other sources or ask other

people for their opinion. It is also quite common among youth to believe a little of each source of information, although most of them classify their sources of information and only consider the ones they think are reliable. A small portion of them will also share their concerns with civil society organizations and some (20.0%) would be indifferent about source reliability.

4.3.3. Privacy policies

Youth organizations seem to be very well informed about the importance of media on their work, most of them have persons working as communication officers and two thirds of them have a privacy policy.

4.4. Freedom of Expression

Most of youth are using the internet to express their opinions about politics and other social issues. Media representatives share the same opinion which they base on the online commenting by youth on the portals. According to them, youth are generally expressing their concerns freely and often engage in online debating via commenting.

Only a small portion of young persons are afraid to comment on the web and in general girls are slightly more often afraid of expressing their opinion online than boys.

5. Youth in the Media

5.1. Portrayals of youth by the media

Media has the power to select offered content as well as to allege different attributes to the portrayal of youth.

According to youth perception they are underrepresented on the content offered by the media on topics like politics, economy, education, nature/environment, health and religion. While as there is a fair representation on what are considered as lighter topics such as fashion, entertainment and sports. They perceive themselves as creative, politicized, peaceful, slightly passive, unorganized, and moderately educated.

Media itself attributes youth characteristics like creativity, peacefulness, curiosity, politicalness and education. In general youth is portrayed positively in the media, they see youth as active, but also as unorganized, and dependent.

5.2. Presence of youth in the media

Youth are differently presented in various topic of the media content. It is interesting to see that although media has said to have special focus on youth when covering the topic of education, according to more than half of youth respondents they are underrepresented in this topic, an opinion that is shared also with most youth organizations. Three quarters of the respondents said that they are

underrepresented on the topic of politics and economy/business. This opinion was also shared by most of the youth organizations, two thirds of these organizations agree that youth are too little present on the topic of economy/business. More than one third of young respondents feel that they are represented sufficiently on the topic of culture as well as on the topic of sports. One third of the respondents think that they are represented far too much on the topic of entertainment, and an almost equal percentage feels optimally represented on this topic. One third of the respondents are of the opinion that youth presence in media content about fashion is sufficient. One quarter of the respondents think that there is too much presence of youth on the topic of fashion, whereas another quarter of them think that there is far too much youth presence in this topic.

About half of the respondents think that there is not enough youth presence in the content of the media about the topic of nature and ambient, and one quarter of them think that youth are represented sufficiently on this topic. On the topic of health most of the respondents think that they are underrepresented and only one quarter of them said to feel sufficiently represented.

There is divergence of opinions among youth about their representation on crime news, where 13.5% of youth think that they are not present at all, a quarter of them think that they are very little present whereas 22.0% think that are sufficiently present.

One third of the respondents think that they are very little present on topics about religion and almost a quarter of them think that they are present in a sufficient manner, a smaller portion of them (14.6%) think that youth are not present at all on these topics.

Most media organizations are of the opinion that youth presence in media is very little, only one of these organizations thinks that youth are present in the media in a sufficient manner.

Almost one quarter of the media representatives participating in the survey said that they think youth is sufficiently present in the topics of politics and economy. According to them, the topics in which there is a more noticeable youth participation are sports, entertainment and fashion. On the topic of religion, one third of the media think that youth are too little present. On topics about health, one quarter of the media representatives think that youth are sufficiently present, and only a small portion of them think that youth is not enough present.

5.3. Importance

Among the different content offered by media, youth has also different preferences and priorities on what they want to follow topic wise. Some of the most requested media topics among youth are movies, news information/programs and documentaries. These are closely followed by music and computer technology information. A quick observation of youth preferences here shows that they are

not exclusively oriented towards entertainment topics which is what media is targeting them with mostly. It is interesting to notice the high interest on technology and computers reported by 40% of the respondents, being more preferable than sports information picked by 35.6% of the respondents and youth programs (22.5%).
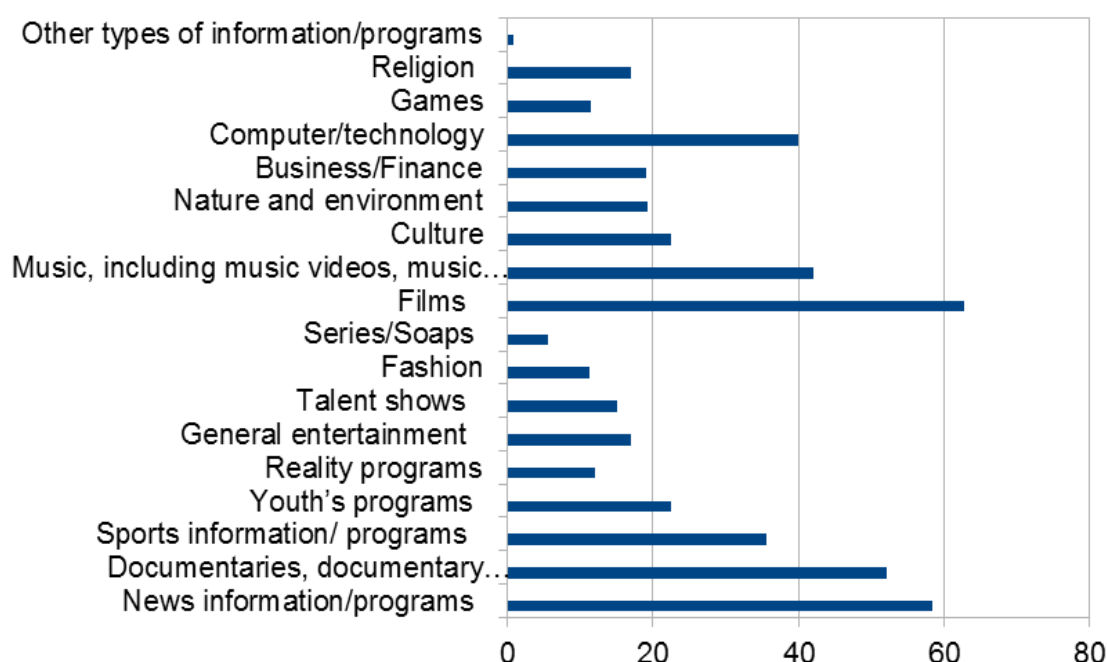
Figure 2. Please pick up to five types of information that are most interesting for you.

6. Youth organizations and media

6.1. Use skills

Youth organizations use different types of media for their needs. The majority of them use social media, more than three quarters of them use their organizations web pages and a little more than one third of them have a blog too. Seemingly, same as with youth, their media of choice is internet and online media. Youth organizations also use web pages such as youtube and flickr to upload their content online. Traditional media seems less frequently used by youth organizations, 28.2% said they use TV and 38.1% use radio. Most of them (61.9%) issue newsletters or magazines regularly. The least popular type of media on the work of youth organizations remain wikis (9.5%). Most of youth organizations are updating their websites on daily or weekly basis. Although most of them have blogs, they very rarely use it for they purposes. One third of them are using print media daily for their program activities. There is

only one of the organizations that uses wikis for this purpose. Radio is being used by one third of youth organizations in daily basis.

A very similar situation is found between the use of media for program activities and communicational/promotional activities. On daily basis, web sites and social networks are most commonly used, while micro-blogs, blogs, social bookmarking sites media sharing sites, and wiki platforms are never used. Printed media and TV are used on a quarterly basis and radio is used on a monthly basis.

Most of youth organizations have a communication officer, a contact list for journalists and they also use other communication channels with media. Only less than half of them have a communication strategy. Half of youth organizations have a strategy for social media as well.

Almost three quarters of them are regularly publishing information about their activities and two thirds of them have privacy policies.

Their ways of contacting the media are quite different and suited to their specific activities and resources. It is a common practice among youth organizations to organize press conferences and to offer media briefings. They prefer to have direct contact with journalists and express through interviews and statements. According to youth organizations, they are most often contacting with radio journalists, although as it was shown before on the research, radio is not among most followed types of media by youth.

Youth organizations said they invite media in their events all of the times and write articles for them often. Noticeably less practiced is contacting media through the use of social networks.

6.2. Content creation

Youth are mostly present on topics of fashion entertainment and sports while they remain barely presented in the topics of politics and economy.

Some of the media think that youth and especially youth organizations are not interested to cooperate with them in a long term plan, mostly they approach media with requests for free publicity and for media coverage of their activities. For this reason only one third of media have reported to have asked for cooperation from youth organizations.

Media is committed to provide youth with content from the topics they consider to be of youth preferences and to which they can find audience, but they are underestimating their role on shaping opinions among youth and contribute to a more critical thinking young generation.

6.3. Barriers

Youth organizations have been using mainly internet, precisely their web sites and social media for communication, which leaves excluded other useful tools they could use. Although they are involved and have worked with media, and said to know the importance of media, they consider the lack of interest from the media as one of the major barriers for a greater use of media by the youth organizations. Most of the youth organizations are working with a budget that does not go over 10 000€ and one third of them have budgets that do not exceed 25 000 €.

Another reported barrier by the youth organizations was the insufficient staff time or support, where two thirds of them have said to face this barrier on their work with media. For most youth organizations the lack of funds or affordability is presenting another significant barrier for media usage.

According to youth organizations they find themselves in difficulties when they are not considered as a priority topic for media.

Youth organizations consider the new media such as social media and online media as more open and easy for working with. Whereas traditional media is considered as more closed and not very cooperative for them.

On the other side, almost half of the media houses have said that they have been cooperating with youth on their work in topics of education, employment, and manifestations. They agree also that youth organizations activities often come placed as low priority for their work.

According to youth organizations, for the improvement of this situation we need to raise awareness among media themselves for the importance of including youth in their work. Youth also needs to become more skillful on using online resources and communicate their preferences and needs for information to the media, in particular to those present online.

7.   Concluding remarks

7.1. Main Conclusions

The "Youth and Media" study conducted in Kosovo has shown that the topic is under-researched despite the obvious role of media in shaping up the society in Kosovo under new political circumstances, as well as the high percentage of young people in the general population. The media in Kosovo are currently undergoing a transitory stage, with the donor support all but eliminated and the internet-based media quickly gaining ground. With the Kosovo youth showing perhaps the highest rate of internet use in the region, and the particular interest in news, it comes as no surprise that traditional media, especially print media, are fighting to find audience among the youth. The Kosovo society is generally perceived as

highly politicized, something that is understandable having in mind the reality on the ground, and it reflects the media reporting, as well as what the audience wants.

However, higher use of internet does not mean that technology is being used by the youth to create audio/visual content, with the majority still using the computers as a communication tool and to engage in the debate on current events and issues. Most of Kosovo youth report that they prefer writing over a/v content, while the media insist on reaching out to the younger audience by covering technology and sports as topics.

Youth organizations have had not had many projects to promote the culture of debate, and none of them does facilitate the kind of debate seen as necessary in the research. It has been noted before that the civil society in Kosovo operates rather restricted, in a donor-driven agenda, and this shows the best when studying the projects developed by youth organizations. The broken link between the organizations and their constituents, results in youth not being represented through civil society, their concerns not being raised through NGO projects.

Again, just as in youth organizations, those dealing with media issues are also limited in their scope of work, mainly by the donor interest. Projects related to youth are mainly internships and training courses with little, if any, treating topics such as freedom of speech, media literacy or quality of reporting in the media.

Kosovo institutions are also in a transitory stage and they are developing strategies as they are being established as functional administration. This situation leads to some sectors being more neglected than others, regardless of the declarative goals. Youth and media, as two separate issues, but also conjoined, along with every aspect that intersects, are without any doubt suffering from the institutional neglect.

7.2. Recommendations

7.2.1. Media

- Media should find new ways to reach out to young audience, using the new media more and updating the coverage with current interest and trends of the youth in Kosovo.

- Youth should get involved in active participation and political activism through the media, they should be given space to speak their voice, not only by encouraging them but also by developing programs that would assist them, helping also the media to discover talent.

7.2.2. Youth organizations

- Youth organizations in Kosovo should reach out first and foremost to their constituents, learn more about their concerns and needs and reflect them in their projects regardless of the agenda imposed by the donor community.

-   Cooperation with media should be established, to enable the youth more access to the other side of the coverage, to present themselves more as a subject in media coverage and not restricted to being an object.

7.2.3.   Media organizations

-   Media organizations can be a valuable vehicle to promote media literacy among the Kosovo youth, and help at the same time in directing the media into a better relationship with their youth audience.

-   Freedom of speech is one of the most important aspects of democracy and the youth should be included on the debate, through projects developed jointly with youth organizations and the media.

7.2.4.   Legislative and/or policy

-   Kosovo government has adopted a strategy and an action plan for the empowerment of youth, but it needs to promote it to those most affected by it, and update it if necessary.

-   The education system in Kosovo should seriously consider the lacking culture of debate and include it as part of the regular curricula, or at least not left to the schools to decide.

-   Media, government and educational institutions could develop joint programs that could address issues that youth is currently facing, something that would significantly diminish the general perception of neglect that is felt by the youth in Kosovo.

8. Annex Detailed percentages

8.1. Youth questionnaire -percentages of responses in tables

Table 1. Equipment owned by youth or household

	Yes	No	DK/NA
TV	98.8%	0.2%	1.0%
PC	88.4%	5.7%	5.9%
Smart phone	80.3%	11.3%	8.4%
Mobile phone	78.9%	8.5%	12.6%
Laptop	79.1%	13.3%	7.6%
Radio	68.6%	15.8%	15.6%
DVD/Blu-ray recorder	52.8%	25.6%	21.8%
Video Games	45.4%	31.0%	24.3%
Tablet	27%	43.2%	29.8%
E-Book reader – (ex. Kindle)	19.3%	46.6%	34.1%

Table 2. 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	DK/NA
Watch television	73.2%	18.3%	4.4%	3.7%	0.4%
Go to the cinema	1.4%	4.5%	22.7%	54.1%	17.3%
Listen to the radio	19.4%	29.1%	17.8%	24.9%	8.8%
Read a printed newspaper	32.8%	29.0%	17.2%	15.7%	5.3%
Reading online news	70.1%	16.2%	6.4%	4.6%	2.7%
Read a book (print or online)	34.6%	24.3%	22.7%	13.2%	5.2%
Play a video or computer game	15.2%	20.2%	16.4%	34.8%	13.3%
Use the Internet on your mobile phone	75.5%	8.6%	3.6%	8.0%	4.4%
Use the Internet on any other device	80.2	10.0%	2.8%	3.1%	4.0%

Table 3. Activities related to use skills

	Yes	No	NA
Send an e-mail with attached files	79.8%	15.7%	1.2%
Use the Internet to make phone calls (e.g. Skype)	83.1%	15.7%	1.2%
Create a web page	23.6%	74.1%	2.3%
Maintain a blog	23.2%	74.4%	2.4%
Change your privacy setting or blocked other users online	52.6%	44.2%	3.2%
Protect your computer (installing ad-on, delete cookies, malware, spyware, etc.)	82.7%	14.6%	2.7%
Used peer-to-peer file sharing (such us torrent)	55.4%	37.4%	7.3%

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	15.8%	22.6%	38.4%	18.6%	4.5%
Television	13.7%	19.0%	30.9%	28.0%	8.4%
Radio	14.5%	23.8%	37.5%	20.0%	4.1%
The Internet	10.2%	21.7%	33.9%	23.9%	10.4%
Social media	16.6%	25.3%	31.3%	18.6%	8.2%

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

	Yes	No	DK
Believe a little of each	46.1%	40.5%	13.3%
Compare with information elsewhere	80.5%	15.2%	4.3%
Ask other people for their opinion	62.8%	31.2%	6.0%
Share concerns with a civic or social organization	27.1%	65.7%	7.2%
I only consider trusted sources	65.0%	26.2%	8.8%
Do nothing	20.0%	58.6%	21.4%

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

	Never	Rarely	Often	All the time	DK
This is actually product placement (advertisement)	8.2%	26.9%	48.5%	12.8%	3.6%
This is made to offend some people	17.6%	43.3%	28.7%	3.8%	6.6%
This is actually hate speech	14.9%	35.3%	38.9%	5.6%	5.3%
There is a part of this story that is not being told here	6.8%	21.3%	49.5%	15.3%	7.1%
This is actually not true	7.2%	22.5%	54.6%	7.0%	8.8%

Table 7. Rate the following aspects of the media

	Never	Rarely	Sometimes	Most of the Time	Always	DK/NA
Reported news are objective and impartial	12.2%	30.5%	36.6%	14.2%	2.9%	3.7
Media reports facts	4.7%	21.6%	41.2%	27.6%	3.3%	1.6
Media contains flawed argumentation	1.5%	5.8%	32.7%	43.3%	14.7%	2.0
Media uses divisive language	6.8%	20.5%	36.9%	23.1%	6.2%	6.6
Media uses dehumanizing metaphors	14.9%	32.1%	29.1%	10.0%	3.0%	11.0
Investigative journalism is represented in media	8.2%	32.3%	31.9%	12.5%	6.2%	9.0
Analytical stories are represented in the media	5.9%	28.1%	34.7%	14.8%	5.1%	11.5
News are structured in a propagandistic way	5.9%	14.6%	29.4%	30.7%	13.0	6.4

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

	Yes	No	DK	Prefer not to answer
Written literature of any kind (book, essay, poem, blog, column, etc.)	53.7%	39.1%	1.6%	5.6%
Video or audio material of any kind (movie, cartoon, song, video clip, meme, photo etc.)	32.4%	63.0%	2.0%	52.6%
A letter to a newspaper	19.8%	75.8%	1.9%	2.5%
A piece of news or magazine article	19.6%	73.5%	2.7%	4.2%

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

	Yes	No	DK	Prefer not to answer
Uploading self-created content (text, image, photo, video, music) to any website to be shared (including social media)	82.0%	15.8%	1.0%	1.2%
Participating in social networks (Facebook, Twitter, Tumbrl, Pinterest, etc.)	97.4%	1.7%	0.5%	0.4%
Collaborating with others on a joint project (contributing to a wiki)	61.1%	33.3%	3.9%	1.8%
Character creation that lives online/ play online games	32.8%	62.4%	3.5%	1.4%
Create own website	29.7%	67.2%	1.7%	1.4%
Signing a petition online	65.7%	31.2%	2.2%	0.9%
Expressing views or opinion on political or social issues (posting comments)	69.8%	25.3%	2.9%	2.0%
Sending SMS messages or other instant messages	75.1%	21.9%	2.2%	0.8%
Watching online TV, films, video	91.9%	6.3%	1.1%	0.7%
Keeping a blog	25.5%	67.9%	4.0%	2.6%

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

Type of program	Percentage
News information/programs	58.4%
Documentaries, documentary information	52.1%
Sports information/ programs	35.6%
Youth's programs	22.5%
Reality programs	12.1%
General entertainment	17.0%
Talent shows	15.1%
Fashion	11.2%
Series/Soaps	5.6%
Films	62.8%
Music, including music videos, music shows	42.0%
Culture	22.5%
Nature and environment	19.2%
Business/Finance	19.1%
Computer/technology	40.0%
Games	11.5%
Religion	16.9%
Other types of information/programs (Please specify)	0.8%

Table 11. Suitableness of media roles divided by media

	Television	Radio	Print media	Internet	Social media
Education	48.9%	1.8%	12.6%	31.3%	5.4%
Entertainment	17.9%	7.5%	1.1%	63.0%	10.5%
Informing	26.4%	3.1%	11.1%	53.7%	5.8%
Communication	4.1%	2.9%	1.2%	64.3%	27.5%
Activism and mobilization	14.1%	3.0%	6.1%	45.7%	31.1%
Acquiring membership in a particular group	3.3%	1.3%	2.2%	56.4%	36.9%
Self-promotion	14.6%	1.2%	2.7%	52.4%	29.1%
Recruiting	13.2%	4.0%	8.7%	48.7%	25.4%
Self-expression	9.0%	3.1%	6.5%	18.5%	66.0%

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

	Not at all	Too little	About right	Too much	Far too much	DK
Youth is present in media when covering:	1	2	3	4	5	
Politics	20.3%	51.7%	17.6%	5.0%	4.6%	0.8%
Economy/business	18.4%	56.3%	16.9%	4.6%	2.1%	1.7%
Education	9.2%	47.4%	31.8%	8.5%	1.6%	1.6%
Culture	7.1%	39.0%	36.1%	13.5%	3.1%	1.2%
Sports	3.0%	19.3%	35.6%	24.9%	16.0%	1.2%
Entertainment	3.1%	13.2%	26.4%	28.9%	26.8%	1.6%
Fashion	5.0%	15.3%	28.8%	26.1%	21.5%	3.3%
Nature and environment	17.8%	49.2%	23.4%	5.1%	1.6%	2.9%
Religion	14.6%	31.8%	22.1%	12.1%	14.3%	5.1%
Health	16.7%	48.3%	22.1%	5.6%	3.2%	4.1%
Crime news (deviance)	13.55	25.9%	22.0%	16.9%	10.5%	11.2%

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

	1	2	3	4	5	6	
Active	13.6%	13.0%	31.1%	15.6%	13.2%	13.3%	Passive
Educated	9.5%	13.7%	30.3%	24.4%	13.0%	9.1%	Uneducated
Polite	9.1%	13.1%	32.7%	23.7%	11.8%	9.7%	Rude
Organized	10.0%	13.2%	25.3%	20.7%	15.8%	14.9%	Unorganized
Curious	15.6%	14.1%	24.0%	18.7%	14.8%	12.6%	Disinterested
Tolerant	12.0%	12.6%	31.0%	19.9%	13.4%	11.1%	Intolerant
Creative	17.8%	21.6%	24.6%	17.5%	10.3%	8.2%	Unimaginative
Independent	11.3%	11.7%	21.5%	18.8%	17.2%	19.5%	Dependent
Peaceful	13.2%	12.9%	29.8%	23.6%	11.2%	9.3%	Violent
Political	20.6%	15.4%	22.5%	15.6%	12.5%	13.5%	Apolitical

Table 14. Gender of youth

	Percentage
Male	60.6%
Female	39.4%

Table 15. Completed formal education of the youth

	Percentage
No formal education	0.2%
Primary	5.2%
Secondary	37.4%
Post-secondary non tertiary	46.4%
Tertiary	10.7%
DK/NA	0.2%

Table 16. Employment status

	Percentage
Studying	54.1
Employed	29.6
Unemployed	10.50
Other (Please specify)	5.5
DK/NA	0.4

Table 17. The monthly income of youth (household)

Less than 80 €	1.1%
80-250€	9.9%
250-450€	23.0%
450-1000€	32.0%
Above 1000€	17.2%
DN	3.9%
Prefer not to answer	12.5%

Table 18. Youth living places

Urban	70.0%
Rural	24.6%
DN	5.4%

Table 19. Type of organization

	Yes	No
Youth Led Organization (majority of members and people involved are youth)	52.4%	9.5%
Organization working for youth	81.0%	4.8%
We don't work with youth or for youth	19.0%	23.8%

8.2. Youth organizations questionnaire - percentages of responses in tables

Table 19. Average annual number of:

	Annual Number
Members	**50** (Max. 200)
Youth members (15-30 years of age)	**50** (Max 200)
Youth beneficiaries (not members but included in your activities, services)	**500** (Max. 3000)

Table 20. Types of media that youth organization have

Type of Media	Yes	No	DK
Web site	76.2%	19.0%	4.8%
Blog	38.1%	52.4%	9.5%
Newsletter, newspaper, magazine	61.9%	28.6%	9.5%
Wikis	9.5%	76.2%	14.3%
Radio	38.1%	57.1%	4.8%
TV	28.6%	66.7%	4.8%
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	85.7%	9.5%	4.8%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flickr, video sharing services such as YouTube)	47.6%	42.9%	9.5%
Social bookmarking sites (e.g. Delicious)	23.8%	61.9%	14.3%
Micro blogging services (e.g. Twitter, Weibo)	33.3%	52.4%	14.3

Table 21. Usage frequency of different types of media within program activities of organization

Type of Media	Daily	Weekly	Monthly	Quarterly	Never
Web site	42.9%	23.8%	4.8%	4.8%	23.8%
Blog	4.8%	9.5%	14.3%	9.5%	61.9%
Print media (Newsletter, newspaper, magazine)	33.3%	4.8%	9.5%	28.6%	23.8%
Wikis	4.8%	14.3%	0.0%	14.3%	81.0%
Radio	28.6%	9.5%	9.5%	14.3%	38.1%
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	66.7%	19.0%	0.0%	0.0%	14.3%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flicker, video sharing services such as YouTube)	28.6%	4.8%	14.3%	9.5%	42.9%

Social bookmarking sites (e.g. Delicious)	4.8%	23.8%	9.5%	9.5%	52.4%
Micro blogging services (e.g. Twitter, Weibo)	4.8%	0.0%	9.5%	9.5%	76.2%
TV	19.0%	9.5%	4.8%	28.6%	38.1%

Table 22. Usage of different types of media within communication/promotional activities of the organization

Type of Media	Daily	Weekly	Monthly	Quarterly	Never
Web site	57.1%	19.0%	0.0%	4.8%	19.0%
Blog	9.5%	14.3%	14.3%	0.0%	61.9%
Print media (Newsletter, newspaper, magazine)	33.3%	9.5%	14.3%	23.8%	19.0%
Wikis	4.8%	4.8%	0.0%	0.0%	90.5%
Radio	23.8%	4.8%	23.8%	14.3%	33.3%
Social networks (e.g. Facebook, MySpace, Bebo, Google+)	71.4%	14.3%	0.0%	0.0%	14.3%
Media sharing sites (e.g. podcasting, photo-sharing sites such as Flicker, video sharing services such as YouTube)	38.1%	4.8%	14.3%	0.0%	42.9%
Social bookmarking sites (e.g. Delicious)	4.8%	4.8%	4.8%	4.8%	85.7%
Micro blogging services (e.g. Twitter, Weibo)	23.8%	4.8%	4.8%	0.0%	66.7%
TV	14.3%	4.8%	14.3%	33.3%	33.3%

Table 23. Rate the beneficial roles/functions of the media for youth organizations

Television	1	2	3	4	5
Education	23.8%	9.5%	38.1%	9.5%	19.0%
Information	23.8%	9.5%	42.9%	9.5%	14.3%
Communication	38.1%	9.5%	38.1%	14.3%	0.0%
Mobilization and activism	19.0%	23.8%	28.6%	23.8%	4.8%
Self-promotion	33.3%	9.5%	23.8%	23.8%	9.5%
Recruiting	47.6%	28.6%	19.0%	0.0%	4.8%
Self-Expression	42.9%	9.5%	28.6%	14.3%	4.8%
Fundraising	57.1%	14.3%	9.5%	4.8%	14.3%
Networking	57.1%	19.0%	9.5%	0.0%	14.3%

Radio	1	2	3	4	5
Education	23.8%	14.3%	42.9%	19.0%	0.0%
Information	19.0%	19.0%	47.6%	9.5%	4.8%
Communication	19.0%	19.0%	28.6%	28.6%	4.8%
Mobilization and activism	28.6%	19.0%	42.9%	9.5%	0.0%
Self-promotion	28.6%	28.6%	23.8%	9.5%	9.5%
Recruiting	42.9%	42.9%	9.5%	4.8%	0.0%
Self-Expression	23.8%	28.6%	33.3%	14.3%	0.0%
Fundraising	61.9%	23.8%	9.5%	4.8%	0.0%
Networking	47.6%	28.6%	14.3%	0.0%	9.5%

Print media	1	2	3	4	5
Education	23.8%	19.0%	28.6%	23.8%	4.8%
Information	14.3%	28.6%	28.6%	14.3%	14.3%
Communication	33.3%	28.6%	23.8%	9.5%	4.8%
Mobilization and activism	38.1%	14.3%	19.0%	14.3%	14.3%
Self-promotion	23.8%	9.5%	47.6%	14.3%	4.8%
Recruiting	33.3%	28.6%	28.6%	4.8%	4.8%
Self-Expression	28.6%	19.0%	23.8%	19.0%	9.5%
Fundraising	28.6%	9.5%	38.1%	4.8%	19.0%
Networking	47.6%	19.0%	19.0%	9.5%	4.8%

Internet	1	2	3	4	5
Education	9.5%	14.3%	9.5%	9.5%	57.1%
Information	4.8%	4.8%	19.0%	19.0%	52.4%
Communication	4.8%	4.8%	19.0%	14.3%	57.1%
Mobilization and activism	9.5%	0.0%	19.0%	28.6%	42.9%
Self-promotion	9.5%	0.0%	28.6%	14.3%	47.6%
Recruiting	14.3%	9.5%	23.8%	23.8%	28.6%
Self-Expression	14.3%	14.3%	14.3%	19.0%	38.1%
Fundraising	4.8%	4.8%	14.3%	33.3%	42.9%
Networking	0.0%	9.5%	19.0%	14.3%	57.1%

Social media	1	2	3	4	5
Education	23.8%	9.5%	9.5%	14.3%	42.9%
Information	9.5%	9.5%	9.5%	19.0%	52.4%
Communication	19.0%	4.8%	4.8%	28.6%	42.9%
Mobilization and activism	19.0%	0.0%	19.0%	9.5%	52.4%
Self-promotion	19.0%	4.8%	4.8%	19.0%	52.4%
Recruiting	19.0%	9.5%	28.6%	23.8%	19.0%
Self-Expression	23.8%	4.8%	14.3%	23.8%	33.3%
Fundraising	9.5%	28.6%	14.3%	19.0%	28.6%
Networking	9.5%	14.3%	9.5%	9.5%	57.1%

Table 24. Subjects opinion about presence of youth in the media.

	Not at all	Too little	About right	Too much	Far too much	DK/NA
Youth is present in media when covering:	1	2	3	4	5	
Politics	28.6%	38.1%	19.0%	4.8%	4.8%	4.8%
Economy/business	23.8%	61.9%	4.8%	4.8%	0.0%	4.8%
Education	14.3%	42.9%	33.3%	4.8%	0.0%	4.8%
Culture	0.0%	42.9%	33.3%	19.0%	0.0%	4.8%
Sports	0.0%	9.5%	52.4%	23.8%	9.5%	4.8%
Entertainment	0.0%	14.3%	38.1%	9.5%	33.3%	4.8%
Fashion	0.0%	9.5%	28.6%	23.8%	33.3%	4.8%
Nature and environment	14.3%	42.9%	28.6%	9.5%	0.0%	4.8%
Religion	38.1%	33.3%	14.3%	4.8%	0.0%	9.5%
Health	23.8%	47.6%	14.3%	9.5%	0.0%	4.8%
Crime news (deviance)	9.5%	33.3%	19.0%	19.0%	4.8%	14.3%

Table 25. Subjects opinion on the way youth are portrayed by the media today?

	1	2	3	4	5	6	
Active	9.5%	23.8%	33.3%	9.5%	14.3%	9.5%	Passive
Educated	9.5	23.8%	28.6%	9.5%	14.3%	14.3%	Uneducated
Polite	9.5%	28.6%	28.6%	14.3%	9.5%	9.5%	Rude
Organized	23.8%	14.3%	33.3%	14.3%	9.5%	4.8%	Unorganized
Curious	9.5%	23.8%	23.8%	19.0%	14.3%	9.5%	Disinterested
Tolerant	14.3%	14.3%	38.1%	9.5%	14.3%	9.5%	Intolerant
Creative	9.5%	33.3%	33.3%	19.0%	0.0%	4.8%	Unimaginative
Independent	9.5%	14.3%	23.8%	23.8%	4.8%	4.8%	Dependent
Peaceful	23.8%	28.6%	19.0%	19.0%	4.8%	4.8%	Violent
Political	23.8%	28.6%	19.0%	9.5%	4.8%	14.3%	Apolitical

	Yes, but not in the last 2 years	Yes, within the last 2 years	No, never
Training for young journalists	31.6%	36.8%	31.6%
Monitoring and analyzing media	26.3%	47.4%	26.3%
Supporting investigative stories	15.8%	63.2%	21.1%
Providing funds for young journalists (scholarships, fellowships, etc.)	10.5%	10.5%	78.9%
Training for youth to create media content (blogs, etc.)	15.8%	47.4%	36.8%
Training for youth for use of media	26.3%	47.4%	26.3%
Training for youth to identify and challenge propaganda	0.0%	47.4%	52.6%
Activities aimed at increasing media literacy	15.8%	52.6%	31.6%
Activities for explaining language that is haltered	21.1%	42.1%	36.8%

Table 26. Activities that are specifically designed to directly target media (journalist, media organization, media outlets)

	Yes	No
Organizing briefings	94.7%	5.3%
Establish personal connections with editors and journalist	57.9%	42.1%
We contribute to their content	52.6%	45.4%
We only sent press releases, press conference	52.6%	45.4%
We don't work with media we are disappointed with them	15.8%	84.2%
Attend TV shows	68.4%	31.6%
Training for journalist to better understand the issues we work with?	68.4%	31.6%
Establish good cooperation for campaigns	84.4%	31.6%
Use media as resource person at trainings	68.4%	31.6%

Table 27. 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 young journalists	31.6%	36.8%	31.6%
Monitoring and analyzing media	26.3%	47.4%	26.3%
Supporting investigative stories	15.8%	63.2%	21.1%
Providing funds for young journalists (scholarships, fellowships, etc.)	10.5%	10.5%	78.9%
Training for youth to create media content (blogs, etc.)	15.8%	47.4%	36.8%
Training for youth for use of media	26.3%	47.4%	26.3%
Training for youth to identify and challenge propaganda	0.0%	47.4%	52.6%
Activities aimed at increasing media literacy	15.8%	52.6%	31.6%
Activities for explaining language that is haltered	21.1%	42.1%	36.8%

Table 28. Public relations in youth organizations

	Yes	No	DK
Communication officer	68.4%	31.6%	0.0%
Media list (keep list of journalist and media outlets for communication)	78.9%	21.1%	0.0%
Communication strategy	52.6%	42.1%	5.3%
Regularly conduct press-clipping (of your activities, events, etc.)	78.9%	15.8%	5.3%
Privacy Policy (for your web, organization, etc.)	68.4%	26.3%	5.3%
Social media strategy	63.2%	36.8%	0.0%

Table 29. Tools and techniques used for contacting media

	Never	Rarely	Sometimes	Often	All of the times
Press release	0.0%	31.6%	10.5%	31.6%	26.3%
Press conference	5.3%	21.1%	36.8%	36.8%	0.0%
Media briefing	5.3%	15.8%	36.8%	21.1%	21.1%
Direct contact (to do columns)	0.0%	21.1%	15.8%	47.4%	15.8%
Interview/Statement	0.0%	10.5%	31.6%	47.4%	10.5%
Appearances on TV/Radio	5.3%	10.5%	42.1%	36.8%	5.3%
Writing article	5.3%	10.5%	42.1%	36.8%	5.3%
Inviting media at events	0.0%	10.5%	15.8%	21.1%	52.6%
Social media	0.0%	10.5%	10.5%	21.1%	57.9%
Commenting	5.3%	21.1%	26.3%	31.6%	15.8%

Table 30. Barrier for a greater media use at youth organizations

	No barrier	Very little barrier	Fairly barrier	Very much barrier	Great barrier
Lack of interest from media	10.5%	26.3%	31.6%	15.8%	15.8%
Lack of knowledge about importance of media	26.3%	26.3%	26.3%	5.3%	15.8%
Staff time or support	15.8%	36.8%	36.8%	0.0%	10.5%
Board support	36.8%	36.8%	21.1%	0.0%	5.3%
Funding or affordability	5.3%	21.1%	36.8%	15.8%	21.1%
Identifying appropriate issues to work on	21.1%	36.8%	31.6%	5.3%	5.3%
No awareness of available services	26.3%	36.8%	21.1%	0.0%	15.8%

Table 31. Acceptance of different types of media for youth organizations

	Never	Rarely	Sometimes	Most of the times	Always
TV	5.6%	55.6%	27.8%	11.1%	0.0%
Radio	0.0%	22.2%	55.6%	16.7%	5.6%
Print	5.6%	27.8%	55.6%	11.1%	0.0%
Online news	0.0%	11.1%	44.4%	16.7%	27.8%
Social media	0.0%	5.6%	16.7%	27.8%	50.0%

Table 32. Effectiveness of different media for communication and promotion

	Very ineffective	Ineffective	Neutral	Effective	Very effective
TV	16.7%	16.7%	0.0%	33.3%	33.3%
Radio	5.6%	27.8%	22.2%	33.3%	11.1%
Print	11.1%	5.6%	22.2%	50.0%	11.1%
Online news	11.1%	5.6%	5.6%	38.9%	38.9%
Social media	5.6%	5.6%	5.6%	33.3%	50.0%

Table 33. Measures which youth organizations would make if they notice that their information is portrayed differently in various sources

a). Activities

	Yes	No	DK/NA
Publish on your media	61.1%	27.8%	11.1%
Write letter to editor	88.9%	0.0%	11.1%
Submit an official complaint to the media that differently portrayed the information	61.1%	27.8%	11.1%

	61.1%	33.3%	5.6%
Inform other media about the case	61.1%	33.3%	5.6%
Share concerns with other civic or social organizations/partners	72.2%	16.7%	11.1%
Boycott media	0.0%	83.3%	16.7%
File a court proceedings	33.3%	50.0%	16.7%

b). Reasons for not reacting

	Yes	No	DK/NA
No, I don't want to bother	40.0%	40.0%	20.0%
No, I don't think I would change something	40.0%	40.0%	20.0%
No, I don't have time for that	20.0%	60.0%	20.0%

Table 34. Organizational annual budget

	%
<$2 000	12.5%
$2- 5 000	12.5%
$5-10 000	12.5%
$10-25 000	18.8%
$25-50 000	6.3%
$50-100 000	0.0%
$100 000-150 000	0.0%
$250 000-500 000	12.5%
>$500 000	6.3%
No budget	0.0%

Table 35. Geographic reach of organizations

	%
Locally	31.3%
Regionally	25.0%
Nationally	43.8%
European level	0.0%
Internationally	0.0%
NA	0.0%

8.3 Media questionnaire-percentages of responses in tables

Table 36. Is youth directly targeted by your media?

	Percentage
Yes	55.6%
No	44.4%

Table 37. Which media gets most attention from youth?

Type of media	%
Print (newspapers/ magazines)	0.0%
Radio	5.6%
TV	61.1%
Internet	27.8%

Table 38. Reasons for youth preferences

	%
Content	27.8%
Accessibility	38.9%
Affordability	0.0%
Youth habits/culture	27.8%
Other (please specify)	5.6%

Table 39. What type of information gets most attention from youth?

Politics	22.2%
Economy/business	0.0%
Education	5.6%
Culture	11.1%
Sports	33.3%
Entertainment	16.7%
Fashion	5.6%
Nature and environment	0.0%
Religion	0.0%
Health	0.0%
Other (please specify)	5.6%

Table 40. Youth as creators/subjects of media content

	Not at all	Too little	About right	Too much	Far too much
Youth is present in the content offered by media	5.6%	38.9%	44.4%	11.1%	0.0%
Youth is directly involved in creating content or in any other type of work with media	5.6%	50.0%	27.8%	11.1%	5.6%
Youth are interested in being subject or target for the content offered by media	5.6%	17.6%	27.8%	50.0%	0.0%
Youth are interested in being directly involved in any type of work in the media	5.6%	11.1%	11.1%	55.6%	16.7%

Table 41. Youth involvement in content creation

	Percentage
Yes	70.0%
No	30.0%

Table42. Percentage of media approached by youth organizations for cooperation

	Percentage
Yes	70.0%
No	30.0%

Table 43. Percentage of youth organizations approached by media for cooperation

	Percentage
Yes	40.0%
No	60.0%

Table 44. Existence of program particularly focusing on youth within different topics

	Have specific focus on youth	Don't have specific focus on youth
Politics	30.0%	70.0%
Economy/business	60.0%	40.0%
Education	70.0%	30.0%
Culture	90.0%	10.0%
Sports	90.0%	10.0%
Entertainment	90.0%	10.0%
Fashion	90.0%	10.0%
Natureand environment	40.0%	60.0%
Religion	20.0%	80.0%
Health	60.0%	40.0%
Crime news (deviance)	30.0%	70.0%
Media literacy	50.0%	50.0%

Table 45. Presence of youth in media when covering different topics

	Not at all	Too little	About right	Too much	Far too much
Youth is present in media when covering:	1	2	3	4	5
Politics	20.0%	20.0%	40.0%	0.0%	20.0%
Economy/business	10.0%	10.0%	40.0%	10.0%	20.0%
Education	0.0%	10.0%	30.0%	30.0%	20.0%
Culture	0.0%	20.0%	20.0%	20.0%	40.0%
Sports	0.0%	0.0%	10.0%	40.0%	50.0%
Entertainment	0.0%	0.0%	20.0%	50.0%	30.0%
Fashion	0.0%	0.0%	20.0%	50.0%	30.0%
Natureand environment	10.0%	20.0%	30.0%	20.0%	20.0%
Religion	20.0%	50.0%	10.0%	0.0%	20.0%
Health	10.0%	20.0%	40.0%	10.0%	20.0%

Table 46. Portrayal of youth by media

	1	2	3	4	5	6	
Active	30.0%	20.0%	20.0%	10.0%	0.0%	20.0%	Passive
Educated	20.0%	30.0%	20.0%	10.0%	0.0%	20.0%	Uneducated
Polite	20.0%	10.0%	40.0%	10.0%	0.0%	20.0%	Rude
Organized	10.0%	10.0%	30.0%	30.0%	0.0%	20.0%	Unorganized
Curious	30.0%	20.0%	20.0%	10.0%	0.0%	20.0%	Disinterested
Tolerant	20.0%	20.0%	20.0%	20.0%	0.0%	20.0%	Intolerant
Creative	20.0%	30.0%	20.0%	10.0%	10.0%	10.0%	Unimaginative
Independent	10.0%	20.0%	10.0%	10.0%	0.0%	50.0%	Dependent
Peaceful	40.0%	20.0%	0.0%	20.0%	10.0%	10.0%	Violent
Political	20.0%	10.0%	0.0%	30.0%	20.0%	20.0%	Apolitical

Table 47. Particular influence of media in youth

	Percentage
Yes	70.0%
No	20.0%
Don't know	10.0%

Table 48. Media influence on youth

	Not at all	Too little	About right	Too much	Far too much
Media influences on perception on societal issues of youth in particular.	20.0%	0.0%	20.0%	40.0%	20.0%
Media influences on everyday decisions (choice of education, employment, etc.) of youth in particular.	20.0%	10.0%	40.0%	20.0%	10.0%
Media influences on the political awareness and political knowledge of youth in particular.	20.0%	10.0%	20.0%	20.0%	30.0%
Media influences on increasing of youth participation in social or political activism/work.	30.0%	0.0%	20.0%	20.0%	30.0%

Table 49. Cooperation between media and youth organizations

	Percentage
Yes	70.0%
No	30.0%

Table 50. Percentage of media approached by youth organizations for cooperation

	Percentage
Yes	70.0%
No	30.0%

Table 51. Percentage of youth organizations approached by media for cooperation

	Percentage
Yes	40.0%
No	60.0%

Table 52. Topics on which media focuses on youth specifically

	Have youth specific focus	Don't have youth specific focus
Politics	30.0%	70.0%
Economy/business	60.0%	40.0%
Education	70.0%	30.0%
Culture	90.0%	10.0%
Sports	90.0%	10.0%
Entertainment	90.0%	10.0%
Fashion	90.0%	10.0%
Nature and environment	40.0%	60.0%
Religion	20.0%	80.0%
Health	60.0%	40.0%
Crime news (deviance)	30.0%	70.0%
Media Literacy	50.0%	50.0%

Table 53. Youth presence in different topics

	Not at all	Too little	About right	Too much	Far too much
Youth is present in media when covering:	1	2	3	4	5
Politics	20.0%	20.0%	40.0%	0.0%	20.0%
Economy/business	20.0%	10.0%	30.0%	10.0%	20.0%
Education	10.0%	10.0%	20.0%	30.0%	20.0%
Culture	0.0%	20.0%	20.0%	20.0%	40.0%
Sports	0.0%	0.0%	10.0%	40.0%	50.0%
Entertainment	0.0%	0.0%	20.0%	50.0%	30.0%
Fashion	0.0%	0.0%	20.0%	50.0%	30.0%
Nature and environment	10.0%	20.0%	30.0%	20.0%	20.0%
Religion	20.0%	50.0%	10.0%	0.0%	20.0%
Health	10.0%	20.0%	40.0%	10.0%	20.0%

Table 51. Opinion of editors and journalists on portrayals of youth in media

	1	2	3	4	5	6	
Active	30.0%	20.0%	20.0%	10.0%	0.0%	20.0%	Passive
Educated	20.0%	30.0%	20.0%	10.0%	0.0%	20.0%	Uneducated
Polite	20.0%	10.0%	40.0%	10.0%	0.0%	20.0%	Rude
Organized	10.0%	10.0%	30.0%	30.0%	0.0%	20.0%	Unorganized
Curious	30.0%	20.0%	20.0%	10.0%	0.0%	20.0%	Disinterested
Tolerant	20.0%	20.0%	20.0%	20.0%	0.0%	20.0%	Intolerant
Creative	20.0%	30.0%	20.0%	10.0%	10.0%	10.0%	Unimaginative
Independent	10.0%	20.0%	10.0%	10.0%	0.0%	50.0%	Dependent
Peaceful	40.0%	20.0%	0.0%	20.0%	10.0%	10.0%	Violent
Political	20.0%	10.0%	0.0%	30.0%	20.0%	20.0%	Apolitical

Table 53. Technical details about the media

TV		Newspaper/Magazine		Radio		Internet media	
Analog only	12.5%	Print free only	0.0%	Analog only	25.0%	Free only	25.0%
Digital only	25.0%	Print paid and free	12.5%	Digital only	0.0%	Paid only	0.0%
Both analog and digital	12.5%	Online free only	25.0%	Both analog and digital	12.5%	Both paid and free	0.0%
Online	50.0%	Online paid only	0.0%	Online	37.5%		
Cable	25.0%	Online paid and free	0.0%	Cable	0.0%		
Satellite	25.0%			Satellite	12.5%		

Table 54. Ownership structure of your media

	Percentage
Private	75.0%
Public	25.0%
Not specified	0.0%

Table 55. Geographic coverage of your media

	Percentage
Local	12.5%
National	62.5%
International	25.0%

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

	Percentage
Bebo	0.0%
Delicious	0.0%
Facebook	75.0%
Flickr	0.0%
Flixster	0.0%
Foursquare	0.0%
Spotify	0.0%
StumbleUpon	0.0%
Friends Reunited	0.0%
Google+ (Google Plus)	12.5%
Habbo	0.0%
Hi5	0.0%
Last.fm	0.0%
LinkedIn	12.5%
Tumblr	0.0%
Twitter	62.5%
Mixx It	0.0%
MySpace	12.5%
Ning	0.0%
Piczo	0.0%
Pinterest	0.0%
Reddit	50.0%
YouTube	25.0%
Other (Please specify)	12.5%

Table 57. Do you employ youth (15-30years)? *

	Percentage
Yes	100.0%
No	0.0%

*Reported numbers vary between 8 and 500

Table 58. Youth as interns or volunteers in media

	Percentage
Yes	100.0%
No	0.0%

8.4 Promotion of youth questionnaire in online communities

1. https://www.facebook.com/groups/albdev/
Albanian developers, 1013 members
2. https://www.facebook.com/groups/360148807432636/
Social Innovation Camp Kosovo, 162 members
3. https://www.facebook.com/groups/138735836198230/
 Prishtina designers, 583 members
4. https://www.facebook.com/groups/120258191483042/
Studentet kosovare, 6190 members
5. https://www.facebook.com/groups/vissi.d/
UPZ ,,Deutsche Sprache'' - Gjuhe gjermane, 187 members
6. https://www.facebook.com/groups/333644046755190/
ARK- Suharekë, 180 members
7. https://www.facebook.com/groups/351985894849870/
Journalism group, 3981 members
8. https://www.facebook.com/groups/appcampkosova/
App Camp Kosova, 212 members
9.https://www.facebook.com/groups/WikiAcademyKosovo/
WikiAcademy Kosovo, 1453 members
10. https://www.facebook.com/groups/174174622746728/
Albanian in Austria, 421 members
11.https://www.facebook.com/groups/195216377298469/?hc_location=stream
Ttaram community
12. https://www.facebook.com/groups/404972136260287/

13.https://www.facebook.com/groups/314449018650165/
Doktorrat 2012, 748 members

14. https://www.facebook.com/groups/339533912840290/
Khan Academy Albanian, 337 members
15.https://www.facebook.com/groups/BankaFinanca/
Banking and finance, 696 members

16.https://www.facebook.com/groups/176267739136823/
Kurse te gjuheve te huaja, 3232 members

17.https://www.facebook.com/groups/177849522320955/
Financa dhe kontabilitet master, 402 members

18.https://www.facebook.com/groups/175141285886329/

Banka e ideve, 22.066 members

19.https://www.facebook.com/groups/210084772449250/
Kpucat Knap, 1430 members

20.https://www.facebook.com/groups/ekonomiku/
UP, 484 members

21.https://www.facebook.com/groups/ngomfest/
NGOM FEST, 2086 members

22.https://www.facebook.com/groups/vlerat.kombetare/
Vlerat kombetare, 1371

23.https://www.facebook.com/pages/Erdh-e-dillja-Hajde-mu-la/107331795952925
page/3579

24.https://www.facebook.com/MediatShqiptare
mediat shqiptare

25.https://www.facebook.com/pages/Media-Shqiptare/150114061842799
mediat

26.https://www.facebook.com/pages/Teknologjia-e-Informacionit-dhe-Komunikimit/157833884247955
Teknologjia e informacionit dhe komunikimit, 1612 likes

27.https://www.facebook.com/newtechnologgy
Teknologjia e re, 31 likes

28.https://www.facebook.com/LexoInfoo
4171 likes

29.https://www.facebook.com/pages/ON-AIR-Radio-Kosova/277334072310369
On Air RADIO, 1798 likes

30.https://www.facebook.com/pages/top-chanel/156937274373176
TOP Chanel 4446

31.https://www.facebook.com/Portokalli.Official.Page
PORTOKALLI 20.933 likes
32.https://www.facebook.com/nextvizionplus
Next Vizion 18.482 likes

33.https://www.facebook.com/Aforizma.nga.njerez.te.medhenj
Aforizma nga njerez te medhenj 42.375 likes

34.https://www.facebook.com/pages/T%C3%AB-mendosh-pozitivisht/133349086726250

Te mendosh pozitivisht 2140 likes

35.https://www.facebook.com/kombetareonline
Gazeta kombetare 3526 likes

36.https://www.facebook.com/gazetaditore
Gazeta ditore 130.069 likes

37.https://www.facebook.com/VizionPlusTV
Vizion plus

38.https://www.facebook.com/pages/RADIO-TELEVIZIONI-SCAN/290767140885
Radio televizioni scan 944 likes

39.https://www.facebook.com/lajmeflashe
Lajme flash 187.998 likes

40.https://www.facebook.com/pages/Fakulteti-Edukim-Faqja-Zyrtare/199689620123650
Fakulteti edukim, faqja zyrtare 5500 likes

41.https://www.facebook.com/ksgjilan
Keshilli studentor Gjilan, 2740

42.https://www.facebook.com/DrejtesiaNeKosove
Drejtesia ne Kosove, 11.144 likes

43.https://www.facebook.com/brezovica
Portali Brezovica, 4056 likes

44.https://www.facebook.com/pages/Unioni-i-Pavarur-i-Student%C3%ABve-t%C3%AB-Universitetit-
t%C3%AB-Prishtin%C3%ABs/103313176367767

45.https://www.facebook.com/pages/Fakullteti-Juridik-Pej%C3%AB/399104066784364
Fakulteti Juridik Peje, 279 likes
46.https://www.facebook.com/groups/flossk/?notif_t=group_r2j_approved
FlOSSK, 535 likes

47.https://www.facebook.com/groups/134384556714941/?notif_t=group_r2j_approved
Linux Albania, 229 likes

48.https://www.facebook.com/ditaral
Ditar.al 618 likes

49.https://www.facebook.com/pages/RTV-21/337256151210
RTV 21, 749 likes

50.https://www.facebook.com/InteraktivKohavisionOfficial

INTERAKTIV, 34.029 likes

60.https://www.facebook.com/ExpressKohavision?ref=profile
EXPRESS, 888 likes

61.https://www.facebook.com/EmisioniSotKohavision
Sot-Kohavision, 2407 likes

62.https://www.facebook.com/TheYoungEuropeans
Kosovo-The young Europeans, 98.068 likes

63.https://www.facebook.com/europianeterinj
Kosovo, 120.066 likes

64.https://www.facebook.com/groups/451227488279953/?notif_t=group_r2j_approved
Kosovaret ne facebook, 251 members

65.https://www.facebook.com/groups/400608520017166/?notif_t=group_r2j_approved
Rinia Shqiptare, 5088 members
66.https://www.facebook.com/groups/175158215868935/
Matrix, 166 members

67.https://www.facebook.com/groups/356462901104081/
Kosova ne Bienale, 1661 members

68.https://www.facebook.com/groups/381423361899656/
EverGreen, 2137 members

69.https://www.facebook.com/groups/radioilirida/?notif_t=group_r2j_approved
Radio Ilirida.NET, 13.629 members

70.https://www.facebook.com/groups/421516464555614/?notif_t=group_r2j_approved
Rinia, 6596 members

71.https://www.facebook.com/groups/47720226413/?notif_t=group_r2j_approved
Studentet shqiptar ne Gjermani, 1306 members

72.https://www.facebook.com/groups/NeQAS/?notif_t=group_r2j_approved
Qendra per avansimin e studenteve, 2933 members

73.https://www.facebook.com/groups/EGjitheRiniaKetu/?notif_t=group_r2j_approved
Rinia, 20.792 members

74.https://www.facebook.com/groups/125052784184126/?notif_t=group_r2j_approved
Fakulteti Juridik, 2759 members

75.https://www.facebook.com/groups/SHNF1912/?notif_t=group_r2j_approved

SHNF, 10.014 members

76.https://www.facebook.com/groups/180809825310126/?notif_t=group_r2j_approved
Bana-788 members
77.https://www.facebook.com/groups/225697520874999/?notif_t=group_r2j_approved
Shqiptaret ne diaspore, 1821 members

78.https://www.facebook.com/groups/50823330089/?notif_t=group_r2j_approved
403- 980 members

79.https://www.facebook.com/groups/BonVivantPrishtine/?notif_t=group_r2j_approved
Bon Vivant, 868 members

80.https://www.facebook.com/groups/302400469820537/?notif_t=group_r2j_approved
Vica-3715 members

81.https://www.facebook.com/groups/unitedforanimals/permalink/574621449266827/?notif_t=group_post_approved
United for animals

82.https://www.facebook.com/groups/125052784184126/603546863001380/?notif_t=like
Fakulteti Juridik, 2759 members

83.https://www.facebook.com/groups/377990555591093/?notif_t=group_r2j_approved
Optika, 1324 members

84.https://www.facebook.com/groups/304115206388764/?notif_t=group_r2j_approved
Lacoonte, 2249 members

85.https://www.facebook.com/groups/izolimi/?notif_t=group_r2j_approved
Construction, 662 members

86.https://www.facebook.com/groups/513958955335567/?notif_t=group_r2j_approved
Juristat e Ferizajit, 3466 members

87.https://www.facebook.com/groups/480419481987563/?notif_t=group_r2j_approved
1059 members

88.https://www.facebook.com/groups/317769614936405/?notif_t=group_r2j_approved
Lounge, 677 members

89.https://www.facebook.com/groups/266498146736379/?notif_t=group_r2j_approved
Jazz Cafe, 3670 members

90.https://www.facebook.com/groups/aparatedegjimi/?notif_t=group_r2j_approved

Ndegjimi, 1036 members

91.https://www.facebook.com/groups/jetanekosove/?notif_t=group_r2j_approved
Jeta ne Kosove, 3540 members

92.https://www.facebook.com/groups/grupi.na/?notif_t=group_r2j_approved
Grupi NA, 2991 members

93.https://www.facebook.com/groups/yellowojq/?notif_t=group_r2j_approved
Yellow, 1073 members

94.https://www.facebook.com/groups/381149548672943/?notif_t=group_r2j_approved
Virtual Caffe, 1146 members

95.https://www.facebook.com/groups/27287063574/?notif_t=group_r2j_approved
Shqiptaret ne Zvicer, 4036 members

96.https://www.facebook.com/groups/488282404593243/?notif_t=group_r2j_approved
Servis Prishtina, 5287 members

97.https://www.facebook.com/groups/336055233166745/?notif_t=group_r2j_approved
The Parlament, 2746 members
98.https://www.facebook.com/groups/7910811177/?notif_t=group_r2j_approved
RTK, 1277 members

99.https://www.facebook.com/groups/452714924815263/?notif_t=group_r2j_approved
Vrb Kartolina, 776 members

100.https://www.facebook.com/groups/auktdinstitute/?notif_t=group_r2j_approved
AUK, 3268 members

101.https://www.facebook.com/groups/Produksionet/?notif_t=group_r2j_approved
Muzike & Humor, 4973 members

102.https://www.facebook.com/mbreti3gut
4815 likes

103.https://www.facebook.com/pages/Mistere-dhe-Lajme/236304299727779
38,807 likes

104.https://www.facebook.com/KohavisionOfficial
2651 likes

105.https://www.facebook.com/Antologjia.Fjale.te.urta
45657 likes

106.https://www.facebook.com/pages/Target-Rtk/184511931626462

4616 likes

107.https://www.facebook.com/albanianpres?fref=pb&hc_location=profile_browser
83.597 likes

108.https://www.facebook.com/pages/Lajme-Shqip/110896865627229
50.025 likes

109.https://www.facebook.com/infokosova
198.228 likes

110.https://www.facebook.com/pages/Agjencia-e-Lajmeve-KosovaPress/168186466544126
53.233 likes

111.https://www.facebook.com/Bota.e.Rinise
1525 likes

112.https://www.facebook.com/groups/gjilani/?notif_t=group_r2j_approved
701 members

113.https://www.facebook.com/groups/294908350524396/?notif_t=group_r2j_approved
2112 members, jeta studentore

114.https://www.facebook.com/groups/253387401378525/?notif_t=group_r2j_approved
Fakulteti Juridik, 755 members

115.https://www.facebook.com/groups/124061260956178/?notif_t=group_r2j_approved
772 members

116.https://www.facebook.com/groups/112340735520835/?notif_t=group_r2j_approved
3414 members

117.https://www.facebook.com/groups/VPS.FTP/?notif_t=group_r2j_approved
7602 members

118.https://www.facebook.com/groups/stdalde/?notif_t=group_privacy_change
1373 members

119.https://www.facebook.com/groups/meafer/?notif_t=group_r2j_approved
7602 members

120.https://www.facebook.com/groups/urban133magazine/?notif_t=group_r2j_approved
1825 members

121.https://www.facebook.com/groups/153590311373550/?notif_t=group_r2j_approved
797 members

122.https://www.facebook.com/groups/AlbanianVintagePhotography/?notif_t=group_r2j_approved
1857 members

123.https://www.facebook.com/groups/242787505814074/?notif_t=group_r2j_approved
5042 members

124.https://www.facebook.com/groups/195640140577936/?notif_t=group_r2j_approved
1030 members

https://www.facebook.com/groups/115117341906062/?notif_t=group_r2j_approved
125. 967 members

126.https://www.facebook.com/groups/275715943772/?notif_t=group_r2j_approved
1485 members

127.https://www.facebook.com/groups/bllabllablla/?notif_t=group_r2j_approved
705 members

128.https://www.facebook.com/groups/mitrovicaevjeter/?notif_t=group_r2j_approved
511 members

129.https://www.facebook.com/groups/232003466634/?notif_t=group_r2j_approved
4689 members

130.https://www.facebook.com/groups/232003466634/?notif_t=group_r2j_approved
701 members

131.https://www.facebook.com/albanianpres?fref=pb&hc_location=profile_browser
Albanian press, 83.648 likes

132.https://www.facebook.com/pages/Lajme-Shqip/110896865627229
50.047 likes

133.https://www.facebook.com/groups/508359529177240/?notif_t=group_r2j_approved
N'hymje, 1474 members

134.https://www.facebook.com/groups/sinkrocinema/?notif_t=group_r2j_approved
Sincro Cinema, 6343 members

135.https://www.facebook.com/groups/360148807432636/432638900183626/?notif_t=group_activity
Social Inovation Camp Kosova, 168 members

136.https://www.facebook.com/groups/446774795386280/?notif_t=group_r2j_approved
Real show official, 1096 members

137.https://www.facebook.com/groups/170023799718609/?notif_t=group_r2j_approved
Punime dore, 1753 members

138.https://www.facebook.com/groups/eliab/?notif_t=group_r2j_approved
1136 members

139.https://www.facebook.com/groups/465994590094827/?notif_t=group_r2j_approved
Juridik 2010, 1508 members

140.https://www.facebook.com/groups/531332473547670/?notif_t=group_r2j_approved
Festivali i teatrove, 1431 members

141.https://www.facebook.com/groups/294908350524396/?notif_t=group_r2j_approved
2118 members

142.https://www.facebook.com/groups/eliab/?notif_t=group_r2j_approved
1136 members
143.https://www.facebook.com/groups/341091049272109/?notif_t=group_r2j_approved
3R'2, 9736 members

144.https://www.facebook.com/groups/xixellonjat/
Xixellonjat, 2554 members

145.https://www.facebook.com/FishMediaOfficial?fref=pb&hc_location=profile_browser
62.756 likes

146.https://www.facebook.com/KosovalbanerPortal
9825 likes

147.https://www.facebook.com/ShqiptarInfo
9440 likes

148.https://www.facebook.com/globisot.al
11112 likes

149.https://www.facebook.com/pages/Top-Info/193461107355948?ref=br_tf
341 likes

150.https://www.facebook.com/TopReklama.net
2084 likes

 Universitete/faqet zyrtare

1.https://www.facebook.com/pages/Fakulteti-Filozofik-Faqja-Zyrtare/129828220453880
Fakulteti filozofik, 3348 likes

2.https://www.facebook.com/programimasterfakultetiiekonomise
Fakulteti i Ekonomise, 1464 likes

3.https://www.facebook.com/pages/Fakulteti-i-Shkencave-t%C3%AB-Aplikuara-t%C3%AB-Biznesit-n%C3%AB-Pej%C3%AB/184752504884207
Fakulteti i shkencave te apikuara te biznesit ne Peje, 292 likes

4.https://www.facebook.com/pages/FNA-Fakulteti-i-Nd%C3%ABrtimtaris%C3%AB-dhe-Arkitektur%C3%ABs/189458646109
Fakulteti arkitektures, 7062 likes

5.https://www.facebook.com/UniversitetiAAB
Universiteti AAB

6.https://www.facebook.com/UniversitetiPjeterBudi
Universiteti Pjeter Budi, 4378 likes

7.https://www.facebook.com/KolegjiISPEPrishtine
Kolegji universitar Ipse Prishtine, 524 likes

8.https://www.facebook.com/fakultetiekonomikgjilan
Fakulteti ekonomik Gjilan, 6558 likes

9.https://www.facebook.com/pages/Fakulteti-i-Edukimit-K%C3%ABshilli-Studentor/243551389024243
Fakulteti i edukimit, keshilli studentor. 4363 likes

10.https://www.facebook.com/pages/Fakulteti-i-Gazetarise-USHT/282270054860
Fakulteti i Gazetarise USHT, 1324 likes
11.https://www.facebook.com/pages/Fakulteti-i-Edukimit-Programi-Biologji-Kimi/169146749815745?ref=br_tf
Fakulteti i edukimit "programi Biologji-Kimi", 195 like
12.https://www.facebook.com/pages/Fakulteti-i-Edukimit-Peshkopi-dega-Informatik%C3%AB-

Anglisht/198287656861394
Fakulteti i edukimit, 81 likes

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1. http://www.forum-al.com/showthread.php?p=397223#post397223

2. http://www.forumishqiptar.net/showthread.php?p=37107#post37107

3. http://forum.itshqip.com/index.php?threads/te-rinjet-dhe-mediat.31196/

4. http://shqip.se/forum/thread.php?l=default&tid=835

5. http://www.nastradini.com/forumi/interneti-dhe-shqiperia/te-rinjet-dhe-media/

6. http://forumi.shqiperia.com/threads/te-rinjet-dhe-media.29513/

7. http://www.botashqiptareforum.com/t21759-mediat-dhe-te-rinjet#312039

8. http://www.forumishqiptar.com/threads/150834-Te-rinjet-dhe-mediat?p=3667741#post3667741

9. http://guribardhe.albanianforum.net/t1441-te-rinjet-dhe-mediat#16386

10. http://kosovare.forumotion.com/t4103-mediat-dhe-te-rinjet#237887