

## 4. UNIFORM DATA FOR ONLINE MEDIA

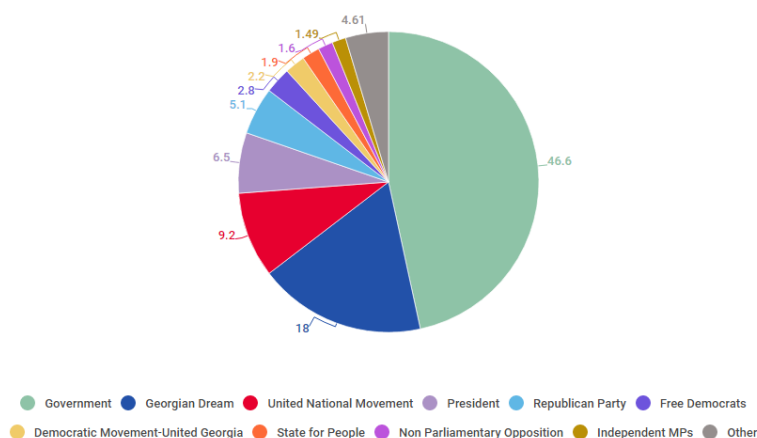
A four-month (1 April – 31 July, 2016) monitoring of online media (news agencies and online editions) showed that online publications allocated the largest amount of coverage, both direct and indirect, to the government and the Georgian Dream. The government received 46.6% of total coverage whilst Georgian Dream received 18%, both totaling 64,6%.

The next political party by the amount of coverage was the United National Movement (9.2%), followed by Republican Party (5.1%), Free Democrats (2.8%), Democratic Movement for United Georgia (2.2%) and a newly established political party State for People (1.9%). Non-parliamentary political parties received 1.6% of the total coverage.

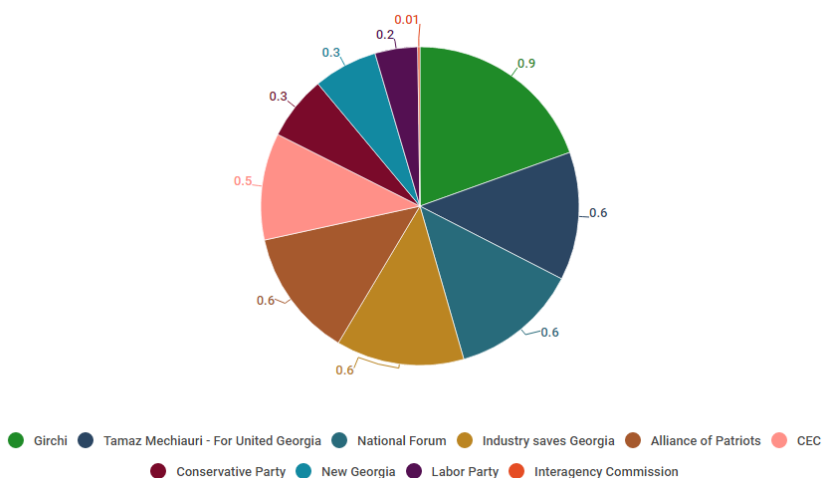
The political parties with less than 1% of the total coverage received (which, taken together, amounted to 4.61%) were: Girchi – 0.9%, Alliance of Patriots, Industry Will Save Georgia, Tamaz Mechiauri-United Georgia, and National Forum – 0.6% each, Conservative Party – 0.3%, Labor Party – 0.2%, Christian-Conservative Party – 0.02%.

The share of the President in the total coverage stood at 6.5% whilst shares of the Central Electoral Commission (0.5%) and the Interagency Commission for Free and Fair Elections (0.04%) were lower than 1%.

**Table 4.1. Total coverage of political subjects – online media**



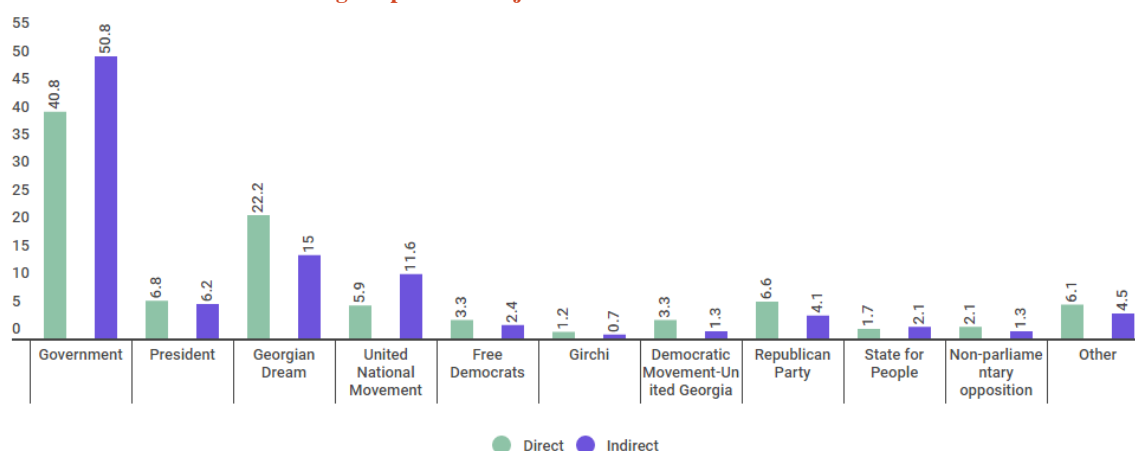
**Table 4.2. Subjects with coverage below 1% - Online media**



**Direct/indirect coverage.** In terms of direct and indirect coverage, the government and the Georgian Dream were the political subjects that were most extensively reported by online media. In reporting about the government, indirect coverage (50.8%) exceeded direct coverage (40.8) whereas in reporting about the Georgian Dream direct coverage (22.2%) exceeded indirect coverage (15%) by 7.2%.

In case of opposition political parties, indirect reporting was higher towards two political parties: the UNM (indirect - 11.6%, direct - 5.9%) and the State for People (indirect - 2.1%, direct 1.7%). As the chart 4.2 shows, direct coverage exceeded indirect coverage in relation to other political subjects.

**Chart 4.3. Direct/indirect coverage of political subjects – online media**



**Tone of content and context.** According to the results of four months of monitoring, the highest amount of positive coverage by online media was received by the Georgian Dream (positive - 12%, negative - 10%), followed by the government (positive - 10%, negative - 5%) and Free Democrats (positive - 9%, negative - 4%).

The highest amount of negative coverage was received by the UNM (negative - 34%, positive - 4%), followed by State for People (negative - 14%, positive - 6%), Georgian Dream (negative - 10%) and Republican Party (negative - 8%, positive - 3%).

The lowest negative tone (1.5%) and the highest neutral tone (98%) were observed in the reporting about Democratic Movement for United Georgia. The indicator of neutral tone was also high (93%) in reporting about non-parliamentary opposition (positive - 4%, negative - 3%).

Among political parties that received less than 1% of the total coverage, the Labor Party was in the lead by the indicator of negative content (negative - 26%, positive - 4%). The highest indicator of positive tone in this category was seen in case of a newly established political party New Georgia (positive - 10%, negative - 7%). Positive reporting was higher than negative reporting in case of Girchi (positive - 5%, negative - 4%). Extensively neutral was the reporting about the following political parties: National Forum (neutral - 95%, positive - 3%, negative - 2%), Conservative Party (neutral - 95%, positive - 3%, negative - 2%), Alliance of Patriots (neutral - 94%, positive - 3%, negative - 3%), Industry Will Save Georgia (neutral - 94%, positive - 5%, negative - 1%), Tamaz Mechiauri-United Georgia (neutral - 94%, positive - 4%, negative - 2%).

As regards the coverage of the institutions, the highest negative tone was seen towards President (negative - 7%, positive - 5%) and the Central Electoral Commission (negative - 7%, positive - 1%) whereas the Interagency Commission for Free and Fair Elections was covered either in neutral (94%) or positive (6%) tone.

Chart 4.4. Tone of content – online media



**Tone of context.** The tone of context gives an idea about the amount of those critical topics in relation to which political subjects are covered. The four-month monitoring showed prevalence of neutral context tone in the coverage of political subjects by online media. The highest positive tone of context was used by the news agency Marshalpress (14%) though the negative tone of this news agency was also similarly high (14%). The second by positive context tone was IPN (10%), but its negative tone (13%) exceeded the indicator of positive tone. In case of PIA, positive tone was slightly higher than the negative tone (9% and 8%, respectively).

The highest negative tone of context was observed in the reporting by Netgazeti (31%) with the positive tone of the media outlet being much lower (3%). The negative tone exceeded the positive tone in the reporting of Pirveli Radio too (9% and 1%, respectively).

Chart 4.5. Tone of context

