



ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia



# Study and Research on Election Media Coverage for the 2020 Parliamentary Elections in Georgia

## Post-election Monitoring of Print Media Key Findings

1 February - 31 March 2021



INTERNEWS  
GEORGIA

This report has been produced by Internews-Georgia with the assistance of the European Union (EU) and the United Nations Development Programme (UNDP). Its contents are the sole responsibility of the authors and do not necessarily reflect the views of the EU and UNDP.

# About the Project

Internews Georgia monitored the print media as part of a project funded by the European Union and the United Nations Development Program (UNDP) - “Study and Research on the Media Coverage of the 2020 Parliamentary Elections in Georgia”. This report covers the results of the monitoring of newspapers of the post-election period.

The monitoring was conducted from February 1 to March 31, 2021.

Observation was carried out on 8 editions: “Rezonansi”, “Akhali Taoba”, “Kviris Palitra”, “Alia”, “Asaval-Dasavali”, “Kronika +”, “Georgia and the World”, “Guria news”.

## Monitoring Methodology

The purpose of the print media monitoring was to determine the extent to which political parties were covered, in the post-election period, on equal terms and in accordance with journalistic standards.

Monitoring consists of quantitative and qualitative research components. Quantitative monitoring determines the indicators that can be counted and measured: the area allocated to the subjects, the tone of coverage (positive, neutral, negative), gender of the subject (male or female).

Qualitative monitoring focuses on indicators that are difficult to quantify: timely reporting of facts, distortion of information, unbalanced coverage, impartiality, fact-based reporting, diversity of information sources, photo manipulation, adherence to ethical and professional quality standards, as well as any fact important for presenting the information. The monitoring also was focused on the coverage and use of terms that reinforce gender stereotypes in society, directly or indirectly.

The parties and politicians who participated in the 2020 parliamentary elections were observed in the course of the monitoring. In particular, the monitored subjects were both the parties that won parliamentary seats in the October 31, 2020 elections, as well as the political associations that are actively involved in the post-election processes.

The monitoring was carried out not only on articles prepared on political topics, but also on all materials where the subjects of monitoring were discussed. However, due to the ongoing political processes in the post-election period, the monitoring was focused on the following topics: parliamentary boycott, electoral system reform, electoral administration reform, financing of political parties, parliamentary re-elections, local self-government elections, rallies / protests, Nika Melia's case, change of government, political dialogue / negotiations.

The report covers the results of the print media monitoring in the period from 1 February to 31 March.

## Key Findings:

- In the post-election period, the print media was as active in covering political processes and activities of political parties as in the pre-election period;
- “Georgian Dream” and “United National Movement” were covered the most;
- Most materials were prepared on the following topics: political dialogue / negotiations, arrest of Nika Melia, chairperson of the United National Movement, boycott to the Parliament and change of government;
- As in the pre-election period, in the post-election period most of the newspapers (Rezonansi, Akhali Taoba, Kviris Palitra, Guria News) covered the monitoring subjects mainly in a neutral manner, with the exception of a few publications (Alia, Asaval-Dasaval “Georgia and the World”), which were characterized by a negative attitude towards almost all political forces, as well as “Kronika +”, where only the ruling party and its former leader received the most negative coverage;
- Some newspapers often published unbalanced, single-source articles;
- One of the main problems and challenges of some newspapers is still the dissemination of unverified and dubious sources based information and making baseless, grave accusations against this or that political entity;
- Several newspapers grossly violated journalistic standards and norms of ethics: some publications continued to use offensive and unethical terminology against politicians;
- In contrast to the pre-election period, some publications still featured photos of abusive and discriminatory content;
- In the post-election period, journalists did not make against the female politicians, the statements containing gender based threats; and there were no instances of using the terms “female” and “feminine behavior” to insult male politicians;

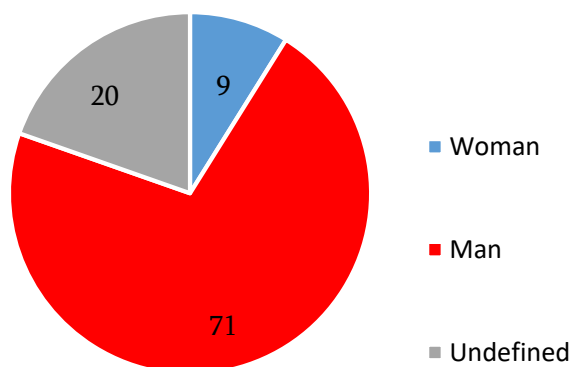
## Coverage of gender aspects

Post-election monitoring was also focused on gender-sensitive coverage. Attention was paid to the coverage and use of terms that reinforce gender stereotypes in society through direct or covert forms.

The coverage of female politicians in the newspapers got much less space than of male politicians.

Coverage of subjects in newspapers by  
gender(%)

February 1 - March 31, 2021



In contrast to the pre-election monitoring results, no sexist or homophobic statements were made by journalists against women politicians during the post-election period; no cases of hatred or intimidation against any gender, or using “female” and “feminine behavior” to insult male politicians have been reported.

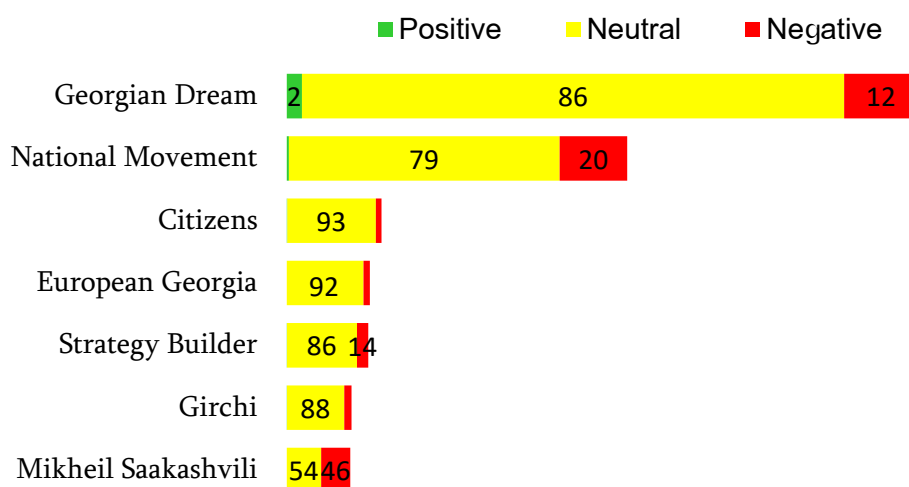
## Annex I. Charts.

### Rezonansi newspaper

#### Coverage of subjects by tone (%)

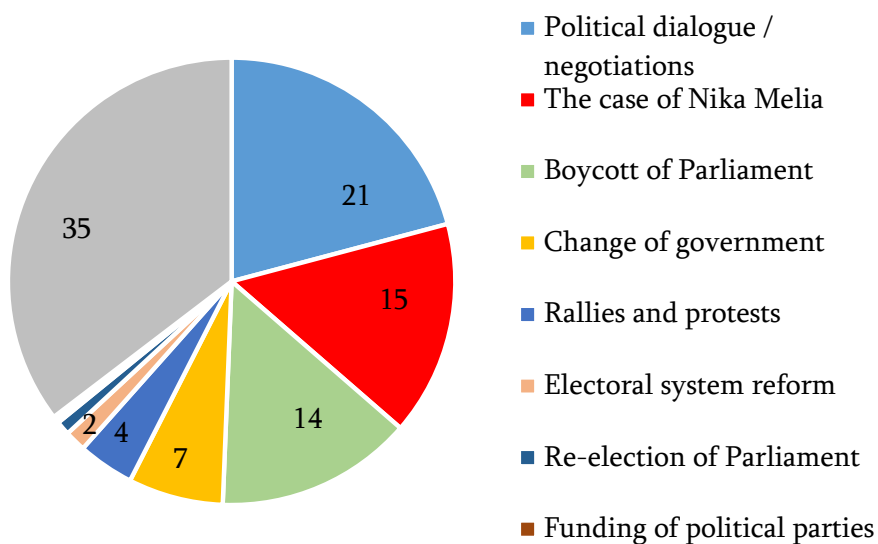
##### Rezonansi newspaper

February 1 - March 31, 2021



#### Coverage of topics Rezonansi newspaper

February 1 - March 31, 2021

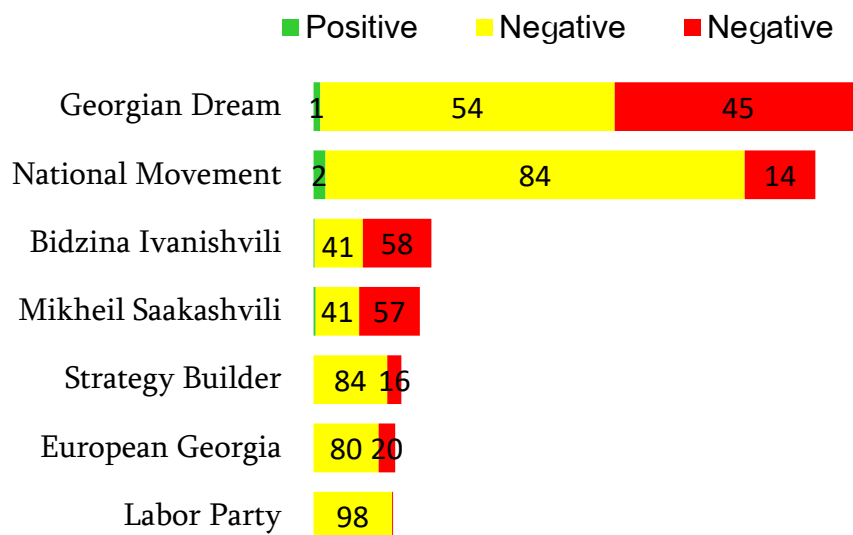


## Akhali Taoba newspaper

### Coverage of subjects by tone (%)

"Akhali Taoba" newspaper

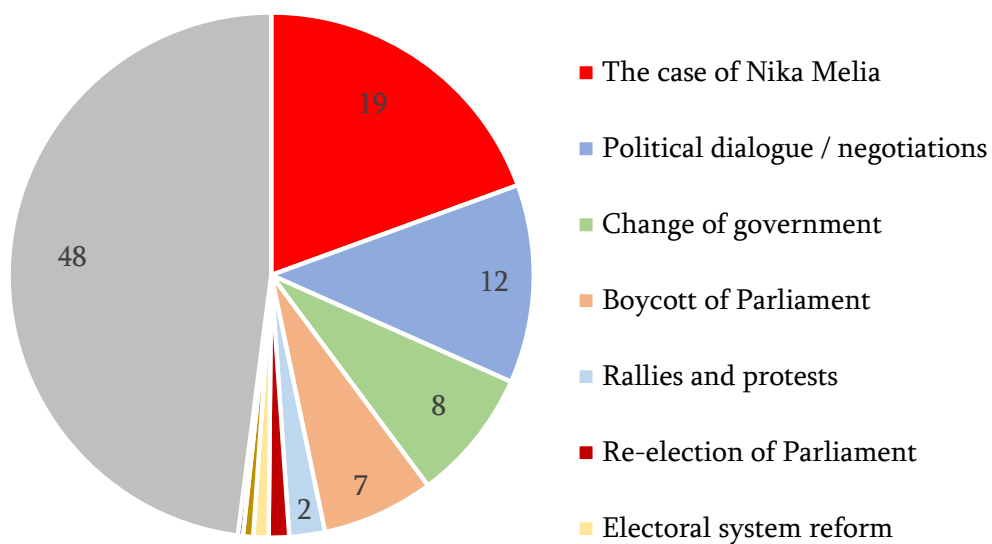
February 1 - March 31, 2021



### Coverage of topics (%)

"Akhali Taoba" newspaper

February 1 - March 31, 2021

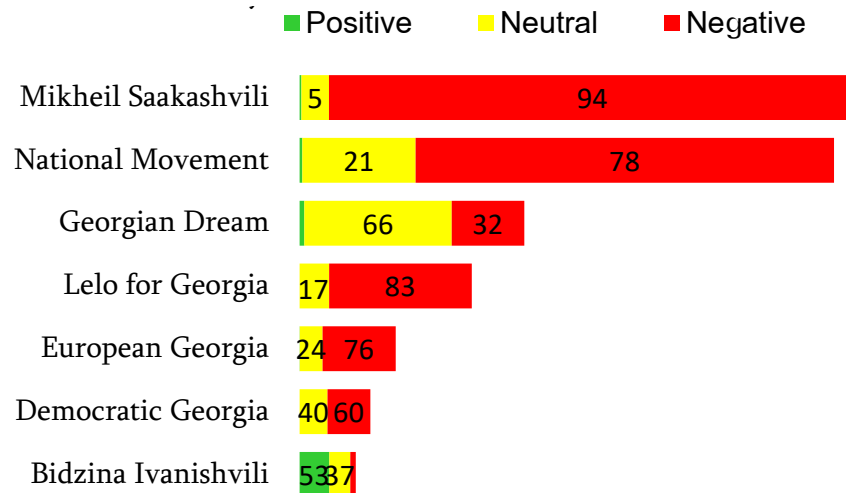


## Asaval-Dasavali newspaper

### Coverage of subjects by tone (%)

"Asaval-Dasavali" newspaper

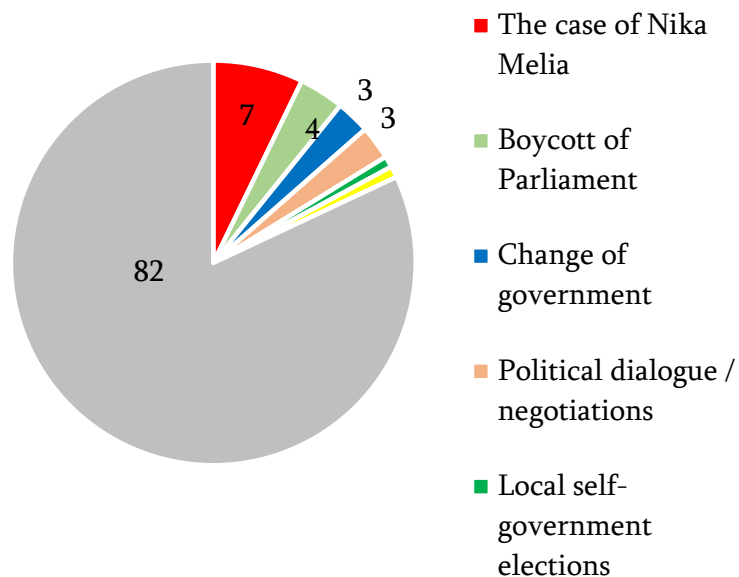
February 1 - March 31, 2021



### Coverage of topics (%)

Asaval-Dasavali newspaper

February 1 - March 31, 2021

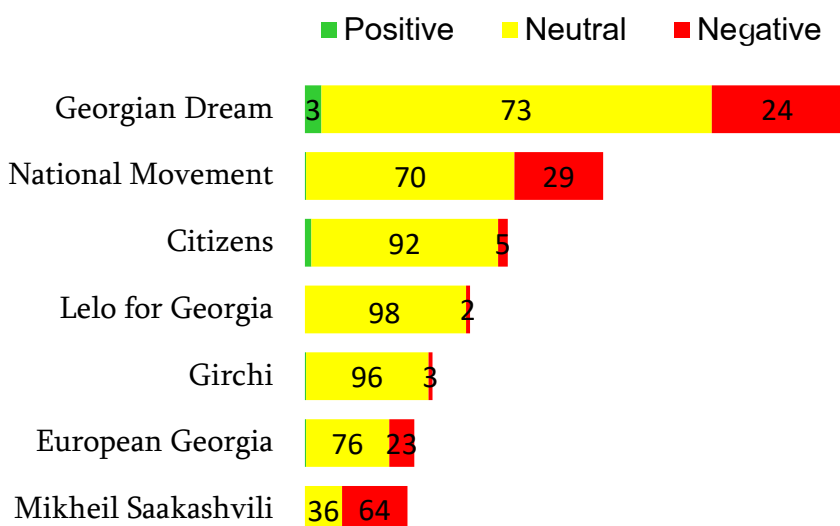


### Kviris Palitra newspaper

#### Coverage of subjects by tone (%)

##### "Kviris Palitra" newspaper

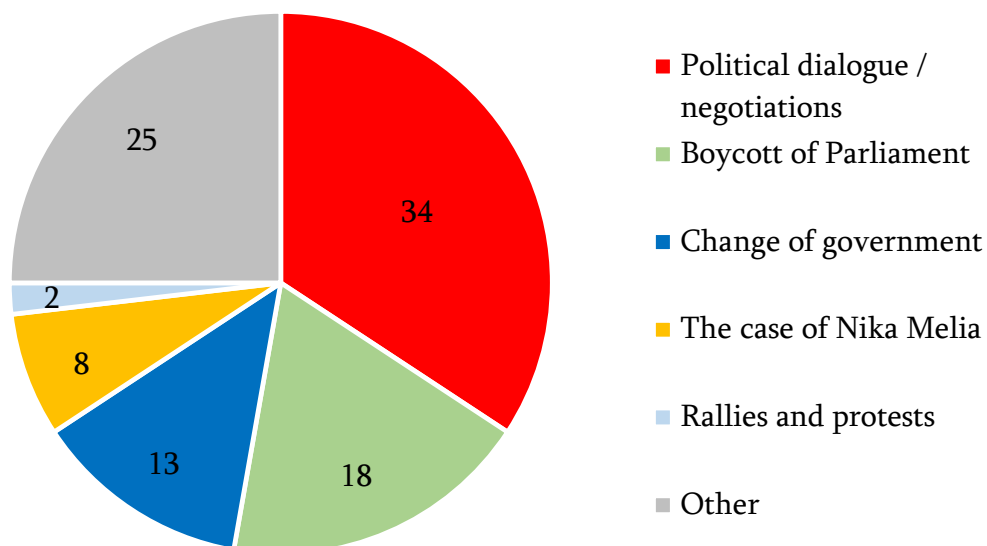
February 1 - March 31, 2021



#### Coverage of topics (%)

##### "Kviris Palitra" newspaper

February 1 - March 31, 2021



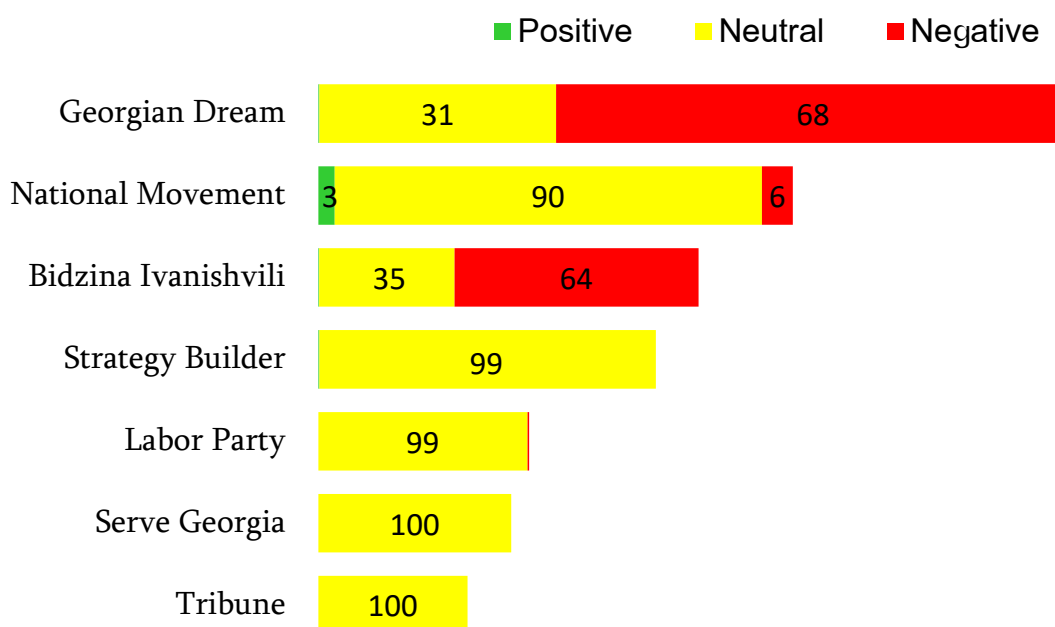


## Kronika Plus newspaper

### Coverage of subjects by tone (%)

"Kronika +" newspaper

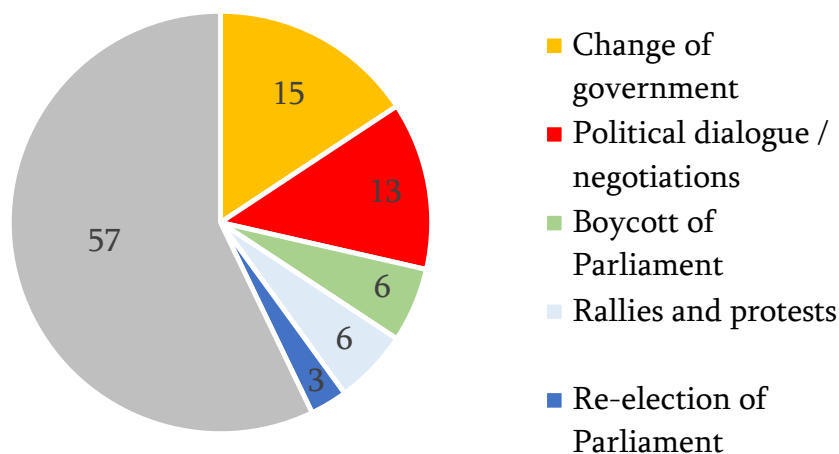
February 1 - March 31, 2021



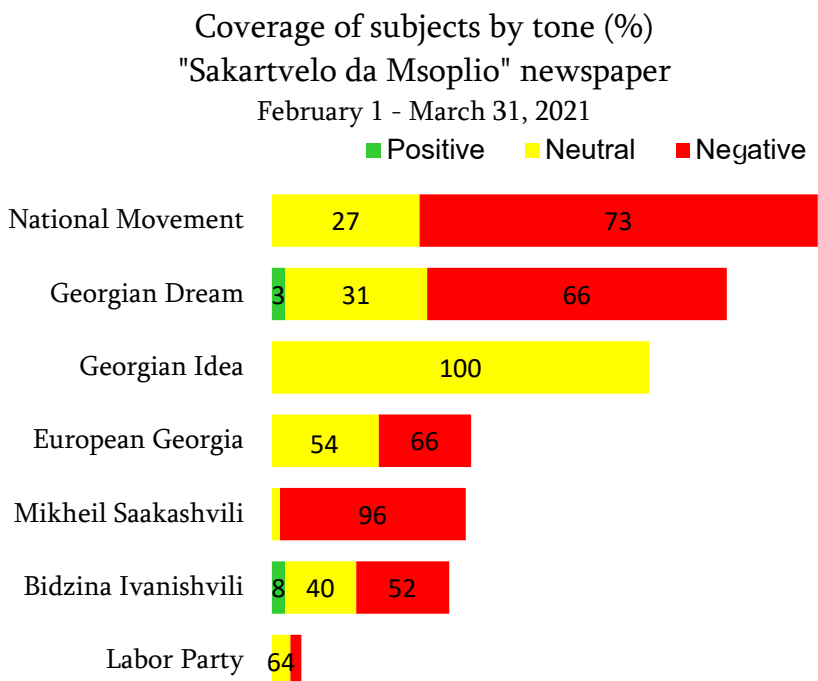
### Coverage of topics (%)

"Kronika +" newspaper

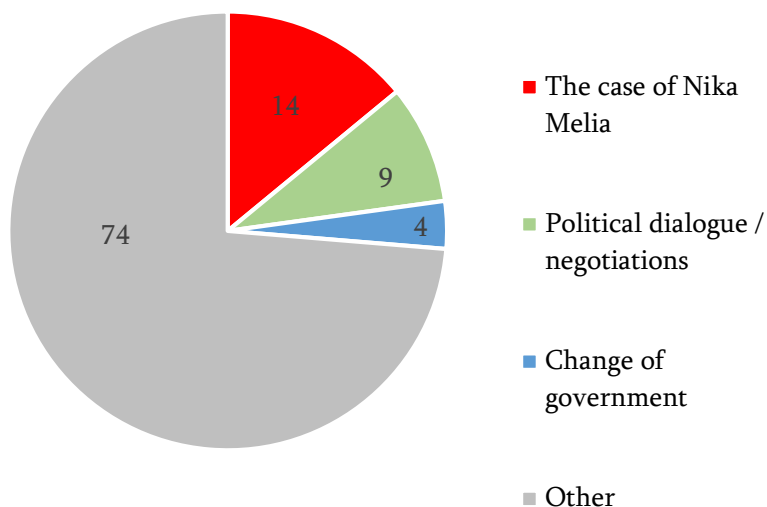
February 1 - March 31, 2021



## Sakartvelo da Msoplio newspaper

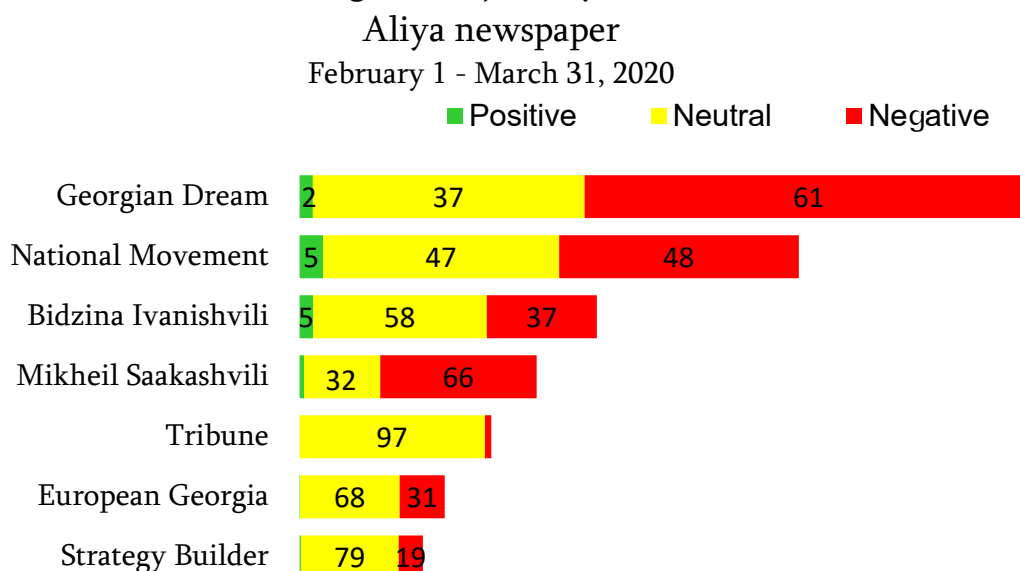


Coverage of Topics (%)  
 "Sakartvelo da Msoplio" newspaper  
 February 1 - March 31, 2021



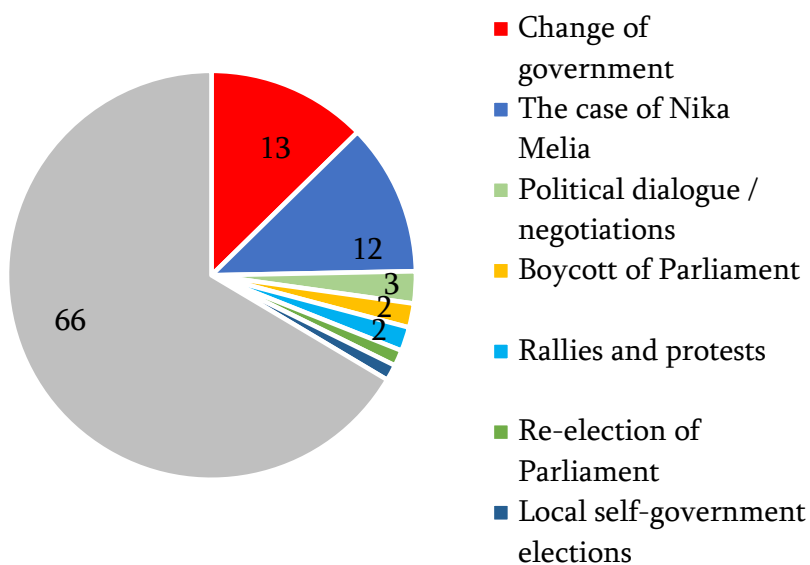
## Aliya newspaper

### Coverage of subjects by tone (%)



### Coverage of topics (%)

Aliya newspaper  
February 1 - March 31, 2021



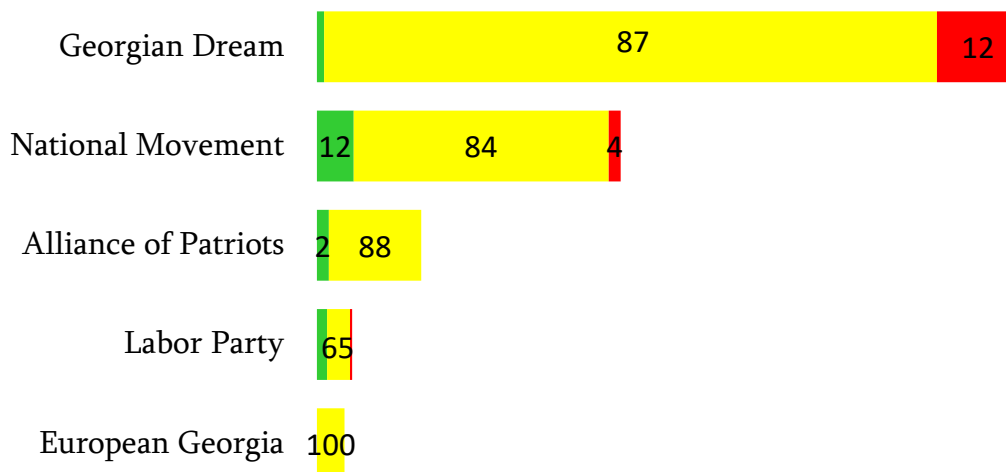
## Guria News

### Coverage of subjects by tone (%)

Guria news newspaper

February 1 - March 31, 2021

■ Positive ■ Neutral ■ Negative



### Coverage of topics (%)

Guria news newspaper

February 1 - March 31, 2021

