

# Meedia tarbimisest erinevates vanusegruppides ja meediakanalite usaldusväärsus

ANDRES JÕESAAR



TALLINNA ÜLIKOOL

Balti filmi, meedia ja  
kunstide instituut





# Jutupunktid

1. Auditooriumi hinnangud infokanalite olulisusele
2. Televisiooni vaatamine
3. Auditooriumi hinnang infokanalite olulisusele (2).
4. Uudiste jälgimine
5. Ohud
6. Juhtumi analüüs
7. Tehnoloogiast
8. Kokkuvõte

# Allikad

- TNS Emor / Kantar Emor
- Saar Poll
- ERR
- IREX

# Ülesanne

- Milliseid meediakanaleid sa igapäevaselt jälgid?
  - Miks nad on sulle olulised?
  - Kas sa usaldad neid?
  - Miks?
- 
- Milliseid kanaleid sa ei usalda?
  - Miks?

vahtame ärikontakte  
business card exchange

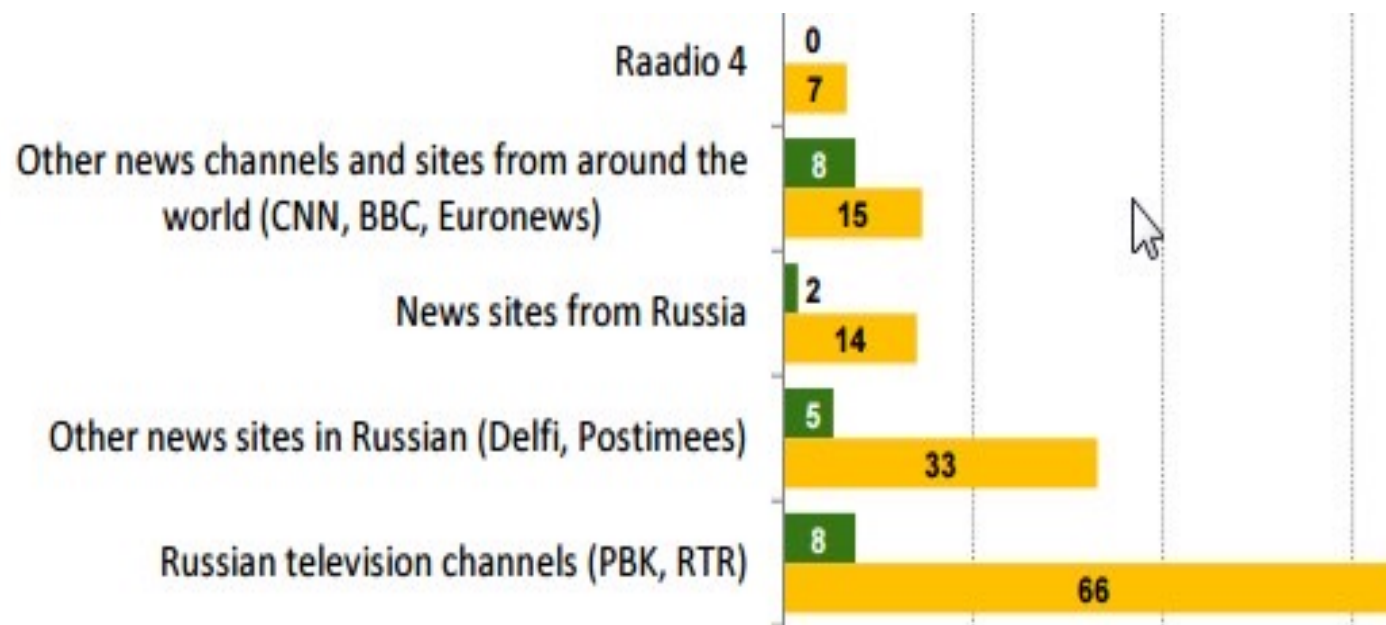
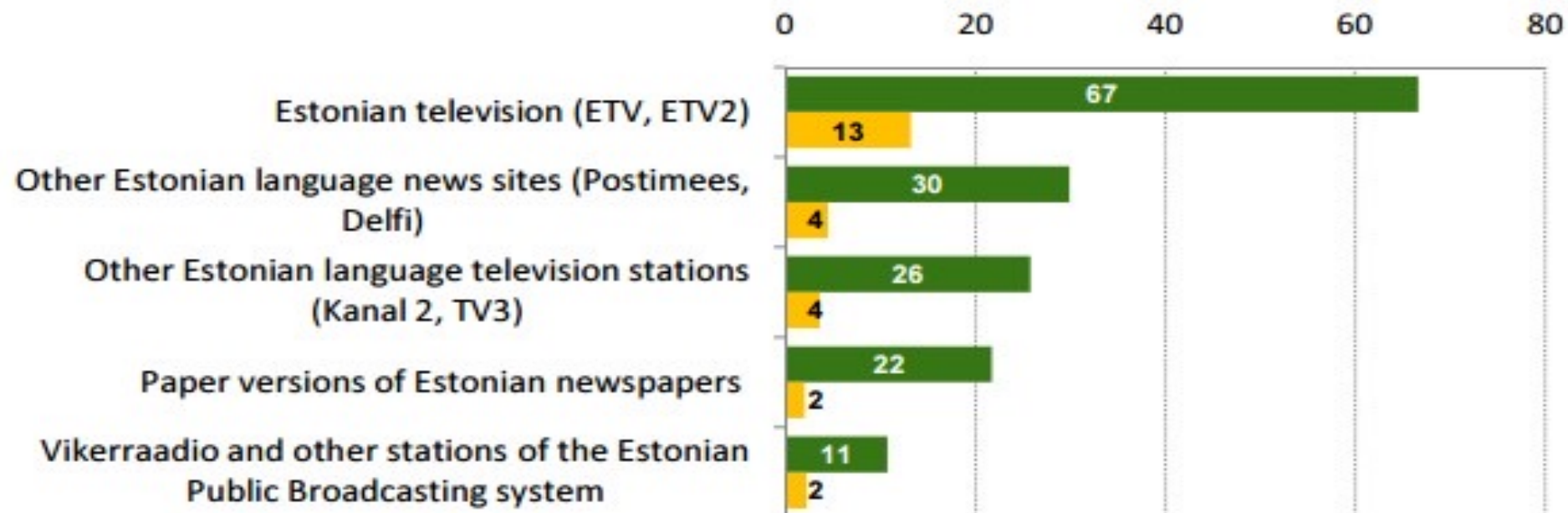


# 1

## Auditooriumi hinnangud infokanalite olulisusele



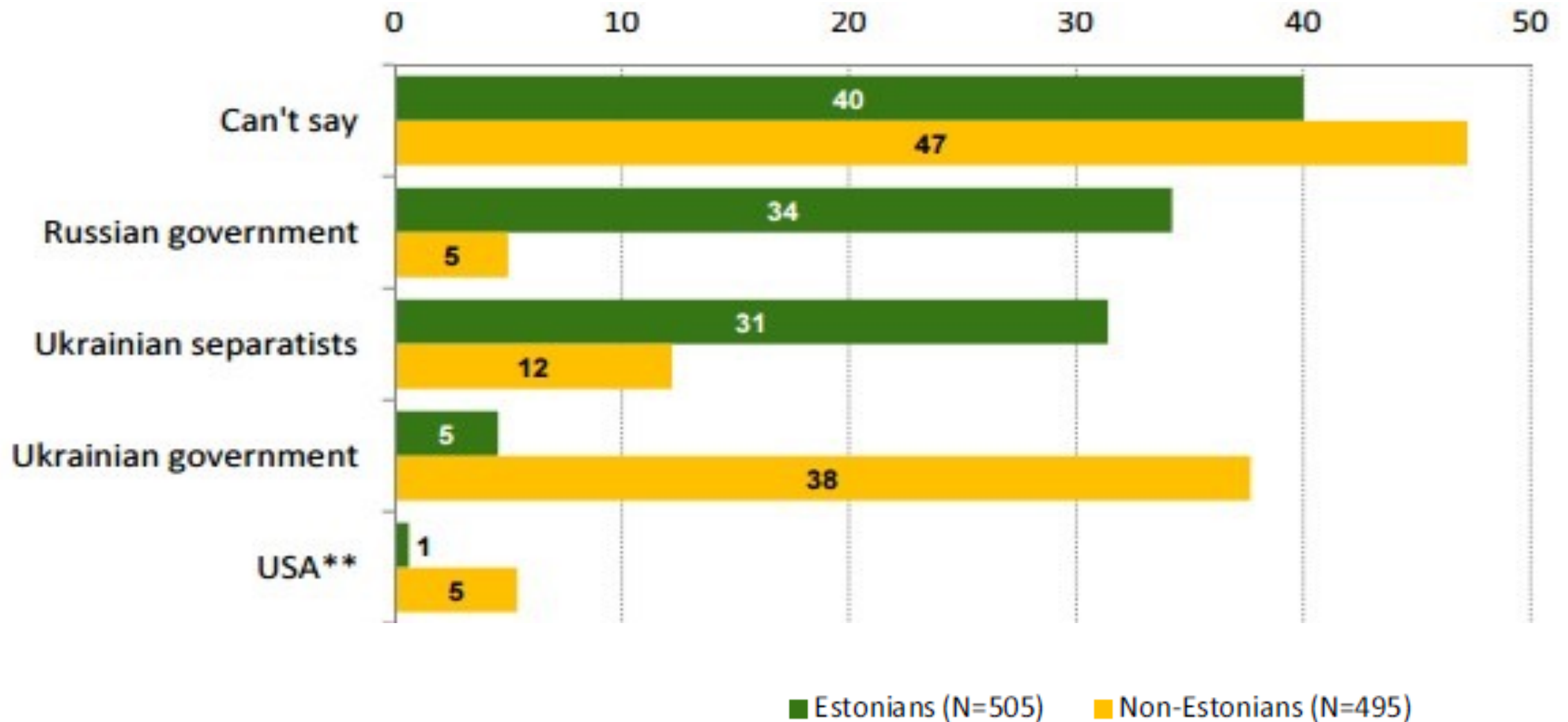
Milliste kanalite kaudu te peamiselt saate informatsiooni Ukraina sündmuste kohta?







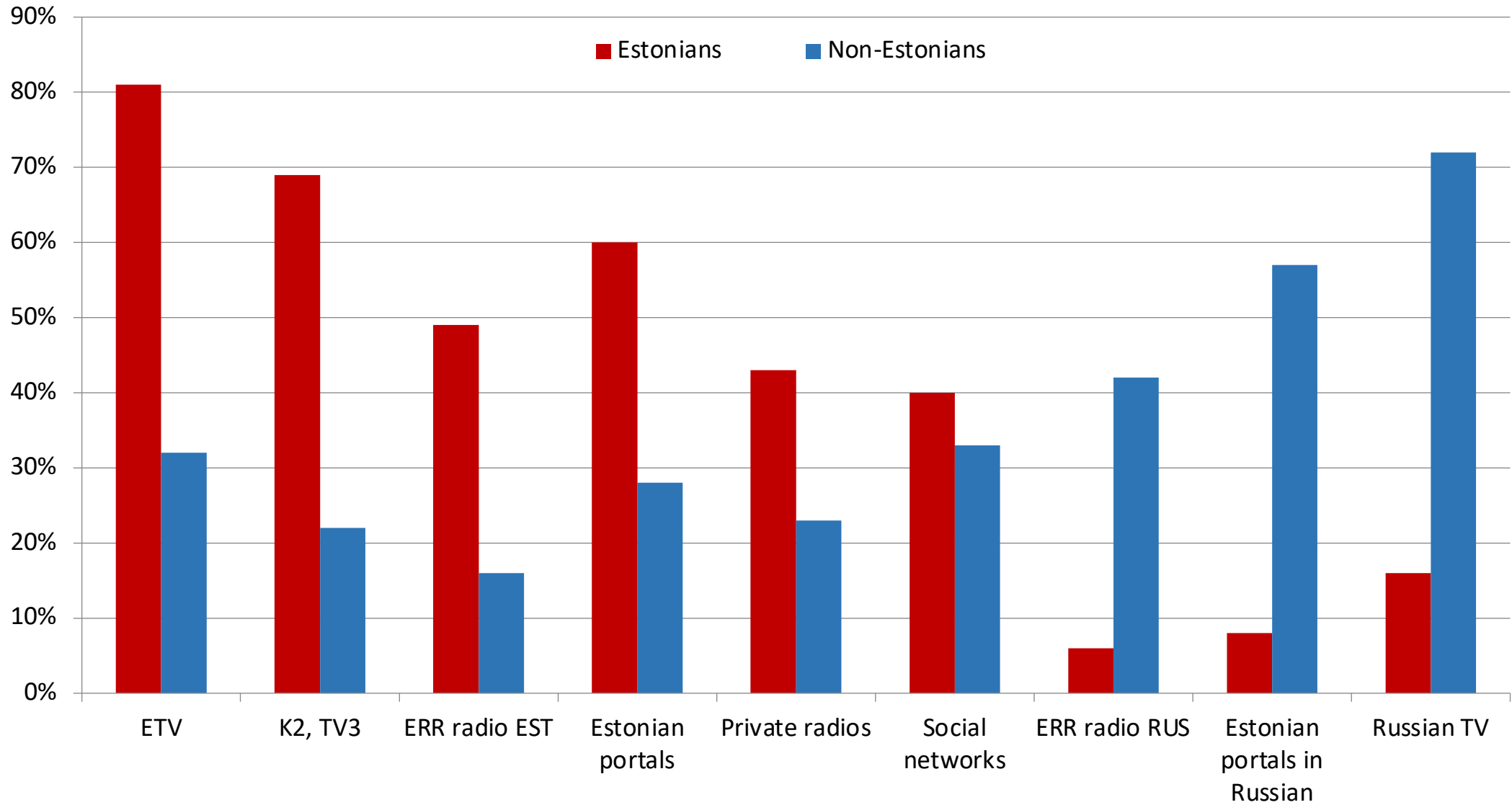
# Kes vastutab Malaysia reisilennuki allatulistamise eest?



AASTA OLI SIIS 2014



# Meediakanalite olulisus aastal 2014

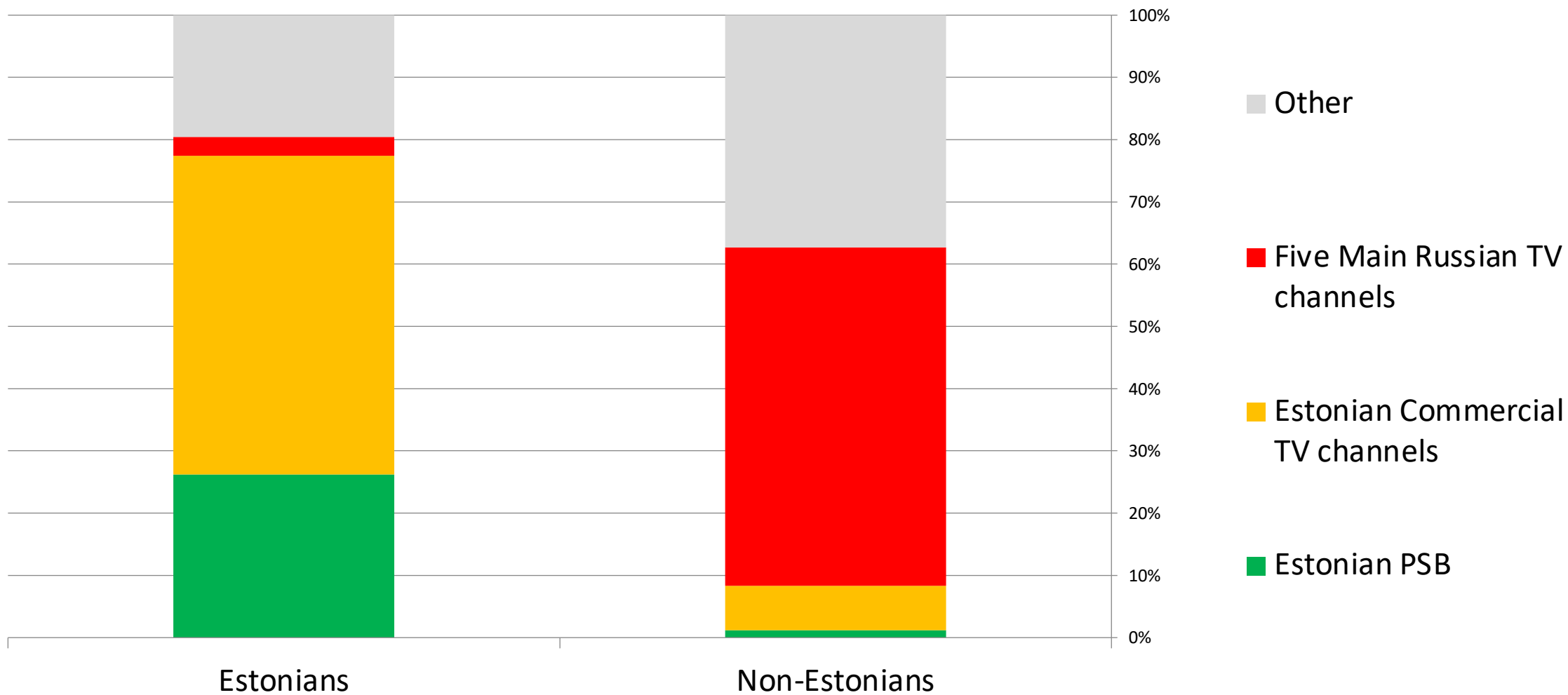




# Televideooni vaatamine

# Telekanalite vaatamisele kulutatud aeg aastal 2015

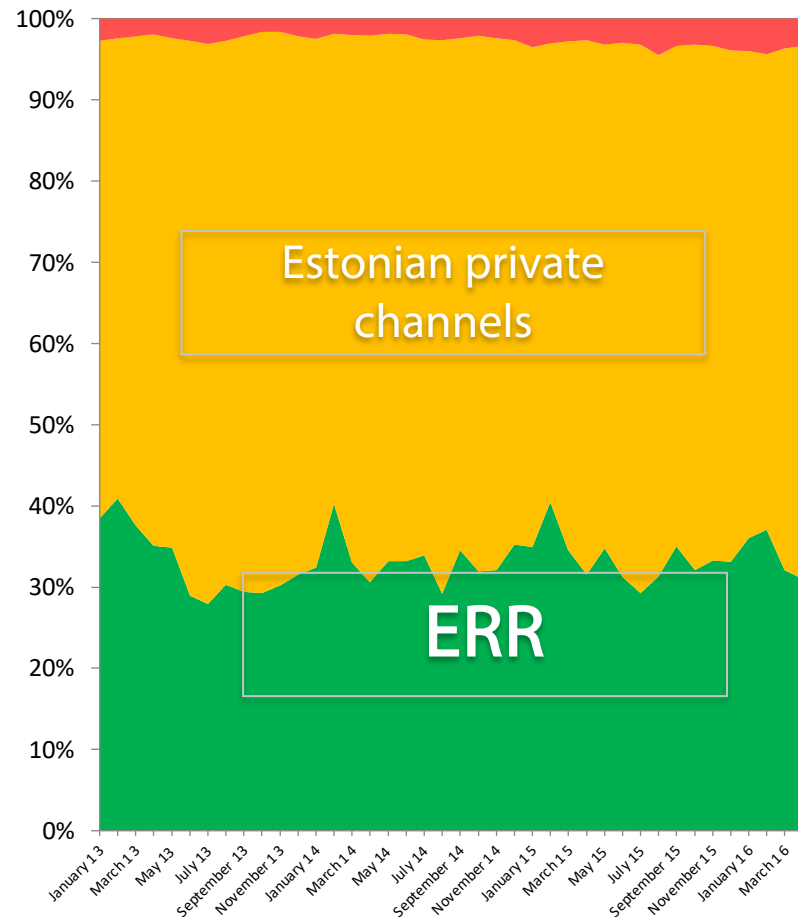
Age 4+



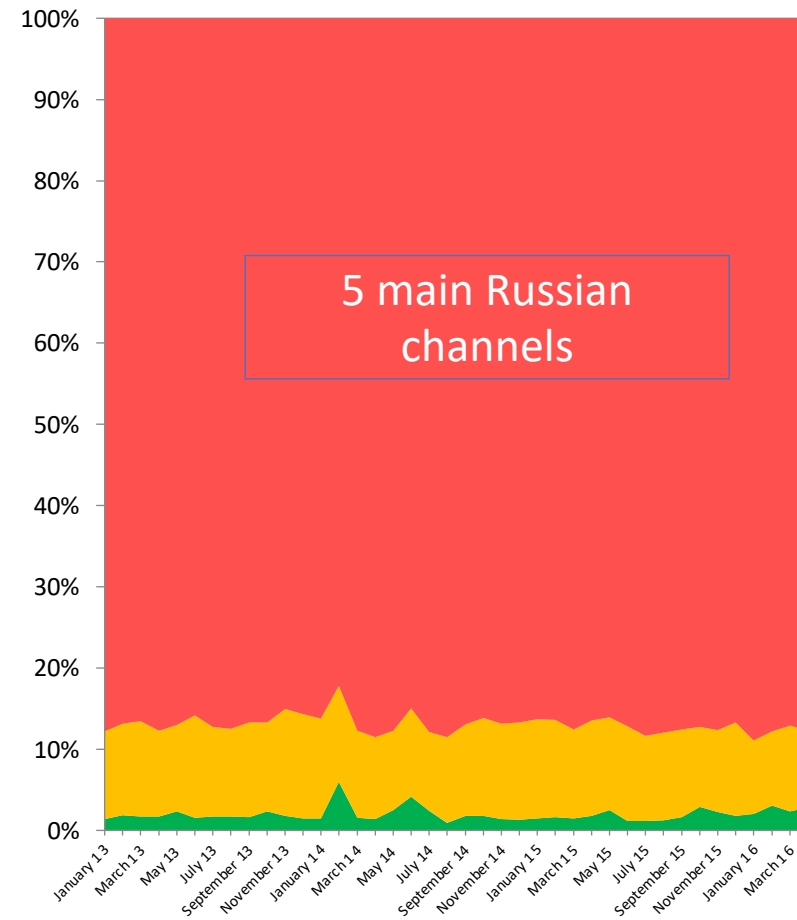
Source: TNS Emor

# Share of Viewing 2013-2016

## Estonians



## Non-Estonians





**MISSION:**

~~IMPOSSIBLE~~

POSSIBLE



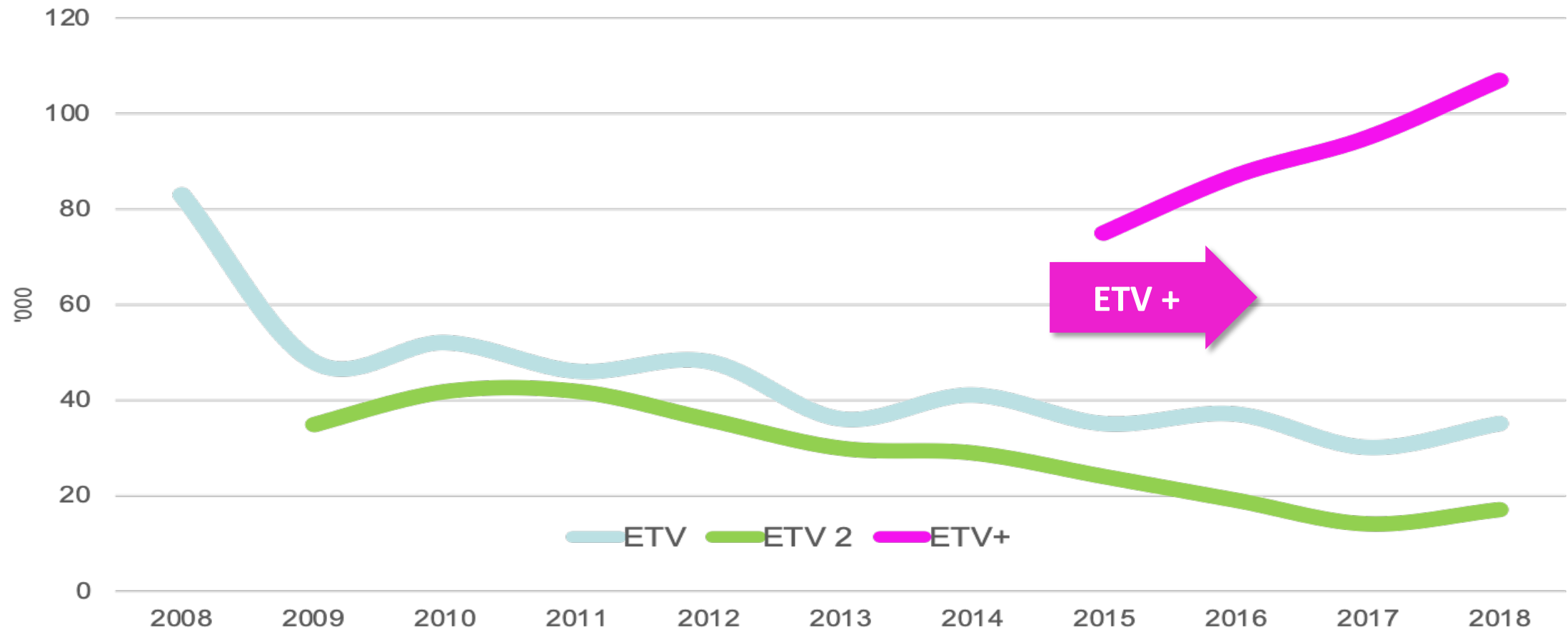
28 September 2015

The logo for ETV+ is displayed within a solid magenta rectangular background. The text "ETV+" is centered in a bold, white, sans-serif font. The letters are thick and blocky, with a plus sign following the "V".

**ETV+**

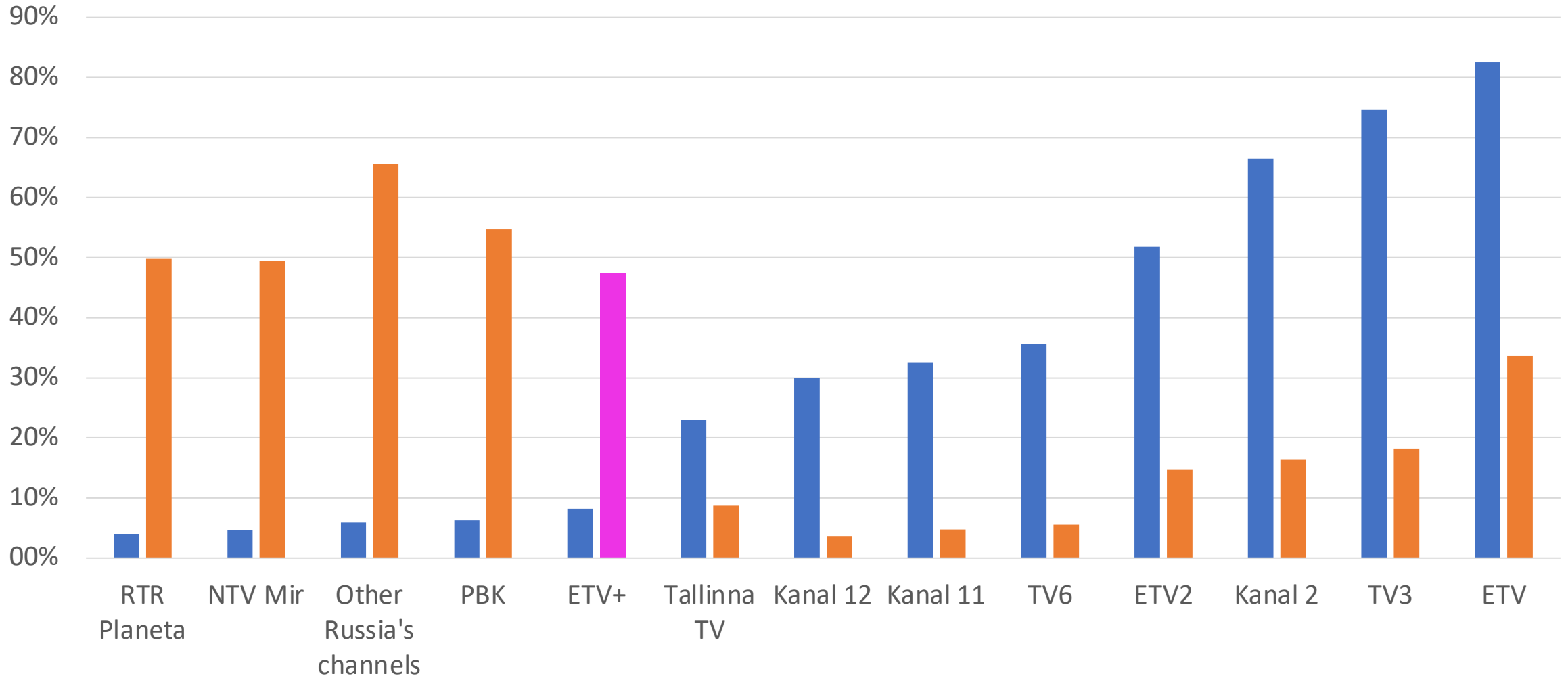
# ERR telekanalite nädalane katvus aastatel 2014-2018, mitte-eestlased

(Average Weekly Reach, '000)



# Peamiste telekanalite vaadatavus 2019

(Iga päev, mitu korda nädalas)



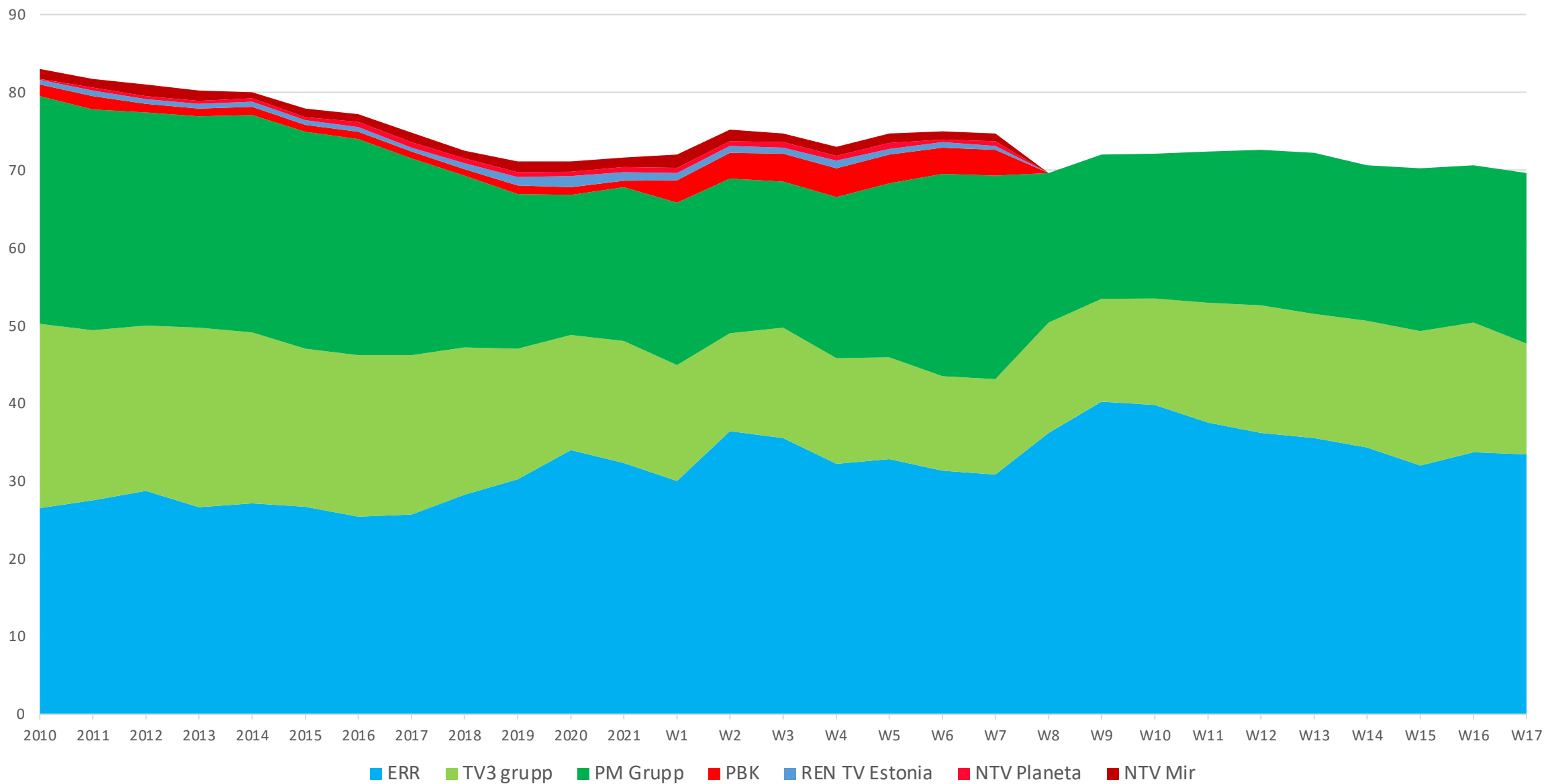
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■ Estonians

■ Russian-speakers

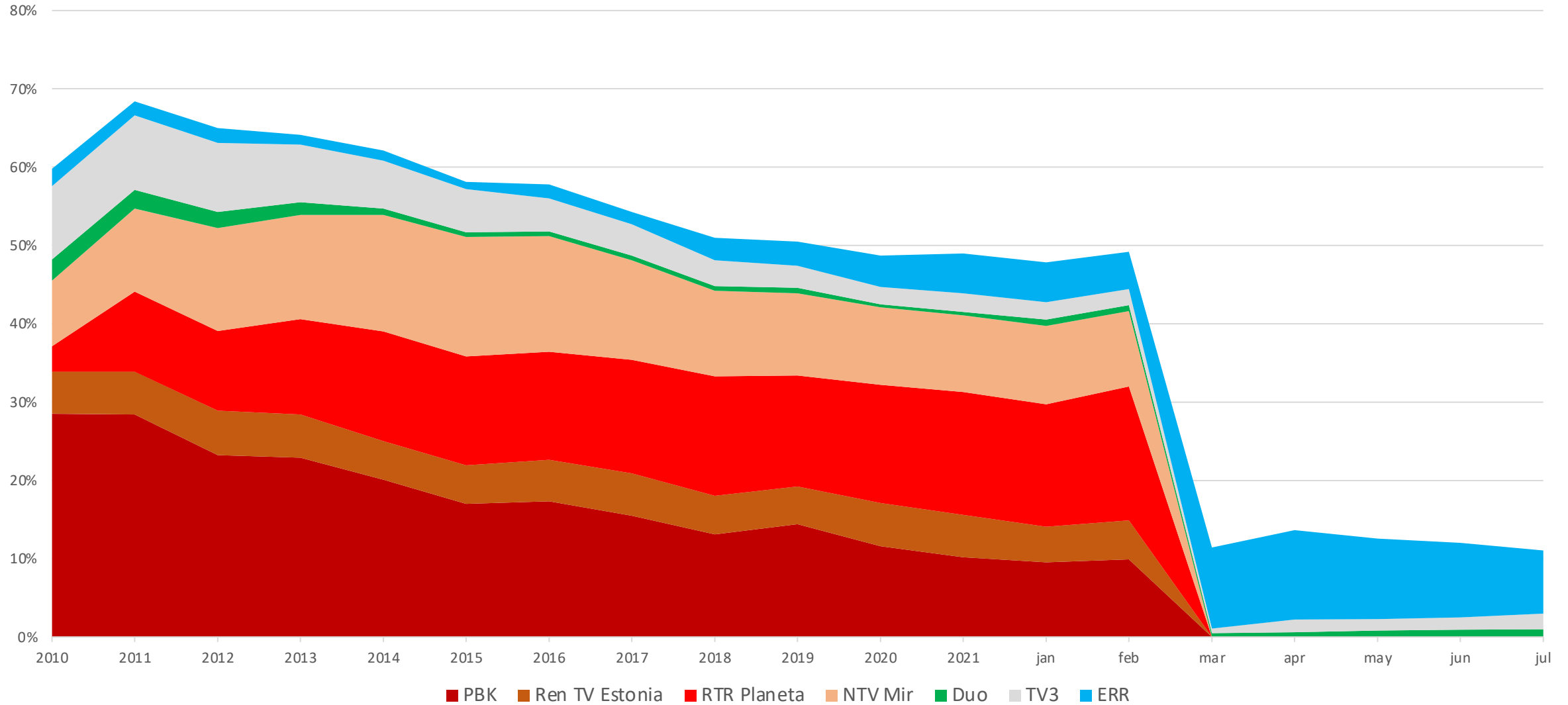
# Telekanalite vaadatavus 2010-2022.

(share of viewing). Eestlased 4+



# Telekanalite vaadatavus 2010-2022.

(Share of viewing %). Mitte-eestlased 4+

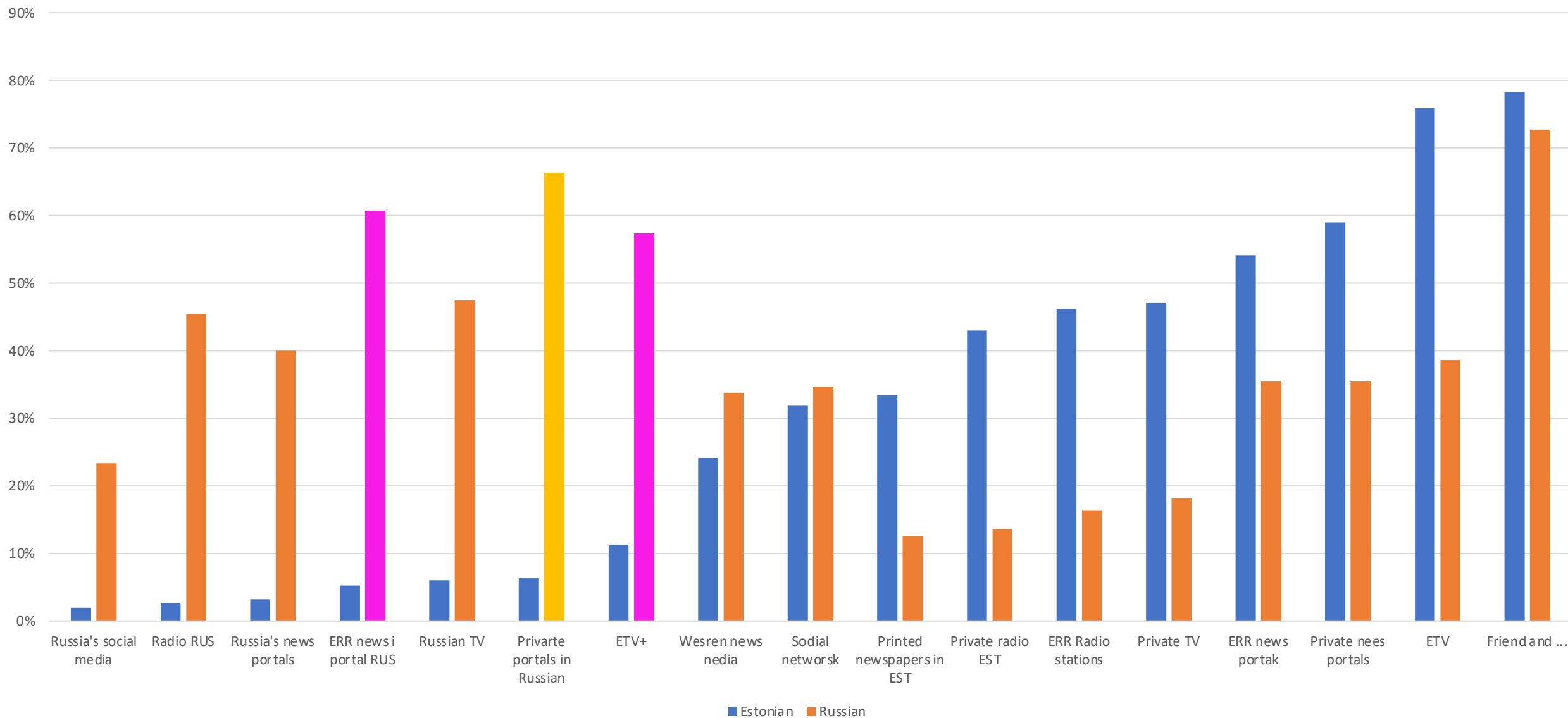


# 3

Auditooriumi hinnang  
infokanalite olulisusele (2).

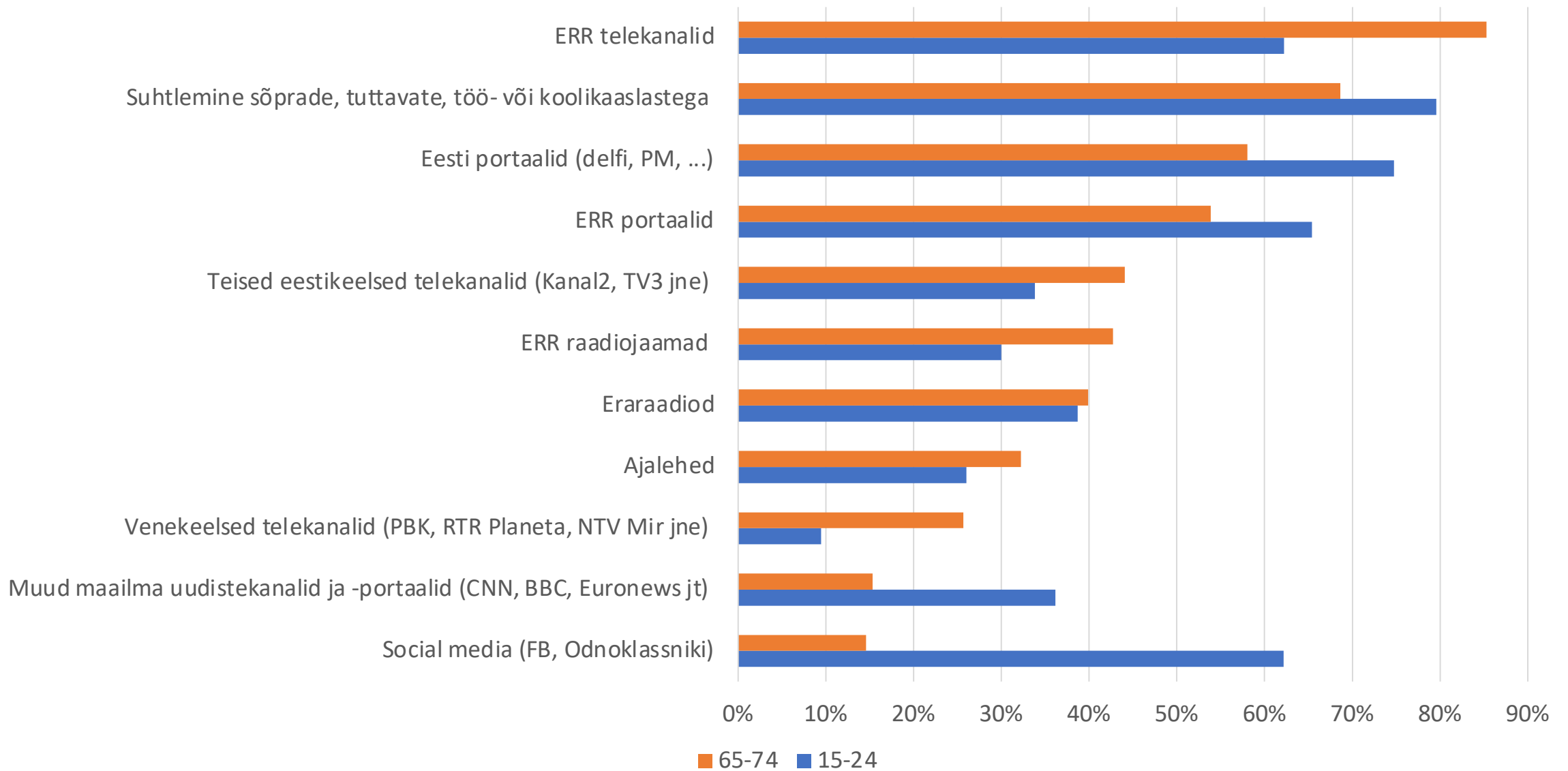
# Infokanalite olulisus aastal 2021

Kodune keel eesti keel ja kodune keel vene keel.





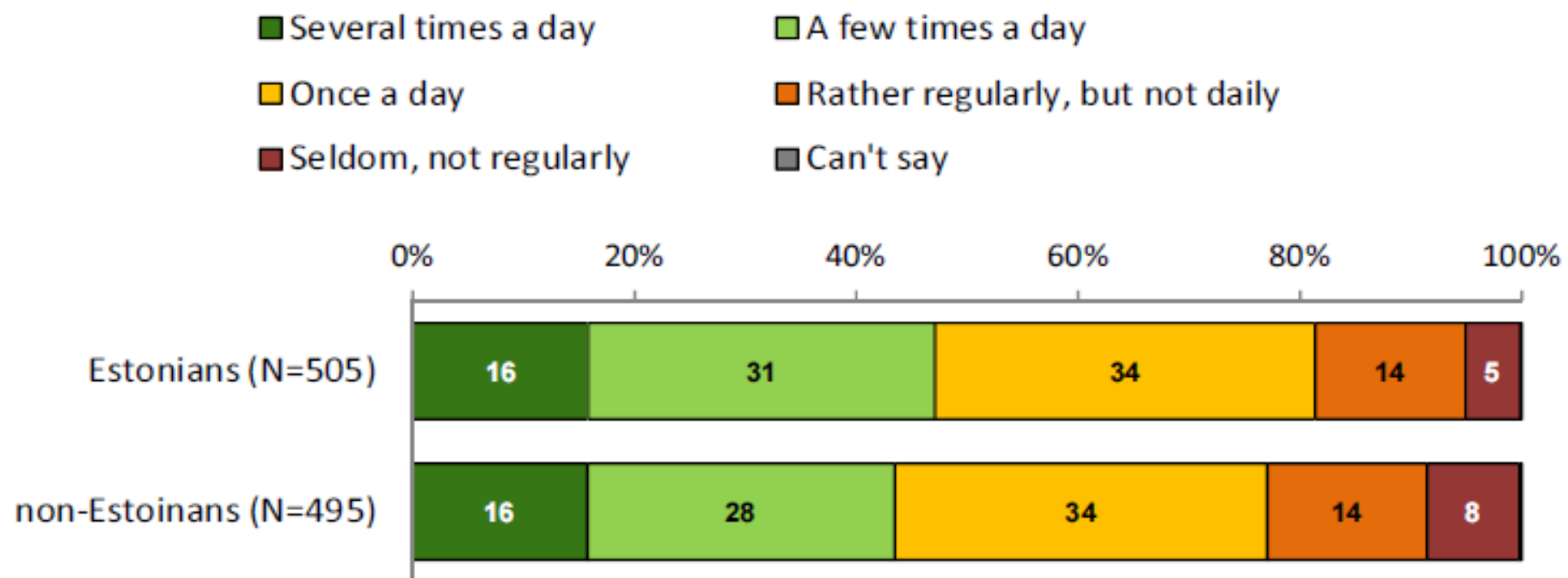
# Infokanalite olulisus vanusegruppides 15-24 ja 65-74



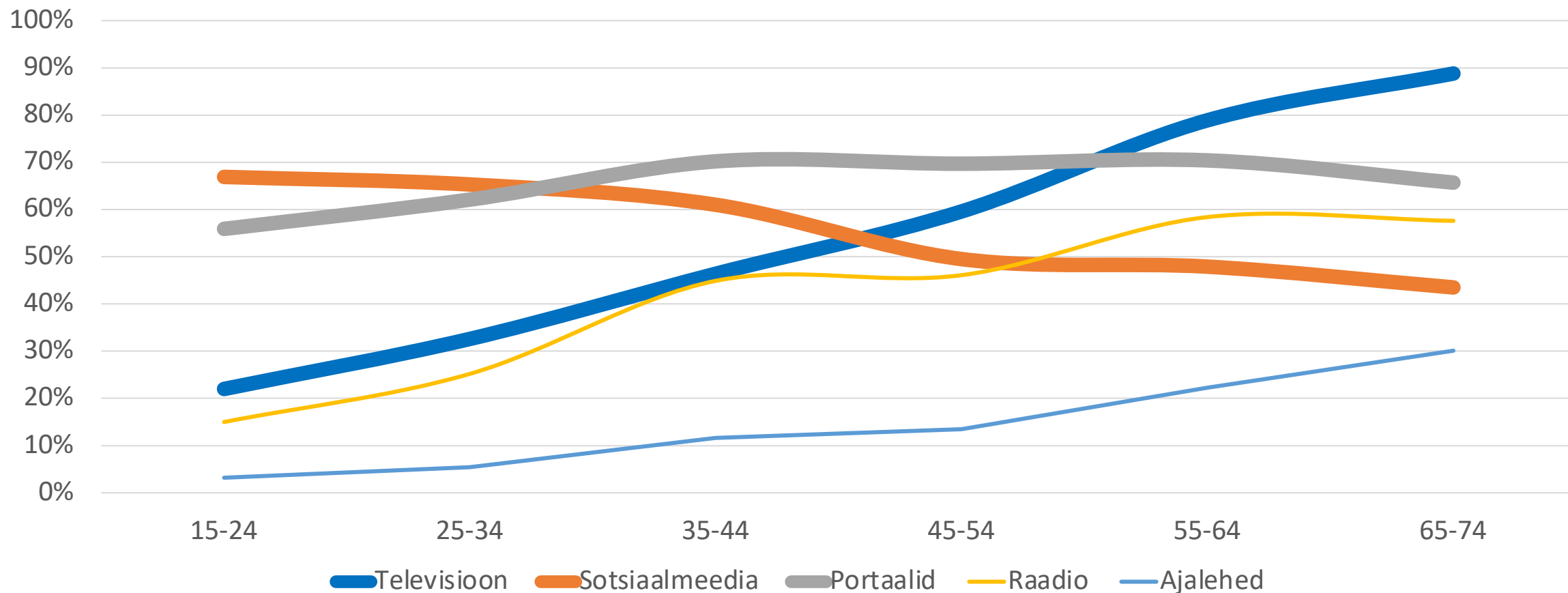
4

Uudiste jälgimine

# Kui sageli te jälgite uudiseid? 2014



# Uudiste jälgimine (vähemalt üks või mitu korda päevas) meediakanalites vanusegrupiti 2021.a.





5

Ohud



**SIX**

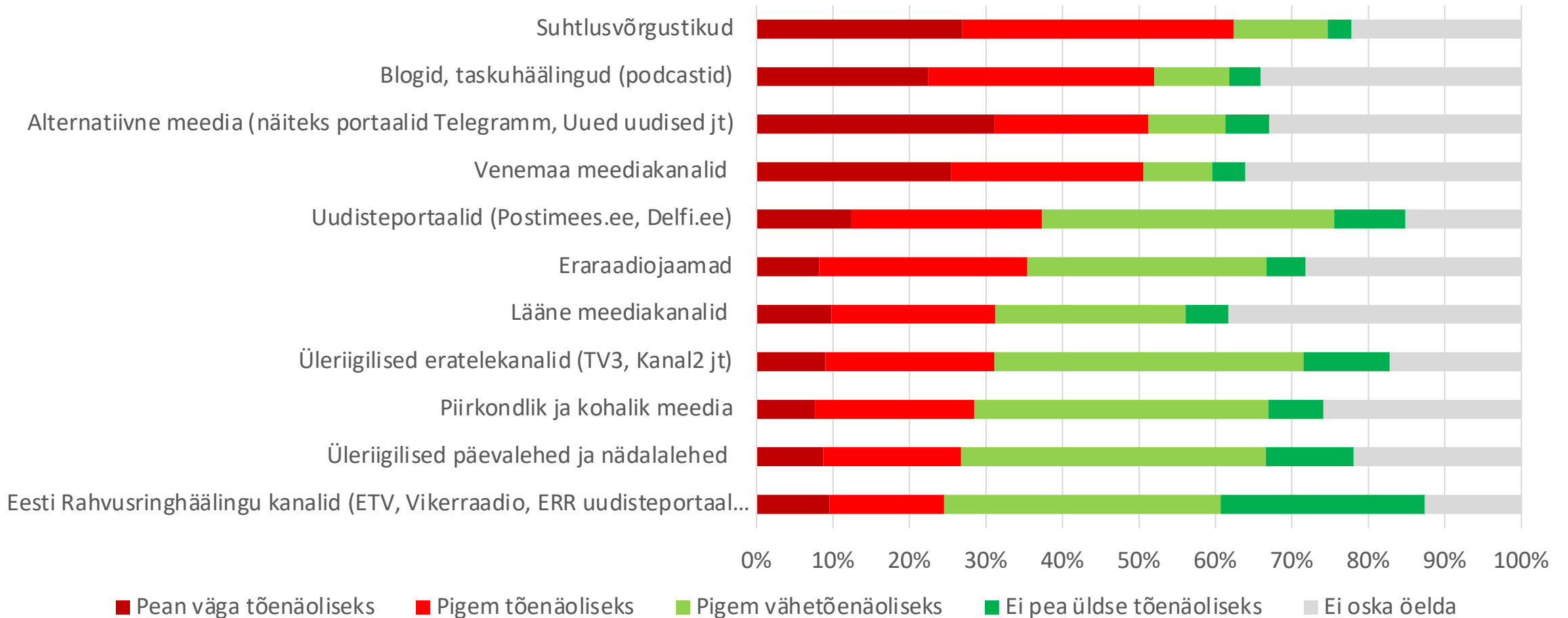


**NINE**





# Kui tõenäoliseks Te peate kahtlase väärtusega info või valeuudiste (sh ka COVIDi teemaliste) esinemist järgmistes kanalites? 2021





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# Juhtumi analüüs

# The spread of true and false news online

Soroush Vosoughi, Deb Roy, Sinan Aral

Science

09 Mar 2018:Vol. 359, Issue 6380, pp. 1146-1151

DOI: 10.1126/science.aap9559

<http://science.sciencemag.org/content/359/6380/1146.full>





VALEL ON LÜHIKESED  
JALAD,  
AGA TA JOOKSEB  
TÕEST KIIREMINI



# **Top 5 Fake Election Stories by Facebook Engagement (three months before election)**

**“Pope Francis Shocks World, Endorses Donald Trump  
for President, Releases Statement”  
(960,000, *Ending the Fed*)**

**“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...  
Then Drops Another BOMBSHELL! Breaking News”  
(789,000, *The Political Insider*)**

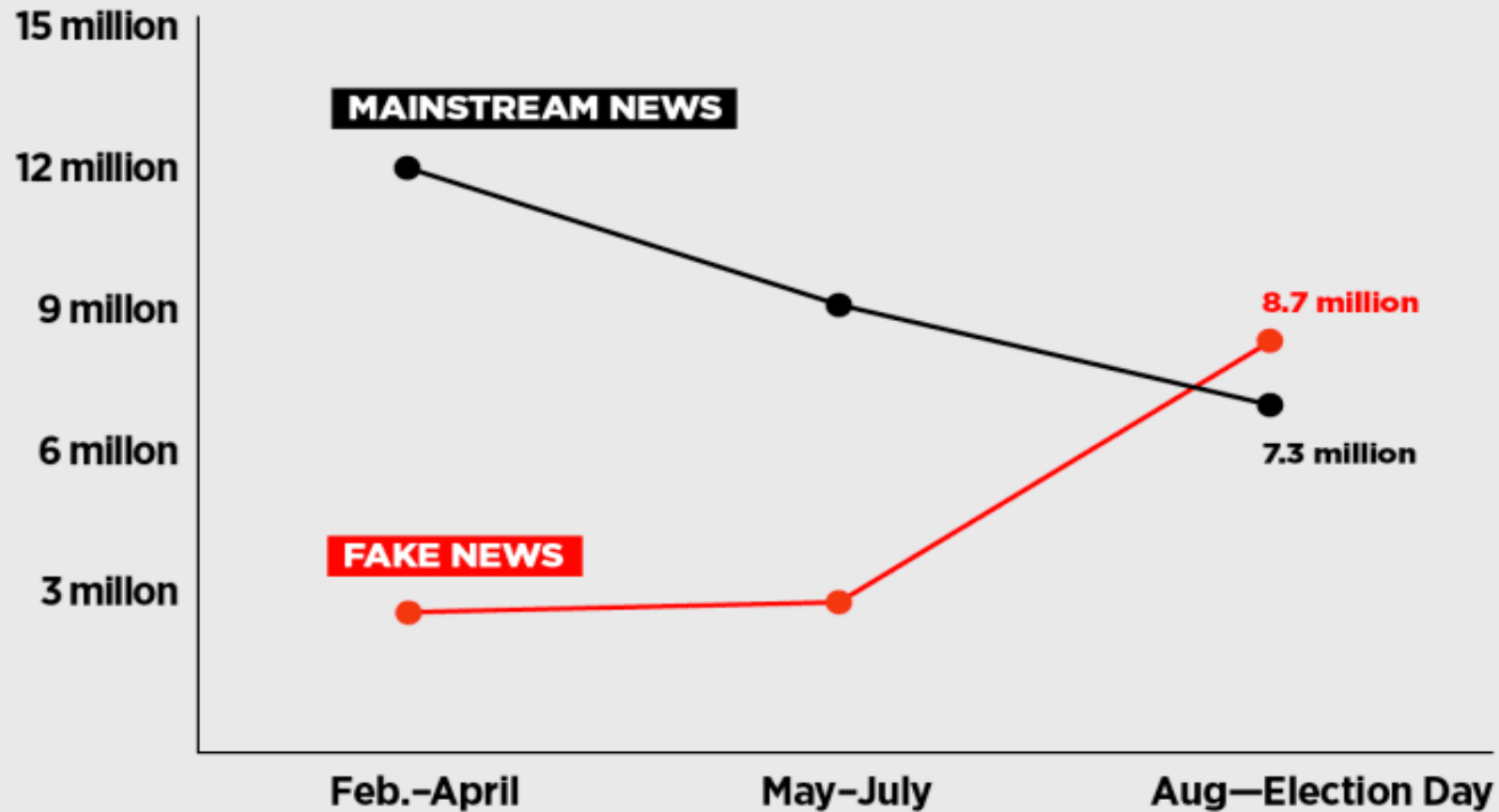
**“IT’S OVER: Hillary’s ISIS Email Just Leaked &  
It’s Worse Than Anyone Could Have Imagined”  
(754,000, *Ending the Fed*)**

**“Just Read the Law: Hillary Is Disqualified  
From Holding Any Federal Office”  
(701,000, *Ending the Fed*)**

**“FBI Agent Suspected in Hillary Email  
Leaks Found Dead in Apparent Murder-  
Suicide” (567,000, *Denver Guardian*)**

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS  
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

# Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

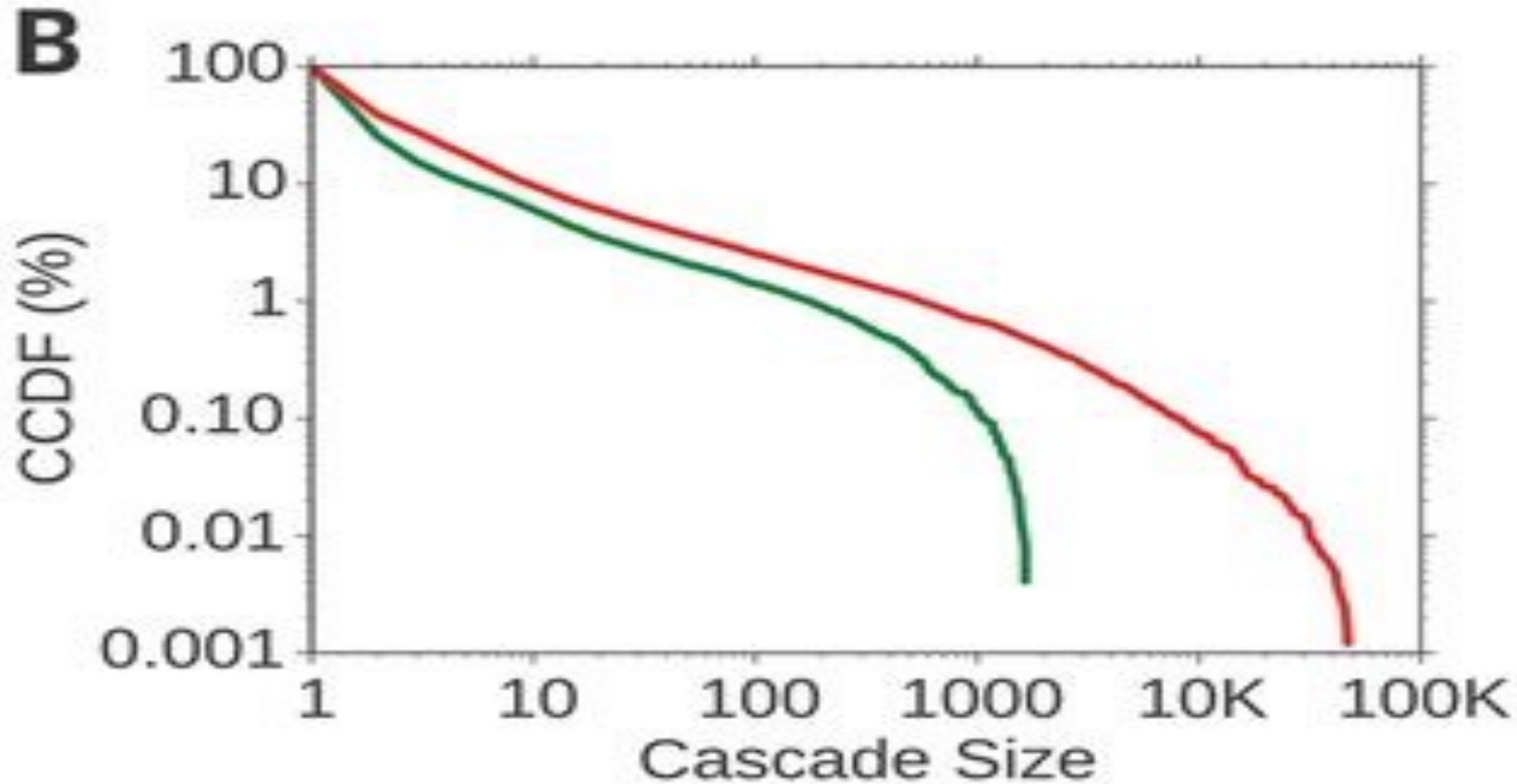




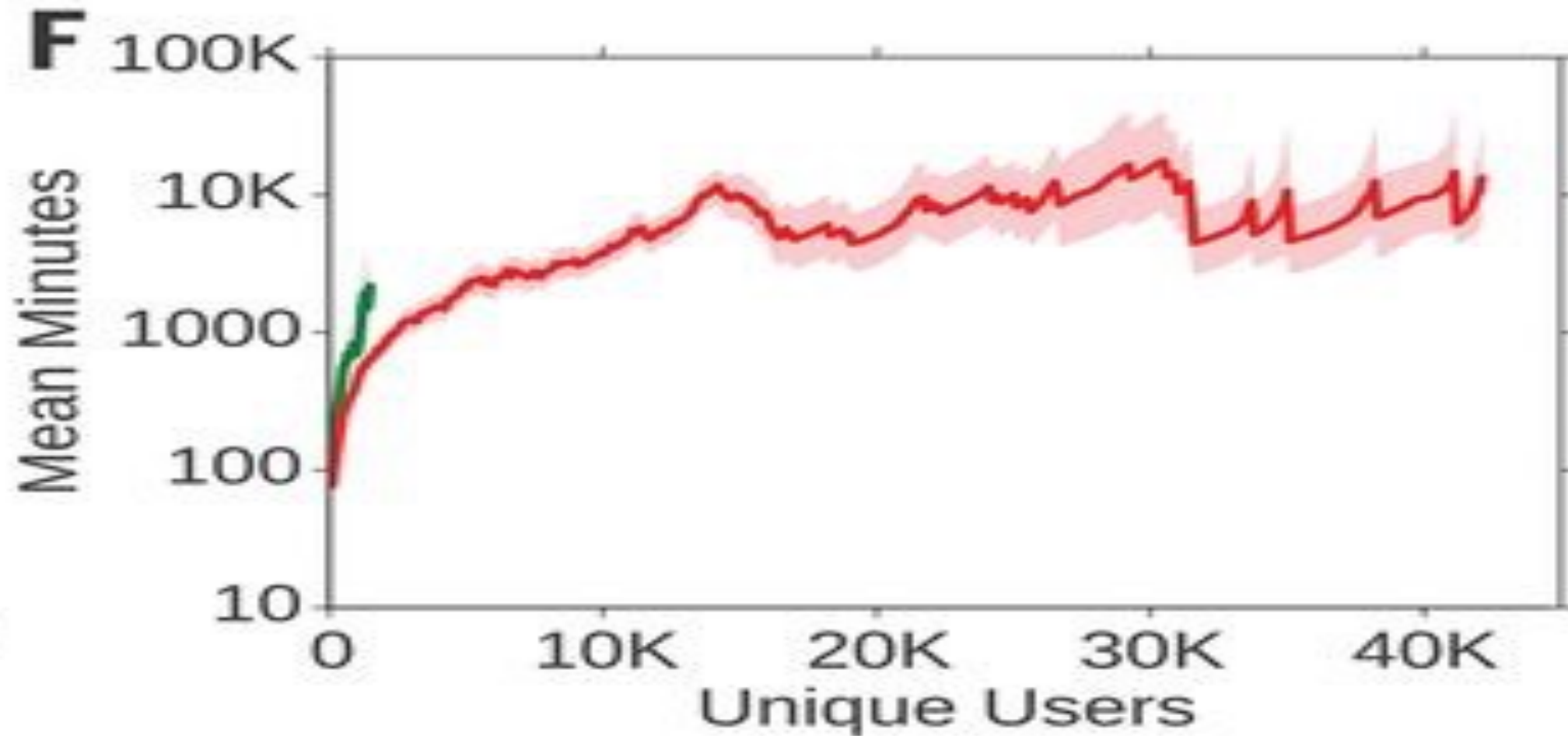
VALEL ON LÜHIKESED  
JALAD,  
AGA TA JOOKSEB  
TÕEST KIIREMINI



# Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.



# Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.



Soroush Vosoughi et al. Science  
2018;359:1146-1151

Valeuudised on tõestest uudistes uudsemad  
/ huvitavamad





# Tehnoloogias



Robotid jagavad valeuudiseid ja tõeseid lugusid võrdse kiirusega, inimesed aga valeuudiseid kiiremini







**MISSION:**

~~IMPOSSIBLE~~

POSSIBLE



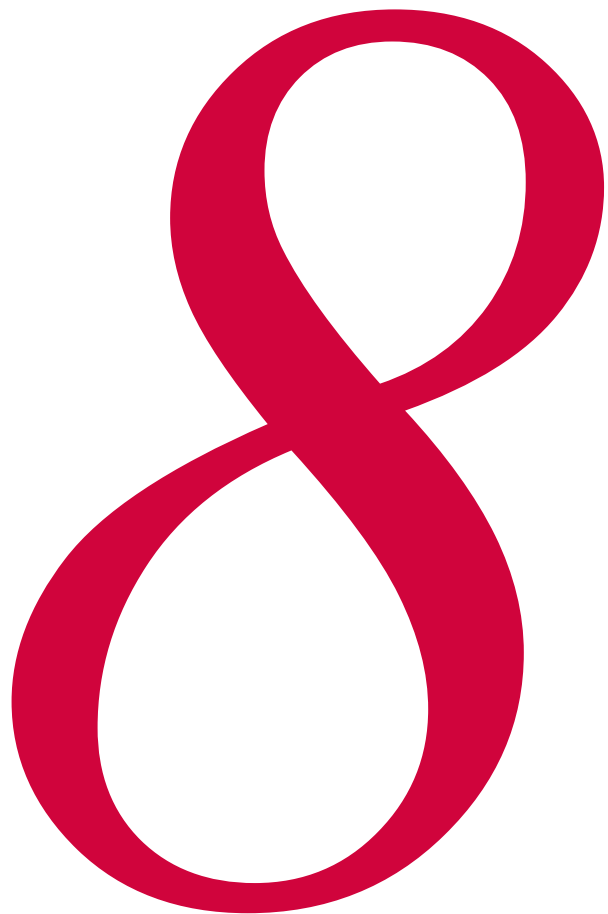






# Ülesanne 2

- Mida tasub meediatarbimisel meeles pidada?



Kokkuvõtteks viis soovitust





# Täna!

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