



CURRENT EVENTS AND DIFFERENT SOURCES OF INFORMATION

Commissioned by: the Open Estonia Foundation

TALLINN

September 2014

www.saarpoll.ee

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BACKGROUND OF THE STUDY

In summer 2014, the Open Estonian Foundation commissioned the social and marketing research company Saar Poll to conduct a public opinion survey in all of Estonia among Estonians and non-Estonians. The topics of the survey were current events, following news and the media, and the importance of different sources of information for residents of Estonia. One of the objectives of the study was to compile the typologies of the media worlds of Estonians and non-Estonians.

This report gives an overview of the background of the study and of the main results, describes the media world typologies set based on the results of the study, and presents a summary of the findings. The annexes of the report include the Estonian language questionnaire that was used and tables with data across varying socio-demographic indicators and media world types.

Study methods

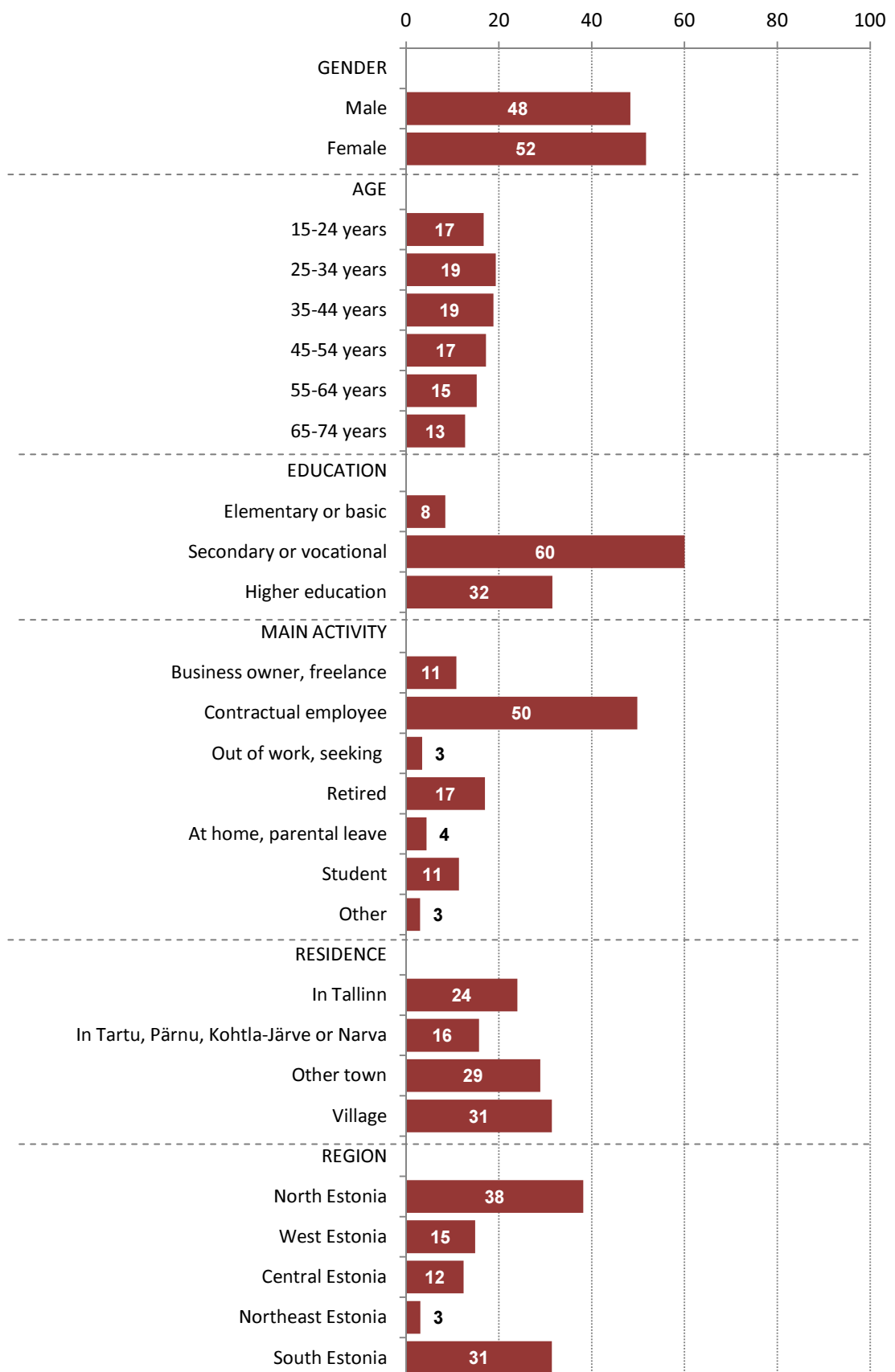
From the 29th of July to the 5th of August, 2014, the research company Saar Poll OÜ conducted a national public opinion study. In the form of telephone interviews, 1000 people aged 15-74 were questioned, among them 505 Estonians and 495 non-Estonians. For both groups, the proportional random sampling method was used in choosing respondents. Interviews were conducted by Saar Poll's experienced interviewers in Estonian and Russian.

To compensate for the differences that arose in the process of comparing the results of the questionnaire and the statistical model, the outcome was weighed across the following socio-demographic indicators ([Table 1](#)). In compiling the model of socio-demographic indicators, data from the population register was used, as it was provided on 30.01.2014. A more detailed overview of the profile of respondents in both ethnic groups can be seen in [Figure 1](#) and [Figure 2](#).

Table 1. Characteristics of the cohort based on socio-demographic indicators.

	Estonians		Non-Estonians	
	Model (%)	Weighed poll result (%)	Model (%)	Weighed poll result (%)
GENDER				
Male	48,3	48,3	47,1	47,1
Female	51,7	51,7	52,9	52,9
AGE				
15-24	16,7	16,7	10,7	10,7
25-34	19,3	19,3	18,7	18,7
35-44	18,8	18,8	17,4	17,4
45-54	17,2	17,2	19,1	19,1
55-64	15,2	15,2	21,6	21,6
65-74	12,7	12,7	12,5	12,5
REGION				
North Estonia	38,2	38,2	55,5	55,5
West Estonia	14,9	14,9	3,2	3,2
Central Estonia	12,4	12,4	2,9	2,9
NE Estonia	3,1	3,1	29,3	29,3
South Estonia	31,4	31,4	9,1	9,1

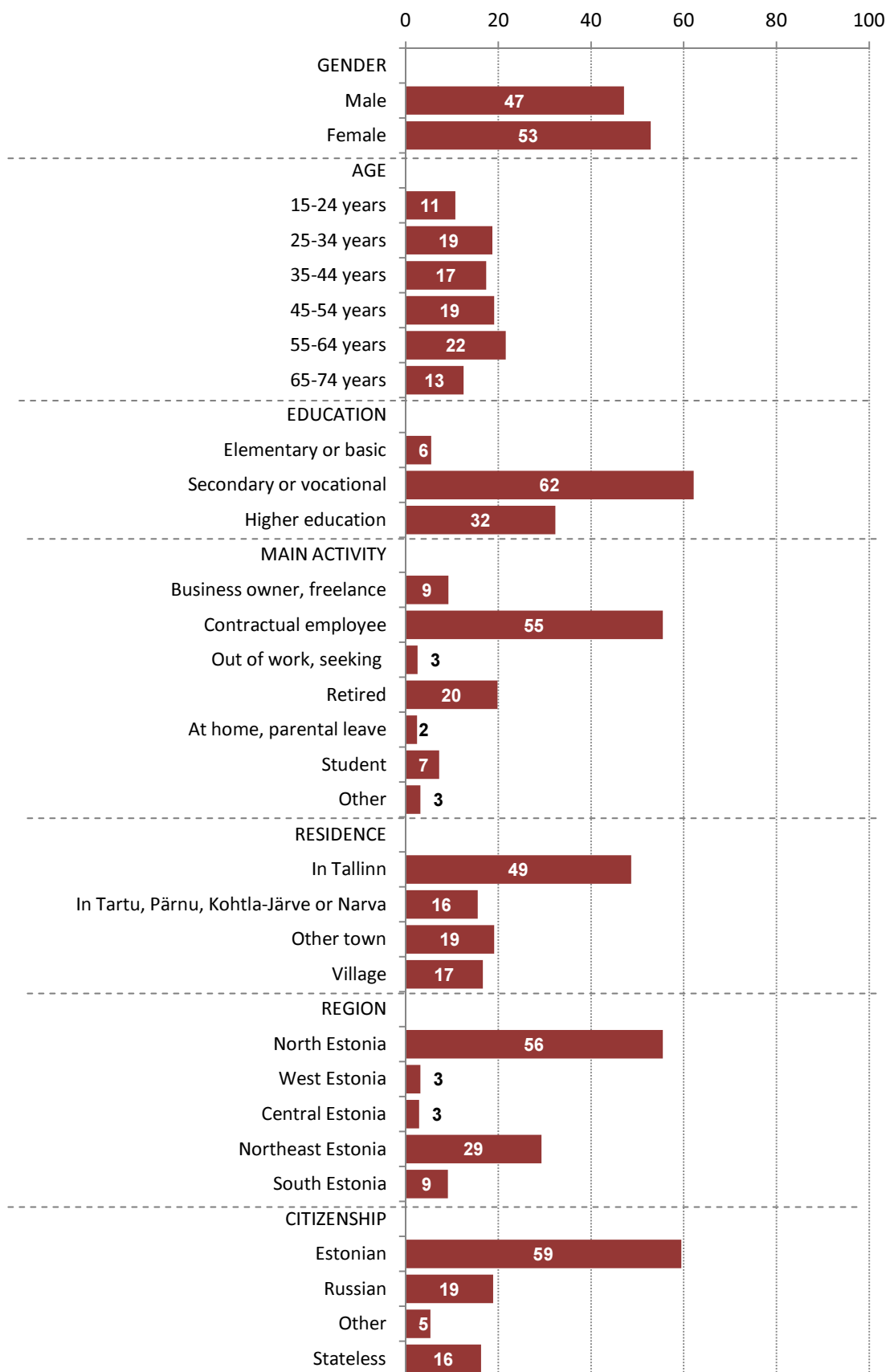
Current events and different sources of information

Figure 1. Profile of respondents: Estonians. (%; N¹=505).

¹ Here and henceforth, N represents the number of respondents.

Current events and different sources of information

Figure 2. Profile of respondents: non-Estonians. (%; N=495).



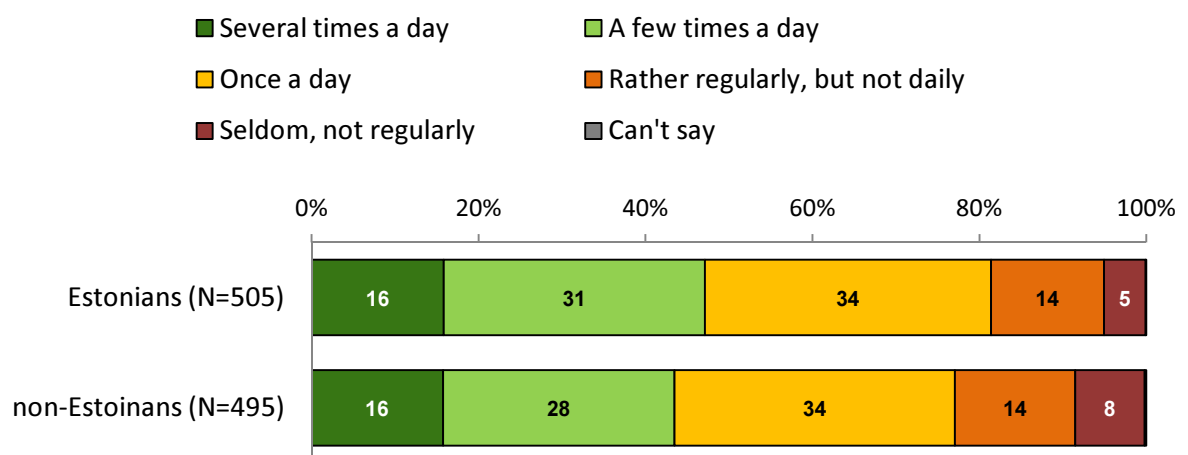
MAIN RESULTS OF THE STUDY

1. Following the news and sources of information

The first chapter will give an overview of how frequently and using which sources do the participants of the study follow the news and current events.

The results of the study show that the frequency of following the news among Estonians and non-Estonians is relatively similar. While among Estonians 81% of the respondents follow the news once a day or more, then among non-Estonians the share of respondents is 77% (Figure 3). An equal share of Estonians and non-Estonians follow the news more than once a day – 16%.

Figure 3. How frequently do you follow the news about current events from different sources of information in Estonia and abroad? (N=all the respondents)

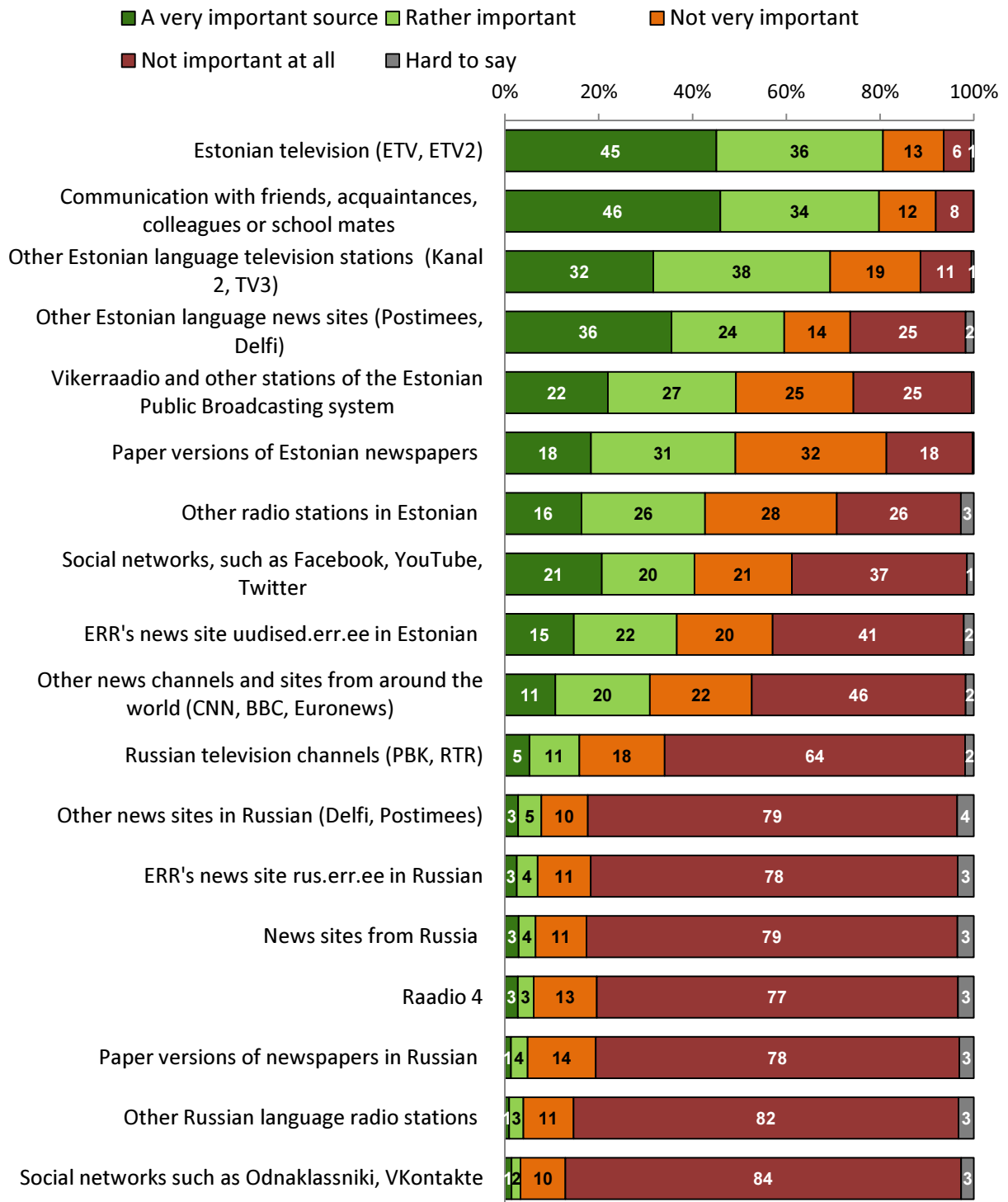


As expected, the differences are present in the sources of information that Estonians and non-Estonians consider important for following current events; however, these differences are first and foremost based on languages and when it comes to media types, the pattern is actually quite similar across the ethnic groups.

When it comes to types of media, for both Estonians and non-Estonians television is number one. For Estonians, Estonian Television (Eesti Television) is the main source of information, with 81% of the respondents considering it very important or rather important (Figure 4). 69% of Estonians consider other Estonian language television channels to be important. Based on this study, for non-Estonians the most important sources of information are Russian language television channels (for example, PBK, RTR), with 72% of respondents saying they are important (Figure 5). Communication with friends and acquaintances is also either a very important or rather important source of information in the media worlds of both Estonians (80%) and non-Estonians (72%). After television and communicating with acquaintances, for both groups the news sites Postimees, Delfi, etc., ranked next. Their Russian language versions are considered important by 57% of non-Estonians. Radio, paper versions of newspapers and social networks are less important compared to other types of media both among Estonians and non-Estonians.

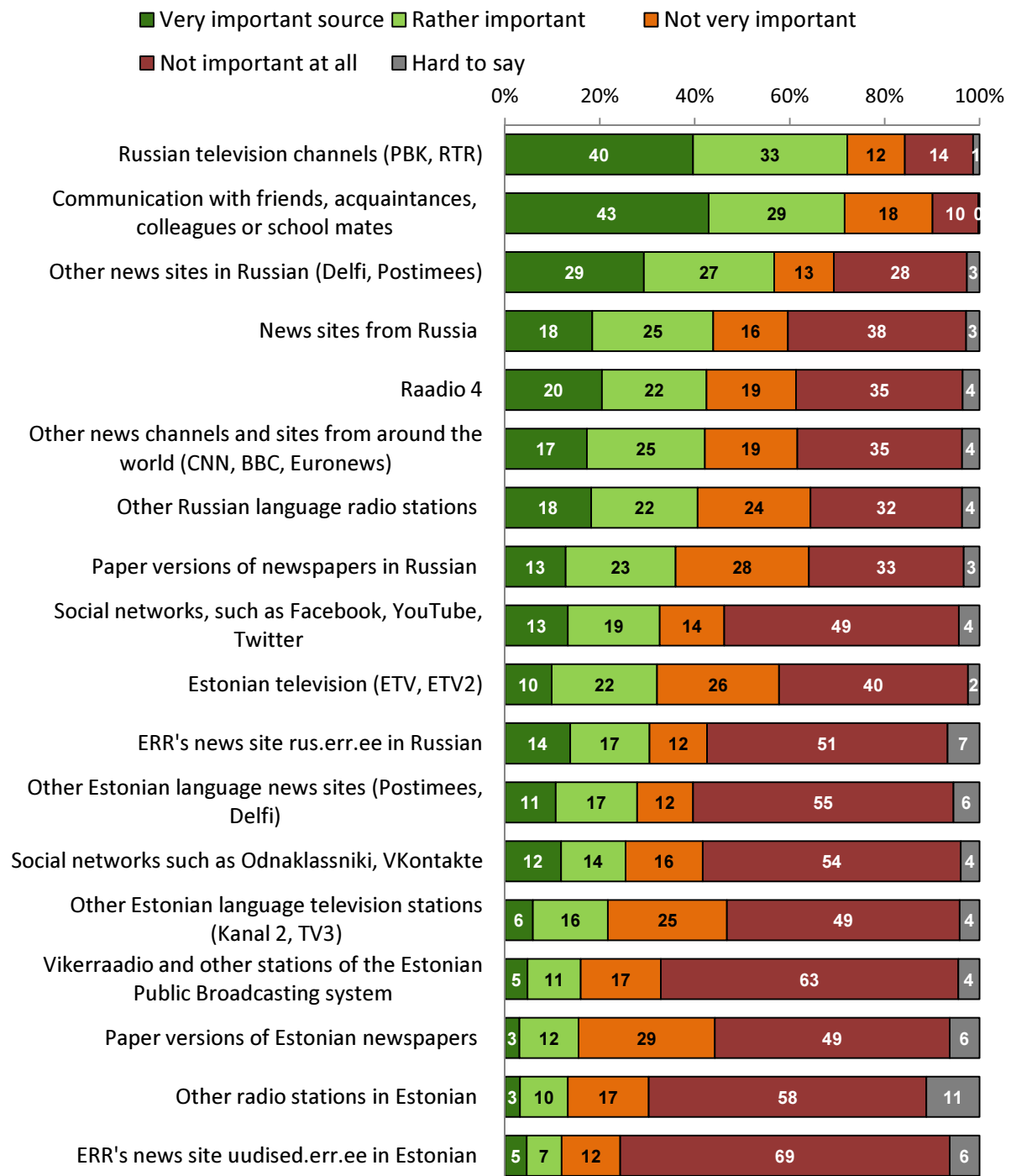
Current events and different sources of information

Figure 4. There are many sources of information for current events. How important are the following sources of information for you? (N=Estonians)



Current events and different sources of information

Figure 5. There are many sources of information for current events. How important are the following sources of information for you? (N=Non-Estonians)



When looking at the two ethnic groups and their preferences in sources of information, it is evident that the share of those among the non-Estonians who consider Estonian language sources of information to be important are noticeably higher than the share of those respondents among Estonians, who consider Russian language sources of information to be important. While among non-Estonians 32% consider Estonian Television, 32% other Estonian language channels and 22% of

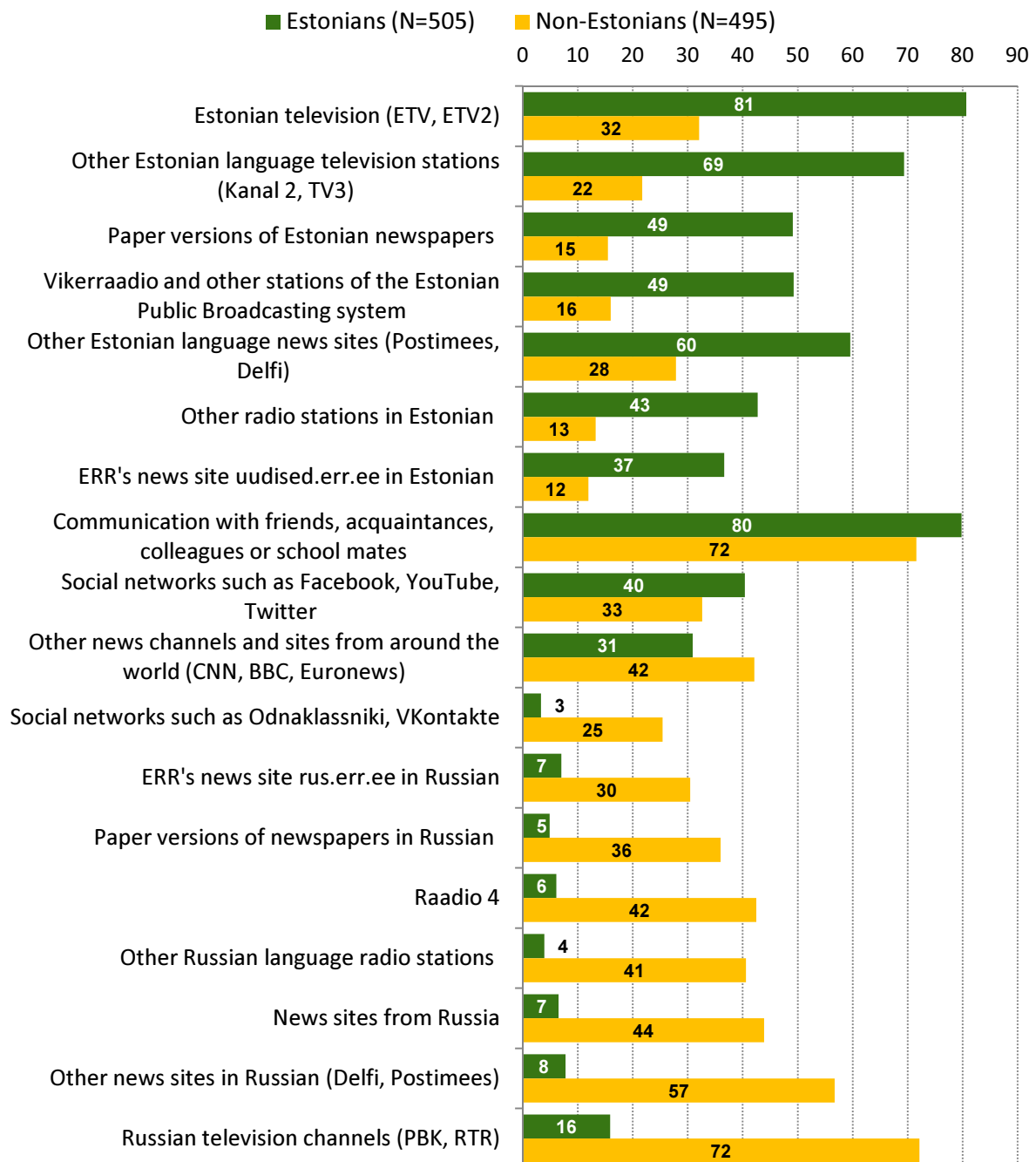
Current events and different sources of information

Estonian news sites (Postimees, Delfi) to be very or rather important, then among Estonians only 16% consider Russian television channels and 8% Russian language news sites to be important (Figure 6).

Other news sources from around the world (for example, BBC, CNN, Euronews, etc.) are slightly more important for non-Estonians (42% of non-Estonians consider them to be very or rather important, compared to 31% of Estonians). Social networks such as Facebook, Youtube and Twitter are marked as important sources of information among Estonians slightly more frequently than among non-Estonians, with answers of 40% and 33%, respectively. However, one of the reasons here may also be the greater popularity of the social networks Odnaklassniki and V Kontakte among non-Estonians (with 25% of non-Estonians and 3% of Estonians saying that they are important).

Current events and different sources of information

Figure 6. There are many sources of information for current events. How important are the following sources of information for you? (% of those responding very or rather important, N=all respondents)



Even though Russian language television channels are the most important sources of information for non-Estonians according to general evaluations, there are quite significant differences across age groups. While the share of those aged 65-74 who consider Russian language television stations very or rather important is 81%, and among those aged 55-64 the share is as high as 85%, then among the 25-34 year old group, only 59% consider Russian language television stations to be important for following the news, and among the 15-24 year olds the percentage is even lower (53%). At the same time, among younger respondents the role of social networks and different news sites is more

important. It is worth noting here that 51% of 15-24 year old and 42% of 25-34 year old non-Estonians consider Estonian language news sites such as Postimees or Delfi to be important, whereas the same indicator along those aged 55-64 and 65-74 are 14% and 15%, respectively. Therefore, the results of this study confirm the overall conclusion that AS Turuuringud arrived at with their survey that was commissioned by Eesti Päevaleht and Delfi in August 2014: trust in Russian news channels is lowest and trust in Estonian media is much higher than average among the younger age groups².

2. Types of media worlds

As one of the results of this study, the typologies of the media worlds of Estonians and non-Estonians were compiled, and this chapter describes them in closer detail. Since previous analyses have shown that the media worlds of Estonians and non-Estonians are very different and the central points are occupied by very different sources of information, in the interest of clarity two different typologies were made.

To compile the typologies, the k-means clustering method was used. The basis for the analysis was formed by the block of questions described in the previous chapter, which touched upon the importance of different sources of information for the respondent in following current events. The block of questions about the importance of sources of information was the best suited for creating the typologies, because for each respondent it thoroughly describes his or her media world and the very important, rather important and unimportant sources of information for current events. All together, the list included 18 different types of information sources, and the respondents were asked to assess their importance. The option “can’t say” or the lack of a meaningful answer was handled as a neutral assessment in compiling the typologies, and its value was coded on a 5-point scale as the median answer (when recoded, the scale was as follows: 5 – a very important source of information, 4 – rather important, 3 – can’t say, 2 – not very important, 1 – not important at all). For Estonians, a four-type solution and for non-Estonians a five-type solution proved to be the clearest option for interpreting the results of the cluster analysis, as described in the following points of this chapter.

2.1. Types of media worlds among Estonians

When compiling the typology, it became clear that when it comes to the media worlds of Estonians, one of the main differentiating factors is the general active or passive approach to following the news. A passive type (type 1) clearly presented itself (those, who are indifferent towards most sources of information), as well as the active type (type 4), who feels that very many different sources of information are important. In addition, the development of types was influenced not so much by the importance of single media channels, but rather the preference towards a certain type of media in general. For several types, it is characteristic to attribute importance to one certain type of media (for example, television), within which several different channels are considered important (for example, Estonian Television, as well as other Estonian language television channels).

² Paris, Krister. Putin’s propaganda is shooting itself in the foot. (orig. Putini propaganda tulistab Eestis endale jalga). Eesti Päevaleht, 21.08.2014

Current events and different sources of information

Table 2 shows the types of media worlds among Estonians, where it can be seen what was considered important and what was the basis for the cluster analysis. Green is used here to mark all the types where more than half of the respondents answered that the source of information is important. Yellow is used to mark types, where at least 30% but less than 50% considered a source of information to be important.

Table 2. The importance of sources of information among Estonians across different types of media worlds. (Share of responses “very important source” and “rather important source”, N=Estonians)

	Type 1. Passive media follower (N=101; 20% respondents)	Type 2. Follows television and digital media in Estonian (N=183; 36% respondents)	Type 3. Follows traditional media in Estonian (N=151; 30% respondents)	Type 4. Diverse follower of media in multiple languages (N=71; 14% respondents)	Total Estonians (N=505; 100% respondents)
Paper versions of Estonian newspapers	17%	48%	66%	62%	49%
Paper versions of newspapers in Russian	7%	1%	1%	21%	5%
Estonian television (ETV, ETV2)	31%	93%	97%	84%	81%
Other Estonian language television stations (Kanal 2, TV3)	21%	78%	91%	71%	69%
Russian television channels (PBK, RTR)	14%	8%	16%	39%	16%
Vikerraadio and other stations of the Estonian Public Broadcasting system	17%	45%	71%	62%	49%
Other radio stations in Estonian	15%	51%	49%	48%	43%
Radio 4	4%	1%	4%	25%	6%
Other Russian language radio stations	7%	0%	3%	11%	4%
ERR's news site uudised.err.ee in Estonian	18%	59%	15%	50%	37%
Other news sites in Estonian (Postimees, Delfi)	45%	95%	15%	85%	60%
ERR's news site rus.err.ee in Russian	4%	2%	0%	40%	7%
Other news sites in Russian (Delfi, Postimees)	10%	1%	0%	39%	8%
News sites from Russia	8%	0%	1%	33%	7%
Other news channels and sites from around the world (CNN, BBC, Euronews)	22%	42%	8%	64%	31%
Social networks such as Facebook, YouTube, Twitter	36%	63%	11%	50%	40%

Current events and different sources of information

	Type 1. Passive media follower (N=101; 20% respondents)	Type 2. Follows television and digital media in Estonian (N=183; 36% respondents)	Type 3. Follows traditional media in Estonian (N=151; 30% respondents)	Type 4. Diverse follower of media in multiple languages (N=71; 14% respondents)	Total Estonians (N=505; 100% respondents)
Social networks such as Odnaklassniki, VKontakte	4%	3%	1%	9%	3%
Communication with friends, acquaintances, colleagues or school mates	56%	95%	75%	83%	80%

Type 1 – passive media follower (20 % of respondents)

What characterises respondents falling under this type is that most of the sources of information on the list are not particularly important for them for following current events. The main source of information for this type is communication with friends and family, with 56% of the type responding that it is very important or rather important; however, compared to other types, this indicator is significantly lower as well. Estonian language sites such as Postimees online and Delfi are considered important to a lesser degree (45% of the type), as are social networks such as Facebook, Youtube, Twitter (36%) and Estonian Television (31%). A representative of this type follows the news less compared to other types, with 17% following the news seldom, irregularly and 18% following rather regularly, but not daily. Compared to other types, a representative of this type is younger: 46% of the respondents of this type are less than 35 years old.

Type 2 – follows television and digital media in Estonian (36 % of respondents)

This type is characterised first and foremost by the importance they attribute to television and digital media in Estonian. 95% of these respondents consider news sites such as Postimees online and Delfi to be important sources of information. The ERR's (Estonian Public Broadcasting) Estonian language site is considered important by less respondents (59%). 93% of representatives of this type say that Estonian Television is either very important or rather important as a source of information and 78% gave the same response about other Estonian television channels. Compared to other types, this type also had the largest share of respondents who consider social networks like Facebook, Youtube or Twitter to be important – 63%. Communication with friends and acquaintances is also more important than on average for this group, with 95% of respondents saying that it is an important source of information. Therefore, this type is remarkable also because among other sources representatives also prefer information stemming from personal contacts. Compared to other types, Russian language sources of information are least important for this type.

The representatives of this type also tend to be younger, with 74% of them being less than 45 and 53% less than 35 years old. Also, this type has the greatest share of respondents who have obtained higher education (40%; general figure among Estonians is 32%).

Type 3 – follows traditional media in Estonian (30 % of respondents)

The main characteristic of this type is that traditional media (newspapers, television, radio) are considered important and news sites and social networks less so. The most important source of information for this type is the television: 97% consider Estonian Television and 91% consider other Estonian television channels to be very important or rather important. Communication with friends and acquaintances is important for 75% of the representatives of this type. Radio and paper versions of newspapers are also important, with 71% considering Vikerraadio and other ERR radio stations, 49% other radio stations, and 66% paper versions of Estonian newspapers to be very or rather important. For this group, digital media is rather unimportant. The ERR's Estonian language news site and other Estonian language news sites are considered important by only 15% of representatives of this type, other Estonian news sites by 15% of the type, and social networks such as Facebook, Youtube and Twitter by only 11% of this type – all three indicators are significantly lower compared to other types.

The followers of traditional media in Estonia are clearly different from other types by their socio-demographic background as well. The clear majority of this group are older respondents: 50% of the representatives of this type are 55 or older, and 37% are retired. 47% of the type live in rural areas, which is also high compared to the total figure among Estonians (31%). There are slightly more women in this type compared to others as well (57%; 52% in all among Estonians) and less respondents with higher education (21%; 32% in all among Estonians).

Type 4 – diverse follower of media in multiple languages (14% of respondents)

This type is characterised by considering a very diverse selection of information sources as important, whereas Russian channels and other news channels and sites from around the world are also greater in importance for this group compared to other types, although the Estonian sources are definitely most important. For this type, traditional media channels are as important as digital media channels. While 84% of the representatives of this type consider Estonian Television and 71% other Estonian channels to be very or rather important, then Estonian news sites such as Postimees online and Delfi are considered important by as much as 85% and the ERR Estonian language site by 50%. For the representatives of this type, paper versions of Estonian publications are also important (62%), as are Vikerraadio and other ERR Estonian language stations (62%), and other Estonian language radio stations (48%). Nearly half (50%) of respondents of this type consider social networks like Facebook, Youtube or Twitter to be important. Communication with friends and acquaintances is also more important as a source of information for this type (83%) compared to Estonians in general, although in the case of Type 2, which follows television and digital media in Estonian, the share of this indicator is even higher (95%).

Compared to other types, Russian language information sources and ones from elsewhere around the world are also more important. For example, the ERR news site in Russian is very or rather important for 40%, other Russian news sites (Postimees and Delfi in Russian) for 39%, Russian television channels (PBK, RTR, etc.) also for 39%, and news sites from Russia for 33% of the representatives of this type. 25% say that Radio 4 is important, which is also a much higher percentage compared to other types. News channels and sites from around the world (CNN, BBC, Euronews, etc.) are even more important compared to Russian sources, with 64% of the representatives of this type considering them important.

The representatives of this type are also those who follow the news on the most frequent basis – 57% of this group follows the news a few times a day or more. Among Estonians, the share of this frequency in total is 47%.

Compared to other types, this type has the greatest share of men (55%) and the largest represented age group is those 35-54 (46% of the type). Compared to other types, there are the most residents of Tallinn in this group (34%; 24% in all among Estonians).

2.2. Types of media worlds among non-Estonians

When it comes to the typology of the media worlds among non-Estonians, the most particular one proved to be type 5 – those who follow Estonian language media – who, unlike all other groups, prefers Estonian language channels to Russian ones. While for all other types, the most important source of information is commonly Russian television, then the follower of Estonian media clearly prefers Estonian Television.

At the same time, it cannot be singularly said about all other types that they are consuming information that is only from Russia or only local. As with the media world types among Estonians, the factor that emerges among non-Estonians is also the preference of a certain type of media. For example, type 3 considers news sites to be important, regardless of whether they are Estonian, Russian or from elsewhere in the world, so it cannot be said of this type that they operate definitely only in the Russian or Estonian fields of information. Also, those who follow Russian traditional media (Type 1) and who are most strongly touched by the sphere of influence of Russian television channels, still consider local Radio 4 and other local sources to be important to some degree.

Table 3 shows the types of media worlds among non-Estonians, where it can be seen what was considered important and what was the basis for the cluster analysis. Green is used here to mark all the types where more than half of the respondents answered that the source of information is important. Yellow is used to mark types, where at least 30% but less than 50% considered a source of information to be important.

Table 3. The importance of sources of information among non-Estonians across different types of media worlds. (Share of responses “very important source” and “rather important source”, N=non-Estonians)

	Type 1. Follows traditional Russian media (N=132; 27% respondents)	Type 2. Diverse follower of Russian language media (N=77; 16% respondents)	Type 3. Follows Russian television channels and news sites, and news sites from around the world (N=126; 26% respondents)	Type 4. Diverse follower of media in multiple languages (N=92; 19% respondents)	Type 5. Follows Estonian language media (N=67; 14% respondents)	Total non- Estonians (N=495; 100% respondents)
Paper versions of Estonian newspapers	9%	8%	9%	21%	42%	15%

Current events and different sources of information

	Type 1. Follows traditional Russian media (N=132; 27% respondents)	Type 2. Diverse follower of Russian language media (N=77; 16% respondents)	Type 3. Follows Russian television channels and news sites, and news sites from around the world (N=126; 26% respondents)	Type 4. Diverse follower of media in multiple languages (N=92; 19% respondents)	Type 5. Follows Estonian language media (N=67; 14% respondents)	Total non- Estonians (N=495; 100% respondents)
Paper versions of newspapers in Russian	45%	44%	32%	39%	14%	36%
Estonian television (ETV, ETV2)	20%	19%	9%	58%	78%	32%
Other Estonian language television stations (Kanal 2, TV3)	14%	7%	9%	43%	48%	22%
Russian television channels (PBK, RTR)	79%	73%	70%	90%	37%	72%
Vikerraadio and other stations of the Estonian Public Broadcasting system	7%	3%	4%	40%	38%	16%
Other radio stations in Estonian	4%	6%	5%	33%	28%	13%
Radio 4	54%	31%	26%	72%	22%	42%
Other radio stations in Russian	40%	57%	27%	63%	18%	41%
ERR's news site uudised.err.ee in Estonian	2%	14%	3%	32%	19%	12%
Other Estonian language news sites (Postimees, Delfi)	2%	37%	16%	57%	50%	28%
ERR's news site rus.err.ee in Russian	3%	66%	28%	55%	15%	30%
Other news sites in Russian (Delfi, Postimees)	9%	91%	77%	88%	30%	57%
News sites from Russia	5%	66%	68%	75%	7%	44%
Other news channels and sites from around the world (CNN, BBC, Euronews)	7%	44%	70%	56%	38%	42%
Social networks such as Facebook, YouTube, Twitter	5%	84%	29%	32%	36%	33%

Current events and different sources of information

	Type 1. Follows traditional Russian media (N=132; 27% respondents)	Type 2. Diverse follower of Russian language media (N=77; 16% respondents)	Type 3. Follows Russian television channels and news sites, and news sites from around the world (N=126; 26% respondents)	Type 4. Diverse follower of media in multiple languages (N=92; 19% respondents)	Type 5. Follows Estonian language media (N=67; 14% respondents)	Total non- Estonians (N=495; 100% respondents)
Social networks such as Odnaklassniki, VKontakte	6%	88%	13%	32%	7%	25%
Communication with friends, acquaintances, colleagues or school mates	62%	91%	69%	76%	68%	72%

Type 1 – follows traditional Russian media (27% of respondents)

In following the news, this type is characterised by a rather high degree of indifference towards several sources of information – especially Estonian language and digital media sources, which are clearly considered to be of little importance within this type. The most important source of information for this group is overwhelmingly Russian television channels (PBK, RTR), with 79% considering them important. At the same time, 54% of representatives of this type find that Radio 4 is also very or rather important, which comes in third among all sources for this type after communication with friends and acquaintances, which was important for 62% of respondents. Other Russian language radio stations are important for 40% of the type. After television, communication and the radio, the next in importance are paper versions of Russian newspapers, with 45% of respondents of this type stating that they are important sources. Therefore, it can be said that the representatives of this type first and foremost consider Russian traditional media to be important and sources of other languages or other media types are of little importance for them. Even though the most important channels are clearly the Russian produced ones, the local Radio 4 is also important to some degree, as are other Russian language radio stations and paper versions of Russian newspapers.

The representatives of this type are more often older – 56% of respondents in this group are 55 or older, whereas 36% of this group are retired. Among this type there are more women (58% compared to 53% among non-Estonians in all) and less respondents with higher education (23%; 32% among non-Estonians in all). Another characteristic of this group is that compared to other groups, this type includes the most respondents with Russian citizenship and the least with Estonian citizenship (29% and 47% respectively; 19% and 59% among non-Estonians in all). 48% of the representatives of this type were born in Estonia, whereas the share of those born in Estonia among non-Estonians is generally significantly higher at 63%. Estonian language skills are also the worst off for this type – 28% cannot follow newspapers, radio or television in Estonian and 45% understands only partially. Among non-Estonians, these figures are in all 20% and 38%, respectively.

Type 2 – diverse follower of Russian language media (16% of respondents)

The media world of this type is characterised by the fact that very diverse sources in Russian are important (incl. those from Russia as well as Estonia), whereas Estonian sources are not. For this type, social networks and news sites have high importance. The most important sources of information for this type are local Russian language news sites (for example, Postimees, Delfi), with as much as 91% of the type considering them very or rather important. Therefore, this type is more strongly involved in the local field of information. An equal share of respondents feel that communicating with friends and acquaintances is important. A great importance for this type is also on the social networks Odnaklassniki and Twitter, which are important for 84% of the respondents. This is also the only type for whom social networks have significant importance. In addition, for this type important sources are Russian television channels (73%), the ERR news site in Russian (66%), Russian news sites (66%), and Russian language radio stations (except Radio 4), which are important for 57% of this type. Therefore, the media world of this type includes quite a varied selection of Russian language information sources, where local Estonian and Russian sources are represented.

The representatives of this type are rather young – 52% of them are below 35. Compared to non-Estonians generally, there are more Estonian citizens (64%; 59% among non-Estonians in all), more respondents born in Estonia (73% and 63% respectively), and a fourth of them (25%) report that both parents were born in Estonia (18% among non-Estonians in all). Understanding Estonian for this type is worse than on average – 23% cannot follow newspapers, radio or television in Estonian and 46% understand partially.

Type 3 – follows Russian television channels and news sites, and news sites from around the world (26% of respondents)

The particular feature of this media world is that the news sites are relatively greater in importance compared to other sources of information, whereas importance is attributed to local as well as Russian sites, but also to other sites and news sources from around the world. Estonian language news sites, however, are not an important source of information for this type.

The most important for the representatives of this type are the local Russian language news sites such as Postimees and Delfi, with 77% of respondents saying that they are either very or rather important. Other news sources and sites from around the world are considered important by 70% of this type, which is significantly higher compared to other types. Also important for this type are the sources of information from Russia – Russian television channels, which are important for 70% of this type and Russian news sites, which are important for 68% of these respondents. Communicating with friends and acquaintances is important for 69% of this type. The other sources of information for this type of media world are relatively lower.

There are more men among the representatives of this type (54%; 47% among non-Estonians in all) and more respondents with higher education (40% vs. 32%). The largest represented age group in this type is 35-54 year olds (50% vs. 36% among non-Estonians in all). Compared to other types, the representatives of this type include the most residents of Tallinn (53%; 49% among non-Estonians in

all). 67% of the representatives of this type were born in Estonia, which is a slightly higher share than among non-Estonians in all (63%).

Type 4 – diverse follower of media in multiple languages (19% of respondents)

The particularity of this type of media world is that almost all listed sources of information are greater in importance compared to the overall results for non-Estonians, including sources in Russian as well as in Estonian. The most important sources of information for this group are Russian language television channels, which are considered important by as much as 90% of the representatives, as well as local Russian language news sites like Postimees and Delfi, which are important for 88%. Therefore, in the media world of this type, information of Russian and local origin are both of importance. For this type, Russian radio stations are also important (Radio 4 for 74% and other Russian stations for 63% of the representatives of the type), as well as various other news sites, including Russian ones (important for 75%), local Estonian sites Postimees online and Delfi (57%), the ERR news site in Russian (55%) and other news sources and sites from around the world (56%). Therefore, it can be said that in addition to Russian, the representatives of this type also follow current events in Estonian and English. The most important information source in Estonian is Estonian Television, which is an important source of information for 58% of respondents. Other Estonian television channels are important for 43% of the respondents.

Compared to all non-Estonians, there are relatively more Russians in this group (92% vs. 88%) and older respondents (the share of those over 55 among the type was 39%; the share among non-Estonians in all is 34%). Compared to other types, the representatives of this type included the most stateless persons (23; 16% in all among non-Estonians).

Type 5 – follows Estonian media (14% of respondents)

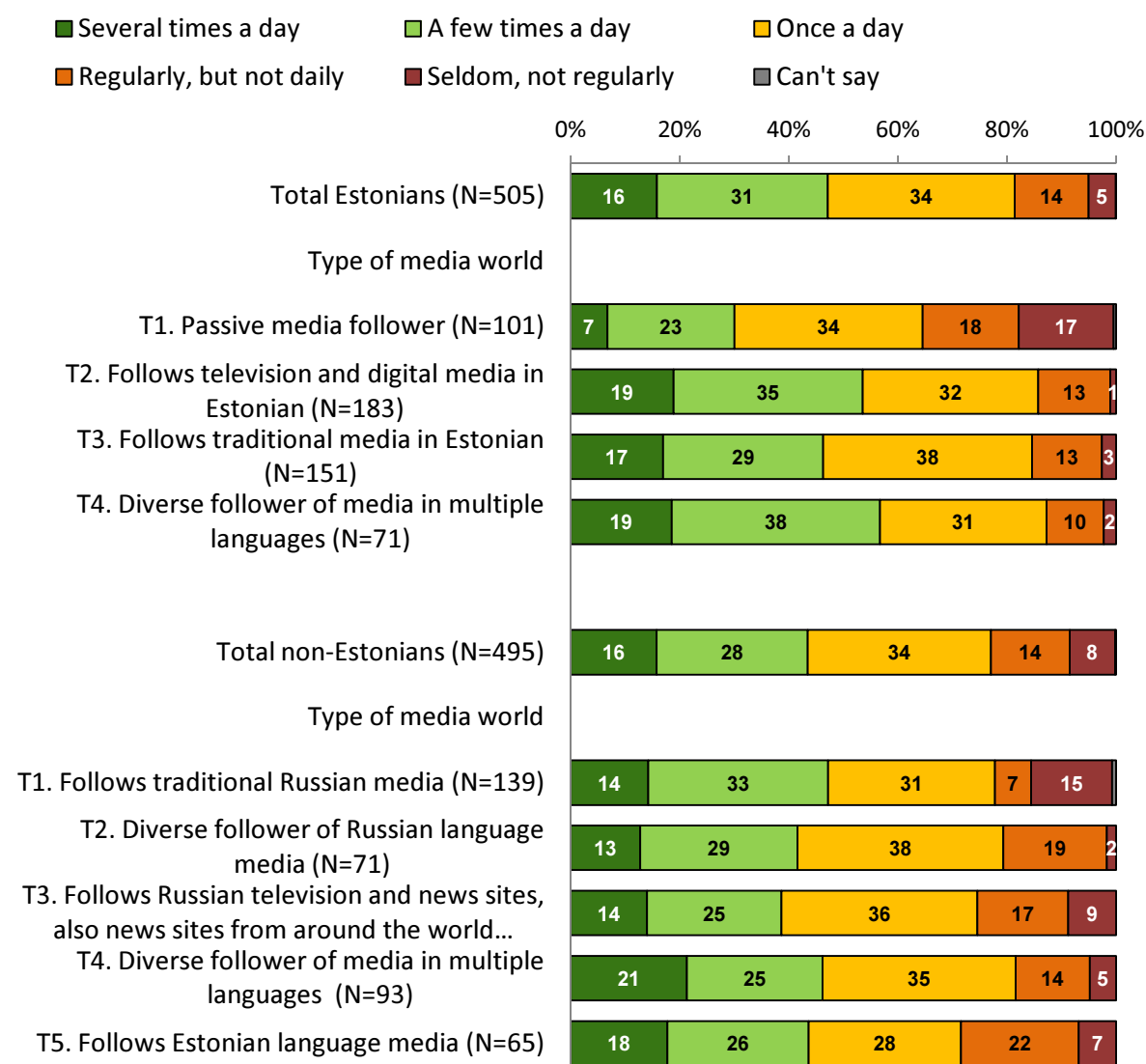
The differentiating feature of this type is that Estonian language sources are preferred to Russian ones. The most important source of information for this group is Estonian Television, which is considered to be either a very or rather important source of information for current events by 78% of representatives of this type. At the same time, Russian television channels are considered important by only 37% of representatives of this type, which is a significantly lower figure compared to other types. For non-Estonians in all, the same indicator is 72%. Other important sources of information for this type are communication with friends and acquaintances (68%), other Estonian language television channels such as Kanal 2 and TV 3 (48%), and Estonian language news sites such as Postimees and Delfi (50%). In comparison, news sites in Russian such as Postimees or Delfi are important for only 30% and Russian news sites for 7% of this type. Therefore, it can be said that the media world of this type is clearly oriented towards local Estonian language sources of information and this makes the type different from all other types.

The follower of Estonian media is also particular due to several socio-demographic characteristics. Compared to other types, this group includes a significantly lower share of those with a Russian ethnic background (75% vs. 88% of non-Estonians in all), and a quarter of the respondents have identified themselves as being of some other nationality. There are clearly more respondents with an Estonian citizenship among the group (83% vs. 59% among non-Estonians in all). 79% of respondents of this type were born in Estonia (63% in all among non-Estonians), and in 35% of cases both of their parents were also born in Estonia (18% in all among non-Estonians). Estonian language skills are

Current events and different sources of information

considerably better among this type compared to others – 48% say that they understand everything when they read newspapers, listen to the radio and watch television in Estonian (the share of those among non-Estonians in all is just 22%). There are less people from the northeast part of Estonia among this type (20%; 29% among non-Estonians in all). The respondents tend to be younger – 47% of them are less than 35 years old. The share of those with higher education is higher in this group (40%; 32% among non-Estonians in all).

Figure 7. How often do you usually follow the news that different sources of information provide about current events in Estonia and abroad? (N=all respondents)



Among the media world types of Estonians, the most active news followers are the diverse followers of media in different languages and those who follow television and digital media in Estonian, among whom 57% and 54% of the representatives, respectively, follow current events at least a few times a day (Figure 7). In case of the passive media follower, the same indicator is only 30%. Among non-Estonian types, the most active are the diverse followers of media in multiple languages – 82% of the

representatives of this type follow current events at least once a day and 46% at least a few times a day.

3. Current events

3.1. Significant current events

The participants of the study were asked which recent current topic or event in the media has been the most important one in their opinion. In interpreting the results, the time frame of the poll has to be considered – the answers were given between July 29th and August 5th in summer 2014.

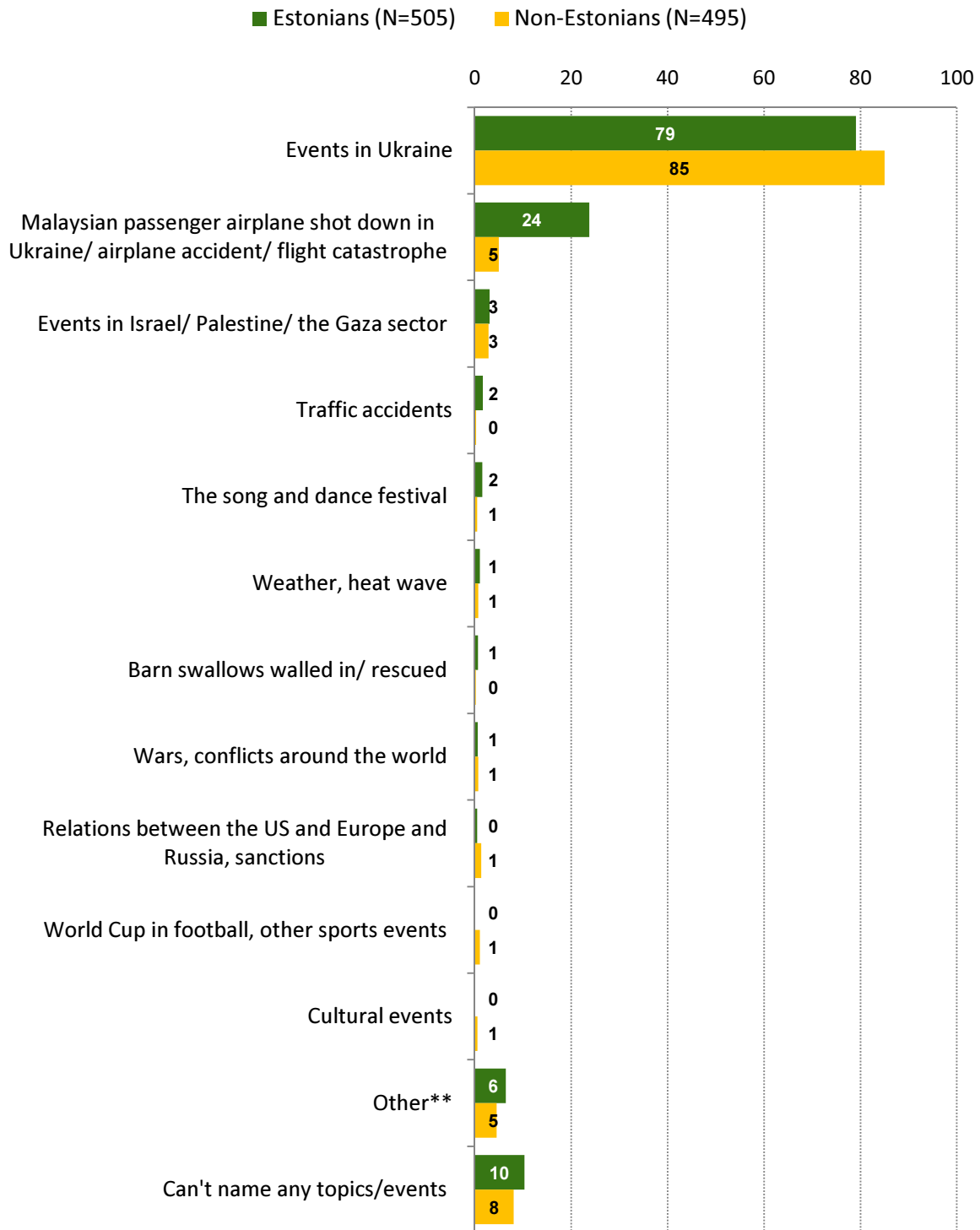
Both Estonians as well as non-Estonians overwhelmingly consider the events in Ukraine to be the most important topic. While 79% of Estonians state that this is the most important topic, then the same figure among non-Estonians is 85% ([Figure 8](#)). A difference that is notable has to do with the topic of the Malaysian passenger airplane that was shot down over Eastern Ukraine – while 24% of Estonians consider this to be the most important topic, then among non-Estonians there are very few of those who name this to be the most important topic (only 5% of respondents). Therefore, it can be concluded that the topic of the airplane being shot down was in a much more central position in the media worlds of Estonians than in those of non-Estonians.

Other significant events that are mentioned most include the events in Israel, Palestine and the Gaza sector, which are noted by 3% of both Estonians and non-Estonians. There are also mentions of various traffic accidents, the song and dance festival, the heat wave, and barn swallows being walled in during construction in an apartment building in Õismäe. At the same time, compared to the events in Ukraine, all other topics are clearly in the background. 10% of Estonians and 8% of non-Estonians can't recall any topics or events.

Across all the different types of media worlds, the events in Ukraine are the most important topic. Among the media worlds of non-Estonians, the followers of Estonian media stand out the most, since among their representatives 73% say that the events in Ukraine are the most important ones, and in doing so this type is more similar to the Estonian media world types rather than the non-Estonian ones. At the same time, only 3% of representatives in this group name the Malaysian passenger airplane incident, which is more similar to the media worlds of non-Estonians. Among the Estonian media world types, the passive media follower is different, since as much as 16% of representatives from this group cannot recall any topics or events, while for other types this figure remains below 10%.

Current events and different sources of information

Figure 8. Please think back to the topics and events that have recently been in the media. What is the most important topic or event that you can recall? (% , N=all respondents)



*The respondents were asked to mention just one topic or event that was most important. However, there were still a number of respondents who marked more than one topic. Therefore, the sum of percentages can be over 100.

** Other topics mentioned were the African swine plague, the metro accident in Moscow, natural disasters, events in Syria, Serbia, Lebanon, Turkey, Georgia, Iran, Afghanistan, Belorussia, the Estonian government change and other topics having to do with domestic politics.

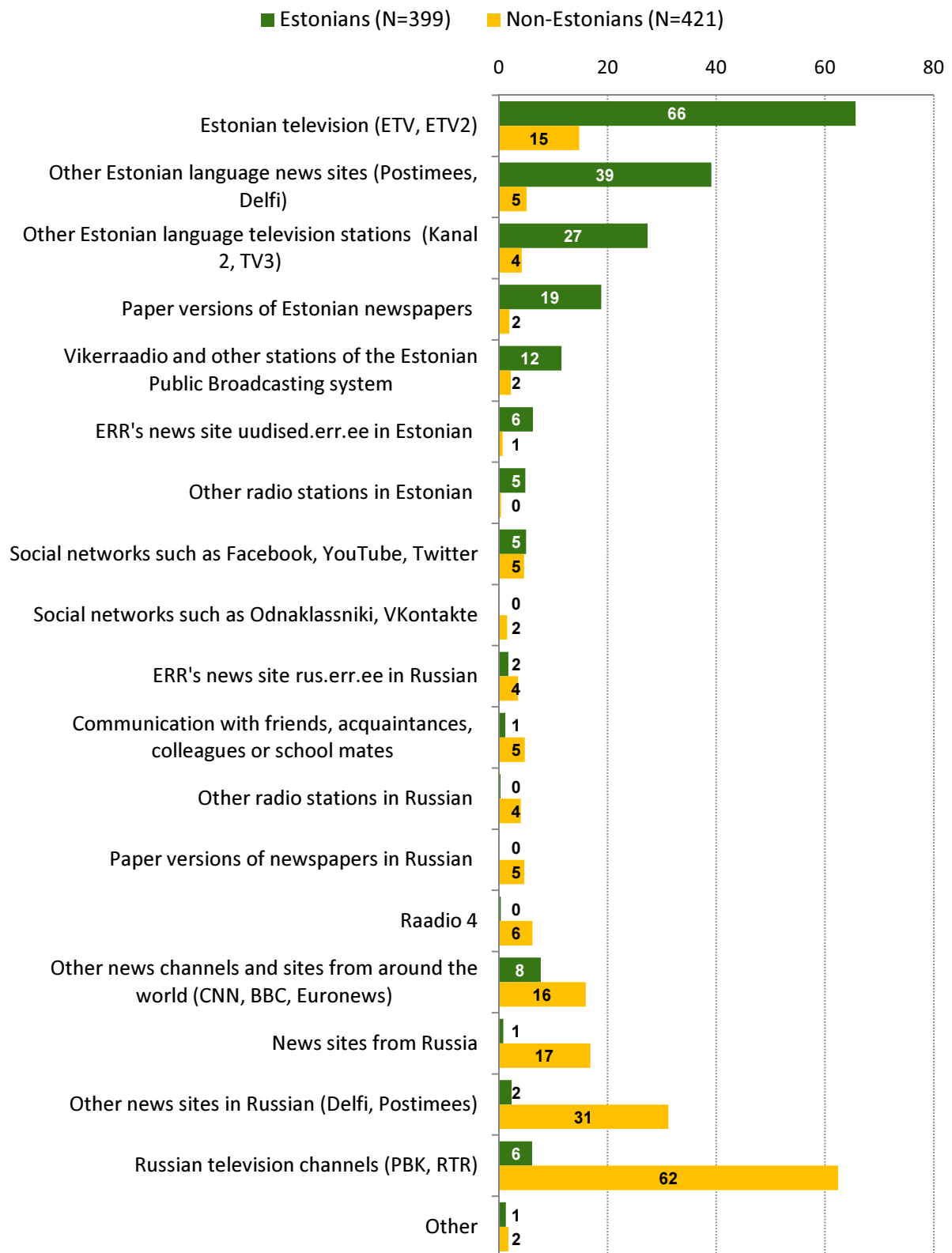
Additionally, the respondents were asked what are the three main sources that they have used to gather information about the aforementioned topics. Since most of the respondents answered that the events in Ukraine were most important, then the answers mostly had to do with sources for information on Ukraine.

In following the events in Ukraine, Estonians and non-Estonians had rather different sources of information. While two thirds (66%) of Estonians who chose the topic as most important got their information from Estonian Television, then an almost equal share of non-Estonians (62%) named Russian language television stations as their primary source of information (Figure 9). Estonian Television is mentioned as one of the three main sources for 15% of non-Estonians and Russian language television channels are important for 6% of Estonians. Other significant sources of information include news sites such as Postimees and Delfi, with 39% of Estonians and 31% of non-Estonians (who said that events in Ukraine are among the most important recent events) stating that the Estonian language versions are one of the main sources of information for events in Ukraine. 27% of Estonians gathered information about Ukraine from other Estonian language television channels (such as Kanal 2, TV3) and 19% from paper versions of newspapers. For non-Estonians, important sources for information also include Russian news sites and news sites from around the world (CNN, BBC, Euronews, etc.), which are named as one of the three primary sources for information by 17% and 16%, respectively.

Information about the Malaysian passenger airplane being shot down reached Estonians mostly through Estonian Television – 71% of respondents name this as one of the three sources, among those who said that this event is the most important one of recent events in the media (N=120). Other sources mentioned most frequently include Estonian news sites such as Postimees and Delfi (46%), Estonian television channels such as Kanal 2 and TV3 (29%), and paper versions of newspapers in Estonian (18%). The rest of the events mentioned are brought out by a very small number of respondents, therefore, it was not possible to outline a comparative selection of sources for those pieces of information.

Current events and different sources of information

Figure 9. What are the main sources of information that you have used to obtain or search for information on the topic/event in question [events in Ukraine]. Name three main ones. (%), N=respondents who said that the most important events were the ones in Ukraine)



*Since each respondent could give more than one answer, the sum of percentages can be over 100.

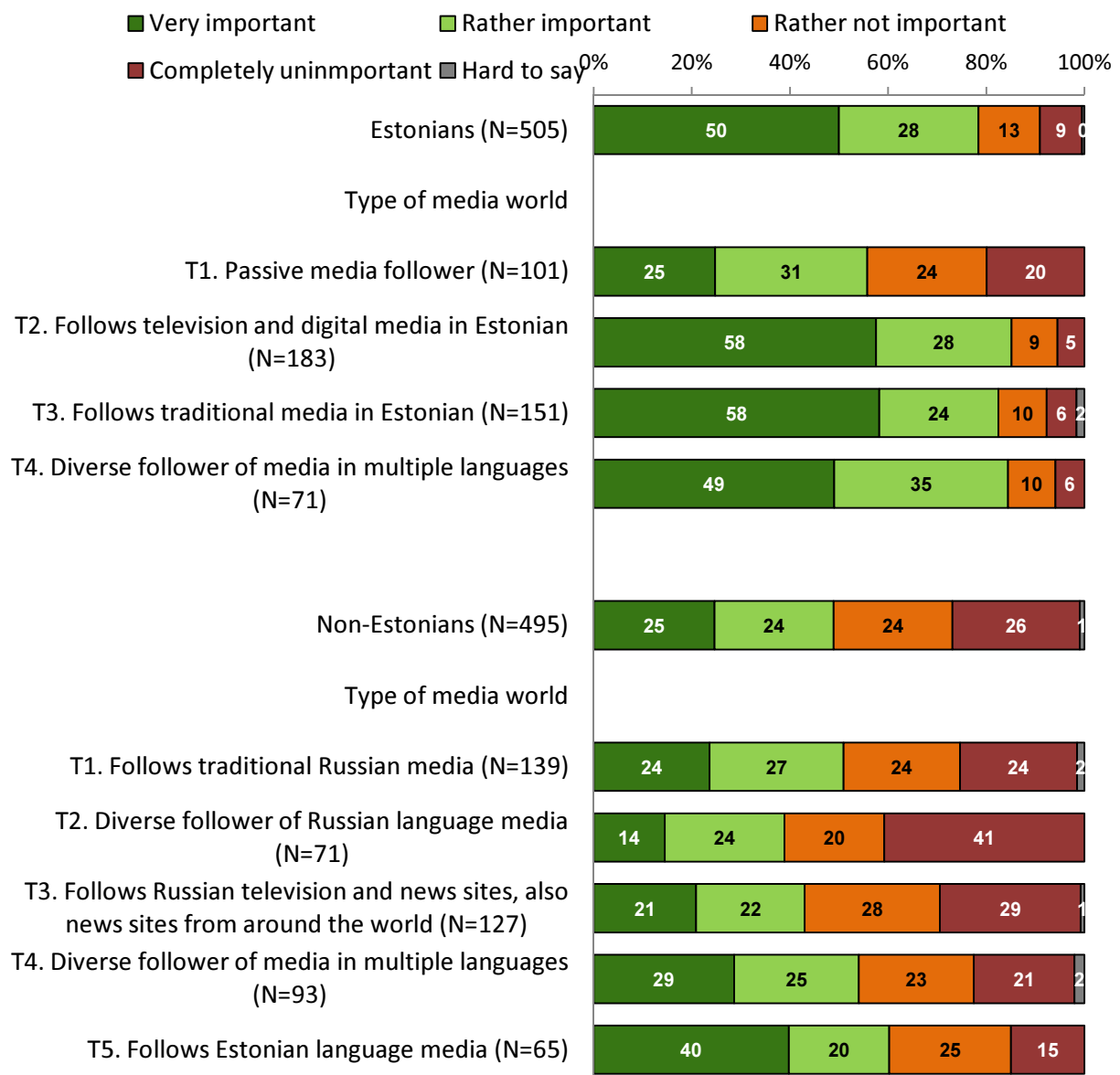
3.2. Song and dance festival

The participants of the study were asked how important for them is the song and dance festival, whether and to what extent they followed the concerts, performances or procession of the festival in summer 2014, and what sources of information were important in following the event.

The results showed that the song and dance festival was a very important event for 50% of Estonians and rather important for 28% of Estonians ([Figure 10](#)). Women, in fact, consider the event more important than men do: among women the respective shares were 61% and 23%, and among men they were 38% and 34%. Among non-Estonians, about half consider the song and dance festival to be important (25% say it is very important and 24% rather important). 26% of non-Estonians, however, feel that the song and dance festival is completely unimportant, whereas among men this figure is 35%. Generally, the same applies for both Estonians and non-Estonians – the older age groups say that the song and dance festival is an important event more than younger ones do.

Across the media world types of Estonians, the passive media follower type stands out the most, with only half of the respondents saying that the song and dance festival is an important event, while other types have a figure of 82-85% for the same question. Here we can see the more general passive nature of the passive media follower, since it also includes cultural events. Among Estonian media worlds, the song and dance festival is the most important for those who follow television and digital media in Estonian, as well as for followers of traditional media in Estonian. Among both types, 58% of respondents stated that the song and dance festival is a very important event.

Among non-Estonians, the result meets expectations – those who follow Estonian media consider the song and dance festival to be the most important event more than other types (40% say it is very important, while 20% say that it is rather important). The song and dance festival has the least importance for the diverse follower of Russian language media, with 39% of respondents saying that it is important. The reason may be that this group mostly includes the younger age groups.

Figure 10. Is the song and dance festival an important event for you? (N=all respondents)

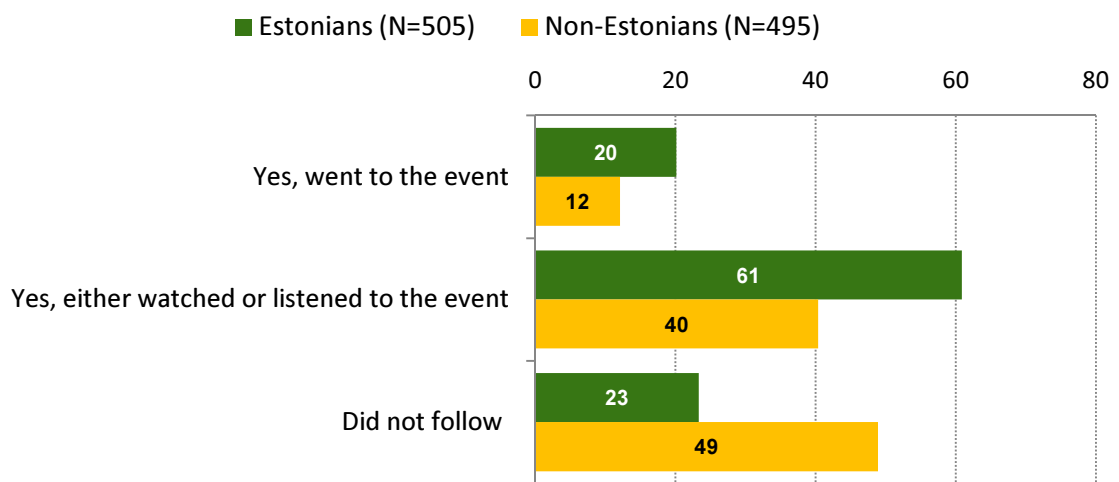
As expected, among Estonians there are more respondents who had either been to one of the song and dance festival events themselves or watched the live coverage. Among Estonians 20% attended one of the events and 61% listened to or watched the media coverage. Among non-Estonians the respective shares are 12% and 40% (Figure 11).

Across Estonian media world types, the passive media follower again stands out, since 43% of its representatives did not follow the song and dance festival. This share compared to other types is considerably higher. Those who attended are represented most among those who follow television and digital media in Estonian (28%), however, the share of those who watched or listened to the coverage is greatest among those who follow traditional media in Estonian. The latter is explained by the fact that representatives of this type tend to be older and are more likely to live in rural areas, so personally attending the song and dance festival may be more complicated for them.

Current events and different sources of information

Among the media world types of non-Estonians, as expected those who follow Estonian media also were most likely to take part of the song and dance festival (22% attended and 49% listened to or watched the coverage). The most passive type was the diverse follower of Russian language media, among whom 64% did not follow the song and dance festival. This is a result that meets expectations, especially taking into account the fact that for the representatives of this type, the song and dance festival is of less significance than for other types.

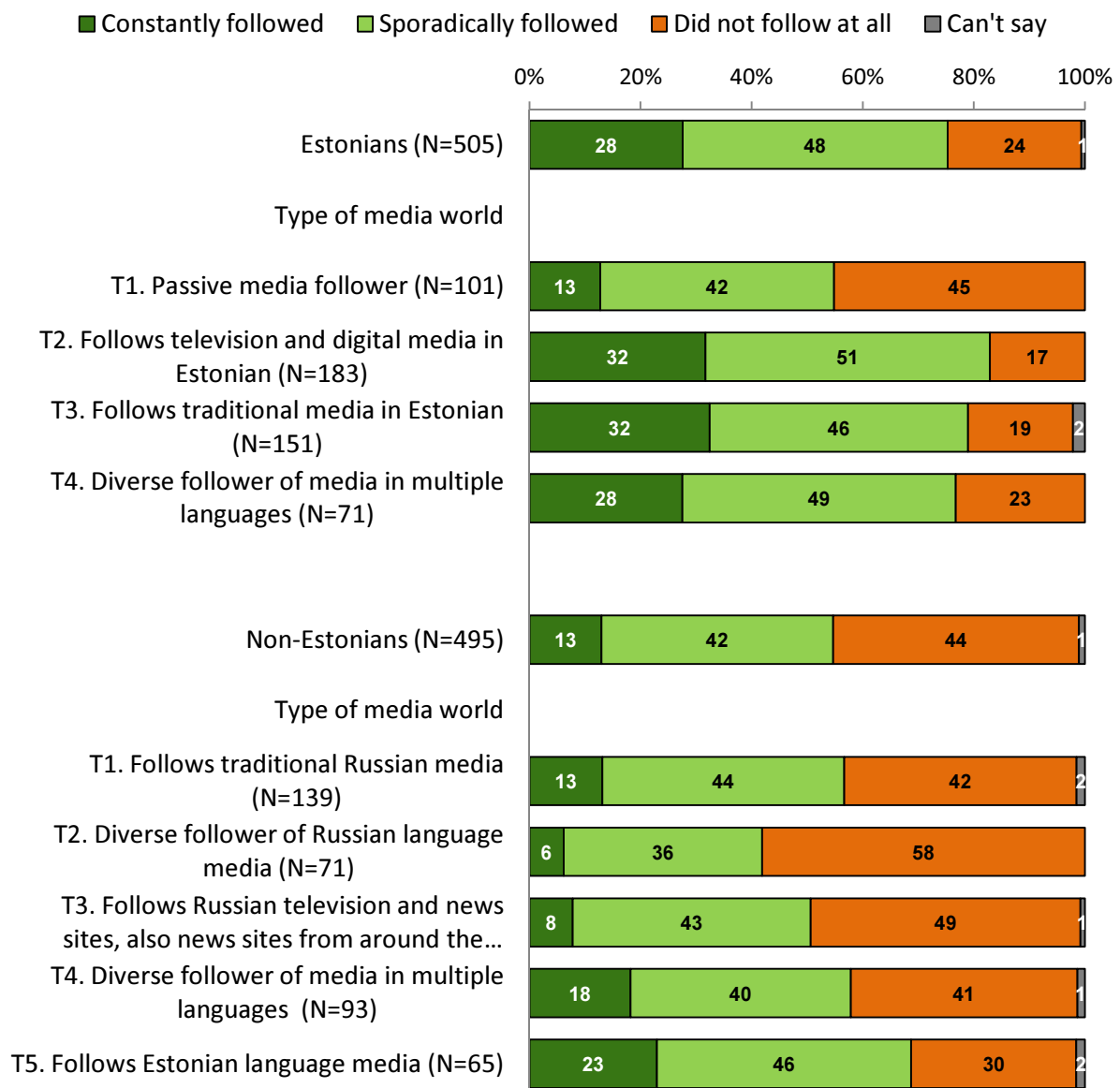
Figure 11. Did you follow the song and dance festival this year, whether as a whole or a part of it, for example the song festival concert, one of the dance festival performances or the procession?
(N=all respondents)



*Since each respondent could give several answers, the sum of the percentages may be over 100.

Following news and media about the song and dance festival exhibits quite a similar pattern to the previous question. 75% of Estonians and 55% of non-Estonians (Figure 12) followed coverage of the song and dance festival either constantly or sporadically. Among the media world types of Estonians, the passive media follower stands out again, since among the group 13% constantly and 42% sporadically followed the event. These shares are significantly lower compared to the three other types, between whom the differences tend to be more marginal. Among the media world types of non-Estonians, the most passive type was again the diverse follower of Russian language media, and the most active one was the follower of Estonian language media, with 42% and 69% respectively following the coverage of the song and dance festival. The shares for the follower of traditional media in Russian and the diverse follower of media in multiple languages are 57% and 58%, respectively.

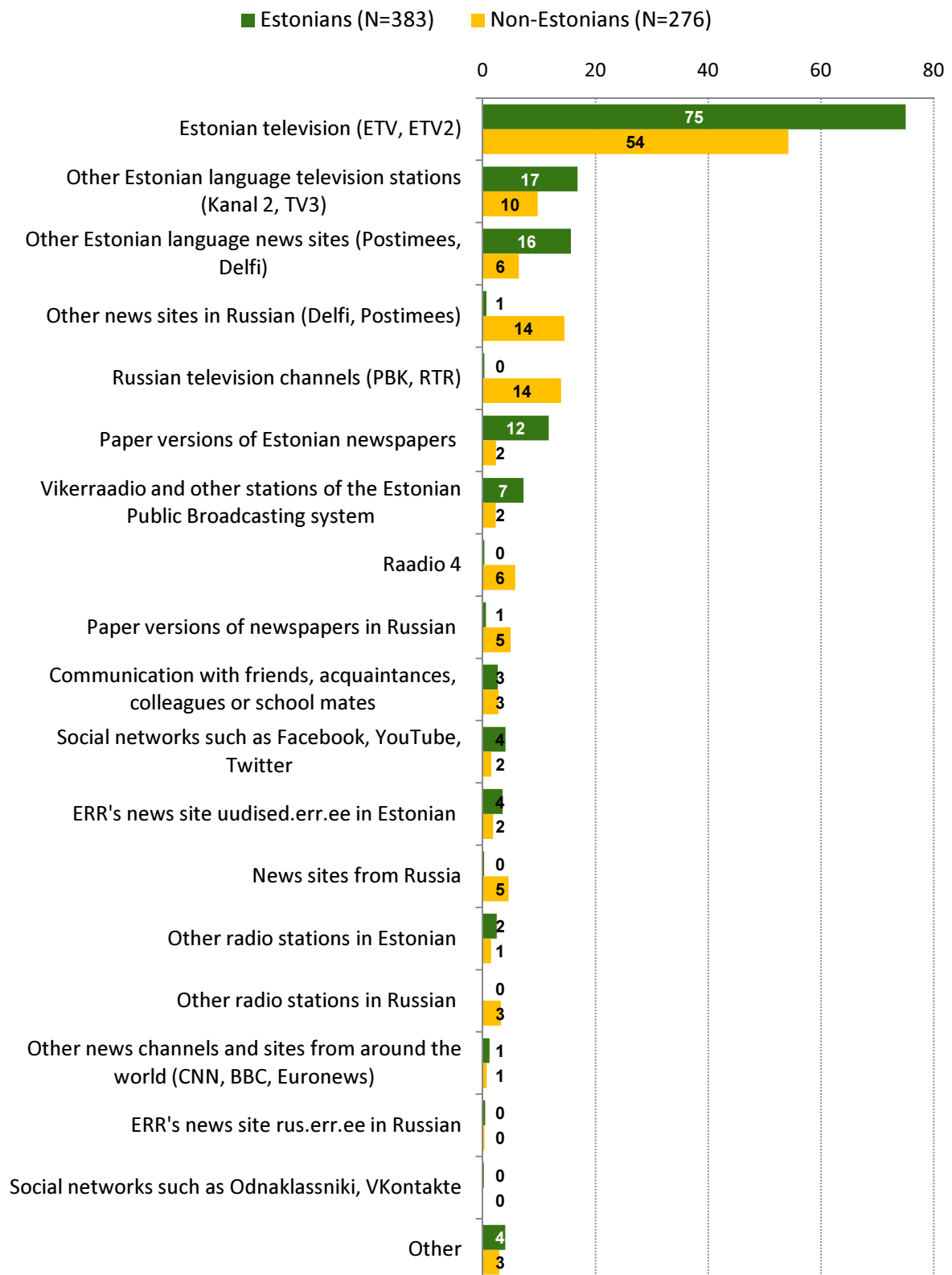
Figure 12. How often did you follow news and media on the topic of the song and dance festival to keep up with the events? (N=all respondents)



Both Estonians and non-Estonians gathered information about the song and dance festival mostly from Estonian Television (the share of those who followed news and media on the song and dance festival is 75% for Estonians and 54% for non-Estonians; [Figure 13](#)). In addition to Estonian Television, Estonians also got their information from other television channels in Estonia (17%), Estonian news sites like Postimees or Delfi (16%), paper versions of Estonian newspapers (12%), and Vikerraadio or other Estonian language radio stations of the ERR (7%). Among non-Estonians, in addition to Estonian Television the information about the song and dance festival was gathered through Russian language television channels (14%), Russian news sites like Delfi or Postimees (14%), or other Estonian language television channels like Kanal 2 or TV3 (10%). For the media world types of both Estonians and non-Estonians, the most used source for information on the song and dance festival is Estonian Television. When it comes to other sources, the same pattern applies – most information came from those sources that the specific type considered important for following current events.

Current events and different sources of information

Figure 13. What are the main sources of information you have used for obtaining information about the song and dance festival? Name the three main ones. (N=respondents who followed news and media about the song and dance festival)



* Since each respondent could give more than one answer, the sum of percentages can be over 100.

3.3. European Parliament elections

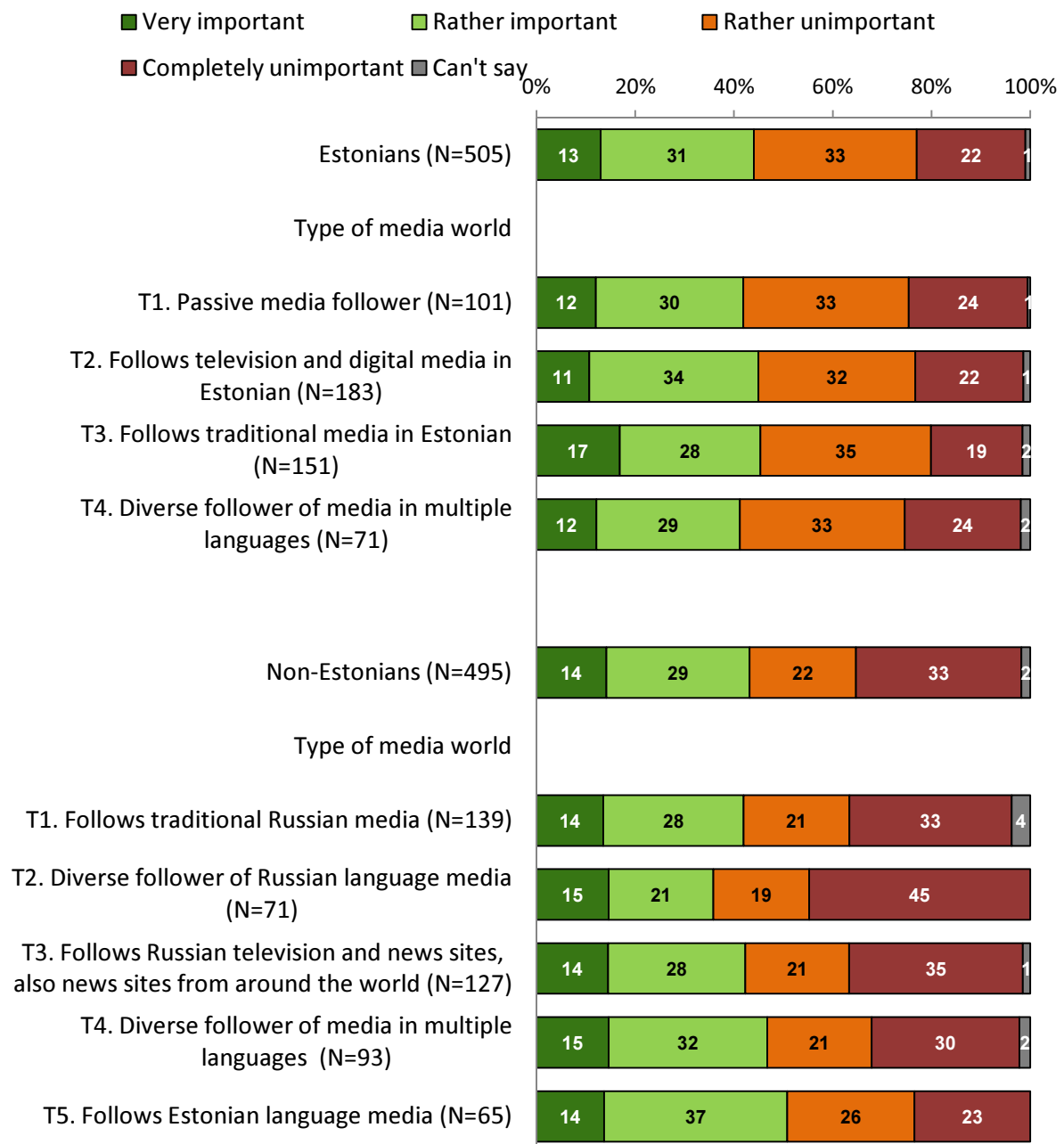
The respondents were also asked how important they consider the European Parliament elections to be, to what extent and through which sources of information had they followed the news and media about the European Parliament elections.

The results showed that the share of those who considered European Parliament elections to be important was rather similar among Estonians and non-Estonians. While 13% of Estonians felt that it was very important and 31% that it was rather important, then among non-Estonians these figures were 14% and 29% (Figure 14). However, the share of respondents who consider European Parliament elections to be completely unimportant is significantly higher among non-Estonians (33% vs. 22% among Estonians).

Among the media world types of Estonians, there are no significant differences when it comes to assessing the importance of European Parliament elections. It can only be noted that the type that follows traditional Estonian media has a slightly greater share of those who consider the event to be very important (17%). Among the media world types of non-Estonians, the share of those who think that the event is important is greatest among those who follow Estonian media (51%) and lowest among the diverse follower of Russian media type (36%).

Current events and different sources of information

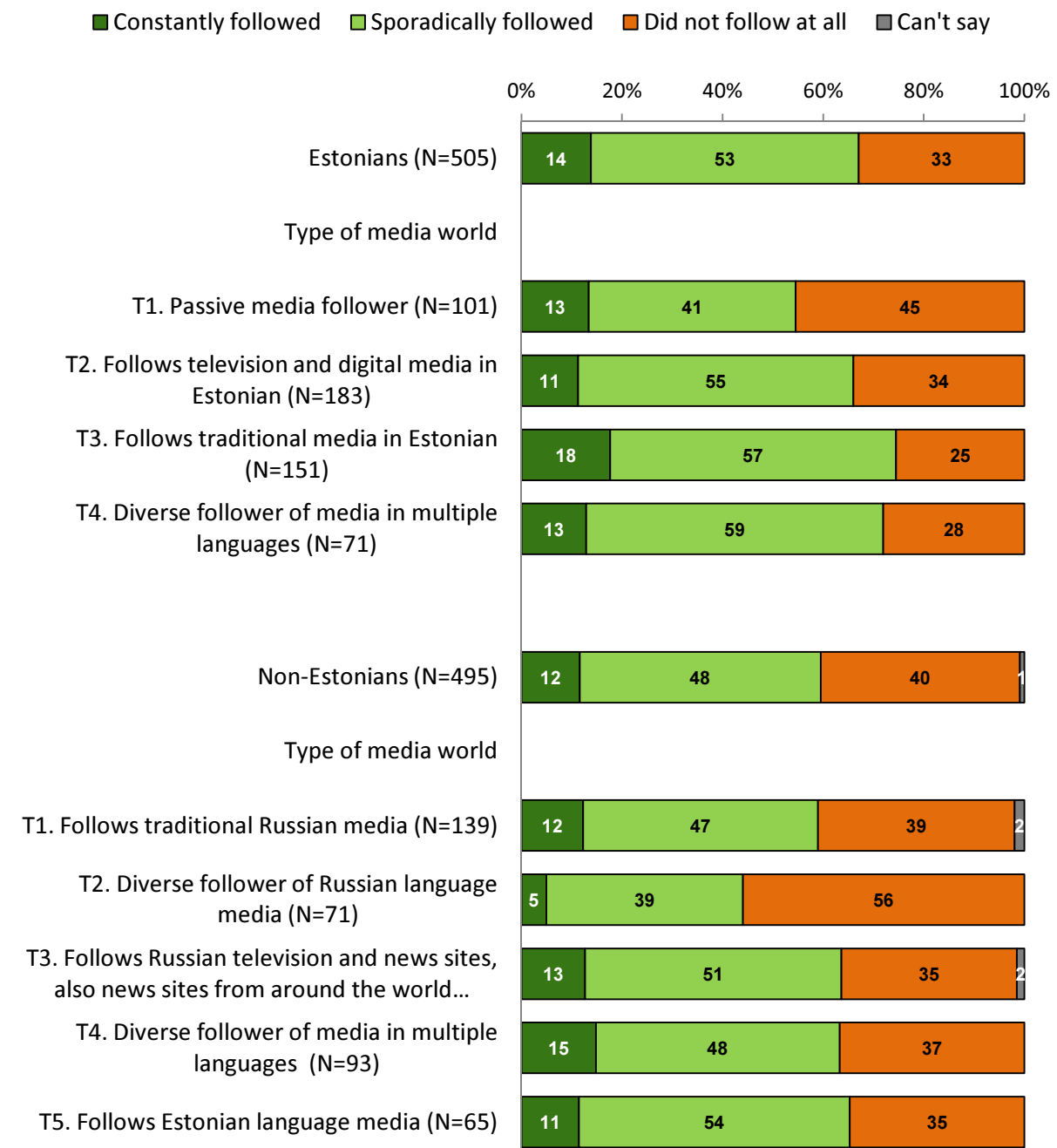
Figure 14. At the European Parliament elections in May this year, the following were elected: Andrus Ansip, Kaja Kallas, Tunne Kelam, Marju Lauristin, Indrek Tarand and Yana Toom. Were the European Parliament elections important for you? (N=all respondents)



To keep up with the current events surrounding the European Parliament elections, 67% of Estonians and 59% of non-Estonians either constantly or sporadically followed the news and media (Figure 15). Among the media world types of Estonians, the most active in following the elections were those who follow traditional media, with 18% constantly and 57% sporadically following the event. The most passive in following the event was the passive media follower. Among the media worlds of non-Estonians, the diverse follower of Russian language media stands out the most, since 56% of the group did not follow European Parliament elections at all.

Current events and different sources of information

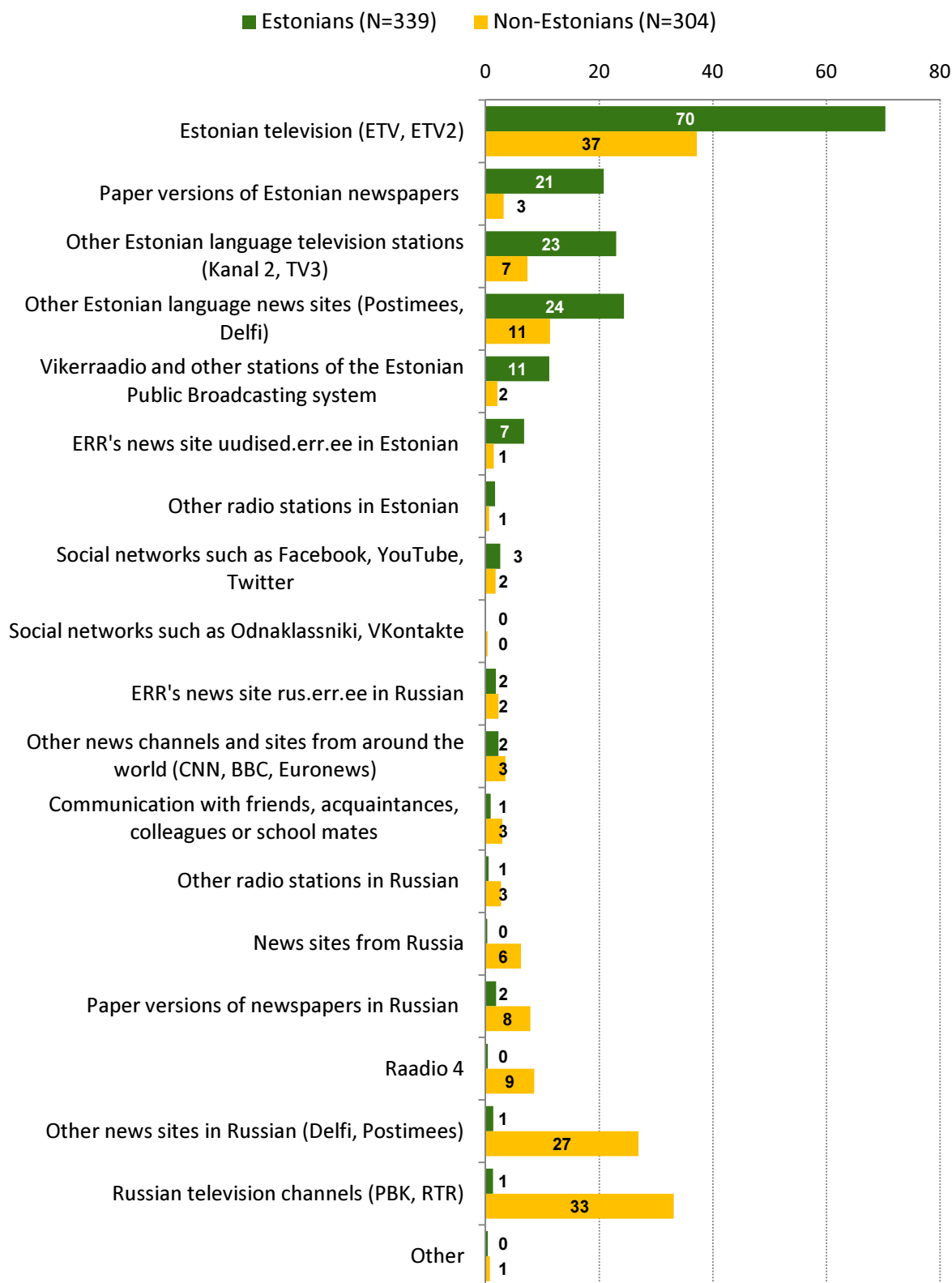
Figure 15. How often did you follow news and media about the European Parliament elections to keep up with the event? (N=all respondents)



While among Estonians the information about European Parliament elections mostly came from Estonian Television (70% of respondents who had followed the event) and to a lesser degree from other television channels in Estonian (23%), Estonian news sites such as Postimees or Delfi (24%), and paper versions of Estonian language newspapers (21%), then among non-Estonians there are three main sources of information: Estonian Television (37%), Russian television channels (33%), and news sites such as Delfi or Postimees in Russian (27%) (Figure 16).

Current events and different sources of information

Figure 16. What are the main sources of information that you have used to obtain or search for information about the European Parliament? Name three main ones. (N= respondents who followed news and media about the European Parliament elections)



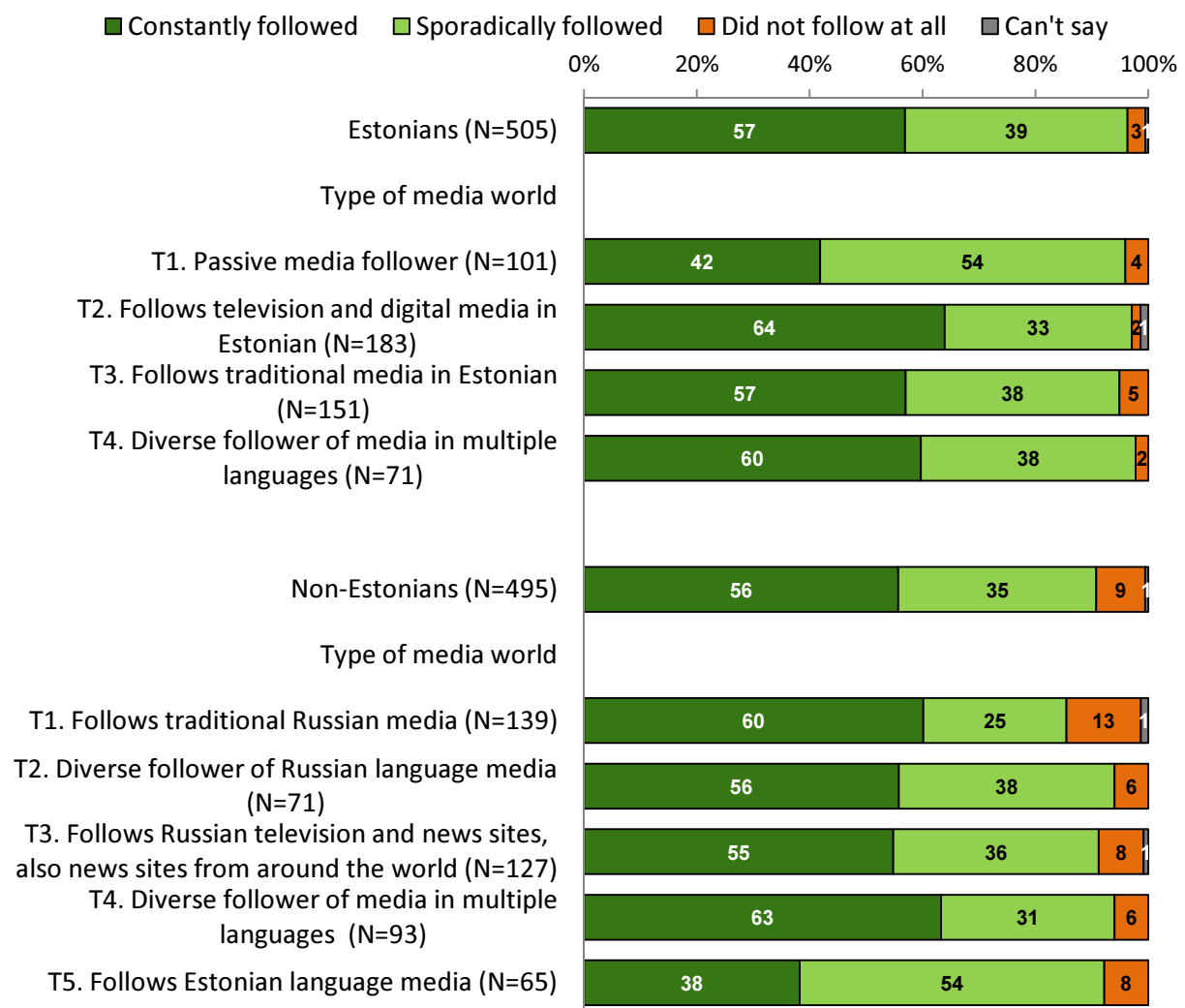
* Since each respondent could give more than one answer, the sum of percentages can be over 100.

3.4. Events in Ukraine

There was a separate block of questions about following the events in Ukraine among Estonians and non-Estonians, what sources of information were used and what were the respondents' opinions about who was guilty of shooting the Malaysian passenger airplane down.

The results showed that most of Estonians and non-Estonians had kept up with the events in Ukraine over the past year: 57% of Estonians constantly so, while 39% followed sporadically, and 56% of non-Estonians constantly and 35% sporadically (Figure 17). Therefore, Estonians have been following the media coverage of events in Ukraine slightly more actively. The share of those following the events in Ukraine was also very high across all media world types. The largest share of those who said they were not following the events at all was among followers of traditional media in Russian (13%). At the same time, in the groups of non-Estonians who were followers of Estonian media and among Estonian passive media followers, there were the lowest shares of those respondents who had constantly followed the events in Ukraine (38% and 42% respectively).

Figure 17. How often have you followed the news and media about events in Ukraine over the last year to keep up with the events? (N=all respondents)

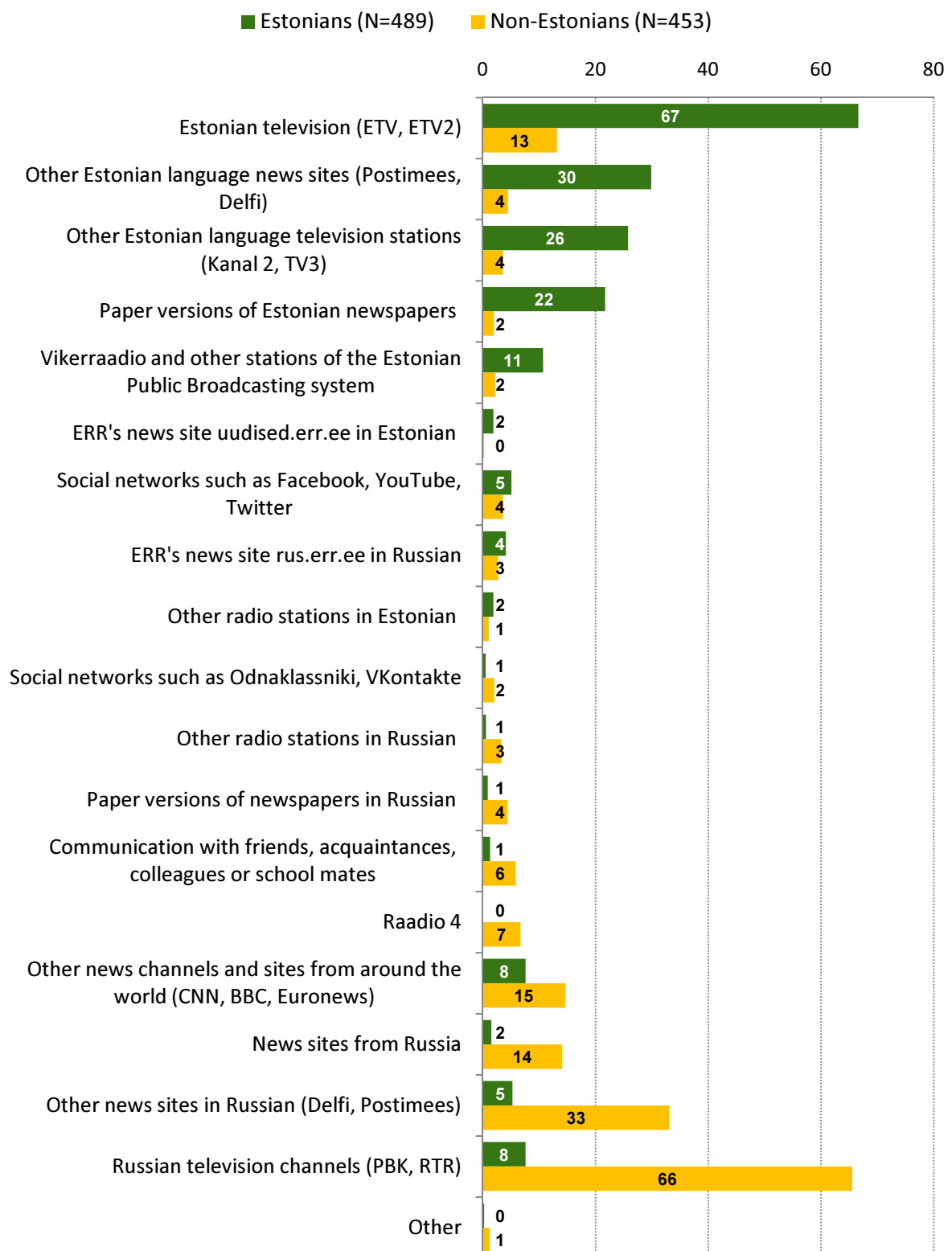


In following the events in Ukraine, Estonians and non-Estonians have relied on very different sources of information, and mainly the difference is language-based. While Estonian Television is the most important source of information among Estonians, with 67% obtaining information about Ukraine from the source, then among the non-Estonians a nearly equal share (66%) has followed Russian television channels ([Figure 18](#)). In both groups, the Delfi or Postimees news sites have been used quite frequently, although in different languages (30% of Estonians followed the Estonian news sites and 33% of non-Estonians followed the Russian language versions). For Estonians, other important sources of information include other television channels in Estonian and paper versions of Estonian newspapers, where 26% and 22% of respondents have gathered their information, respectively. Non-Estonians have more frequently followed other news sources and sites from around the world (15%), Russian news sites (14%) and Estonian Television (13%).

When it comes to the sources of information used to follow events in Ukraine, there are significant changes between the media world types of non-Estonians. While as much as 85% of traditional Russian media followers say that one of their three most important sources is Russian television channels, then the share among those who follow Estonian media is only 47%. At the same time, when following the events in Ukraine, the most important sources for the followers of Estonian media are also Russian television channels, while Estonian Television is mentioned as one of three most important sources by 30% and Estonian news sites such as Postimees and Delfi by 20% of the type. Russian news portals are mentioned as one of three most important sources for news about Ukraine by 20% of diverse followers of Russian media and 21% of those who follow Russian television and news sites, also news sites from around the world. The same indicator among followers of Estonian media is only 3%.

Current events and different sources of information

Figure 18. What are the main sources of information that you have used to obtain or search for information about events in Ukraine? Name three main ones. (N=respondents who followed news and media about the events in Ukraine over the past year)



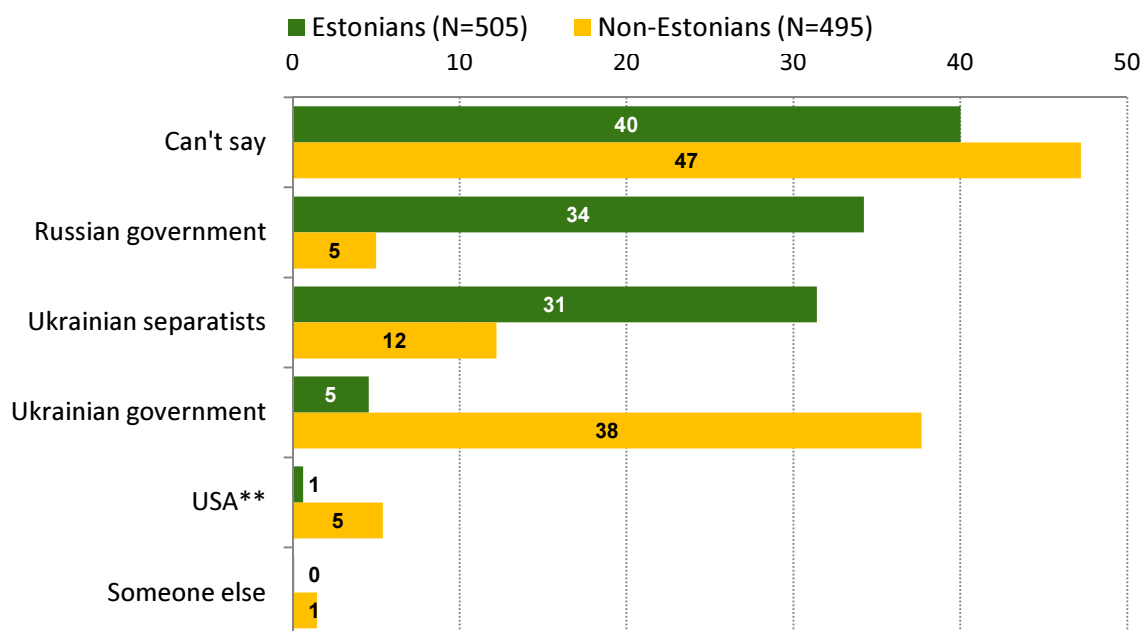
* Since each respondent could give more than one answer, the sum of percentages can be over 100.

Current events and different sources of information

The participants of the study were also asked who in their opinion is responsible for shooting down the Malaysian passenger airplane in the Eastern part of Ukraine. As expected, the evaluations given as answers to this question were also different between ethnic groups.

It is important to note that both among Estonians and non-Estonians there was a very large share of respondents who did not know how to respond to this question (40% of Estonians and 47% of non-Estonians; [figure 19](#)). This is evidence of how regardless of ethnicity, a very large part of people have difficulties forming an opinion based on the information that they have. Among those respondents with an opinion, however, a very distinct difference is present: while Estonians believe that the either the Russian government (34% of respondents) or the Ukrainian separatists (31% of respondents) are responsible, then among non-Estonians, the respondents most often state that it is the government of Ukraine that is responsible (38%).

Figure 19. Lately there has been a lot of talk about the Malaysian passenger airplane that was shot down in Eastern Ukraine and who could possibly be responsible. In your opinion, who is responsible for shooting down the plane? (N=all respondents)

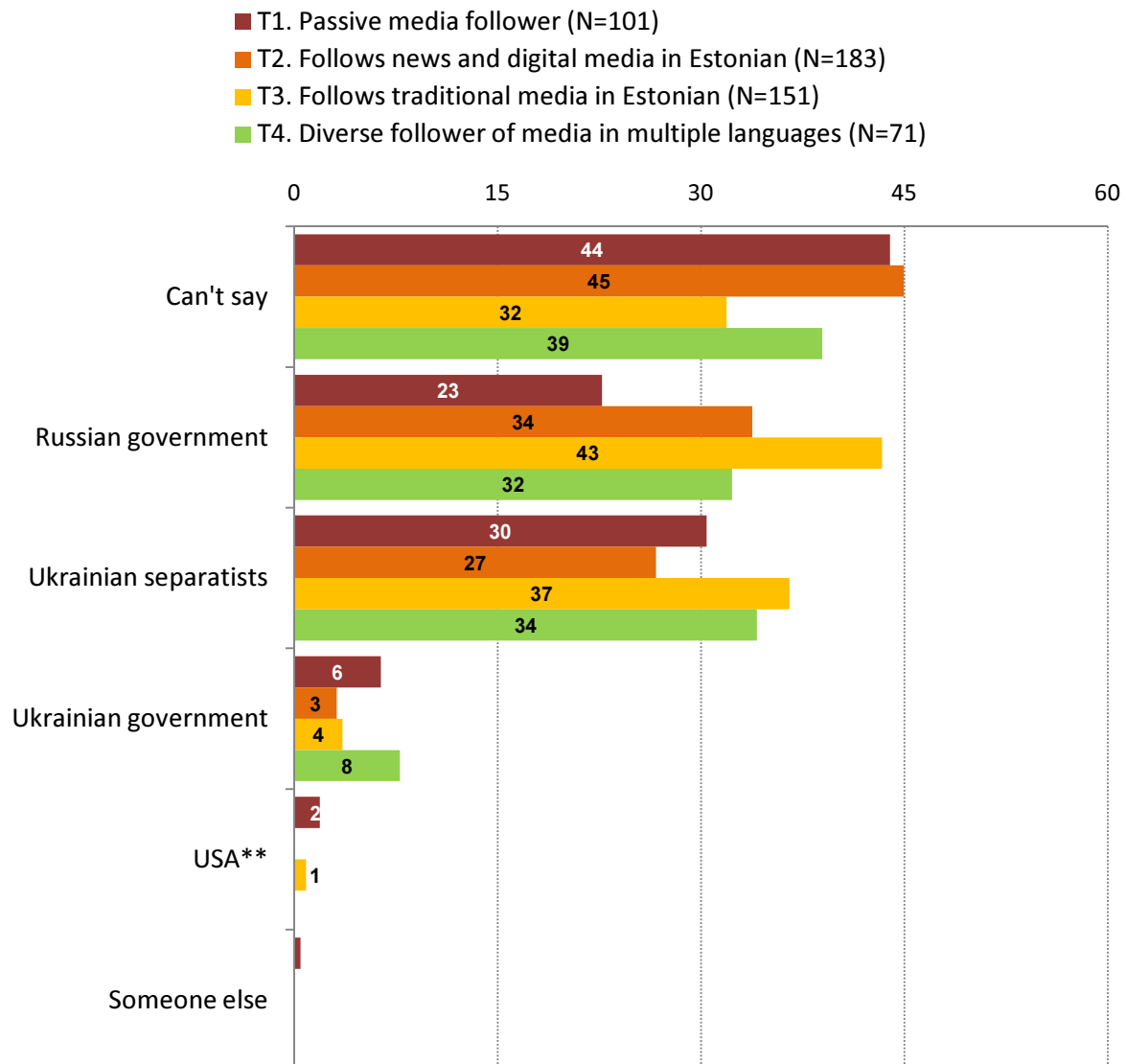


* Since each respondent could give more than one answer, the sum of percentages can be over 100.

**The answer "USA" was not originally presented in the questionnaire, however, under "someone else" the non-Estonians mentioned it frequently, therefore, the answer is brought as a separate code in the figure.

When comparing the media world types of Estonians for this question, it is noticeable how the shares of answers "can't say" vary between different types. The type that follows television and digital media in Estonian and the passive media follower type are most likely to not be sure about their opinions on who is responsible for shooting down the plane (shares of "can't say" are 45% and 44%, respectively; [figure 20](#)). At the same time, among the type that follows traditional media in Estonian, a significantly larger part of respondents have an opinion, whereas 43% believe that the Russian government is responsible and 37% blame the Ukrainian separatists.

Figure 20. Lately there has been a lot of talk about the Malaysian passenger airplane that was shot down in Eastern Ukraine and who could possibly be responsible. In your opinion, who is responsible for shooting down the plane? (% , N=Estonians)



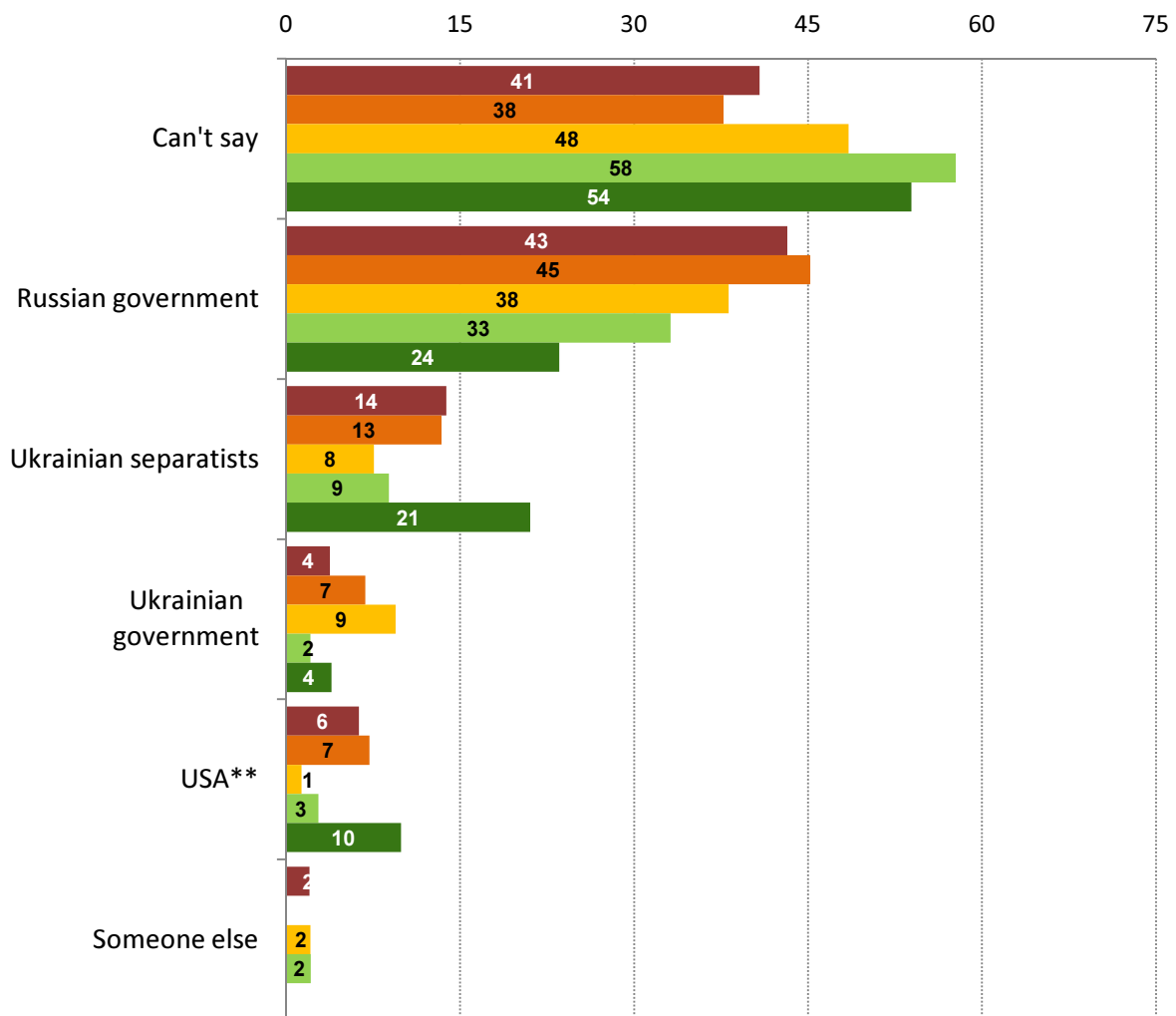
* Since each respondent could give more than one answer, the sum of percentages can be over 100.

There are great differences between the media world types of non-Estonians as well in the shares of the response “can’t say”. For example, the diverse followers of media in multiple languages the percentage is as high as 58% and among followers of Estonian media 54% (Figure 21). This is evidence that especially those who follow news in different languages have had a hard time forming an opinion based on the information that they have, particularly when considering that the information stemming from Russia and Estonia can be quite contradictory. In other responses, among the non-Estonian types the followers of Estonian media stand out the most again, with representatives divided into rather equal shares who believe that it is the responsibility of the Ukrainian government (24%) and the Ukrainian separatists (21%). At the same time, 10% of respondents in this group find that it is the Russian government that is responsible – this is a larger share compared to the other media world types. The government of Ukraine is blamed most

frequently by followers of traditional Russian media and diverse followers of media in Russian (43% and 45% of the representatives, respectively).

Figure 21. Lately there has been a lot of talk about the Malaysian passenger airplane that was shot down in Eastern Ukraine and who could possibly be responsible. In your opinion, who is responsible for shooting down the plane? (% , N=non-Estonians)

- T1. Follows traditional Russian media (N=139)
- T2. Diverse follower of Russian language media (N=71)
- T3. Follows Russian television and news sites, also news sites from around the world (N=127)
- T4. Diverse follower of media in multiple languages (N=93)
- T5. Follows Estonian language media (N=65)



* Since each respondent could give more than one answer, the sum of percentages can be over 100.

SUMMARY

In summer 2014 the social and marketing research company Saar Poll conducted a national public opinion poll, where in the form of telephone interviews 1000 people aged 15-74 were questioned, among them 505 Estonians and 495 non-Estonians. The topics of the poll were current events, following news and the media, and the importance of different sources of information for residents of Estonia. One of the objectives of the study was to compile the typologies of the media worlds of Estonians and non-Estonians.

The results of the study showed that even though, as expected, the sources of information considered to be important by Estonians and non-Estonians are different, these differences are first and foremost related to languages and when it comes to preferences towards types of media, the patterns are quite similar across ethnic groups. For Estonians, the most important sources of information are Estonian Television, communicating with friends and acquaintances, other television channels in Estonian and news sites such as Postimees and Delfi in Estonian. On the other hand, non-Estonians attribute the greatest importance to Russian language television channels (PBK, RTR, etc.), communicating with friends and acquaintances, and news sites such as Postimees and Delfi in Russian.

The media world typologies of Estonians and non-Estonians were then compiled based on the block of questions about the importance of sources of information.

In the media world typology of Estonians four types could be differentiated:

T1: *Passive media follower* – considers most sources of information to be rather unimportant

T2: *Follower of television and digital media in Estonian* – considers Estonian television channels, news sites and social networks to be important.

T3: *Follower of traditional media in Estonian* – considers traditional media (newspapers, television, radio) to be important and news sites and social media to be rather unimportant.

T4: *Diverse follower of media in multiple languages* – attributes importance to quite a lot of different sources of information, including those in Russian and from elsewhere in the world.

In the media world typology of non-Estonians five types could be differentiated:

T1: *Follower of traditional Russian media* – considers the Russian television channels to be the most important sources by far, the Russian radio stations to a slightly lesser degree (including Radio 4), as well as paper versions of newspapers in Russian.

T2: *Diverse follower of Russian language media* – considers Russian language news sources to be important, also attributes great importance to social networks and news sites.

T3: *Follower of Russian television and news sites, also news sites from around the world* – considers local as well as Russian news sites to be important, as well as Russian television channels and news sources from elsewhere in the world.

T4: Diverse follower of media in multiple languages – attributes importance to very many different sources of information, including ones in Estonian and from elsewhere in the world.

T5: Follower of Estonian language media – prefers Estonian language news sources to Russian ones, considers Estonian television channels to be the most important sources of information.

The participants of the study were asked which event or topic recently covered by the media was most important in their opinion. Both Estonians as well as non-Estonians overwhelmingly consider the events in Ukraine to be the most important topic, however non-Estonians gave this answer more frequently than Estonians (85% of non-Estonians, 79% of Estonians). However, when it comes to the topic of the Malaysian passenger airplane that was shot down over Eastern Ukraine, 24% of Estonians consider this to be the most important topic, while among non-Estonians only 5% name this as the most important topic. Therefore, it can be concluded that the topic of the airplane being shot down was in a much more central position in the media worlds of Estonians than in those of non-Estonians at the time that the poll was conducted.

The results of the study showed that the song and dance festival is a very important or rather important event for 78% of Estonians and 49% of non-Estonians. Additionally, women among Estonians as well as non-Estonians tend to attribute more importance to the event than men do. The song and dance festival also tends to be more important for older age groups. Among the media world types of Estonians, the passive media follower stands out, because only about half of the representatives find that the song and dance festival is important, while among other types this figure is 82%-85%. Among the media world types of non-Estonians, those who follow Estonian media are most likely to say that the song and dance festival is important, while the mostly younger diverse followers of Russian media are least likely to find it important.

Among Estonians 20% went to an event during the festival and 61% either watched or listened to the coverage, while among non-Estonians these figures are 12% and 40%, respectively. 75% of Estonians and 55% of non-Estonians either constantly or sporadically followed the media coverage of the song and dance festival. Among the media world types of non-Estonians, the most active types were those who follow Estonian language media, with 69% of the representatives following the coverage either constantly or sporadically. Both Estonians and non-Estonians mostly gathered information about the song and dance festival from Estonian Television. Estonians also gathered information to a lesser degree from other Estonian television channels, news sites such as Postimees and Delfi in Estonian, and paper versions of Estonian newspapers. Among non-Estonians information about the song and dance festival mostly came from Russian television stations and Russian language news sites such as Postimees and Delfi.

The share of those who considered the European Parliament elections to be important was very similar among Estonians and non-Estonians. 44% of Estonians and 43% of non-Estonians said that the event was very important or rather important. 67% of Estonians and 59% of non-Estonians followed the media coverage and news about the European Parliament elections either constantly or sporadically. Among the media world types of Estonians, those who are followers of traditional media in Estonian were most active in following this event, and the most passive was the passive media follower type again. Among the media world types of non-Estonians, the diverse follower of Russian media stands out as the most passive follower of this event. Estonians gathered information about the European Parliament elections mostly from Estonian Television, while for non-Estonians

there were three important sources of information: Estonian Television, Russian television channels and Russian language news sites such as Postimees and Delfi.

While the sources of information for Estonians and non-Estonians for obtaining information about the song and dance festival were rather similar, then when it came to following the events in Ukraine, the two groups have relied on very different sources of information. While the most important source of information for Estonians is Estonian Television, with 67% of respondents choosing it as a source for news on Ukraine, then among the non-Estonians an almost equal share of respondents (66%) followed Russian television channels. In both ethnic groups, nearly a third of respondents also gathered their information from the news sites Delfi and Postimees, although they did so in different languages.

The participants of the study were also asked who in their opinion is responsible for shooting down the Malaysian passenger airplane in the Eastern part of Ukraine. Among both Estonians and non-Estonians, there was a very large share of respondents who could not give a clear opinion on this question (40% of Estonians and 47% of non-Estonians). Therefore, despite nationalities, it is evident that a large share of people have had a difficulty in forming an opinion on the matter based on the information they have received. Among those with a clear opinion, however, a very distinct difference is evident: while Estonians believe that either the Russian government (34%) or the Ukrainian separatists are responsible (31%), then among non-Estonians respondents most often find that it is the Ukrainian government that is responsible (38%).