**TOR for conduct of research of news consumption patterns across new media**

**IWPR Central Asia within the ‘Development of new media and digital journalism in Central Asia’ project announces a tender to conduct a research of news consumption patterns across new media in four Central Asian countries - Kazakhstan, Kyrgyzstan, Uzbekistan and Tajikistan.**

IWPR Kyrgyzstan will select 4 partners in each of the countries among the research organizations, academic institutions and independent researchers.

All interested parties should submit to [iwpr.kyrgyzstan@iwpr.net](mailto:iwpr.kyrgyzstan@iwpr.net) till April 19, GMT +6 .

1. Work plan for ensuring the quality of data collection, in particular, reaching the necessary general population.
2. Profile of organization with/or CVs of key personnel
3. Budget

For any questions contact by phone: + 996 (312) 313097, 312955 or by email: iwpr.kyrgyzstan@iwpr.net.

**Background**

News consumption via new media impacts on perceptions of journalistic norms and practices and leads new methods of communicating concepts. It requires new journalistic skills brought; new and experimental formats; multimedia stories, their directions and form.

This research will be carried out as part of the IWPR project entitled ‘Development of new media and digital Journalism in Central Asia’. The project is aimed at strengthening Central Asian media capacity to produce high quality impartial, objective and gender sensitive content in local languages, Russian and English by journalists and media outlets cooperating on national and regional levels in Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. The project activities include capacity building of students and tutors of journalism departments in 4 Central Asian countries on new media; enabling Central Asian media outlets to use new media digital platforms and creating a network of media students and professionals.

**Objectives**

The research focuses on the new media consumption (platform selections, motivations, preferences and attitudes) and its usage patterns among the  population of the four Central Asian countries (Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan).

Specifically research will provide information on:

1) the specifics of the new media consumption

*Format/type*

* the most acceptable/preferred **format/type, language of information and motives**
* the most frequently consumed news genres

*Topics:*

* the topics receiving most attention and involvement  (likes, shares and comment)
* time of day or actions related to the consumption and usage
* the most preferred channel of new media (for specific format and type of information)

*Media literacy:*

* understanding of the risks of fake news, disinformation, ‘untruths’, ‘alternative facts’ and propaganda
* motives and ways of fact-checking, searching an alternative sources of information
* existence of  code of conduct
* awareness on gender issues, hate speech

*Channel:*

* the most preferred channel of new media (for specific format and type of information)
* the most frequently read pages / accounts of news agencies, opinion leaders

*2)* the level of new media usage by news agencies

* existence of new media channels, social network pages
* number of followers
* topics received most comments and shares

**Suggested Methodology**

The bidder should consider the appropriate use of the following methods during the data collection and analyze:

* Online survey among population disaggregated by gender, area and age: 16-18, 19-23, 24-32, 33-43, 43-53, 53<) - no less than 2000 participants in each country
* In-depth interviews with local media experts, no less than 5 in each country
* Desk research on situation of top media outlets: news agencies and most followed news groups (according to sampling)

IWPR research coordinator will provide survey and in-depth interview questionnaires (1), media outlets sampling criteria and coding sheets (2), tools and instructions for data collecting and coding (3).

**Scope of work for Bidder:**

Under the IWPR research coordinator supervision the bidder will lead the process of:

1. Conducting data collection: online survey, in-depth interviews with experts, desk research;
2. Cleaning, analyzing and processing of all collected data;
3. Preparation of the Initial Report providing all findings of survey, in-depth interviews and desk research) and including recommendations.

**Expecting Outputs and Deliverables:**

1. Initial report (in Russian)
2. Both of original and cleaned data (questionnaires, audio records, excel / spss files, graphs)

The consolidation of the reports and the preparation of the final document on the research results will be carried out by the IWPR research coordinator.

**Timeframe**

Online survey, interviews and desk research - 30 days

Data Analyzing and processing - 10 days

Reporting and submission - 7-10 days

Deadline for the initial report submission - June 20, 2019