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Central Asian Media Consumption and Disinformation: a quantitative and qualitative assessment in the context of geo-politics

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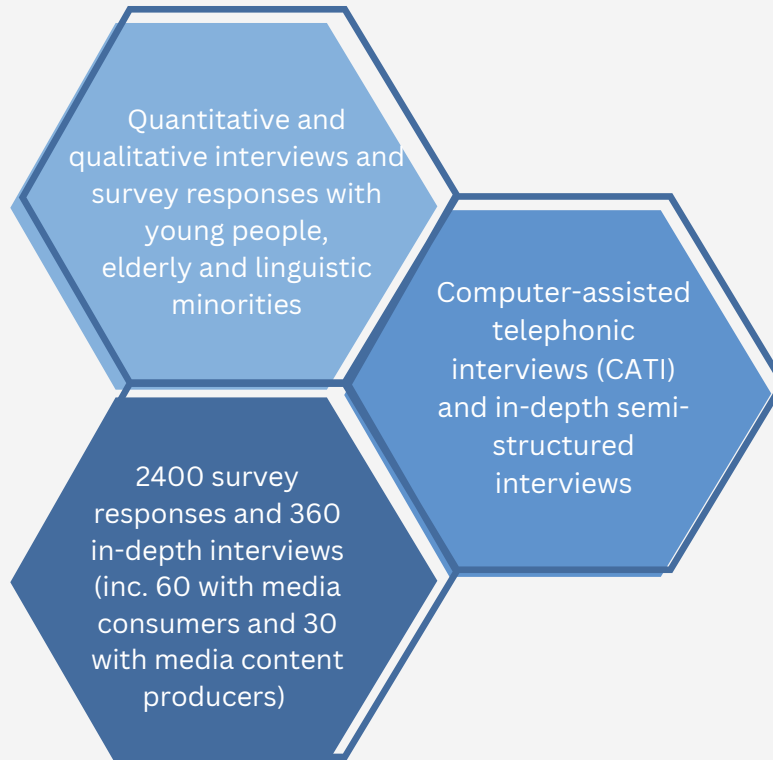
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MIXED METHODOLOGY



Cross-comparisons and contrasts at the national and regional level

with a focus on:
young people, elderly, and linguistic minorities



Findings and Recommendations



Quantitative inferences and Qualitative field observations

QUANTITATIVE FINDINGS

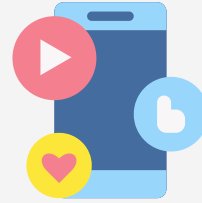


QUALITATIVE FINDINGS

The Internet has transformed media space in Central Asia.

The proliferation of alternative news sources (inc. social media, bloggers, and independent Internet-based news agencies) has significantly disrupted the dominance of state-owned TV channels.

1



2

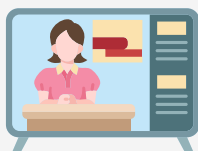
The increasing importance of online media had various, and at times opposing, impacts on content production yet awareness of fake news is very high across all countries and age groups.

Regardless of the origins, fake news is mostly disseminated online.

Different segments of the population seem to be simple targets for disinformation.

Older generations may struggle to double-check the information they consume online and youngsters don't care about double-checking because they are apolitical. Rural people are also seen to have lower media literacy, making them easier targets of disinformation.

3



4

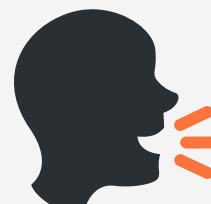
Russia's war of aggression against Ukraine has increased public awareness of the information war and the political motivations underlying media coverage.

Although different views can be found in each country, the respondents who blame Russia more are found in Kazakhstan and Uzbekistan.

The role of local Central Asian languages in media is growing.

Due to the governments' efforts and the decrease in the number of people who speak Russian, the local languages of the region show an upward trend in media.

5



RECOMMENDATIONS

1.

Content creators should produce more content...

- on Youtube and Instagram, followed by Tiktok and Instagram
- for the age group of 18-35
- on the war in Ukraine in both Russian and local languages
- that focuses on international news in non-Russian languages for youngsters, rural and less educated communities in Kazakhstan, Kyrgyzstan and Uzbekistan
- in Russian that highlights worldwide news for younger, urban, and better-educated people in Kazakhstan, Kyrgyzstan and Uzbekistan

2.

Development Agencies and Major Donors should consider increasing funding and investment...

- in media and content production across the whole of Central Asia
- media and content-production cross-regional media relations and support networks
- in real-time surveying and qualitative data-collection on media consumption
- in media/news content production across local languages with a specific focus on rural and lower-income areas

3.

Governments across Central Asia should consider...

- supporting local languages across the state-media sectors
- complying with and receiving certified training in global standards for digitalisation and/or media laws or regulation

4.

All Content Producers and Content-Producing CSOs from Kazakhstan and Kyrgyzstan should...

- target primarily Russian-language consumers in Kazakhstan and Kyrgyz-language consumers in Kyrgyzstan
- produce more social media and online content aimed at the 35-55 age group

5.

All Content Producers and Content-Producing CSOs from Uzbekistan and Tajikistan should consider...

- producing more content for the 18-25 age group, but equally, focusing on producing television content for all other age groups accessing content on mobile devices
- creating social media and online content and using Telegram (in Uzbekistan) and WhatsApp and IMO (in Tajikistan) to distribute the contents



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