



UNIVERSITY OF TARTU

Q-study in Estonia: preliminary results

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Many thanks to the team (Marit Sukk, Liis Velsker, Kristel Härma)

36 respondents (not representative to the Estonian population):

- 25 females, 11 males
- Age groups: 15 (16-34 years), 15 (35-54 years), 6 (54+...)
- Different regions in Estonia (main distinction between capital city and other areas → 8 to 28 respondents)
- Education: 4 (less than secondary), 20 (secondary), 12 (higher)



The best solution: 10 factors
(eigenvalues >1 ; solution
explains 80,4% of variance)

10 'media repertoires'



1. repertoire: “local, infotainment”

	No of respondents, socio-demographics
national TV news bulletin (commercial)	<ul style="list-style-type: none">•4 respondents•age 45+•secondary education•outside capital city
weekly quality newspaper print	
TV current affairs light	
local daily newspaper online	
local monthly news publication print	



2. repertoire: “serious quality news and discussions”

	No of respondents, socio-demographics
PSB radio news	<ul style="list-style-type: none">•4 respondents•age 35-45•higher education•outside capital city
national daily quality newspaper print	
TV current affairs serious	
weekly quality newspaper print	
radio current affairs	



3. repertoire: “international, not-regular/ not frequent news following”

	No of respondents, socio-demographics
international providers' online news	•3 respondents •age 17-22 (students) •male •outside capital city
TV news from international providers	
national weekly quality newspaper print	
weekly quality newspaper online	
news on other social media	



4.repertoire: “avoidance of social media news, light news online”

	No of respondents, socio-demographics
free daily newspaper online	<ul style="list-style-type: none">•4 respondents•age 17-22•less than secondary education•outside capital city
born-online news media	
news on Text-TV	
news via news aggregators	
national tabloid newspaper online	



5.repertoire: “occasional news contacts via social media”

	No of respondents, socio-demographics
news in Twitter	4 respondents age 19-47 capital city secondary education
blogs with news	
news via news aggregators	
news on other social media	
born-online news media	



6.repertoire:“traditional media broadened by the new media possibilities”

	No of respondents, socio-demographics
news via news aggregators	•2 respondents
radio news (commercial)	•age 20-40
national TV news bulletin (PSB)	•male
local monthly online	•secondary education
local newspaper online	outside capital city



7.repertoire: “news that are freely available and easy to consume”

	No of respondents, socio-demographics
radio news (commercial)	<ul style="list-style-type: none">•3 respondents•different age groups•less than secondary•outside capital city
national daily tabloid newspaper online	
local news publications print	
news via news aggregators	
news by email or SMS	



8. repertoire: “national radio and local print orientation”

	No of respondents, socio-demographics
news by email or SMS	•2 respondents •different age groups •secondary education •different locations
radio news by PSB	
radio current affairs	
news via news aggregators	
local daily newspaper print	



9. repertoire: “if news, then for free”

	No of respondents, socio-demographics
news by online video sharing media	•2 respondents •age 20-45 •capital city •secondary education
local news publications, print	
news on FB	
Text-TV	
news on other social media	



10. repertoire: “online-news plus radio”

	No of respondents, socio-demographics
local daily newspaper online	<ul style="list-style-type: none">•2 respondents•age 35-54•male•outside capital city
local newspaper print	
radio news by PSB	
weekly quality newspaper online	
news via news aggregators	



Country profile (Estonia):

Categories of importance	News media type	No. of occurrences
10+ occurrences: 'The short head'	National TV news bulletin by PSB	25
	National quality newspaper online	22
	National daily quality newspaper, print	16
	National commercial broadcaster's news (online)	12
5-9 occurrences	TV current affairs (serious)	9
	Radio news (commercial)	9
	International news providers online	9
	National TV news (commercial)	8
	Regional/ local TV news bulletin	7
	TV news from international providers	7
	Radio news by PSB	7
	National weekly quality newspaper, online	6
	National tabloid newspaper online	6



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