



Media consumption in Turkey

Event date: February 07, 2017

AGENDA

Introductions & welcome

Chris Stewart,
Partner, Gallup

Findings from the World Poll

Benjamin Ryan,
Consulting Specialist, Gallup

Findings from BBG 2016 research

William Bell,
*Director of Research,
Voice of America*

A question and answer period will follow.

CONTACT

For questions or further information on this data, please contact the **Broadcasting Board of Governors** at publicaffairs@bbg.gov or 202-203-4400.

Despite the crackdown on opposition media over the past few years, most adults in Turkey (71.8%) say they are at least somewhat satisfied with the information provided by the country's media. However, far fewer – 19.5% – are very satisfied with media coverage in the country.

The widespread adoption of broadband connections and smart phones in Turkey has made the internet a major source of news for many residents. About two-thirds of adults (65.0%) currently say they go online for news at least weekly in Turkey, up from half (49.7%) in 2013. Among Kurdish speakers in Turkey, the rise has been even sharper, from 49.8% in 2013 to 70.8% in the current study. In conjunction with the growing use of online news, weekly audiences for TV and radio news have tapered slightly.

The Broadcasting Board of Governors (BBG) and Gallup invite you to attend a research briefing on media use in Turkey, from one of the last large surveys conducted in Turkey prior to the State of Emergency

The BBG is the independent federal agency that oversees all government-supported U.S. civilian international media. The five media organizations that comprise the BBG complement and reinforce one another in a shared mission vital to U.S. national interests: to inform, engage and connect people around the world in support of freedom and democracy.

BBG programming reaches an audience of 278 million in more than 100 countries and in 61 languages. Networks within the BBG include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio and TV Marti).

Gallup has studied human nature and behavior for more than 75 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in more than 40 offices around the world.



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CHRIS STEWART

Christopher Stewart is a partner at The Gallup Organization. Mr. Stewart provides strategic counsel in the area of marketing communications, advanced analysis and modeling, and population-based assessments. Additionally, he plays a senior leadership role as a strategic advisor for Gallup's 165 country public opinion tracking program – The Gallup World Poll.

Mr. Stewart previously served for 10 years as Regional Managing Partner of the Asia Pacific Division where he had responsibility for managing Gallup's seventeen offices in the Asia Pacific region. He remains a Director of Gallup in Singapore, Thailand, Australia, Malaysia, Hong Kong, and India, and as the General Director of Gallup Institute LLC, a Russian subsidiary of Gallup, Inc.

BENJAMIN RYAN

Benjamin Ryan currently serves as a Consultant for the Gallup partnership with BBG. In this role, Ryan performs research analysis and authors quantitative and qualitative reports. Across Gallup's government clients, Ryan researches complex international and defense related matters, provides tailored analysis and recommendations, and writes detailed analytical reports. In addition, he implements on-site monitoring and training. Ryan brings extensive international research and policy analysis experience to the Gallup team.

Ryan has six years of quantitative and qualitative research experience as well as two years of field research and journalism experience in Lebanon and Iraq, and three years research management and training experience in Afghanistan, Pakistan, the Balkans, Botswana and Turkey. Ryan earned an M.I.A. in international affairs from Columbia University in 2007.

WILLIAM BELL

As Director of Research at the Voice of America, Bill Bell is responsible for overseeing a global program of research and evaluation on behalf of that organization. Bill has spent much of the past 20 years engaged in audience research activities for various elements of the Broadcasting Board of Governors and played a key role in bringing a culture of research and accountability to BBG's programming, planning, and performance assessment activities.

Bill founded the International Broadcasting Bureau's Office of Research in 1995 and led that office until 2014, overseeing hundreds of research projects around the world and advising IBB and BBG management on global media trends. Prior to 1995, Bill served as Deputy Director of VOA's Office of Affiliate Relations and held the same position in the Office of Policy in Worldnet TV at the U.S. Information Agency. Bill began his career as a Foreign Service Officer, serving in Cameroon and New Zealand before returning to Washington. Bill holds an M.A. from the University of Maryland in survey methodology and from the Fletcher School of Law and Diplomacy in international relations.