



Elveția.



STUDY

Vulnerable and Marginalized Groups in Relation to the Media: Access, Consumption and Media Literacy



The study was conducted by ATES Research Group at the request of the IJC, as part of the project “Building cohesion in Moldova through promoting social inclusion and diminishing discrimination”.



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GLOSSARY

IJC – Independent Journalism Center (IJC)

II – interviewee (in-depth interview participant)

Target group in sociology refers to a certain category of people or communities that researchers or social interventions address with a view to conducting a study. This group is chosen on the basis of specific characteristics or problems that are relevant to the objectives of the research or intervention. The *target group of this study is vulnerable or marginalized groups (women from rural/urban areas, young people from rural/urban areas, people with disabilities, the elderly, the Roma, refugees).*

Vulnerable or marginalized groups are groups of people who, due to some factors, are in situations of social, economic or informational disadvantage and who do not benefit from the same opportunities as other groups in society.

The media refers to communication tools and channels that allow the transmission of information to a wide audience. They include television, radio, newspapers, magazines, the Internet and other digital platforms, with the role of informing, educating, influencing public opinion.

Media literacy is the ability to critically, efficiently and responsibly access, use, understand and engage media of all types.

Human rights are the set of fundamental rights and essential freedoms that are guaranteed to every person, regardless of nationality, ethnicity, gender, religion or other characteristics. They are considered universal (apply everywhere) and egalitarian (the same for all).

CSO – civil society organization

PA – Public Association

NGO – non-governmental organization

EXECUTIVE SUMMARY

This study investigates in depth the access of socially vulnerable groups from Moldova to information, how they interact with various media sources and their level of media literacy. The analysis starts from the key question: Do these categories of population have the necessary tools – linguistic, technological, cognitive and cultural – to access, understand and critically evaluate information in the public space or, on the contrary, they risk being excluded, marginalized or discriminated against in this process that is essential for democratic participation?

The study examines the extent to which language barriers, disabilities or digital limitations affect the ability of these people to inform themselves. For example, the Roma and Ukrainian refugees may have difficulty finding relevant information in their native language or accessing content that reflects their own social and cultural reality. The research also assesses how these groups actively interact with information – whether they are able to understand messages, critically evaluate them, apply them in everyday life and express themselves in the public space through the media.

The results highlight significant differences between socially vulnerable groups in terms of access, use and perception of the media and public information.

Preferred sources of information and the ones perceived as accessible

Social networks are the main source of information for most groups, with high levels of use among young people (over 84%) and refugees (83.3%). Television is preferred by the elderly (73.3%), while urban women especially opt for news websites (40.2%). Messaging platforms (Viber, Telegram, WhatsApp) are essential for refugees, but are to a lesser extent used by other groups.

Perceived accessibility varies significantly: social networks are considered accessible by young people, women and refugees, while television remains accessible especially for the elderly. The Roma and people with disabilities have difficulty accessing news websites.

Level of trust in the media and alternative sources

Trust in the media is moderate, with significant variations between groups. The elderly show the highest level of distrust, while urban youth have the most trust. Interpersonal sources (family, friends) are considered the most reliable, especially by rural women and young people. Social networks are perceived as relatively reliable sources, especially among young people and refugees.

Types of information sought

Information about domestic events and social realities is most in demand, especially by the elderly, women and people with disabilities. Refugees frequently seek information about neighboring countries and global contexts. Practical information (weather, transportation, employment) is a priority for women and refugees, reflecting their immediate needs.

Media and digital literacy

The study reveals an uneven level of media literacy. Refugees and young people demonstrate a superior ability to filter information, while older women, the Roma and people with disabilities lack essential digital skills. Disinformation is a common problem, and most respondents do not know effective methods of verifying information. Media education is considered essential to counter disinformation, but it remains underdeveloped among vulnerable groups. There is an increased interest in educational and short video content, especially among young people.

Interaction with NGOs and the media

Only a small proportion of respondents know of organizations that defend their interests, except for refugees, who show an increased level of awareness and participation. Most find out about NGOs through social networks or their immediate circle. Direct involvement in civic activities and the media is generally low, but refugees and young people in urban areas show a higher level of participation.

Traditional media consumption

The televisions Moldova 1, Pro TV, Jurnal TV and TV8 are the most watched, especially by the elderly and people with disabilities. Among radios, Radio Noroc and HIT FM are popular, and in the online environment, Stiri.md, Protv.md and Point.md are the most accessed by urban women and rural youth. Facebook is the dominant social network, followed by TikTok and Telegram, depending on the target group.

Language and information access

Most respondents say they can access information in their native language without difficulty, except for

some members of the Roma community and refugees. Access to local information is generalized, but some groups show dependence on informal networks and unofficial sources.

The relationship of civil society organizations with the media in the last 3 years

Civil society organizations are aware of the importance of their relationship with the media and use digital channels in particular to promote their activities. Although collaboration with the media has evolved positively in the last three years, progress is more visible at the national level.

STUDY METHODOLOGY

The study pursues several objectives, including:

- Assessing of the level of trust of vulnerable and/or marginalized groups in the media;
- Analyzing these groups' access to information provided through various media channels;
- Understanding these groups' perception of how the media approach topics related to inclusion and their specific needs;
- Identifying media literacy needs;
- Assessing the role and impact of the media in supporting the rights of vulnerable and/or marginalized groups;
- Investigating the level of cooperation between the media and civil society organizations representing these groups;
- Analyzing the degree of participation of vulnerable and/or marginalized groups as a result of exposure to information content online, especially on social networks.
- Urban youth aged 18-29 (106 questionnaires);
- Persons with disabilities (100 questionnaires);
- The elderly over the age of 60 (113 questionnaires);
- The Roma (112 questionnaires);
- Refugees from Ukraine (108 questionnaires).

At the same time, the research aimed to identify media literacy needs, perception of disinformation and fake news, as well as the platforms that these groups consider relevant for obtaining accurate information.

The data were collected using two distinct methods:

- Quantitative method – survey;
- Qualitative method – in-depth interviews.

The **first quantitative study** was conducted on a representative sample of population groups with a total number of 860 respondents who belonged to the following categories:

- Rural women aged 30-59 (118 questionnaires);
- Urban women aged 30-59 (101 questionnaires);
- Rural youth aged 18-29 (102 questionnaires);

The questionnaire is nationally representative for each of the categories analyzed, as the sample was constructed separately for each target group. Data collection was carried out using the CAPI method (face-to-face interviews with the use of a tablet for questions and answers), in the period between 4 March and 1 April 2025. The data collection process took place simultaneously in all districts of the Republic of Moldova, with the involvement of 33 on-site operators.

Table 1. Sample structure

Category of respondent	Number
Rural women (aged 30-59)	118
Urban women (aged 30-59)	101
Rural youth (aged 18-29)	102
Urban youth (aged 18-29)	106
People with disabilities	100
The elderly (aged 60+)	113
The Roma	112
Refugees from Ukraine	108
Total	860

The **second quantitative study** focused on the relationship of civil society organizations with the media in the last 3 years. It was conducted on a sample of 33 organizations from different fields of activity, using the CATI (Computer-Assisted Telephone Interviewing) and CAWI (Computer-Assisted Web Interviewing) methods. The proportion of respondents surveyed by each method was 45.5% for CATI and 54.5% for CAWI. Data were collected in the period from 20 to 25 March 2025.

The main objective of the research was to identify organizations that managed to improve their relationship with the media during the mentioned period and to understand how the representatives of those organizations perceived the impact of collaboration with the media in the process of promoting their projects and initiatives.

Difficulties encountered

The data collection process in the second quantitative study was marked by the following difficulties:

- The limited availability and busy schedule of organizations caused delays in data collection and required frequent rescheduling of interviews.

- The low level of interest shown by some organizations towards the topic of the study.
- Some organizations hesitated to participate because of a lack of trust or fears related to confidentiality.

Within the **qualitative study**, 12 in-depth interviews were conducted with representatives of each category that constitutes a target group. The in-depth interviews were conducted online, between 28 February and 7 March 2025, being audio recorded in the interviewee's native language and transcribed in Romanian as appropriate. The qualitative report contains the main observations and quotes.

Table 2. List and features of in-depth interviews

No.	Interview code	Field of activity	Target group
1	II5	A.O. Prietena Mea // [My Friend PA]	Representative of persons with disabilities
2	II9	A.O. Rețeaua Femeilor pentru Democrație (WDN Moldova) // [Women's Democracy Network Moldova]	
3	II11	A.O. Alianța Organizațiilor pentru Persoane cu Dizabilități din R. Moldova (AOPD) // [Alliance of Organizations for Persons with Disabilities of Moldova]	
4	II8	A.O. Baștina // [Homeland PA]	Elderly person
5	II10	A.O. Coaliția Vocea Romilor (CVR) / Asociația Națională a Mediatorilor Comunitari (ANMC) // [The Voice of the Roma Coalition / The National Association of Community Mediators]	Representative of the Roma ethnicity
6	II3	TV Căușeni Studio-L	Media representative
7	II12	Ziarul de Gardă	
8	II4	Ocnita District Youth Center	Urban youth
9	II1	Librarian	Urban woman
10	II2	Banking specialist	Rural youth
11	II6	Kindergarten director	Rural woman
12	II7	-	Refugee from Ukraine

Chapter 1.

ACCESS TO INFORMATION AND LEVEL OF TRUST IN SOURCES

This chapter is dedicated to the analysis of the relationship between the media and socially vulnerable groups, with an emphasis on access to information and level of trust in media sources. It examines the influences exerted by social, economic and technological conditions on the ability of these groups to access relevant information and to perceive the media as credible.

The challenges related to media literacy and the impact of obtaining accurate information on social integration are also addressed. The role of civil society organizations in supporting vulnerable groups, as well as the importance of transparency of media outlets and increasing technological accessibility are also analyzed here.

1.1. Sources of information

Moldovan citizens use a wide range of information sources, from traditional ones – television and radio – to digital ones, such as social networks, news websites and messaging applications. Information also frequently circulates through interpersonal networks, such as family, neighbors or colleagues. As Internet access expands, online sources are gaining more and more ground, including among vulnerable groups. Social networks and television continue to dominate media consumption, being followed by news websites. At the same time, platforms such as Telegram, Viber and WhatsApp are increasingly being used by young people and refugees. The elderly, on the other hand, prefer to inform themselves mainly through radio and print media.

Table 3. Q_1. What sources do you use to obtain information about current events and topics that interest you, as well as useful information?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Social networks	79.5	79.4	84.3	78.3	55.7	50.9	61.6	83.3
TV	50.8	46.4	36.3	22.6	55.7	73.3	43.8	17.6
Colleagues, relatives, neighbors	28.7	36.1	25.5	40.6	25.8	32.8	40.2	57.4
News websites	39.3	40.2	35.3	33.0	30.9	28.4	19.6	50.9
Family members	35.2	34.0	34.3	36.8	27.8	26.7	37.5	44.4
Groups on Telegram	16.4	21.6	33.3	40.6	11.3	12.1	14.3	58.3
Groups on Viber	18.9	25.8	19.6	17.9	17.5	15.5	14.3	63.0
Radio	18.9	20.6	7.8	10.4	22.7	25.0	12.5	11.1
Local public authorities	26.2	14.4	12.7	8.5	14.4	14.7	14.3	21.3
Groups on WhatsApp	16.4	13.4	15.7	9.4	6.2	12.9	12.5	29.6
Podcasts	14.8	16.5	17.6	20.8	7.2	11.2	3.6	10.2
Street advertising	12.3	13.4	6.9	16.0	7.2	4.3	13.4	15.7

Newspapers	16.4	8.2	2.9	0.0	12.4	13.8	8.9	5.6
Civil society organizations (NGOs)	5.7	4.1	2.9	5.7	5.2	1.7	7.1	29.6
Magazines	15.6	4.1	2.0	2.8	9.3	6.9	3.6	12.0

Social networks are the most frequently used source of information for all categories of respondents, especially for rural women and youth (79.5% and 84.3%, respectively), as well as for the Roma (61.6%) and refugees (83.3%). These platforms are used both for accessing various types of information and for interacting with other users, being a fast and accessible source that offers content tailored to individual interests.

Television remains an important source of information, being especially preferred by the elderly (73.3%), people with disabilities (55.7%) and rural women (50.8%). This traditional medium continues to be perceived as a reliable source, especially among those who do not have constant access to the Internet or who prefer classical means of information.

Interpersonal networks – colleagues, relatives and neighbors – are relevant sources of information, especially for refugees (57.4%), the Roma (40.2%), as well as for urban women and youth (36.1% and 40.6%, respectively). These informal channels of communication are valuable by allowing direct exchanges of views and discussions, being of particular importance in isolated communities, where access to other sources may be limited.

News websites are used mainly by urban women (40.2%) and refugees (50.9%), providing quick access to up-to-date information. However, they are less accessed in rural areas or by people with limited Internet access.

Family members are mentioned as a significant source of information by refugees (44.4%), the Roma (37.5%), rural women (35.2%) and urban youth (36.8%). They are perceived as reliable sources, providing both useful information and emotional support.

Groups in messaging applications (Telegram, Viber, WhatsApp) are important channels of alternative information, being used mainly by refugees (63% on Viber and 58.3% on Telegram). Urban youth also use Telegram significantly (40.6%). WhatsApp is less popular among the analyzed groups. The use of these applications depends on the personal contact networks and the digital skills of the users.

Radio is accessed to a lesser extent compared to other sources of information, being used mainly by the

elderly (25%) and people with disabilities (22.7%). It is perceived as an accessible and familiar channel, especially in the absence of other media or in areas with little connectivity.

Other less frequently mentioned sources of information include **local public authorities, podcasts, street advertising, newspapers, magazines and civil society organizations**. They are accessed occasionally, depending on the specifics of each community. However, there is a higher proportion of refugees (29.6%) who obtain information through NGOs, which indicates a relevant potential for collaboration with these organizations in the process of providing information and support to vulnerable groups.

TRENDS

In 2025, **social networks** continue to be the main source of information for most groups of respondents, especially young people. **Television**, although still relevant to certain segments, is suffering a pronounced decline. For urban youth, television consumption fell from 32% in 2022 to 22.6% in 2025. On the other hand, among the elderly, it remains an important information channel, although there has also been a decrease in consumption, from 93.6% in 2022 to 73.3% in 2025.

News websites are seeing a slight downward trend. For example, the share of rural women who use them as their primary source of information fell from 45.2% in 2022 to 39.3% in 2025.

Radio is the source that has seen the sharpest decline, especially among young people. Only 7.8% of rural youth still use radio as a source of information in 2025, compared to 13.2% in 2022, indicating a constant erosion of interest in this channel of information among younger generations.

In the **qualitative study**, representatives of public associations working in the field of support for people with disabilities mentioned that the sources of information available for this vulnerable category were still limited, leading to a low level of information. There are groups on social networks that are mostly accessed by parents of children with disabilities, but the information distributed in these communities is often subjective and does not fully cover their specific needs.

... Groups for parents, such as “Superheroes”, the group for women ... those are anonymous posts, most often the personal opinion of people who write comments, which is not

psychologically healthy or correct. [II5]

The level of information may be very limited, because very many sources are not fully accessible to them, to their needs. [II9]

The representative of the Alliance of Organizations for Persons with Disabilities of Moldova mentioned that people now access information most often on their mobile phones, therefore social networks and news portals are the predominant sources of information. He noted that almost every TV station also has a YouTube channel, where the desired program can be easily found.

And, as far as I've seen, every television has a YouTube channel, short videos. It is a source, too. So, social networks are also a source, and we can't deny television ... [III1]

Generalizing, most respondents mentioned the following sources of information as the most popular: television, social networks (Facebook, Telegram, YouTube, TikTok), radio and news websites.

Representatives of the media, whose work involves constant monitoring of the dynamics of their own results, noted in this context that preferences in the ways of obtaining information vary significantly depending on the age category. For example, in the case of the Facebook page of TV Căușeni Studio-L station, the majority of subscribers are between 34 and 45 years old, with a higher representation of women, while on YouTube the audience is generally older – between 56 and 60 years old, and on TikTok the audience is significantly younger. As for television broadcasting, the latest measurements indicated a number of about 150,000 viewers, mainly in prime time, predominantly from rural areas.

Other older people, those who do not use the Internet, are at the mercy of television, and then it depends on how they find information there. [III2]

This idea is also supported by a representative of the Roma, who said that youth mostly obtain information from social networks. He also underlined the importance of media literacy, noting that it tends to decline with age.

Middle age and old age – the more we advance, the higher the degree of non-literacy or the less access to media sources. [III0]

The fact that the choice of the source of information is influenced by age is also confirmed by people from urban areas and youth from rural areas, who also confirm that the younger generation primarily turns to

the Internet for information.

The Internet, social networks, Facebook and now, lately, Telegram, many groups, for example, opportunities. Different news portals have their pages on Telegram, this is what I've seen most often. [II2]

No one [of the young people] looks at newspapers or magazines, nor do they ever take information from television or radio, only from the Internet. [II4]

An important source of information for the Roma community is the community leader, whose authority is not disputed. This phenomenon reflects the community nature of the Roma culture and the specificity of social interactions within the group, while also influencing the way information is disseminated. A representative of the Roma community pointed out that, due to the high rate of illiteracy, people have difficulties in accessing information directly, which causes an increased dependence on informal leaders, whose opinions and statements become the main source of guidance and validation.

The level of access is lower for several reasons: First, the Roma community is a closed community, where the leader has authority, respectively, the leader is an opinion-maker in their midst. I'm talking about a local leader, I mean some kind of baron. [III0]

A representative of the weekly Ziarul de Gardă drew attention to an increasingly common problem among young people related to the difficulty of identifying media sources. They say that at present, most users get information predominantly through social networks and mobile applications. Thus, essential details such as the source of the news, the author of the article, the outlet that broadcast it or the channel that produced the report are unknown.

... When they open the apps, which is the primary source you use, as a rule, a problem arises – they can't name a source, a media source, they don't know any journalist, or website, or news portal, they don't know any name of any outlet... This is extremely complicated especially with the younger generation: they will follow some friends, but if a friend writes nothing, then they'll turn to influencers. [III2]

When discussing information sources, media representatives highlighted certain vulnerable groups – such as refugees, women fighting for their rights and the Roma communities – who obtain information mainly through NGOs. In this context, it becomes essential that NGOs also rely on credible and verified sources. Refugees, for example, pointed out that they initially obtained information through interpersonal

networks, from one another, and later this informal pattern of transmitting information evolved into groups on Viber, where information was obtained according to a similar principle.

The good thing is that many of the refugees are somehow connected to some NGOs that help refugees, and it is very important that these centers be NGOs, to provide them with data about the sources of information. And some centers even follow us and refer to us refugees who have different problems, which we describe. Then they are solved. [I112]

1.2 Access to sources and level of trust

The accessibility of information sources differs significantly from one socially vulnerable group to another, being influenced by factors such as age, environment, digital skills, as well as socio-economic or cultural barriers. Data suggest that not all sources of information are perceived as accessible, even if used frequently.

Social networks are perceived as the most accessible sources of information for all categories, in proportions of over 75% among women (both rural and urban), young people, but also refugees. These platforms

are considered relatively accessible by people with disabilities (52.6%) and the Roma (54.5%), and to a lesser extent accessible by the elderly (46.6%), which reflects challenges related to limited digital skills.

Television is perceived as accessible especially by the elderly (65.5%), people with disabilities (45.4%) and rural women (45.1%). In contrast, only 17% of urban youth see it as an easily accessible source – a trend that highlights the younger generation’s distancing from traditional media.

News websites are considered relatively accessible by refugees (45.4%) and urban women (39.2%). However, the degree of accessibility decreases considerably among the Roma (15.2%) and the elderly (26.7%), indicating possible technological or educational barriers. Although perceived as more credible sources compared to social networks, news websites do not reach the same level of accessibility for all vulnerable categories.

Messaging groups (*Telegram, Viber, WhatsApp*) show an unequal degree of accessibility between categories. Refugees report the highest levels: Telegram – 54.6%, Viber – 62%, WhatsApp – 26.9%. These data suggest a solid integration of this group into informal and

Table 4. Q 2. How easy or difficult is it for you to obtain information from the sources mentioned? (% of Very easy and Easy answers of respondents who said they were informed from that source))

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Social networks	73.8	77.3	77.5	75.5	52.6	46.6	54.5	75.0
Television	45.1	39.2	32.4	17.0	45.4	65.5	33.0	14.8
News websites	36.9	39.2	33.3	31.1	28.9	26.7	15.2	45.4
Colleagues, relatives, neighbors	25.4	30.9	23.5	32.1	20.6	27.6	31.3	50.0
Family members	30.3	30.9	30.4	30.2	23.7	23.3	28.6	41.7
Groups on Telegram	15.6	20.6	29.4	34.9	8.2	12.1	9.8	54.6
Groups on Viber	14.8	24.7	16.7	16.0	13.4	13.8	12.5	62.0
Radio	15.6	14.4	6.9	7.5	20.6	22.4	6.3	8.3
Local public authorities	22.1	12.4	10.8	6.6	9.3	8.6	9.8	16.7
Groups on WhatsApp	12.3	10.3	14.7	7.5	5.2	9.5	8.9	26.9
Podcasts	11.5	15.5	16.7	16.0	6.2	10.3	2.7	8.3
Street advertising	8.2	10.3	6.9	13.2	5.2	3.4	4.5	11.1
Civil society organizations (NGOs)	4.1	4.1	2.9	3.8	4.1	1.7	5.4	25.9
Newspapers	13.1	4.1	1.0	0.0	10.3	11.2	5.4	5.6
Magazines	10.7	1.0	1.0	1.9	6.2	5.2	0.0	7.4

support-focused digital networks. In contrast, these channels are poorly accessible to other groups, especially the elderly and the Roma communities, where usage levels fall below 15%.

Radio, despite being a traditional channel, records low levels of accessibility for all categories. It is perceived as accessible especially by the elderly (22.4%) and people with disabilities (20.6%). However, its popularity decreases significantly compared to new digital media, which may reflect both changes in media

consumption behavior and increasing competition from online platforms.

Other sources of information, such as **local public authorities, podcasts, street advertising, NGOs, newspapers and magazines**, are generally less accessible. A notable exception is NGOs, which reach a relatively high level of accessibility among refugees (25.9%). This highlights the essential role these organizations play in facilitating access to information for this community.

Table 5. Q_3. How much do you trust the following sources? (% of Very much and Somewhat)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Family members	59.8	59.8	66.7	68.9	66.0	55.2	74.1	73.1
Colleagues, relatives, neighbors	43.4	41.2	43.1	50.9	44.3	38.8	49.1	66.7
Social networks	44.3	43.3	55.9	52.8	38.1	22.4	35.7	50.9
News websites	45.9	39.2	45.1	48.1	38.1	24.1	28.6	50.9
Local public authorities	44.3	28.9	43.1	34.9	34.0	26.7	41.1	48.1
Civil society organizations (NGOs)	34.4	26.8	31.4	28.3	17.5	18.1	35.7	66.7
Television	36.9	25.8	35.3	30.2	34.0	33.6	29.5	24.1
Groups on Telegram	23.0	26.8	31.4	44.3	20.6	12.9	29.5	55.6
Groups on Viber	27.9	25.8	27.5	23.6	24.7	17.2	29.5	61.1
Groups on WhatsApp	26.2	24.7	25.5	25.5	14.4	16.4	25.0	33.3
Podcasts	27.0	24.7	33.3	34.9	16.5	7.8	14.3	24.1
Radio	27.0	16.5	26.5	24.5	27.8	18.1	17.9	14.8
Street advertising	18.0	21.6	18.6	19.8	22.7	17.2	22.3	20.4
Newspapers	22.1	15.5	20.6	20.8	21.6	14.7	12.5	13.0
Magazines	18.0	12.4	19.6	18.9	18.6	8.6	12.5	13.0

In the case of **rural women (aged 30-59)**, trust is primarily oriented towards family members (59.8%), followed by news websites (45.9%), local public authorities (44.3%) and social networks (44.3%). Television (36.9%) and NGOs (34.4%) enjoy a moderate level of trust, while the other sources remain below these thresholds.

Urban women (aged 30-59) also trust family members the most (59.8%), who are followed by social networks (43.3%) and their immediate circle – colleagues, relatives and neighbors (41.2%). Overall trust in media sources is lower than in rural areas, with NGOs (26.8%) and television (25.8%) being evaluated

modestly. Online groups (*Telegram, Viber, WhatsApp*) stand out by a low level of trust.

Rural youth (aged 18-29) expressed the highest trust in the family (66.7%), social networks (55.9%), news websites (45.1%) and local authorities (43.1%). Traditional sources – radio, newspapers, television – are less valued. Emerging sources like podcasts (33.3%) and groups on Telegram (31.4%) are above the overall average in this category.

Urban youth (aged 18-29) show the highest level of trust in family (68.9%), colleagues and relatives (50.9%) and social networks (52.8%). They stand out

by being open to alternative channels such as groups on Telegram (44.3%) and podcasts (34.9%). Television (30.2%) and NGOs (28.3%) are perceived as less credible.

For **people with disabilities**, trust is focused on family (66%), colleagues and relatives (44.3%), social networks and news websites (38.1%), as well as local authorities (34%). The lowest levels of trust are attributed to NGOs (17.5%) and traditional media (radio, newspapers, magazines).

The elderly (aged 60+) trust mainly the family (55.2%) and the network of close people (colleagues/relatives – 38.8%). Otherwise, trust levels are modest: social networks (22.4%), news websites (24.1%), television (33.6%) and local authorities (26.7%). Podcasts and print media are perceived as sources with very little credibility.

The Roma show a high level of trust in the family (74.1%) and in colleagues and relatives (49.1%). Also, NGOs (35.7%) and local public authorities (41.1%) are perceived relatively favorably. In contrast, other sources of information, including digital and traditional ones, record low levels of trust, which highlights a clear preference for interpersonal networks.

Refugees show a high degree of trust in a variety of sources: family (73.1%), colleagues/relatives (66.7%), NGOs (66.7%), groups on Viber (61.1%) and Telegram (55.6%). Notably, refugees are receptive to alternative sources and have a higher degree of trust than other categories in social networks (50.9%) and news websites (50.9%).

TRENDS

Compared to the results of 2022, current data reflect a significant development in trust in media sources.

People with disabilities: Trust in social networks has increased considerably, from 21.4% in 2022 to 38.1% in 2025, indicating a greater closeness to digital media and a possible adaptation of content to the needs of this group.

Refugees: Trust in NGOs has increased substantially, from 42.7% to 66.7%, suggesting an increasingly active role of these organizations in supporting and informing refugees. Groups on Viber have also become a significantly more frequently used and trusted source (growth from 35.5% to 61.1%), which points to the importance of familiar and accessible communication channels.

Urban youth (aged 18-29): There is an increase in trust in classical sources of information: radio (from 11.4% in 2022 to 24.5% in 2025), newspapers (from 10.3% to 20.8%), magazines (from 7.3% to 18.9%).

In the **qualitative study**, a representative of people with disabilities, the founder of the My Friend organization and mother of a child with Down syndrome, said that in the past, information about this diagnosis used to be presented in the media negatively, emphasizing mortality. This approach led her to abandon local sources and turn to international sources, especially from the US and Europe, which she considers more accurate. However, difficulties with translation and interpretation remain a challenge. According to her, most people search for information on Google or in Facebook groups.

In 2015, I found that children with Down syndrome die at the age of 9, and then I refused to look any further. I personally, as a parent, subscribed to international associations in America and Europe. I was looking for truthful information only there, but I had to translate it, be careful how I interpreted it. Most of the time, people only use what they find on Google and in Facebook groups. [II5]

The representative of WDN Moldova, active in the field of women's rights, pointed out that the level of trust in sources varies depending on the area of residence: in urban areas, trust in social networks and news websites prevails, while in rural areas, television continues to be the main source of information.

I think on the online level – Instagram, social networks, websites, news agencies – trust is high in the cities and among women. In rural areas, local and national TV stations are important; trust in television sources is higher there. [II9]

A media representative noted that fewer and fewer people watch television, in favor of digital platforms. However, trust in media outlets that are also active online remains.

In recent years, television has been declining as a percentage of follow-up. However, trust in licensed media sources – TV, newspapers, radio – is the highest if people also follow them on Facebook or TikTok, such as TV8 or Jurnal TV. [II3]

Representatives of urban women and rural youth pointed out the need to verify information, given the diversity of perspectives presented.

I, for example, read the news and try to analyze, to see who brought the news, whether he is a reputable journalist. I look on other channels to see where the information came from, whether it is official or just for visibility. [III]

Many sources tell from hearsay... There are a lot of rumors, and that's why you need to read more sources to form your own opinion. [II2]

For the Roma community, the baron is the main source of information, as a traditional leader and central authority.

His opinion or his word regarding the mobilization of the Roma – he has authority. When they meet, he is at the head of the table, and whatever he says is considered the truth. [1110]

The representative of refugees from Ukraine highlighted the importance of groups on Viber as sources of information and community support. They have evolved from simple communication channels to trusted networks with thousands of members.

In these three years, we have known each other through these situations and groups. We help each other: some give

information about education, how to enroll the child in school or kindergarten; others about medical issues, what to do if someone gets sick. Exchange takes place between mothers with children. [1117]

1.3. Experience of publicizing aspects of community life

Most respondents had no direct experience of interacting with media outlets to publicize their personal or community issues. In the few cases where such initiatives took place, they were sporadic and usually happened through personal contacts with journalists or through letters or electronic messages, especially from older people.

Table 6. Q_4. Have you ever turned to the media to publicize an issue of your own or of the community you belong to?

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Yes, I turned to a journalist/reporter	3.3	4.1	2.9	1.9	2.1	6.9	3.6	4.6
Yes, I sent a letter/e-mail to a media outlet	1.6	3.1	2.0	1.9	3.1	0.9	0.0	0.9
Yes, I called a media source	0.8	4.1	2.9	6.6	5.2	0.9	2.7	1.9
Yes, I personally went to an editorial office	2.5	3.1	1.0	0.9	2.1	0.9	2.7	0.9
No	90.2	84.5	91.2	84.9	83.5	89.7	88.4	89.8
Don't know	1.6	0.0	0.0	1.9	4.1	0.9	2.7	0.9
Won't answer	0.0	1.0	0.0	1.9	0.0	0.0	0.0	0.9

Most of the respondents had no direct experience of contacting the media to publicize personal or community issues, the proportions being considerably high in all categories analyzed: from 83.5% among people with disabilities to over 90% for young people and women from rural areas.

These figures suggest a low level of civic initiative in relation to the media or, alternatively, may reflect persistent obstacles related to accessibility, lack of

trust or the generalized perception of the inefficiency of the media as a tool of social intervention.

Situations in which respondents actually turned to media outlets – either by direct contact with a journalist or by sending a letter, e-mail, making a phone call or visiting the editorial office – are rare and do not exceed 7% in any category. The only notable exception is among the elderly, where 6.9% said they had contacted a journalist or reporter directly.

Table 7. Q_5. Do you consider yourself better informed due to civil society initiatives and media sources?

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Yes, thanks to civil society initiatives (NGOs, church, trade unions, etc.)	11.5	5.2	11.8	10.4	12.4	9.5	16.1	9.3
Yes, thanks to the media	33.6	47.4	40.2	52.8	50.5	56.0	37.5	21.3
Yes, thanks to both civil society and media initiatives	40.2	30.9	31.4	18.9	21.6	16.4	19.6	59.3
No	9.0	7.2	11.8	13.2	10.3	11.2	17.0	6.5
Don't know	4.9	7.2	4.9	3.8	5.2	6.9	9.8	2.8
Won't answer	0.8	2.1	0.0	0.9	0.0	0.0	0.0	0.9

The participants' answers reveal significant differences in the perception of the role of the media and civil society in facilitating access to information, varying according to the specifics of each vulnerable group.

Most respondents said they felt better informed due to the media, this answer being predominant among the elderly (56.0%), people with disabilities (50.5%) and urban youth (52.8%). These data suggest a relatively high degree of trust and a constant dependence on traditional and digital sources of information within these groups.

Refugees stand out by a significant percentage (59.3%) of those who attribute better information to both the media and civil society initiatives, which is indicative of efficient information coverage and coordinated support. A similar perception was expressed by rural women (40.2%), which highlights the relevance of information sources adapted to the needs of the local community.

The exclusive contribution of civil society was mentioned less frequently, but remained significant for the Roma communities (16.1%) and people with disabilities (12.4%), highlighting the complementary role of NGOs in reducing information gaps.

TRENDS

Compared to 2022, the 2025 data reflect a significant improvement in respondents' perception of their level of information as a result of the combined contribution of the media and civil society initiatives.

In particular, 12.4% of people with disabilities and 16.1% of the Roma said they were better informed thanks to the **efforts of civil society** – significantly higher percentages compared to those reported in 2022, indicating an increase in the active role of NGOs in reducing information inequalities.

The media continue to play an essential role, registering a constant level of trust: 56% of the elderly and 52.8% of urban youth said they considered themselves better informed due to the media, values similar to those in 2022. This stability suggests a sustained fidelity to traditional and digital information channels.

The most significant development is observed among refugees: in 2025, 59.3% of them pointed to **both the media and civil society initiatives** as the main source of information, compared to only 28.2% in 2022. This increase indicates a more efficient integration of the two types of actors in the delivery of relevant, accessible and adapted content, as well as a diversification of information channels and a better awareness of the resources available.

1.4. Access to media sources and level of trust

Social networks are the main source of daily information for all categories analyzed, being used mainly by young people and refugees. Entertainment and news websites come second, being preferred especially in

urban areas. Television and radio remain relevant for the elderly and people with disabilities, while print media is rarely accessed, especially by young people, the Roma and refugees. These variations highlight clear preferences based on age, residence area and social status, suggesting a significant fragmentation of the information landscape.

Table 8. Q_6. How often do you watch/listen to/read/access the following sources of information? (% of Daily)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Social networks	82.8	77.3	90.2	86.8	69.1	50.0	51.8	79.6
Other websites (films, entertainment, etc.)	41.0	44.3	50.0	45.3	38.1	33.6	38.4	57.4
News websites	39.3	42.3	36.3	35.8	37.1	38.8	24.1	61.1
Television	38.5	36.1	21.6	14.2	55.7	66.4	42.9	12.0
Radio	18.0	11.3	13.7	10.4	34.0	28.4	10.7	5.6
Newspapers	3.3	2.1	0.0	4.7	5.2	5.2	1.8	1.9
Magazines	2.5	1.0	2.0	1.9	4.1	4.3	3.6	3.7

Social networks are the source of information accessed most often, especially by rural youth (90.2%) and urban

youth (86.8%), rural women (82.8%) and refugees (79.6%). Even among the elderly, 50.0% use them daily, which indicates an extensive penetration of these platforms in all groups researched.

Entertainment websites (films and other recreational content) are especially popular among young people (50.0% in rural areas and 45.3% in urban areas), as well as refugees (57.4%). In contrast, these websites are less accessed by the elderly (33.6%) and people with disabilities (38.1%).

News websites are accessed daily by a significant percentage of refugees (61.1%), followed by urban women (42.3%) and rural women (39.3%). Conversely, these sources are used less frequently by the Roma (24.1%) and young people (under 37%).

Television remains the main source of information for the elderly (66.4%), people with disabilities (55.7%) and the Roma (42.9%). In contrast, daily television consumption is very low among rural youth (21.6%) and urban youth (14.2%), as well as refugees (12.0%), suggesting a marked decline of this means of information among younger generations.

The radio is listened to daily mainly by people with disabilities (34.0%) and the elderly (28.4%) and very little by refugees (5.6%), the Roma (10.7%) and young people (under 14%), which confirms a downward trend in the popularity of this means of communication.

Newspapers and magazines are accessed daily by an extremely small percentage of people from all categories analyzed. The highest values are found among the elderly (5.2% for newspapers, 4.3% for magazines), while among young people and the Roma these sources are almost absent (less than 2%).

TRENDS

Current data show a significant increase in the frequency of accessing multiple sources daily.

Social networks have seen spectacular growth, becoming a dominant channel even for traditionally less digitized categories. For people with disabilities, the frequency of daily use increased from 26.8% in 2022 to 69.1% in 2025 – a development of more than 40 percentage points, reflecting an accelerated adaptation to the online environment. Equally remarkable is the transformation observed among the elderly (aged 60+), where the percentage increased from 0% to 50%, suggesting a late but intense digitization. Among refugees, the daily use of social networks increased from 69.4% to 79.6%, indicating an ever deeper integration into the digital information circuit.

Entertainment websites (films, recreational content, etc.) have experienced a generalized increase in all eight analyzed groups, with growth of more than 20 percentage points in the frequency of daily access. This trend highlights a clear reorientation towards informal and recreational content. Relevant examples include rural women, where the percentage increased from 15.7% to 41.0%; urban youth – from 17.5% to 45.3%; and among refugees – from 11.3% to 57.4%.

News websites have also seen notable growth. For people with disabilities, daily access increased from 20.5% to 37.1%, and for the elderly, from 13.6% to 38.8%. Among refugees growth was the largest, from 39.5% to 61.1%, suggesting an increased involvement in the consumption of relevant journalistic information.

Table 9. Q_7. How accessible do you find the following media sources? (% of Easily accessible)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Social networks	86.9	87.6	90.2	97.2	71.1	55.2	58.0	91.7
Other websites (films, entertainment, etc.)	57.4	72.2	76.5	79.2	56.7	43.1	47.3	73.1
News websites	68.0	75.3	69.6	77.4	49.5	49.1	34.8	80.6
Television	64.8	70.1	58.8	57.5	74.2	75.0	63.4	17.6
Radio	32.8	44.3	33.3	34.0	51.5	40.5	15.2	10.2
Newspapers	27.9	21.6	16.7	17.9	24.7	25.9	13.4	12.0
Magazines	23.0	21.6	18.6	14.2	20.6	20.7	12.5	9.3

The data show significant differences between groups in their perception of the accessibility of media sources.

Social networks are perceived as the most accessible sources for all categories, with very high percentages among young people (90.2% rural, 97.2% urban) and refugees (91.7%). People with disabilities (71.1%) and the elderly (55.2%) consider them less accessible, although they remain in the top preferences.

Entertainment and news websites are well accessed in urban areas, especially by young people and refugees (over 70%). In contrast, people with disabilities and the Roma find these sources significantly harder to access.

Television is perceived as easily accessible especially by the elderly (75.0%) and people with disabilities (74.2%), but is less accessible for young people,

especially those from urban areas (57.5%), and very little for refugees (17.6%).

Radio, newspapers and magazines are considered more difficult to access by almost all categories, especially the Roma and refugees, where the level of accessibility is below 20% in most cases.

TRENDS

Results indicate a significant increase in the perception of social networks accessibility among people with disabilities (from 43.8% in 2022 to 71.1% in 2025), the elderly (from 40.0% to 55.2%) and refugees (from 78.2% to 91.7%). Also, for the elderly, there has been a noticeable improvement in the accessibility of news websites, with an increase from 33.7% to 49.1%.

According to the data obtained in the **qualitative study**, the majority of representatives of vulnerable

groups believe that access to the media and information is widespread today, especially via telephones and the Internet.

I think that more than 90% have the possibility to connect to the Internet and from there they can reach all media sources; even television is on the Internet. [II4]

However, a representative of an organization for people with disabilities pointed out that there are cases when devices or access to the Internet are missing. Information often circulates through social networks, but also through informal channels, which can lead to distortions. For this reason, the need has been noted to ensure universal access to technology and to have information presented in a clear and accessible format, including through adapted training.

We often promote what happens, and it is transmitted from person to person. But sometimes the information gets distorted. [III1]

Easy-to-understand formats are needed, not just for people with disabilities, especially when it comes to areas with specific terminology. [III1]

A journalist from Ziarul de Gardă pointed out that the problem is not the lack of access, but the huge amount of information and the difficulty in distinguishing between credible and manipulative content. The algorithms of social platforms contribute

to the propagation of disinformation, suggesting content similar to the one already consumed.

Truthful sources are very accessible, but the problem is information chaos... if you've listened to disinformation, the algorithm will deliver more and more similar content to you. [II12]

Another interviewee from civil society, involved in supporting children with Down syndrome, grouped parents into three categories: those who actively seek information; those who have access but only use entertainment platforms; and those who neither have access nor feel the need for information.

About 20% are looking for resources themselves... 30% have resources but are not aware of them, and 50% need neither resources nor awareness. [II5]

Important progress is perceived in the relationship with the media, especially by people with disabilities. Journalists are described as being more open and responsive to the needs of vulnerable groups.

I, as a representative in various groups, see the desire of the media to be open and productive. [II9]

A concrete example is provided by TV Căușeni Studio-L, where people can contact the editorial office directly or even come personally to report their problem.

We have a simple system: people call us, the number is displayed on Facebook. Some know the number of the reporter or come to the office. [II3]

Table 10. Q_8. In general, how much do you trust the media sources from Moldova?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	11.5	11.3	6.9	6.6	14.4	24.1	16.1	4.6
Little	27.9	22.7	25.5	22.6	27.8	27.6	25.9	10.2
Neither much nor little	44.3	51.5	52.0	57.5	33.0	33.6	36.6	56.5
A lot	10.7	8.2	10.8	8.5	10.3	10.3	10.7	13.9
Very much	0.8	2.1	1.0	0.0	8.2	1.7	1.8	2.8
I don't inform myself from such sources	1.6	3.1	1.0	3.8	4.1	2.6	4.5	4.6
Don't know	3.3	1.0	2.0	0.0	2.1	0.0	4.5	4.6
Won't answer	0.0	0.0	1.0	0.9	0.0	0.0	0.0	2.8

Among **rural women (aged 30–59)**, a reserved attitude towards the media prevails: 44.3% said they have neither much nor little trust, 27.9% have little trust and 11.5% have no trust at all. The proportion of high levels of trust is low, with only 10.7% answering “A lot” and 0.8% answering “Very much”. **Urban women (aged 30–59)** show slightly higher levels of trust: 51.5% have a moderate attitude, and 8.2% report a lot of trust. However, 22.7% express little trust and 11.3% not at all.

Rural youth (aged 18–29) show a balanced attitude: 52.0% have moderate trust, 25.5% express little trust, and 6.9% have no trust at all. The percentage of those who have high levels of trust is 10.8%, indicating a relatively greater openness to the media.

In the case of **urban youth (aged 18–29)**, the proportion of moderate levels of trust is the highest among all categories – 57.5%. Low levels of trust are expressed by 22.6%, and the highest by 8.5%. Only 6.6% say they have no trust in the media at all.

People with disabilities show a more heterogeneous distribution: 33.0% have moderate trust, 27.8% have little trust, and 14.4% have no trust at all. However, 10.3% declare a lot of trust and 8.2% – very much trust, which indicates a polarization of perceptions.

The elderly (aged 60+) show the highest levels of distrust: 24.1% have no trust at all and 27.6% have little trust. Moderate trust is mentioned by 33.6%, while only 10.3% declare a lot of trust and 1.7% very much trust.

Among **the Roma**, the attitude towards the media is relatively balanced: 36.6% have moderate trust, 25.9% express little trust and 16.1% have no trust at all. A lot of trust is seen in 10.7% of respondents, and very much trust in 1.8%.

Refugees seem to show the highest levels of general trust in Moldovan media: 56.5% report moderate trust, 13.9% – a lot of trust, and only 4.6% have no trust at all, which represents the lowest level of distrust among all categories analyzed.

TRENDS

Between 2022 and 2025, perceptions of the media among vulnerable groups underwent significant changes. For the elderly, total distrust nearly doubled, rising from 11.8% to 24.1%. At the same time, there has been an increase in neutral attitudes towards the media, especially among rural youth (from 37.7%

to 52%) and refugees (from 45.2% to 56.5%). On the other hand, people with disabilities show a positive trend: high levels of trust in the media increased from 5.4% to 10.3%.

1.5. Types of information accessed in media sources

The information preferences of the respondents highlight a major interest in **current local news (from Moldova)**, especially among the elderly (77.6%), rural women (73.8%) and people with disabilities (71.1%).

Practical information, such as weather, traffic or job offers, is frequently accessed by refugees (75.0%), urban women (64.9%) and rural youth (60.8%), suggesting a pragmatic orientation towards content applicable in everyday life.

International news is particularly popular among refugees (75.9%) and less popular among the Roma (47.3%), while **useful advice**, such as health, family or lifestyle, is especially appreciated by rural women (68.0%) and refugees (69.4%).

Interest in **social topics** is notable among refugees (71.3%), as well as is interest in **human rights** (58.3%) and **economic issues** (48.1%). **Legislative themes** also attract a considerable proportion of refugees (52.8%), indicating an increased need for guidance in the regulations of the host country.

The elderly show a specific interest in **political topics** (48.3%), while **sport** is the most popular among **urban youth** (42.5%).

TRENDS

Compared to 2022, in 2025 there has been a significant increase in refugees' interest in most types of information accessed through the media. Young people in rural areas show an increased interest in practical information, with an increase from 44.2% in 2022 to 60.8% in 2025. Among the Roma population, interest in useful advice related to health, housekeeping or lifestyle increased from 25.9% in 2022 to 52.7% in 2025.

According to discussions in the **qualitative study**, representatives of public organizations consider that the media should more actively approach the topics relevant to people with disabilities, especially those concerning their rights. Information considered useful includes access to adapted educational institutions, employment opportunities and affordable medical

Table 11. Q_9. What kind of information do you usually look for in media sources?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Current news and events from Moldova	73.8	70.1	60.8	56.6	71.1	77.6	53.6	69.4
Useful information (such as weather, traffic, jobs, exchange rate, etc.)	64.8	64.9	60.8	59.4	55.7	60.3	45.5	75.0
Current news and events from around the world	53.3	62.9	52.9	57.5	55.7	60.3	47.3	75.9
Useful tips (such as health, decor, etc.)	68.0	64.9	52.9	51.9	49.5	56.0	52.7	69.4
Current news and events in your locality	56.6	58.8	49.0	50.0	48.5	56.0	42.9	69.4
Current news and events from neighboring countries (Ukraine, Romania)	41.8	48.5	36.3	36.8	54.6	63.8	47.3	96.3
Social topics (e.g. migration, family, health, mental health, education, etc.)	54.1	44.3	45.1	43.4	43.3	48.3	42.9	71.3
Information on culture	45.1	41.2	36.3	34.0	36.1	39.7	30.4	50.0
Information on human rights and freedoms	36.9	40.2	30.4	33.0	39.2	39.7	31.3	58.3
Politics and governance (including elections, political parties, public policies, international relations, public administration)	31.1	32.0	18.6	24.5	36.1	48.3	27.7	43.5
Information on economy and finance	24.6	36.1	25.5	36.8	35.1	32.8	18.8	48.1
Legislation	25.4	29.9	22.5	27.4	29.9	32.8	24.1	52.8
Science and technology (e.g. ecology, physics, psychology, etc.)	31.1	35.1	31.4	34.9	25.8	30.2	14.3	41.7
Information on sports	18.9	21.6	39.2	42.5	35.1	25.9	17.9	35.2

services. It is also necessary to directly consult people with disabilities and involve specialists to guarantee the accuracy and applicability of information.

Ensuring inclusion and human rights in all areas. [III1]

More clarity on disability directions, which would involve specialists. [II5]

There are some rights and opportunities... which already work. These people should simply request them. [II9]

To show the situation, but also to ask the person with disabilities what solutions they see for it. [III1]

At the same time, it is pointed out that the needs of people with disabilities are common to those of the

whole society, which is why the media should promote educational topics relevant to all citizens, especially in the financial, political, cultural and legal fields.

Another important aspect is the positive representation of people with disabilities. Representatives of civil society argue that their success stories should be visible, helping to fight stereotypes and motivate other people.

They are better encouraged by the good stories that are promoted. Too often pieces on disability are written from the perspective of sympathy, pity, pain... but we have a lot of parents, children who have somehow managed to come to terms with the situation. [II5]

Journalists note that all categories of vulnerable

groups show an increased interest in social problems, such as insufficient pensions and salaries, limited access to medical and educational services, difficulties in interacting with the authorities or their refusal to respond to requests.

At the same time, a representative of the weekly Ziarul de Gardă, based on the outlet's experience, identified several thematic directions of major interest for vulnerable groups among the readers of the publication:

- **Women** are more receptive to topics related to violence;
- **The elderly** follow with priority news about pensions, allowances and social payments;
- **Young people** are interested in educational opportunities, mobility (studies, work, migration, return), but also in IT projects or civic initiatives;
- **People with disabilities** prefer inspiring stories about people from the same category, who managed to become independent, start businesses, engage or create handmade products;
- **The Roma**, especially those abroad, are sensitive to topics related to social benefits, access to health services and education. Many are surprised to find out that they have the right to emergency medical care or that education is guaranteed for their children, regardless of social or ethnic status;

Table 12. Q_10. In your opinion, how easy is it to find the following types of information in the Moldovan media? (% of Very easy and Easy)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Useful information (such as weather, traffic, jobs, exchange rate, etc.)	82.8	87.6	80.4	81.1	73.2	75.0	67.0	89.8
Current news and events from Moldova	84.4	79.4	77.5	84.0	73.2	77.6	59.8	77.8
Useful advice (such as health, decor, etc.)	84.4	76.3	80.4	77.4	68.0	71.6	61.6	84.3
Current news and events from around the world	73.0	81.4	72.5	75.5	69.1	72.4	58.9	80.6
Social topics (e.g. migration, family, health, mental health, education, etc.)	76.2	72.2	68.6	67.0	68.0	66.4	57.1	81.5
Information on human rights and freedoms	72.1	71.1	72.5	70.8	57.7	62.9	54.5	84.3
Current news and events from neighboring countries (Ukraine, Romania)	67.2	69.1	65.7	70.8	66.0	67.2	52.7	86.1
Politics and governance (including elections, political parties, public policies, international relations, public administration)	72.1	71.1	60.8	71.7	70.1	67.2	52.7	78.7
Information on culture	72.1	66.0	68.6	76.4	66.0	62.1	52.7	76.9
Current news and events in your locality	68.0	73.2	64.7	79.2	63.9	55.2	50.0	72.2
Information on sports	59.0	68.0	71.6	76.4	63.9	54.3	49.1	69.4
Information on economy and finance	62.3	60.8	64.7	65.1	62.9	60.3	41.1	71.3
Science and technology (e.g. ecology, physics, psychology, etc.)	60.7	69.1	59.8	67.9	51.5	53.4	48.2	77.8
Legislation	60.7	58.8	64.7	62.3	56.7	57.8	39.3	71.3

- **People from the Transnistrian region** are looking for alternative sources of information that offer different perspectives, especially about the Europeanization process and the options that citizens have in the context of European integration.

The majority of respondents consider it quite easy or very easy to find information on a variety of topics in the Moldovan media. For example, **useful information**, such as weather, traffic or jobs, is accessible to 82.8% of rural women and 87.6% of urban women. Similarly, **current news and events in Moldova** are easy to find for 84.4% of rural women and 79.4% of urban women.

Regarding **international events**, 73.0% of rural women and 81.4% of urban women say they can access this information easily. Access to information on **human rights, politics and governance** is also considered satisfactory, with values ranging between 70% and 84% among most groups analyzed.

However, there are important differences between the categories of respondents. Thus, **the Roma and refugees** find it easier to access information about **events in neighboring countries and social topics**, while **the elderly** find it more difficult to find information related to **health and education**.

Conclusions

This chapter provided a broad perspective on how different socially vulnerable groups in Moldova access and perceive information sources in general and media sources in particular, highlighting both common trends and marked discrepancies determined by factors such as age, socio-economic status, living environment and digital inclusion level.

The diversity of information sources is a defining element of the contemporary media landscape. Although television and social networks remain the main channels of information, each target group has its own media practices and preferences. Young people and refugees frequently use digital platforms such as Telegram, WhatsApp and other social networks, while the elderly and people with disabilities continue to rely predominantly on traditional sources such as television and radio. Interpersonal networks – colleagues, relatives, neighbors – complete this

information ecosystem, playing a particularly important role in rural communities and among groups with limited technological access.

The accessibility of these sources differs significantly between the analyzed categories. For some respondents, social networks and messaging platforms are intuitive and easy to use. For others – especially the elderly, the Roma or people with disabilities – technological barriers greatly reduce access to information. This discrepancy contributes to shaping an information polarization, which can accentuate already existing social inequalities.

The level of trust in the media is moderate and varies by group. Although there is no radical rejection of the media, the proportion of those who say they have high trust in it is relatively low, and the level of distrust is noticeable. This context reflects a fragile relationship between the media and marginalized audiences, in which transparency, lack of bias and relevance of content become essential factors for rebuilding trust.

Regarding **the perceived impact of the media and civil society initiatives**, the majority of respondents appreciate their contribution to better information. Refugees, in particular, value the combination of the media and the work of non-governmental organizations, which highlights their essential role in facilitating access to information among marginalized groups. However, the individual impact of civil society is less recognized, suggesting a need for greater visibility and more efficient public communication.

The direct involvement of vulnerable groups in the process of publicizing their own difficulties and needs remains low. This reality underlines the importance of media education and of support provided by relevant actors to encourage civic participation and expression of collective needs.

In conclusion, access to information and the level of trust in the media are deeply influenced by the social, cultural and technological conditions specific to each group. Fair provision of information, to vulnerable groups among others, requires an integrated approach that facilitates access to technology, promotes media literacy, supports media transparency and fosters the active involvement of organizations representing and supporting these communities.

Chapter 2.

THE ROLE OF THE MEDIA IN PROMOTING THE RIGHTS AND FREEDOMS OF VULNERABLE GROUPS

2.1. Interest and access to information on the rights and freedoms of vulnerable groups

The results of the study indicate a considerable interest not only in their own rights and freedoms, but also in those of other vulnerable groups, reflecting a high level of solidarity and social awareness. Women and young people, both in rural and urban areas, show significant concern for the situation of other disadvantaged groups, suggesting a commitment to promoting equality and supporting marginalized groups. People with disabilities and the elderly, despite facing specific challenges, also show an increased interest in the rights of other vulnerable groups. This attitude

reflects a sense of belonging to a wider community and a willingness to support the fundamental claims of others. In the case of the Roma group, there is a strong concern for the rights of their own community, but also for those of young people and the elderly, which indicates a vision of solidarity towards other groups in situations of vulnerability. Refugees are also deeply interested in having their rights respected, but they are also expanding their attention to the rights of other categories, especially the young and the elderly. Overall, these findings highlight a growing concern for groups at risk of marginalization or social exclusion. This trend suggests the importance of strengthening social solidarity and human rights education among the population.

Table 13. Q_11. To what extent are you interested in information about the rights and freedoms of the following groups? (% of *Very much* and *A lot*)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Young people	82.0	78.4	74.5	78.3	51.5	52.6	67.0	68.5
Elderly	69.7	63.9	54.9	58.5	60.8	75.9	66.1	66.7
Women	82.8	72.2	57.8	71.7	47.4	50.9	55.4	64.8
People with physical disabilities	49.2	50.5	48.0	48.1	76.3	44.8	66.1	63.0
People with intellectual disabilities	48.4	45.4	46.1	49.1	68.0	44.0	60.7	46.3
Refugees	27.0	26.8	17.6	34.9	24.7	20.7	50.0	88.9
Roma	18.0	20.6	21.6	23.6	22.7	18.1	82.1	20.4

Rural and urban women (82.8% and 72.2%), as well as young people from the same areas (74.5% and 78.3%) show a constant interest not only in their own rights, but also in those of other vulnerable groups. For example, 82.0% of rural women are interested in youth rights, while 71.7% of urban youth are concerned about women's rights. This mutual interest reflects an increased awareness of the need for inter-group support and promotion of equality.

People with disabilities show a high interest in their own rights (68.0%–76.3%), but also for the rights of other vulnerable groups. Of these, 51.5% are concerned about the rights of young people and 60.8% about the rights of the elderly, suggesting empathy for the common difficulties in terms of accessibility and social integration. There is also interest in the rights of refugees and the Roma, groups that share similar experiences of exclusion.

The elderly (aged 60+) show a high level of concern for their own rights (75.9%) and for the rights of other groups: 52.6% are interested in the rights of young people, and 50.9% in those of women. This concern can be explained by their own experiences of vulnerability, often associated with social isolation and limited access to services.

The Roma are very concerned about the rights of their own community (82.1%), but also for those of young people (67.0%), the elderly and people with physical disabilities (66.1%). Interest in the rights of refugees is lower (50.0%), which may suggest a predominantly internal orientation, focused on their own integration issues.

Refugees show significant concern for their own rights (88.9%), reflecting the need for legal and social protection in a new environment. Also, 68.5% are interested in the rights of young people and 66.7% in those of the elderly, indicating a high level of inter-group solidarity in the context of forced migration.

The representatives of vulnerable categories interviewed in the **qualitative study** pointed out that at present, the topic of human rights protection is actively promoted by the media, but there still are some shortcomings that need improvement.

There are more; we just know these projects, even the ones that include vulnerable groups, yes. Various projects present the stories of people with disabilities and they try to mobilize the authorities to solve the cases. [III1]

Older people, with life experience and so on, they know their rights. [II8]

A representative of people with disabilities mentioned the lack of effective collaboration between NGOs defending the rights of children with Down syndrome and the media, mainly caused by the lack of visibility and the differences between the communication channels used by each. Thus, although civil society organizations carry out projects aimed at supporting people with disabilities, the messages transmitted by the media often fail to reach the target audience.

To me, the biggest problem is that there is no close collaboration between all actors. NGOs have direct access to the parents of children with disabilities. They have a database, they have parents, they know each other on a first-name basis. Which means, however, as it usually happens, the media take projects and carry them out on their channels, where there are no parents of children with disabilities, even if the message is directed towards them. [II5]

NGOs work on their behalf, so what is generally lacking in all structures, and we also see this between ministries, that there is no competition between them. [II5]

Another representative of civil society highlighted the need to shift the focus from presenting cases based on pity to an approach focused on rights, solutions and success stories. The representative of an organization that defends the rights of people with special needs pointed out the importance of institutional collaboration in order to implement concrete policies and measures.

This is where civil society should be more united and have some coordinated strategies and more messages addressing rights, roles that give value, based on solutions, rather than a pity-based approach. [III1]

A representative of rural youth noted that the media frequently cover topics related to violence against women and children, but pointed out that it is essential that the disseminated information should have a protective character and strengthen the feeling of support for vulnerable groups. In contrast, he mentioned the negative influence of some content creators on social networks, such as TikTok, who promote sexist views.

An urban young man drew attention to the need for the topic of human rights protection to be presented in a way that is attractive and relevant for young people, not just informative.

I think of more effort to make it more interesting, more current for young people, to be something new, not simply to inform, when someone reads and is shown a few pictures and that's it. It must be something interesting, competitive. [II4]

Referring to human rights in the ethnic context, a representative of the Roma community noted the persistence of a negative image in the media, which rarely present the traditions and rights of the Roma, focusing rather on stories that discriminate and perpetuate stereotypes.

A representative of **Ukrainian refugees** said he was satisfied with the current level of rights protection, noting their participation in discussion groups where they are informed about their rights and obligations, as well as relevant legislative changes.

We are regularly invited to focus groups organized by representatives of the ministry, where they provide us with information, communicate changes and indicate what we should pay attention to, including possible directions for the future,

for example, what options are available for children [II7].

Media representatives underlined the mission of the media to address topics related to violence against women and children, abuse of persons with disabilities and other social issues. They insisted on the involvement of experts who could communicate in a language that is accessible and relevant for all

audiences.

The aim of our editorial office was to keep track of human rights and human rights abuses. [III2]

We make three weekly talk shows with experts, some on set, others in online format. We address all sorts of topics, including those related to gender equality, femicide ... [III3]

Table 14. Q_12. How often do you find information about the rights and freedoms of the following demographic groups? (% of Very often and Often)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Young people	61.5	52.6	59.8	58.5	47.4	33.6	48.2	48.1
Women	65.6	46.4	48.0	47.2	42.3	31.0	43.8	50.0
Elderly	51.6	39.2	40.2	41.5	47.4	39.7	49.1	55.6
People with physical disabilities	43.4	30.9	42.2	36.8	53.6	31.9	45.5	52.8
People with intellectual disabilities	40.2	29.9	43.1	39.6	52.6	28.4	45.5	43.5
Refugees	32.0	30.9	26.5	34.0	32.0	21.6	43.8	78.7
Roma	17.2	15.5	17.6	20.8	21.6	8.6	47.3	16.7

Refugees (78.7%) and **rural women** (65.6%) are more frequently exposed to information about their rights, and this trend is equally noticeable among **young people** – 59.8% and 58.5%. These groups quite frequently access information that targets them, which suggests a certain degree of visibility in the media or in other information channels.

People with disabilities, whether physical (53.6%) or intellectual (52.6%), find information about their rights more frequently than other vulnerable groups, indicating a relatively higher availability of information resources in this area.

On the other hand, **the Roma** (47.3%) and **the elderly**

(39.7%) are less exposed to information about their rights. In the case of **the Roma**, the frequency of accessing this information is slightly higher, which may indicate a moderate concern for their rights. **The elderly**, on the other hand, appear to have significantly less access to relevant information on their rights.

Overall, it has been found that access to information is not uniformly distributed among groups. Some categories, such as **the Roma** and **the elderly**, experience less exposure to information about their rights, which may suggest low visibility in the media or an urgent need to improve the accessibility of this information for these groups.

2.2. Experiences of covering community life in the media

Table 15. Q_13. How often do you find information about...? (% of Very often and Often)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Opportunities of spending leisure time with people from your group/ community.	42.6	36.1	52.0	44.3	38.1	25.9	49.1	65.7
Employment opportunities	53.3	39.2	57.8	61.3	28.9	21.6	39.3	46.3
Information on government services for people in your group/ community	41.8	36.1	39.2	38.7	40.2	25.0	44.6	69.4
Opportunities for obtaining social assistance	42.6	38.1	37.3	37.7	45.4	31.0	43.8	56.5
Success stories of people in your group/ community	50.8	46.4	39.2	42.5	38.1	25.0	42.0	48.1
Information about the activities of NGOs that support people in your group/ community	34.4	29.9	36.3	33.0	34.0	19.0	46.4	65.7
Information about the culture and traditions of Ukrainians	23.8	22.7	13.7	24.5	23.7	14.7	35.7	72.2
Information about Roma culture and traditions	19.7	17.5	11.8	20.8	15.5	6.9	61.6	16.7

Data on the frequency with which different vulnerable groups access types of information relevant to their own community show some significant trends in their informational inclusion and visibility in the public space.

Refugees stand out as the best informed group, recording high percentages in all categories analyzed. They frequently report access to information about government services (69.4%), NGO activities (65.7%), socialization opportunities (65.7%) and social benefits (56.5%). They are also the most exposed to content related to Ukrainian culture and traditions (72.2%), which may indicate the existence of sustained integration and information efforts, probably coordinated through governmental and international initiatives.

Young people, especially those from urban areas, enjoy relatively high access to information on employment opportunities (61.3%) and leisure activities (44.3%), but are less exposed to information about NGO activities (33%) and the culture of other communities. Young people from rural areas show the highest frequency of access to employment opportunities (57.8%) and leisure activities (52.0%), reflecting a strong concern for socio-economic integration.

However, the level of information on government services (39.2%) and social benefits (37.3%) remains low.

The Roma is an ambivalent case. Although they are well represented in terms of access to information about their own culture (61.6%) and NGO activities (46.4%), the level of information on employment (39.3%), social benefits (43.8%) and government services (44.6%) is moderate. In addition, access to information on Ukrainian culture is very low (16.7%). This focus on their own community may reflect both internal efforts to promote identity and a certain isolation from other forms of informational inclusion.

The elderly and people with disabilities appear to be the least informed in general. **The elderly** have low access to information about NGO activities (19%), employment opportunities (21.6%) and government services (25%), which signals an increased risk of informational exclusion. For **people with disabilities**, access to information on social benefits (45.4%) and government services (40.2%) is higher than for other vulnerable groups, but remains below the levels registered by refugees or young people, which may indicate a limited availability of communication channels adapted specifically to their needs.

TRENDS

Data from 2025 indicate a noticeable improvement in access to information relevant to certain vulnerable groups. The frequency with which the Roma find information about the activities of civil society organizations supporting their community has

increased significantly (from 36.4% in 2022 to 46.4% in 2025), which is also relevant for information about their own culture and traditions – a notable increase from 36.4% to 61.6%. Rural youth also report a considerable improvement in access to information on social aid opportunities (from 26.4% in 2022 to 52% in 2025).

Table 16. Q_14. To what extent are you interested in information about...? (% of Very much and A lot)

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Opportunities for obtaining social assistance	59.0	54.6	42.2	37.7	53.6	44.8	66.1	78.7
Opportunities of spending leisure time with people from your group/community	54.1	49.5	51.0	47.2	42.3	35.3	52.7	69.4
Success stories of people in your group/community	57.4	52.6	49.0	38.7	45.4	37.9	55.4	57.4
Information on government services for people in your group/community	52.5	42.3	41.2	35.8	41.2	36.2	46.4	70.4
Employment opportunities	57.4	50.5	61.8	58.5	28.9	12.1	47.3	47.2
Information about the activities of NGOs that support people in your group/community	47.5	36.1	36.3	34.0	38.1	27.6	57.1	74.1
Information about the culture and traditions of Ukrainians	18.9	20.6	10.8	21.7	22.7	19.8	39.3	83.3
Information about Roma culture and traditions	18.0	16.5	10.8	19.8	16.5	11.2	67.0	16.7

Regarding interest in certain types of information concerning their own community, data suggest that it is influenced by the social positioning of the group and its specific needs in relation to resources, services and identity recognition.

The highest interest in the listed topics has been constantly found among **refugees**, who show an increased concern especially for information about social aid (78.7%), NGO activities (74.1%), government services (70.4%) and leisure opportunities (69.4%). Data indicate a strong concern for integration, support and social inclusion, characteristic of a population in the process of adaptation in a new socio-cultural context.

The Roma, as a traditional minority group, also show an increased interest in information about social aid (66.1%), success stories (55.4%) and NGO activities

(57.1%). At the same time, the Roma are the only group with a significant interest (67.0%) in information about their own culture and traditions. On the other hand, interest in information related to employment is the most noticeable among **rural youth** (61.8%) and **urban youth** (58.5%), which indicates a clear concern for professional integration and socio-economic mobility. In contrast, **the elderly** and **people with disabilities** express little interest in this topic (12.1% and 28.9%, respectively), but are more attracted to topics related to social assistance and government services, which have a direct relevance in their life context.

Women – both rural and urban – show a steady and balanced interest in almost all categories of information, with values ranging from 36% to 59%.

In the **qualitative study**, participants from vulnerable groups pointed out that information on human rights is perceived as necessary, regardless of the source, but its accessibility and clarity are essential. Messages should be adapted to the target audience, using simple and friendly language.

Any channel is useful for information to reach people. [I111]

If it is given in an accessible and interactive language, and also interesting, and in the language in which the parent understands. Otherwise, it is distributed for nothing, it is not understood. [I15]

Social networks have frequently been mentioned as the main information channel for groups active online (young people, parents, people with disabilities), due to their accessible format and algorithmic customization. As for the elderly, television and face-to-face communication remain the most effective sources

of information. The importance of the visual format (clips, animations, graphics) and interactive sessions (seminars, trainings) to increase the level of understanding and involvement was also noted.

A major obstacle remains the language barrier, especially for the Roma and refugees, which suggests the need for translation and adaptation of materials.

We have the Roma who speak only Russian ... If you bring the message in Romanian, you should know that you cover only half of Moldova. [I110]

In the case of Ukrainian refugees, social networks (e.g. Viber) are an essential source of punctual information, adapted to practical needs.

We are usually sent links to legal advice services... and then each person... accesses and uses them. [I18]

Table 17. Q_15. How easy is it for you to find useful information in your native language?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	0.8	0.0	0.0	0.9	0.0	0.9	21.4	0.9
Difficult	6.6	6.2	2.9	4.7	4.1	5.2	32.1	5.6
Easy	66.4	53.6	61.8	59.4	61.9	69.0	37.5	75.0
Very easy	24.6	35.1	33.3	34.9	23.7	20.7	3.6	18.5
Not searching	1.6	5.2	2.0	0.0	9.3	3.4	5.4	0.0
Won't answer	0.0	0.0	0.0	0.0	1.0	0.9	0.0	0.0

Most target groups said that they easily find useful information in their native language. However, the Roma and, to a lesser extent, people with disabilities face significant difficulties finding it.

Rural women (66.4% Easy, 24.6% Very easy), **the elderly** (69% Easy) and **rural and urban youth** (over 59% Easy and 33% Very easy) said that they did relatively well in accessing information. **People with disabilities** are close to the general average (62% Easy, 23.7% Very easy), but there are also the 9.3% who said they did not search such information – a possible signal of access barriers or lack of interest.

Refugees reported a good level of access: 75% said they found information easily, although only 18.5% accessed it very easily. Only 0.9% said they did not find it at all, a situation that can be explained by the existence of dedicated sources, such as Telegram

or Dopomoga.gov.md, in Ukrainian and Russian languages.

The most vulnerable category is **the Roma**: only 3.6% said they found information very easily and 37.5% easily, while 32.1% encountered difficulties and 21.4% did not find it at all – a sign of deep inequalities in information access and inclusion.

TRENDS

Compared to 2022, the majority of respondents reported that they found useful information in their native language more easily. There has been a significant increase in those who opted for the "Easy" option, especially the elderly (69% in 2025 compared to 44.5% in 2022), the Roma (37.5% compared to 14.6%), urban youth (61.8% compared to 47.2%) and rural women (66.4% compared to 52.2%).

Table 18. Q_16. How easy is it for you to find useful information from the region where you live?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	0.8	0.0	1.0	0.0	1.0	3.4	8.0	0.9
Difficult	9.8	10.3	2.9	5.7	10.3	9.5	28.6	9.3
Easy	69.7	56.7	72.5	57.5	58.8	62.1	50.0	72.2
Very easy	14.8	27.8	20.6	36.8	19.6	16.4	4.5	15.7
Not searching	4.9	5.2	2.9	0.0	10.3	6.0	8.9	0.0
Won't answer	0.0	0.0	0.0	0.0	0.0	2.6	0.0	1.9

Most respondents said it was easy or very easy to find local information, especially **rural youth** (93.1% cumulatively answered Easy and Very easy), **refugees** (87.9%) and **urban women** (84.5%).

In contrast, vulnerable groups – **the Roma and people with disabilities** – face more difficulties. 36.6% of the Roma said it was difficult to find local information or they could not do it at all, and 11.3% of people with disabilities indicated the same problem. The percentage of those who did not search for information is higher among people with disabilities (10.3%) and the elderly (6.0%), possibly a sign of lack of motivation or digital skills.

The least difficulties have been reported by **urban youth**, who gave no answers in the categories “Not at all” or “Not searching”.

Trends compared to 2022

Compared to 2022, there is a clear improvement in access to local information in 2025. The highest increases are recorded among rural youth (from 48.1% to 72.5%), rural women (from 53% to 69.7%) and the elderly (from 45.4% to 62.1%). Urban youth also report an increase (from 42.3% to 57.5%).

Table 19. Q_17. How easy is it for you to find useful information that you can understand without difficulty?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	3.3	0.0	0.0	0.0	1.0	1.7	2.7	0.0
Difficult	10.7	4.1	4.9	1.9	4.1	8.6	25.0	8.3
Easy	68.0	63.9	63.7	67.0	61.9	68.1	61.6	71.3
Very easy	13.1	28.9	26.5	31.1	21.6	13.8	4.5	18.5
Not searching	4.1	3.1	3.9	0.0	9.3	6.0	4.5	0.9
Won't answer	0.8	0.0	1.0	0.0	2.1	1.7	1.8	0.9

A significant percentage of respondents, regardless of age or area of residence, consider that finding useful and understandable information is relatively easy (over 60% in most categories), which indicates a good overall access to information sources.

However, **the Roma** (25%) and **the elderly** (8.6%) reported notable difficulties in accessing and understanding information, which indicates large disparities caused by educational and language barriers.

Table 20. Q_18. How easy is it for you to find useful information about the community you are a part of?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	2.5	0.0	0.0	0.0	3.1	3.4	6.3	0.0
Difficult	9.8	4.1	8.8	4.7	9.3	12.1	25.9	3.7
Easy	72.1	61.9	59.8	63.2	58.8	64.7	53.6	75.9
Very easy	9.8	26.8	26.5	30.2	16.5	9.5	5.4	17.6
Not searching	5.7	7.2	4.9	1.9	10.3	6.9	8.9	0.9
Won't answer	0.0	0.0	0.0	0.0	2.1	3.4	0.0	1.9

Most respondents perceive access to useful information about their community as easy or very easy. **Urban youth** (30.2%) and **urban women** (26.8%) said they found information very easily, while **rural women** (72.1%) and **rural youth** (59.8%) said they found it easily in a higher proportion compared to other categories.

However, a large number of people experienced difficulties. **The elderly** (12.1%) and **the Roma** (25.9%) said they found it difficult to access such data, and 6.3% of the Roma considered this access impossible.

TRENDS

Access to community-related information improved for several groups in 2025. The percentage of those who reported finding this information easily or very easily increased among the elderly (64.7% compared to 45.5% in 2022), the Roma (53.6% compared to 38.4%) and rural women (72.1% compared to 57.4%). Also, more people with disabilities said they found information very easily (16.5% in 2025 versus 7.1% in 2022), reflecting an increase in accessibility.

Conclusions

This chapter highlighted the perception of the popularity of information about the rights and freedoms of socially vulnerable groups, as well as the interest in such topics, but also the degree of interest in certain

types of general information and information specific to various marginalized groups. In addition, it pointed out the difficulties and easiness in finding useful information in the respondents' native language, according to area of residence, in an understandable form and related to the community they are part of. The results indicate both positive aspects and major challenges for certain groups of respondents, and the quantitative research allowed to outline clear trends in informational behaviors and perceptions related to inclusion and access.

Access to information and media preferences differ significantly depending on the social group and its specific vulnerabilities. News from Moldova is most frequently sought, especially by the elderly (77.6%), rural women (73.8%) and people with disabilities (71.1%). Refugees show a marked interest in useful information (75%), international news (75.9%) and human rights (58.3%). Urban youth prefer content related to sports (42.5%) and technology (34.9%), and the elderly are more interested in domestic politics (48.3%).

Most respondents said it was easy or very easy to find general information in their native language, including rural women (91%) and refugees (75%). However, the Roma face major difficulties in this regard – only 37.5% found information easily, and 21.4% could not find it at all. Similar problems were encountered in accessing local and community-related information, especially in the case of the Roma (up to 36.6%

reported difficulties) and people with disabilities (10.3% did not search information at all). Educational and language barriers also affect the understanding of information, especially for the Roma (25%) and the elderly (8.6%).

Interest in the rights and freedoms of other vulnerable groups is widespread. Rural (82.8%) and urban (72.2%) women, young people (over 74%) and people with disabilities (up to 76.3%) showed deep concern not only for their own rights, but also for those

of others. The same trend is visible among refugees and the Roma, suggesting an openness to solidarity and an increased awareness of exclusion.

Overall, the data show that accessibility, interest in different types of content and perceptions of the media are shaped by each group's social positioning and experiences of marginalization. Thus, the need is emerging for more inclusive media policies that address these differentiated needs and support social cohesion.

Chapter 3.

MEDIA AUDIENCES PER CATEGORIES OF TARGET GROUPS

3.1. Television

Of the total respondents to the survey, 71.6% said they watch television, which indicates a relatively frequent

use of this type of media source. At the same time, of those who watch television, over a third (36.2%) do so daily, demonstrating that television continues to be an important means of information, especially for certain categories of the population.

Table 21. Q_19. Name the TV stations you watched the most over the past 30 days. (% of respondents watching TV)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Moldova 1	36.1	32.0	22.5	18.9	41.2	38.8	24.1	5.6
Pro TV	22.1	20.6	19.6	18.9	26.8	30.2	9.8	3.7
Jurnal TV	14.8	16.5	17.6	10.4	22.7	23.3	9.8	1.9
TV8	9.0	14.4	9.8	4.7	14.4	19.8	8.9	1.9
Prime	5.7	3.1	5.9	3.8	7.2	7.8	7.1	1.9
ONE TV	5.7	3.1	4.9	3.8	7.2	6.9	5.4	0.9
Cinema 1	4.1	2.1	2.0	1.9	5.2	4.3	3.6	0.9
NTV (HTB)	3.3	2.1	2.0	1.9	4.1	4.3	2.7	0.9
Kanal D	3.3	2.1	2.0	0.9	3.1	3.4	2.7	0.9
TV1000	2.5	2.1	2.0	0.9	3.1	3.4	2.7	0.9
Russia-1 (Россия-1)	1.6	0.0	1.0	0.0	3.1	1.7	0.0	0.0
N4 – Național 4	0.8	1.0	1.0	0.9	1.0	1.7	0.9	0.0
TV7	1.6	1.0	0.0	0.0	1.0	2.6	0.9	0.0
Canal 3	1.6	1.0	1.0	0.9	2.1	0.0	0.0	0.0
TVR MOLDOVA	1.6	1.0	0.0	0.9	2.1	0.0	0.9	0.0
TNT (THT)	1.6	0.0	1.0	0.0	0.0	2.6	0.9	0.0
Kino TV (Кино ТВ)	0.0	0.0	0.0	0.0	2.1	2.6	0.9	0.0
1+1	0.0	0.0	1.0	0.9	0.0	0.9	2.7	0.0
Exclusiv TV	0.0	2.1	0.0	0.9	0.0	0.9	0.9	0.0
Canal 5	0.8	2.1	0.0	0.9	0.0	0.0	0.0	0.0

The public station **Moldova 1** remains the most watched TV station among most of the analyzed groups. It is followed mainly by people with disabilities (41.2%) and the elderly (38.8%), but also by rural women (36.1%). These data suggest a strong preference for this channel among older audiences and those living in rural areas. On the other hand, **Moldova 1** is little watched by refugees (5.6%) and urban youth (18.9%), signaling a limited audience among young people and people with a greater international exposure.

Pro TV has a steady and relatively balanced audience, being watched by 22.1% of rural women, 20.6% of urban women and about 19-20% of young people from both areas of residence. This station is especially appreciated by the elderly (30.2%) and people with disabilities (26.8%), which shows a diversified audience base. In contrast, the Roma (9.8%) and refugees (3.7%) rarely watch this station.

Jurnal TV is watched to a moderate extent by most groups, with the highest percentages among people with disabilities (22.7%) and the elderly (23.3%), followed by rural youth (17.6%). There is less interest among urban youth (10.4%) and refugees (1.9%).

TV8 is watched more frequently by urban women (14.4%), people with disabilities (14.4%) and the elderly (19.8%), but it has a low audience among young people, especially from urban areas (4.7%), and refugees (1.9%). This station seems to attract more adult audiences concerned with civic and political themes.

The stations **Prime**, **ONE TV**, **Cinema 1** and **NTV (HTB)**

have low but relatively stable audiences in some categories. For example, 7-8% of people with disabilities and the elderly watch **Prime** and **ONE TV**, and about 5% watch **Cinema 1**. These stations, however, are almost absent from the preferences of young people and refugees, which shows a clear segmentation of media consumption.

Stations such as **Kanal D**, **TV1000**, **Russia-1** and **TNT** are almost non-existent in the top favorites, with percentages below 3-4% in all categories. However, there is a slight preference for **Russia-1** among people with disabilities (3.1%) and the elderly (1.7%).

Stations with very low audience, such as **N4**, **TV7**, **Canal 3**, **TVR Moldova**, **Kino TV**, **1+1** or **Canal 5**, are mentioned by maximum 1-2% of respondents, without a clearly defined target audience.

Moldova 1 still dominates the preferences of vulnerable groups and the elderly, while **Pro TV** and **Jurnal TV** have a more balanced audience among active and educated groups. Young people, especially those from urban areas, seem to be moving away from classic television, and refugees have extremely low media consumption from local channels.

3.2. Radio

Data show that radio has a relatively limited audience among the interviewees: only 39.3% of respondents said they listened to radio, and of these, only 16.5% did it daily. These figures highlight a low and rather occasional consumption of this media compared to television or online media.

Table 22. Q_20. Please think about the radio stations you've been listening to recently. Name a maximum of 5 stations that you listened to most often in the last 30 days. (% of respondents listening to the radio)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Radio Noroc	12.3	9.3	5.9	9.4	18.6	12.1	5.4	1.9
HIT FM	7.4	11.3	8.8	13.2	10.3	5.2	2.7	2.8
Radio Plai	9.8	9.3	6.9	2.8	14.4	12.1	2.7	0.0
Radio Moldova	8.2	4.1	4.9	3.8	11.3	10.3	3.6	1.9
Kiss FM	3.3	3.1	7.8	3.8	2.1	0.9	0.9	0.0
Retro FM	0.8	6.2	1.0	1.9	3.1	3.4	0.0	0.9
Jurnal FM	2.5	4.1	2.0	0.9	1.0	0.9	0.9	0.0
Radio Relax	0.0	2.1	0.0	2.8	2.1	3.4	0.0	0.0

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Vocea Basarabiei	1.6	2.1	1.0	0.0	1.0	1.7	1.8	0.0
Radio Chisinau	0.0	1.0	1.0	0.0	3.1	0.9	1.8	0.9
Radio Micul Samaritean	2.5	0.0	2.9	0.0	1.0	0.0	0.9	0.0
Russkoye Radio (Русское Радио)	2.5	0.0	1.0	0.0	2.1	0.0	0.0	0.0
Radio Studentus	0.0	0.0	1.0	1.9	1.0	0.0	0.0	0.9
Radio Free Europe	0.0	1.0	2.0	0.0	1.0	0.0	0.0	0.0
MUZ FM	0.8	1.0	1.0	0.0	1.0	0.0	0.0	0.0
Radio Record	0.0	1.0	1.0	0.9	0.0	0.0	0.0	0.0
Ucrania FM	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.9
Radio Dar	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Radio Moldova Tineret	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
GRT-FM	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0

Preferences for radio stations show a much more dispersed audience compared to television, with low percentages overall, but also with notable differences between groups. It should be noted that these percentages refer only to respondents who said they listened to the radio.

Radio Noroc is the most listened to station among several categories, with an important presence among people with disabilities (18.6%), rural women (12.3%) and the elderly (12.1%). **HIT FM** manages to attract mainly urban youth (13.2%) and urban women (11.3%). **Radio Plai** has a higher audience among people with disabilities (14.4%) and women from both areas of residence (over 9%), but is non-existent among refugees.

The public station **Radio Moldova** was mentioned more frequently by people with disabilities (11.3%) and the elderly (10.3%), but had a lower audience among young people (4-5%) and refugees (2%). Other stations, such as **Kiss FM**, **Retro FM** or **Jurnal FM**, were listened to occasionally, especially by young people or women from urban areas, but did not stand out for a significant audience.

Overall, there has been a low presence of radio stations among refugees, with no stations reaching 3%, and in the case of the Roma, only **Radio Noroc** (5.4%) was mentioned more frequently. These results indicate a weaker connection of these two vulnerable

groups to the traditional radio environment, compared to other categories.

3.3. News websites

73.9% of respondents accessed news websites, while 26.1% said they did not use this means of information. Of those who accessed them, only 39.3% did so daily, indicating that for most users the consumption of news online is not yet part of a constant daily habit.

The most frequently accessed portals are **Stiri.md** (with a maximum of 15.5% among urban women and 14.8% in rural areas), **protv.md** (13.1% among women and 10.8% among rural youth) and **Point.md** (12.4% urban women and 11.3% urban youth). These data indicate a more pronounced preference for news websites among adult women and young people in rural areas, while the elderly (where the maximum values are 5.2% for **Point.md** and 5.2% for **zdg.md**), the Roma (with values below 3% in almost all sources) and refugees (where only **Point.md** reaches 6.5%) accessed these platforms to a smaller extent.

3.4. Social networks

Facebook is the most used network for all target groups. Still, young people, especially those in cities, spend more and more time on **TikTok**, **Instagram** and **Telegram**. Refugees use **Telegram** in particular, but are also active on other networks,

Table 23. Q_21. Name the news portals/websites you read most often in the last 30 days. (% of respondents accessing news portals/websites)

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Stiri.md	14.8	15.5	11.8	12.3	6.2	3.4	7.1	0.0
Point.md	9.0	12.4	8.8	11.3	9.3	5.2	1.8	6.5
Protv.md	13.1	7.2	10.8	4.7	2.1	2.6	0.0	0.0
Zdg.md	7.4	9.3	4.9	7.5	2.1	5.2	0.9	0.9
Noi.md	2.5	6.2	2.9	2.8	3.1	3.4	0.0	0.0
JurnalTV.md	8.2	3.1	2.0	4.7	0.0	0.9	0.0	0.0
Tv8.md	4.9	4.1	3.9	4.7	0.0	0.0	0.0	0.0
Agora.md	2.5	3.1	3.9	1.9	0.0	0.9	0.0	0.0
Unimedia.info	2.5	5.2	2.0	0.9	1.0	0.0	0.0	0.0
Newsmaker.md	0.8	4.1	0.0	0.0	0.0	1.7	0.0	1.9
Gov.md	0.0	1.0	0.0	0.9	0.0	0.0	0.0	3.7
Komsomolskaya Pravda (Kp.ru)	0.8	0.0	1.0	0.0	1.0	1.7	0.0	0.9
Moldovalibera.md	0.0	0.0	0.0	0.9	2.1	1.7	0.0	0.0
Euronews.com	0.0	1.0	0.0	0.0	1.0	0.0	0.9	0.9
Dopomoga.gov.md	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8

Table 24. Q_22. On which of the following social networks do you spend at least 30 minutes weekly?

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Facebook	86.1	86.6	84.3	56.6	71.1	54.3	50.9	71.3
TikTok	60.7	53.6	72.5	78.3	39.2	44.0	50.9	58.3
Instagram	46.7	53.6	69.6	83.0	40.2	24.1	46.4	48.1
Telegram	27.9	37.1	55.9	74.5	23.7	19.0	27.7	80.6
Odnoklassniki	15.6	17.5	14.7	9.4	28.9	19.8	20.5	4.6
Vkontakte	6.6	6.2	17.6	18.9	15.5	13.8	8.9	10.2
Snapchat	4.1	6.2	17.6	26.4	4.1	0.9	4.5	4.6
X (Twitter)	0.8	3.1	6.9	10.4	6.2	4.3	4.5	6.5
LinkedIn	2.5	0.0	2.9	3.8	1.0	1.7	1.8	1.9

to a moderate extent. Networks like **Odnoklassniki**, **Vkontakte** and **Snapchat** are less popular and used only by certain groups. **X** (formerly **Twitter**) and **LinkedIn** are hardly used in all categories at all.

Facebook is the most used social network among most of the groups analyzed. The percentages are very high among women (rural – 86.1%, urban – 86.6%) and rural youth (84.3%). Usage is significantly lower among urban youth (56.6%) and the Roma (50.9%), but still is over half. Refugees (71.3%) and people with disabilities (71.1%) also access this platform in a considerable proportion.

TikTok is very popular among young people, in urban (78.3%) and rural (72.5%) areas. Women (60.7% rural and 53.6% urban) also use it to a high extent. Refugees (58.3%) and the Roma (50.9%) have a similar presence. However, usage is lower among people with disabilities (39.2%) and the elderly (44%).

Instagram is used mainly by urban youth (83.0%) and rural youth (69.6%), but also by urban women (53.6%). The elderly (24.1%) and the Roma (46.4%) use it less, while refugees (48.1%) are above the overall average.

Telegram has an exceptional spread among refugees (80.6%) and is very popular among urban youth (74.5%) and rural youth (55.9%). In the rest of the groups, use decreases significantly: women (27.9% rural and 37.1% urban), people with disabilities (23.7%) and the elderly (19%).

Odnoklassniki has a clearly more traditional profile and is used more frequently by people with disabilities (28.9%), the elderly (19.8%) and the Roma (20.5%). Young people and refugees rarely use it (9.4% urban youth and only 4.6% refugees).

Vkontakte is marginal in most groups, but has some popularity among young people from both areas of residence (18.9% urban and 17.6% rural). Usage in the other categories is low, 6–15%.

Snapchat is only relevant among young people (26.4% urban and 17.6% rural). The other categories have very low percentages, below 6%.

X is little used in all categories, with values below 10%. The highest rate is among urban youth (10.4%), followed by people with disabilities (6.2%) and refugees (6.5%).

LinkedIn is rarely used, with values between 0%

and 3.8%, which indicates a limited relevance of the platform among the general population.

TRENDS

Compared to 2022, data on the use of social networks reveal a significant dynamic in the digital behavior of different socially vulnerable groups. There is a general trend of diversification of the platforms used and an increase in digital access for categories that previously were less active online.

Facebook remains the main platform used by most groups, but there is a sharp decline among urban youth (from 93.4% to 56.6%), which suggests a reorientation of them towards more dynamic and visual platforms. In contrast, **Facebook** use has increased considerably among people with disabilities (from 42.9% to 71.1%) and the elderly (from 40.9% to 54.3%), possibly reflecting an increase in digital literacy and the need for social connection in these categories.

TikTok saw significant increases in almost all groups analyzed, especially among women, people with disabilities, the elderly and refugees. This confirms its status as an accessible platform, based on visual content and rapid consumption, including for users who were previously less present online.

Instagram continues to gain popularity, especially among people with disabilities (from 14.3% to 40.2%) and the elderly (from 7.3% to 24.1%), but also among urban women. This trend suggests an expansion of the demographic profile of users, the platform being no longer exclusively associated with young people.

Telegram has seen a significant increase in usage, especially among refugees (from 62.9% to 80.6%), but also among rural youth, people with disabilities and the elderly. These data indicate that the platform has strengthened its role as a channel for safe information and communication, relevant in vulnerable or isolated contexts.

In contrast, platforms such as **Odnoklassniki**, **Vkontakte**, **Snapchat** and **X** (formerly **Twitter**) experience either minor variations or decreases in most categories, suggesting a gradual decline in their popularity or a stagnation in the absence of adaptation to new user requirements. **LinkedIn** remains a marginal platform with very low percentages, confirming its irrelevance among the socially vulnerable groups analyzed.

Conclusions

This chapter analyzed the media consumption behavior among the different target groups, highlighting preferences and the degree of access to four main sources of information: **television**, **radio**, **news websites** and **social networks**.

Television continues to be an essential source of

information, especially for the elderly, people with disabilities and rural women. The public broadcaster **Moldova 1** records the highest audience rates among these categories. In contrast, young people – especially those from urban areas – and refugees relate to television consumption much less.

Radio is accessed less frequently and generally occasionally, being listened to by less than half of the respondents. Stations such as **Radio Noroc** and **Radio Moldova** enjoy popularity especially among the elderly and people with disabilities. In contrast, young people and refugees are significantly less connected to this traditional channel of communication.

News websites are accessed by about three-quarters of respondents, but only an insignificant portion of them consult them daily. The most popular platforms are **Știri.md**, **Protv.md** and **Point.md**, with an increased level of use among women and young people.

Vulnerable groups such as the elderly, the Roma and refugees access these sources significantly less.

Social networks are an increasingly important source of information, especially for young people and certain vulnerable groups. **Facebook** remains dominant in most categories, but young people are increasingly turning to platforms such as **TikTok**, **Instagram** and **Telegram**. **Telegram** is heavily used by refugees, while other networks, such as **Odnoklassniki**, **Snapchat**, **X** (formerly **Twitter**) and **LinkedIn**, have a marginal presence in respondents' consumer behavior.

Overall, audience analysis highlights profound changes in the ways people access information. While **television** and **radio** remain relevant among the elderly and vulnerable groups, young people, especially those in urban areas, are increasingly turning to **digital media**, preferring **news websites** and **social networks** as their main sources of information.

Chapter 4.

MEDIA LITERACY

This chapter analyzes the level of media literacy among the socially vulnerable groups of Moldova, focusing on the differences between different categories of the population. It examines the socio-economic, educational and cultural factors that influence access to information and the ability of these groups to navigate a complex media landscape. It also presents recent initiatives aimed at improving media skills, including educational programs, interventions of non-governmental organizations and efforts of public authorities. The chapter also addresses the main challenges faced by these groups, such as limited access to technology, poor digital skills or lack of relevant media content adapted to their needs. At the same time, possible solutions will be explored to develop critical thinking, increase information resilience and protect vulnerable people from disinformation and other risks associated with the digital environment.

4.1. General aspects of media literacy of target groups

In addressing media literacy among vulnerable groups – the target public of the research – respondents were unanimous in emphasizing the importance of combating disinformation. It involves improving the ability to search and verify information, as well as identify reliable sources. In a context oversaturated with information, people no longer distinguish between fake and truthful news. Also, there are people who do not consider this topic relevant or worthy of interest.

Some of the needs that are felt on the market in Moldova in general, not just in the regions, are related to the fight against disinformation, propaganda and fake news, especially for those who spend time on TikTok. We know that a lot of people in Moldova are sitting around on TikTok. [II3]

First, critical thinking, identifying fakes, examining media sources, their credibility – some literacy for trust in sources. [II9]

For people with limited access to information due to lack of digital skills, such as members of the Roma community or urban women, respondents pointed

out the need for basic digital skills courses. Among the Roma, the low level of formal education requires starting media education with basic elements. For this community, choosing information is not a priority, as many people have not yet reached this level. A Roma representative offered the personal example of a community mediator who did not know how to open a document or access his own e-mail.

Yes, believe me, I have never seen a friend who is Roma and follows a digital media platform. I have not, honestly. [III0]

Not having these digital skills, they cannot verify whether the information is true or fake. [III0]

A representative of urban women, close to the elderly, mentioned the need for access to digital devices, but also to online platforms that provide verified information in an accessible format.

First of all, let's also talk about digital devices – maybe we should have access to a computer, to the Internet, to have where to get the information. I think we need platforms where media literacy themes would be well structured, with videos and case studies, something visual, not only narrated, but also with video image, that's what I mean. [III1]

In terms of age, a media representative pointed out that young people generally have better information filtering capabilities, while audiences aged over 56 are more vulnerable to disinformation.

The category more sensitive to media education is 56+, because young people, it seems to me, know how to filter. [III3]

A representative of people with disabilities brought up an essential dimension of media literacy: a clear understanding of the role of the media, in order to avoid unrealistic expectations.

I think it is necessary, through literacy, to know the duties, the role and possibilities of the media [II9]

We probably often understand too little the role of the media, and we should not exaggerate this role or have exaggerated

expectations – for example, that the journalist must necessarily react to my problem, make 10 materials or give an answer, and vice versa, that I don't address them because the media have no power or credibility. [II9]

A representative of urban youth confirmed that in order to attract them, the information must be presented briefly, clearly and in digital format.

If something is printed on paper, it's not interesting for young people. It has to be an interesting and short video or training, not 3–4 hours. Such things are OK, and young people come, watch, are active at sessions like this. [II4]

The media representative proposed a typology of people from vulnerable groups who participated in the protests generated by political propaganda. Following discussions with these participants, several types of reasoning were identified.

One category is made up of the elderly, who, despite not believing in the false narratives that support the protests, participate for the money they receive. Slogans such as *Say Europe is dangerous, will turn us gay and close churches* generate cognitive dissonance among those who have relatives or direct experience in Europe.

We had interviews with older people from the protests, who said they had been to the Netherlands – very nice, in France – excellent, in Romania – super-mega. [III2]

Another category is made up of Russian-speaking older people, who fear a possible rapprochement between Moldova and Romania. After the suspension of Russian TV channels, they expressed fears about:

- Loss of jobs;
- Limited access to medical services;
- Elimination of their native language from public space.

They are sensitive to the scare story that Romanians will come and harm them, because they don't speak Romanian well. [III2]

They need to be informed about reliable sources in Russian, so they stop watching only Shor's channels. [III2]

A third profile includes lonely older people, who find a sense of belonging and validation in participation in protests. They like that they are guided, that they are given attention and that they are valued for involvement, which alleviates the feeling of isolation.

Many said that there they felt like a team ... not just for the 500 lei, but also because they had someone to communicate with. [III2]

To prevent these situations, the interviewee recommends involving these people in local initiatives where they can feel useful.

Discussing vulnerable groups exposed to disinformation, the representative of the weekly *Ziarul de Gardă* mentioned other categories as well: people with disabilities (especially those with visual, hearing or mobility impairments), young people and young mothers.

Regarding media literacy, the representative of Ukrainian refugees pointed out the difficulties faced by refugee women, whose lives have been deeply affected. Many families have been torn apart, and the responsibility to find a job, integrate children into the education system and access public services lies entirely with women. In this context, significant gaps in access to essential information are evident, resulting in an increased need for support and clarification.

You are vulnerable on all sides, you have no one to leave children with, you have problems with work, diplomas are not recognized, and while you are trying to tear down the wall, you are looking for solutions, and questions arise as you try to solve them – it all differs from person to person. [II7]

4.2. Means of building media literacy among target groups

The representative of rural youth noted that broad access to information is a valuable resource for society. She pointed out the essential role of media outlets in delivering current information, highlighting the ease with which the public can access informative content.

Yes, if it were not for the media, it would be much harder, because now, one click away, you can learn about a university you want to apply to, you can see what is happening in Japan while being in Moldova. At least the media jump into our eyes – on the Internet, in the feed, on television. [II2]

Regarding the concrete role of the media in media education, respondents pointed out the priority of combating disinformation. The interviewed representatives of vulnerable groups indicated the following measures that the media can take in this regard:

1. Educational videos to help people:
 - Increase the level of trust in the information provided by the media;

- Learn to verify the authenticity of facts;
 - Understand the role of the media as a source of information.
2. More social advertising on the Internet, aimed at drawing attention to equality among all socially vulnerable groups;
 3. Explaining the differences between a truth and a fake news story and combating falsehoods;
 4. Increasing the level of trust in the media;
 5. Increasing media accessibility for young people.

The representative of urban youth noted that young people spend most of their time on social networks like TikTok, and in order to reach them, the media must be present on this platform or at least promote their content through advertisements on TikTok.

Young people have 5 minutes, they enter TikTok, not YouTube or Facebook. On TikTok there are 20-second videos with information or funny clips. I think the media really need to promote themselves to reach young people. [II4]

The representative of parents of children with Down syndrome pointed out that the media must work with NGOs that aim to develop literacy and empower parents, ensuring close collaboration for the delivery of information. Media cooperation with civil society organizations to promote the interests of vulnerable groups is also important.

I have worked with several media sources and noticed that in order to promote interests and streamline the process, it is necessary values to be promoted by the media, for example, in the case of women... [II5]

4.3. Habits of consuming information from the media

Regarding media consumption habits, the majority of respondents prefer to inform themselves from multiple sources, with a greater diversity among young people and women in urban areas. Trust in the media depends on the confirmation of information through verification in several official sources. There is a high awareness of the identification of manipulative news, but access to media education varies considerably between groups, being particularly reduced among the elderly and people from rural areas.

Table 25. Q_23. From how many sources do you usually inform yourself about a topic or event?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
One source	15.6	11.3	8.8	9.4	25.8	20.7	19.6	6.5
Two sources	27.0	28.9	27.5	36.8	35.1	35.3	27.7	10.2
Three sources	23.8	20.6	29.4	20.8	14.4	16.4	27.7	29.6
More than three sources	32.0	37.1	31.4	32.1	20.6	23.3	18.8	52.8
Won't answer	1.6	2.1	2.9	0.9	4.1	4.3	6.3	0.9

People from different target groups show a clear tendency to inform themselves from multiple sources, but with significant variations between categories. Most respondents choose to inform themselves from a combination of sources, which suggests an active and diversified approach to accessing information.

- **Rural women (aged 30-59):** Almost 32% of rural women choose to consult more than three sources to inform themselves, which demonstrates a high tendency to check information in multiple sources in order to have a more complete picture of the topic.

- **Urban women (aged 30-59):** Also, 37.1% of urban women inform themselves from more than three sources, having a similar tendency to diversify information sources.
- **Rural youth (aged 18-29):** 31.4% of young people from rural areas choose to consult more than three sources to inform themselves, which indicates interest in diversifying sources of information, even if the percentage is somewhat lower compared to women from the same area of residence.

- **Urban youth (aged 18–29):** They are the ones who show the greatest diversification of sources, with 36.8% choosing to inform themselves from at least two sources, and 32.1% choosing to consult more than 3 sources.
- **People with disabilities:** 35.1% of respondents in this category choose to inform themselves from at least two sources, while only 20% of them rely on more than three sources to inform themselves.
- **The elderly (aged 60+):** Similar to people with disabilities, the elderly mostly resort to two sources (35.3%), while only 23.3% of them choose to consult more than 3 sources.
- **The Roma:** Almost 28% of the Roma inform themselves from two sources, and also the same percentage choose to consult three sources to obtain information. This suggests that the Roma tend to use a moderate number of sources, opting for a balanced approach that allows them to gain a varied perspective, but

without going beyond a large number of media channels.

- **Refugees:** Almost 53% of refugees inform themselves from more than three sources, indicating an increased interest in obtaining a clear and diversified picture of events, given their current situation.

TRENDS

Compared to 2022, data from 2025 show a diversification of information sources among some vulnerable groups. Rural youth increasingly inform themselves from three sources, their proportion having risen significantly from 17% to 31.4%. At the same time, urban youth prefer to consult two sources, registering an increase from 19.6% in 2022 to 36.8% in 2025. The elderly are also using two sources of information more often (increase from 20.9% to 35.3%). Among the Roma, interest in information from three sources almost tripled, increasing from 10.4% to 27.7%, and among refugees there has been a substantial increase in those using more than three sources – from 36.2% in 2022 to 52.8% in 2025.

Table 26. Q_24. In which of the following situations can you trust the information disseminated by the media?

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
The same information is repeated in other sources of information	47.5	41.2	42.2	59.4	35.1	46.6	28.6	64.8
Reference is made to at least 2 different sources	47.5	43.3	43.1	45.3	42.3	43.1	35.7	63.9
It refers to a direct source (ex. interview, statement, documents, etc.)	40.2	47.4	32.4	50.0	36.1	37.9	35.7	65.7
The news refers to official sources	32.0	41.2	37.3	45.3	45.4	36.2	33.9	63.9
The same information is confirmed by people you know personally (friends, relatives, colleagues, etc.)	41.0	39.2	33.3	47.2	32.0	37.9	37.5	58.3
Information comes from a media source that you follow frequently/regularly	41.0	39.2	31.4	35.8	33.0	38.8	28.6	59.3
Presents different points of view	28.7	37.1	30.4	38.7	28.9	35.3	31.3	56.5
Information comes from a media source from which people around me are informed	24.6	30.9	24.5	23.6	27.8	19.8	18.8	42.6
Other situation	0.0	1.0	0.0	0.0	2.1	2.6	0.0	0.0
Won't answer	4.9	7.2	6.9	2.8	11.3	9.5	15.2	3.7

Rural women trust information disseminated by the media when the same information is repeated in different sources (47.5%) and when reference is made to at

least two different sources (47.5%). Also, direct sources, such as interviews and documents (40.2%), are considered reliable, as well as official sources (32.0%).

Urban women rely heavily on the fact that information refers to a direct source (47.4%) and to at least two different sources (43.3%). Another relevant source is information that is repeated in other sources (41.2%).

Rural youth emphasize information that is repeated in several sources (42.2%) and that refers to at least two sources (43.1%). Also, 37.3% of rural youth consider official sources as credible.

Urban youth are much more inclined to trust information that comes from multiple sources. 59.4% of them consider information correct when it is repeated in various sources, 50% of young people trust direct sources, and 47.2% consider it reliable when confirmed by familiar people.

People with disabilities rely on the fact that the news is confirmed in several sources. 35.1% of them trust information that is repeated in other sources, and 35.3% consider direct sources to be relevant. Official sources also have a significant impact: 45.4% of them consider them credible.

The elderly tend to trust information when it comes from official sources (45.4%), when it is confirmed by at least two different sources (43.1%) or when information is repeated in multiple sources (46.6%).

The Roma trust information especially when it comes from direct (35.7%) or official (33.9%) sources.

Confirmation by familiar persons (37.5%) and presentation of different points of view (31.3%) also influence the degree of trust.

Refugees demonstrate a high level of attention in assessing information, being the group most likely to verify content in multiple sources. More than 60% say they trust information only when it is confirmed in other sources, comes from direct statements, is supported by official sources or is delivered by people they trust. This behavior indicates a cautious attitude and an increased need for confirmation.

TRENDS

Compared to 2022, the proportion of refugees who say they trust information when it is repeated in multiple sources has increased significantly – from 25.1% to 64.8%. Also, trust in information confirmed by close people increased from 37.9% to 58.3%, and trust in news stories that present direct sources (interviews, statements, documents) increased spectacularly from 29.8% to 65.7%.

Significant increases are also noted in other situations, such as when references are made to at least two sources (from 27.4% to 63.9%) or when different points of view are presented (from 21% to 56.5%).

These data indicate an overall increase in media literacy among refugees and in their capacity to critically assess content. In addition, increased trust in multiple and verifiable sources suggests broader and more conscious exposure to quality media.

Table 27. Q_25. To what extent do you consider the media and social networks to be sources of disinformation?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
To a very large extent	9.0	14.4	9.8	18.9	18.6	19.0	14.3	6.5
To a large extent	38.5	29.9	29.4	28.3	39.2	35.3	39.3	35.2
To a small extent	35.2	41.2	43.1	45.3	30.9	30.2	27.7	44.4
Not at all	6.6	7.2	4.9	2.8	3.1	6.9	8.0	3.7
Don't know	9.8	6.2	11.8	3.8	8.2	8.6	9.8	10.2
Won't answer	0.8	1.0	1.0	0.9	0.0	0.0	0.9	0.0

The analysis of results reveals a widespread perception that the media and social networks can be sources of disinformation, especially among rural people, young people and people with disabilities. Regarding the

accessibility of various types of media content, most study participants find it easy or very easy to identify useful information, especially in areas such as weather forecast, traffic conditions, current domestic affairs

and practical recommendations. At the same time, there are significant differences between groups: certain categories, such as the Roma and refugees, indicate easier access to information on international events and social topics.

Data on perception of the media and social networks as sources of disinformation highlight a diversity of opinions among the targeted groups. The proportion of those who think these channels disinform *to a very large extent* ranges from 6.5% among refugees to 19.0% among the elderly. Combined with the *To a large extent* answers, the level of negative perception increases significantly, reaching 57.8% among people

with disabilities and 54.3% among the Roma, indicating a high degree of distrust.

On the other hand, about a third of respondents believe that the media disinform *to a small extent*, with the highest percentages recorded among urban youth (45.3%) and urban women (41.2%). Answers that suggest a complete absence of disinformation are few.

This distribution of opinions highlights different levels of trust and skepticism towards sources of information, indicating the need to strengthen the credibility of the media and develop the public's skills of identifying correct information.

Table 28. Q_26. To what extent do you agree or disagree with the following statement: "It is important for the inhabitants of the country to be able to distinguish news that is intended to manipulate or disinform citizens"?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Totally agree	68.0	67.0	70.6	70.8	55.7	68.1	64.3	75.9
Rather agree	18.0	21.6	13.7	18.9	21.6	12.1	15.2	15.7
Don't have an opinion	7.4	5.2	12.7	5.7	14.4	4.3	11.6	4.6
Rather disagree	0.8	1.0	1.0	0.9	2.1	6.9	5.4	1.9
Totally disagree	2.5	4.1	1.0	3.8	5.2	4.3	0.9	1.9
Won't answer	3.3	1.0	1.0	0.0	1.0	4.3	2.7	0.0

The answers provided by all categories of respondents indicate a high level of awareness about the importance of identifying manipulative news. In all eight groups analyzed, the percentage of those who totally agree with this statement ranges between 55.7% and 75.9%, which shows a strongly favorable overall trend.

If we add the *Rather agree* answers, the cumulative level of agreement exceeds 80% in most groups, even reaching almost 91.6% among urban youth and 91.6% among refugees – the highest level of agreement recorded.

The lowest values of total agreement are recorded among people with disabilities (55.7%) and the Roma (64.3%), but even in these cases, the positive perception is the majority.

The percentage of those who do not have an opinion remains relatively low, but slightly higher

among people with disabilities (14.4%) and rural youth (12.7%). Only a very small percentage of all respondents say they disagree with the statement, which shows that the idea of being able to recognize information manipulation is generally accepted and appreciated by all social categories.

The results show that the level of familiarity with these terms varies considerably between groups, but is generally quite low. The most informed categories are young people from urban areas, where almost a quarter (23.6%) say they are very familiar, and another 33% are quite familiar. A similar situation is observed among young people in rural areas, where 22.5% know the concept well and 31.4% say they understand it roughly.

In contrast, the level of familiarity is much lower among the elderly, the Roma and refugees. For example, only 10.3% of the elderly and 8% of the Roma consider themselves very familiar with media

Table 29. Q_27. How familiar are you with the concept of media education or media literacy?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very familiar – I know the concept and its importance well	15.6	12.4	22.5	23.6	10.3	10.3	8.0	6.5
Quite familiar – I've heard about it and roughly understand what it means	21.3	34.0	31.4	33.0	23.7	13.8	13.4	35.2
A little familiar – I have heard the term, but I don't know exactly what it implies	32.0	34.0	22.5	25.5	29.9	31.9	34.8	48.1
Not at all familiar – I have never heard of this concept	28.7	16.5	21.6	15.1	32.0	40.5	35.7	9.3
Won't answer	2.5	3.1	2.0	2.8	4.1	3.4	8.0	0.9
Won't answer	3.3	1.0	1.0	0.0	1.0	4.3	2.7	0.0

education, while over 30% of them say they have never heard of this concept. In the case of refugees, although only 6.5% are very familiar, almost 35.2% are quite familiar, suggesting a recently increased interest or exposure, possibly in the current context of migration and adaptation.

Urban women seem to do better than rural women in terms of knowledge of the concept (12.4% and 15.6% of *Very familiar*), but urban women have a higher share of *Quite familiar* (34% versus 21.3%).

At the same time, an important part of the respondents in all groups said that they had heard of the

concept, but don't know exactly what it implies, which reflects a significant potential for information and training interventions in this field.

Data show that most respondents believe they can identify manipulation or disinformation in the media with some degree of ease, but confidence in their own ability to analyze varies significantly between groups.

Urban and rural youth show the highest level of confidence: almost 3 out of 4 young people said that it is very easy or easy to recognize manipulation (73.6% urban and 72.5% rural). Of all, young people

Table 30. Q_28. Could you distinguish when the media (TV, print media, radio, news websites, etc.) want to manipulate or change the opinion of citizens, e.g. disseminate fake news, propaganda, disinformation, etc.?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very easy	10.7	16.5	23.5	23.6	16.5	17.2	7.1	13.9
Easy	39.3	52.6	49.0	50.9	50.5	44.0	41.1	39.8
Difficult	30.3	19.6	18.6	20.8	23.7	27.6	36.6	32.4
Very difficult	7.4	5.2	4.9	0.9	6.2	7.8	9.8	9.3
Don't know	10.7	5.2	3.9	2.8	3.1	3.4	4.5	4.6
Won't answer	1.6	1.0	0.0	0.9	0.0	0.0	0.9	0.0

from rural areas have the highest percentage of *Very easy* answers (23.5%).

Urban women come next in terms of confidence, with 69.1% finding it very easy or easy to do, compared to 50% for **rural women**. The latter also have a higher proportion of those who find it difficult (30.3%).

People with disabilities and the elderly seem to have moderate confidence: about half (50.5%) of people with disabilities said they can distinguish this easily, and 16.5% very easily. Among the elderly, 44% said they find it easy, but nearly 28% said they find it difficult.

The Roma and refugees seem to be the most reserved. Only 7.1% of the Roma said they can distinguish very easily, and 36.6% said they find it difficult – the highest percentage for this option. In the case of refugees, 13.9% said they find it very easy, 39.8% easy, but over 40% admitted difficulties or hesitation (difficult – 32.4%, very difficult – 9.3%, don't know – 4.6%).

TRENDS

Compared to 2022, data from 2025 indicate an overall improvement in the perception of the ability to identify media content that manipulates or disinforms, especially among vulnerable or previously more reluctant groups.

Rural youth saw a significant increase in confidence in their own ability to detect media manipulation – the proportion of those who said they find it easy to do so rose from 29.2% in 2022 to 49% in 2025. It is a clear sign of better media literacy and greater critical exposure to informative content.

Urban women also reported a positive development: from 38.8% to 52.6% in the *Easy* category, which suggests an increase in vigilance and capacity for critical evaluation of information in the media.

The Roma reported an improvement of almost 10 percentage points, from 31.3% in 2022 to 41.1% in 2025 in the *Easy* category, while the percentage of **refugees** who find it *very easy* to identify media manipulation doubled, from 6.5% to 13.9%.

Even if these increases are not uniform across all categories, they nevertheless indicate a positive trend in the self-assessment of media skills, especially among young people, women and socially vulnerable groups.

Table 31. Q_29. In your opinion, how easy or difficult is it for the population of Moldova to differentiate fake news from true (veridical) news?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very easy	6.6	7.2	5.9	8.5	8.2	5.2	7.1	0.9
Easy	14.8	17.5	18.6	20.8	17.5	17.2	29.5	25.0
Difficult	47.5	52.6	52.9	49.1	48.5	56.9	40.2	39.8
Very difficult	18.9	18.6	11.8	19.8	16.5	12.1	13.4	11.1
Don't know	12.3	4.1	10.8	1.9	8.2	8.6	9.8	21.3
Won't answer	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.9

A large part of the respondents consider that the population of Moldova has significant difficulties in differentiating fake news from true news. About 48% of rural women and 53% of urban women said it is difficult or very difficult to make this distinction. Only

a small percentage, 6–8%, believe it is easy (especially young people from urban and rural areas). Also, about 12% of respondents do not know or do not answer, indicating an uncertainty or lack of confidence in the correct assessment of the news.

Table 32. Q_30. In your opinion, is the news from Moldova influenced by politics or not?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very much	27.9	50.5	39.2	45.3	38.1	37.9	26.8	13.9
A lot	41.0	35.1	37.3	32.1	32.0	37.9	27.7	37.0
Little	16.4	11.3	14.7	15.1	16.5	15.5	27.7	23.1
Not at all	3.3	1.0	2.0	2.8	6.2	1.7	2.7	3.7
Don't know	9.8	2.1	5.9	3.8	7.2	6.0	14.3	22.2
Won't answer	1.6	0.0	1.0	0.9	0.0	0.9	0.9	0.0

According to the results, the majority of respondents believe that the news in Moldova is influenced by politics. A large part of the participants believe that this is happening to a significant extent, with a higher percentage among urban women (50.5%) and rural youth (39.2%). Also, about 40% of respondents agree that news is influenced by politics a lot, while a significant

percentage, between 16% and 27%, believe that there is very much political influence on the media.

In contrast, a minority of respondents believe that news is little influenced by politics (between 11% and 27%) or not at all (between 1% and 6%).

Table 33. Q_31. In your opinion, how accessible are the media education initiatives implemented by civil society organizations (NGOs) to you or the representatives of your group?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very accessible	5.7	5.2	4.9	7.5	5.2	6.0	4.5	6.5
Accessible	30.3	38.1	45.1	39.6	26.8	18.1	37.5	47.2
Difficult to access	7.4	6.2	8.8	12.3	5.2	9.5	9.8	4.6
I know of them, but they are not accessible to me	14.8	13.4	9.8	4.7	9.3	12.1	4.5	9.3
I don't know about such initiatives	36.1	36.1	26.5	33.0	46.4	44.0	28.6	24.1
Don't know	4.9	1.0	4.9	1.9	6.2	10.3	15.2	5.6
Won't answer	0.8	0.0	0.0	0.9	1.0	0.0	0.0	2.8

Media education initiatives of civil society organizations are perceived as not very accessible by the majority of respondents. A significant percentage of people said they did not know of these initiatives, especially among people with disabilities and the elderly, where 4.46% and 44%, respectively, did not know of such programs. However, a considerable percentage of respondents find the initiatives accessible, especially rural youth (45.1%), urban youth (39.6%) and urban women (37.5%).

On the other hand, some of the respondents, especially from rural areas and the elderly, find these initiatives difficult to access, and a small proportion, about 9%, perceive them as difficult to access, even if they have heard of them. This indicates a significant difference in the perception of the accessibility of these initiatives between various social groups and geographical areas. Especially in rural areas and among vulnerable groups, a large proportion of respondents do not benefit from media education.

TRENDS

In 2025, media education initiatives seem to have become more visible and accessible to a significant part of socially vulnerable groups. Compared to 2022, more respondents said these activities were accessible or very accessible, especially among rural youth, urban women, the Roma and refugees. For example, the percentage of young people in rural areas who found these initiatives accessible has increased significantly, from 32% to over 45%, and among refugees, perceived accessibility has increased from 29% to 47%.

At the same time, the number of those who said they did not know of such initiatives has noticeably decreased, especially among the Roma and refugees, which suggests better promotion and delivery of information compared to previous years.

However, nearly half of people with disabilities and the elderly said they had not heard of such initiatives, and a significant part of respondents in these groups either did not know how to appreciate their accessibility or did not find them truly accessible. These findings suggest that while progress is visible, there is still a need for more targeted interventions adapted to the specificities of each group.

4.4. Assessment of changes in media literacy and level of information over the last two years

Speaking about changes in the level of information and media literacy of vulnerable and marginalized groups, representatives of people with disabilities said they did everything possible to make the information-related interaction and provision of their target groups with general information accessible and of high quality. The representative of the AOPD organization mentioned that they actively collaborated with the media to organize training sessions on the correct way of reporting about people with disabilities.

They organized all kinds of activities, events to encourage the media. There have been many initiatives, projects to encourage the media to present these topics. [III1]

We have a very accessible communication, which is of interest to parents. [II5]

A representative of urban women noted significant progress in the field of media literacy. She said that as part of her work, she organized the Internet Day event for children aged 14–16 and noticed that they were much better informed and more competent in media education than they had been a few years ago. According to her, this positive development is due to the introduction of media education classes in schools.

I've noticed an increase, and the kids are a lot more informed than they used to be maybe seven or six years ago. [III]

A representative of rural youth, speaking about positive changes in the field of information, mentioned an increase in the number of projects implemented at the State University of Moldova with the support of the European Union. The interviewee also noted the launch of projects at the Youth Center in Ialoveni, which contributes to the active involvement of young people, children and students. Referring to the young people she represents, she believes that they have wider access to quality information, which makes them better informed, more courageous and aware of their rights.

The generation that comes next have more information and more access to quality information than we do. And the way they were educated, they are a little bit more courageous, they support all rights; they forget about responsibilities, but that is another issue. [II2]

Somehow, young people are far more literate now. [II2]

Returning to the topic of media literacy, a representative of urban youth noted that the level of information had remained relatively constant in recent years. However, the amount of false information significantly increased, leading to a decrease in trust in information sources. The interviewee attributes much of the disinformation to the context between Russia and Ukraine.

I noticed that fakes began to multiply from all sides; for example, there are politicians who want to be in the sight of both young and old people at the expense of this serious situation in Ukraine. [II4]

From the perspective of refugees, a representative of this vulnerable category mentioned that initially access to information was difficult and confusing, and finding relevant information used to be a challenge. The interviewee pointed out that even representatives of local authorities had difficulties in providing clear and consistent information, which required further clarification and explanation. This situation persisted until the emergence of groups on social networks, where information began to be structured more clearly, giving refugees the opportunity to seek support from the most experienced members of the community.

I can't even tell you, because at first, when we came to the mayor's office, they used to say that they did not know where to send us, they were not informed. [II7]

The Roma and the elderly noted that a higher level of media literacy was seen among young people, but for the elderly this knowledge was still more difficult to assimilate. As a result, the level of literacy and information among them made no significant progress. Interviewees pointed out the importance of working with this category of people, in order to provide them with support navigating in the information flow.

In this context, the representative of the elderly drew attention to the need to focus on current issues, such as rising prices, compensation for utility services and conditions of the state of emergency – issues that generated concern among seniors.

On the other hand, the representative of the Roma ethnic group pointed out that the organizations in which he worked had held informative events for the Roma community. They focused on educating the Roma to identify reliable sources of information, developing critical thinking and combating disinformation.

Young people are on better terms with digital platforms, as I told you, and can very easily inform themselves. [III10]

At meetings with colleagues, with relatives, with a community, when we meet, we talk about such things, that you shouldn't believe all you see, you shouldn't panic. [II8]

The representative of urban women also spoke of the fact that the elderly are more vulnerable in the face of disinformation. The interviewee gave a concrete example, telling how an intelligent and educated woman became the victim of a telephone scam and disclosed her bank details.

A woman just gave her bank details, and they took all the money off her account. A smart woman, with higher education, fell prey. [III1]

These categories are a little more vulnerable than young people are now. [III1]

Speaking about other groups that may be vulnerable in terms of media literacy and disinformation, the interviewee from an urban area pointed out that, in reality, any person can end up in an unpleasant situation. The person's level of media literacy and information depend largely on his or her own involvement, cognitive capabilities and desire to learn and develop continuously.

Here, I am convinced that it depends on the person, because you seem to inform everyone, but in the end you don't know who has critical thinking... In my opinion, everyone, all

categories, starting with children and ending with adults, and socially vulnerable people, too, are all exposed to danger. [III1]

The media representative also identified other categories that may be more vulnerable, such as people who speak Russian, young people and people with a low level of education. Reflecting on the fact that a low level of education has roots in the school system, the interviewee believes that intervention should start there. However, the subject currently taught – media literacy – is considered insufficient. It is also necessary to work with teachers, since it has been noted that teachers, too, through social networks, can spread disinformation, which should not happen, given that they are opinion leaders and influence the students' thinking. Referring to the spread of disinformation, the interviewee mentioned that this phenomenon was also observed among doctors, who, during the pandemic, contributed to the dissemination of false information.

People who have no education, have not learned much at school for various reasons. [III2]

How can you work at the hospital and still distribute fakes? [III2]

Wherever work is done with people, all public services must necessarily take disinformation classes. [III2]

4.5. Visions of the future of media literacy

Discussing the views, wishes and plans related to media literacy, representatives of civil society associations that defend the rights of people from various vulnerable groups pointed out that in order to improve the level of media literacy, increase the degree of information and combat disinformation among the general population and people with disabilities, it is necessary to involve specialists experienced in this field.

I believe that here we would need the support of people who have been doing this for many years, and we as NGO must understand how to do this correctly and with impact. [II5]

We would like to have within the organization, within the categories, within the women who participate in social and economic life, people who are better at dealing with fake news and all kinds of disinformation. [II9]

We are going to get involved to the maximum, will have initiative groups. We have knowledge, we have experienced people, we have people eager to get involved. [II8]

All representatives of vulnerable and marginalized groups agreed that the most important aspect is information and education work. They also pointed out the importance of making sure that every person has access to truthful information and of developing the ability to distinguish between truth and disinformation.

This is why we need to work so that every person gets truthful information and has the ability to understand whether it is truthful or to neglect it, to ignore it, if it is not. [III1]

The representative of WDN Moldova underlined the need for active collaboration with the media in order to address issues related to the rights of women, including women with disabilities.

On the other hand, the representative of the Alliance of Organizations for Persons with Disabilities of Moldova confirmed the alliance's commitment to support the active participation of persons with disabilities in the decision-making process aimed directly at them:

- Employment;
- Access to educational services;
- Their involvement in advocacy actions.

We want more women involved and women who have rights, including women from vulnerable groups, who realize their rights more effectively, and we are willing to work with the media in this regard in order to promote more specifically women's participation. [II9]

Providing information and using the media as an instrument of influence. [III1]

In his turn, the representative of the Voice of the Roma Coalition mentioned that, for the next year, the organization aimed to pay more attention to increasing the level of media education among the Roma, especially the elderly, considered more vulnerable due to illiteracy and lack of digital skills. Planned projects include trips to the territory and meetings with community leaders, local public authorities and media experts. The purpose of these initiatives is to explain to the Roma how to distinguish truth from disinformation, how to protect themselves from negative media influences and, at the same time, contribute to the development of a healthy civic consciousness.

So, we need to be in step with digital development and not only. [III0]

The main target group of TV Căușeni Studio-L for the near future is youth, especially young people over or under 18 who are not employed, do not study and do not receive family support. The representative of this media source pointed out that the editorial office aims to bring to attention the stories of these young people and analyze the problems they face.

Regarding people with disabilities, the representative of TV Căușeni Studio-L mentioned that the editorial staff was investigating the situation in Causeni district schools in order to assess their accessibility and determine how many children using wheelchairs managed to be integrated into the educational system in recent years. This analysis will give a clear picture of the degree of isolation of such children or, conversely, their integration into education.

The topic of media literacy remains one of the most important for TV Căușeni Studio-L, too, because the outlet is a member of the STOP FAKE platform and reacts operatively to fake news in the public space, exposing them in order to prevent disinformation.

Hardly a month goes by without discussions about people with special needs or people with disabilities. [II3]

Speaking about the future plans of Ziarul de Gardă, the media representative underlined the importance of expanding the audience, especially among Russian speakers from the north of the country, Gagauzia and Transnistria – regions considered by the interviewee more vulnerable to disinformation. To achieve this goal, one of the first steps proposed is to launch an appeal to the current readers of the publication to offer subscriptions to relatives from Transnistria. The outlet also aims to become more active on TikTok, given that the audience in the targeted regions is already present and involved on this platform.

But we need to get out of our comfort zone, reach out to Russian speakers, who still don't know us and think we're bad, try to communicate and show them what we are doing, so that they could decide. [III2]

The representative of urban youth suggested organizing summer schools, team-building activities and online sessions on the topics of media and disinformation. The representative of urban women pointed out the interest in understanding the journalistic process: verifying information, writing articles and ethics of objective presentation.

Women from rural areas emphasized the lack of

access to information and expressed the need for additional sources of media literacy.

I think we should have more information. [I16]

Conclusions

Chapter 4 provided a comprehensive analysis of the level of media literacy among socially vulnerable groups, exploring both current challenges and positive developments in recent years. Based on interviews, quantitative data and the opinions of the actors involved, the following key conclusions can be drawn:

Media literacy is unevenly distributed and deeply influenced by social factors.

The level of media literacy varies significantly between groups. Young people, especially those in urban areas, are making notable progress in the critical use of information and in identifying credible sources. In contrast, the elderly, the Roma, rural women and people with disabilities experience major difficulties in accessing and understanding media content, reflecting wider inequalities in education, technology and support services.

Disinformation is perceived as a real threat, but responsiveness is limited.

Both respondents and civil society organizations see disinformation as one of the biggest challenges today. However, responsiveness differs: young people develop information-checking reflexes, while the elderly and people with little access to technology remain vulnerable to false narratives. Social networks, especially TikTok, amplify these risks by the speed with which information is disseminated and by the lack of clear filtering mechanisms.

Access to technology remains a structural barrier.

The lack of digital devices and Internet connection, especially among older women and people with low income, limits access to media education. This barrier is both technological and social, implying little confidence in one's own ability to use new technologies. Media literacy should include initiatives that reduce digital exclusion and increase digital autonomy for beneficiaries.

Media education cannot be standardized – tailored interventions are needed.

Each vulnerable group has distinct needs and requires differentiated approaches. For example:

- Young people need tools to help them filter the large amount of information.
- People with disabilities need accessible materials and personalized support for the development of critical thinking.
- Young mothers are more influenced by the personal experiences of other mothers than by journalistic sources.
- Refugees from Ukraine face multiple traumas and the need for integration, and media literacy must be integrated into wider social services.

Positive changes are visible, but progress is uneven.

Compared to 2022, data from 2025 show a significant increase in the diversification of information sources, especially among refugees and young people, who have wider and more varied access to traditional and digital media platforms. This expansion of access leads to a stronger foundation for the level of trust in information: a growing number of respondents say they are applying news validation practices by consulting multiple and official sources, which is an important progress in media literacy. However, progress is not evenly distributed across all social groups. The Roma, the elderly and part of rural women remain in vulnerable situations, characterized by limited access to technology, educational resources and information support.

The media is perceived ambivalently: potential partner, but also source of distrust.

Respondents appreciate the potential role of the media in promoting human rights and combating disinformation, but also point to a lack of representation and relevance of journalistic content to their realities. The media must become more inclusive and connected to the needs of vulnerable communities in order to become a source of genuine trust.

Media education must become a collective and integrated effort.

To have a real impact, media literacy must not only be the responsibility of the school or NGOs, but a concerted effort involving:

- The state, through public policies and adapted national programs;
- Media, through educational content and fair representation;

- NGOs, through training activities and rapprochement with vulnerable groups;
- Local communities, which can create spaces for informal learning and mutual support.

Social participation and civic engagement can reduce vulnerability to manipulation.

A promising direction is to support social involvement, especially in the case of the elderly. Participation in community groups or civic activities provides not only information, but also meaning and

belonging – essential factors for resilience in the face of manipulation.

Trust is the foundation of sustainable media literacy.

Respondents are asking not only for accurate information, but also for tools to assess their credibility. Trust in the media is closely linked to the individual's ability to understand how the media work, what their limits are and how they can be used responsibly. Media literacy must thus encourage not just the consumption of information, but also a critical, active and conscious relationship with the media.

Chapter 5.

THE ROLE OF CIVIL SOCIETY ORGANIZATIONS IN INFORMING AND INVOLVING PEOPLE FROM TARGET GROUPS

This chapter analyzes the role of civil society organizations and the media in informing, supporting and integrating vulnerable groups. It examines interactions between these two types of entities, their impact on the access of vulnerable population to information and the ways in which they can contribute to improving media literacy, human rights and social inclusion. It explores how CSOs influence the perceptions and behaviors of vulnerable groups, as well as how the media can support these organizations in reaching their target audience. It also examines the challenges faced by organizations in promoting their activities, particularly in more isolated regions or among groups with limited access to technology and information.

5.1. The role of civil society organizations and the media in informing the population

The role of CSOs in the process of informing people with disabilities is very important. Representatives of this category mentioned that civil societies are undoubtedly a reliable source of information and that they, in turn, feel that their rights are protected and that they can get help. In this regard, they mentioned the existence of more specialized CSOs, focused on a particular deficiency, which one can turn to for help and specific information.

People in these categories feel that their interests are somehow being promoted by these organizations. [II9]

When we talk about NGOs, initiatives or projects that promote a certain topic, obviously this is a trustworthy source of information for parents, and certainly there are NGOs that address different disabilities... The best part is that when NGOs are empowered, NGOs receive resources, and I mean not only financial resources, but also empowerment through content, so a parent can become the strong point. Truthful information I only find there. Talking about Down syndrome, I turn to My Friend organization, and talking about autism, I turn to SOS Autism, but I don't know how that is regulated and how that is kept under control. [II5]

The representative of the AOPD organization believes that there is a direct dependence between civil society associations and the level of trust of vulnerable groups, but only in cases where people with disabilities are beneficiaries of the organization and have received help from it. This opinion is also confirmed by the fact that people's trust is justified only by results, as explained above.

If people with disabilities are constituents, beneficiaries of an organization, yes, they trust it and turn to it, and use the information that is provided by the NGO they work with. [II9]

The representative of the Roma ethnic group mentioned that the rights and needs of the Roma are currently very well represented by civil society organizations; their activity is visible and heard in society, and this trend is increasing. Not only the rights of the Roma community as a whole are protected, but especially the rights of the women, the elderly, the youth of this ethnic group. The nominated organizations are *Tărnă Rom* and *Roma*.

*The NGO sector of the Roma has been particularly active lately, there being many palpable results, not only statements; respectively, they trust more and more, respectively, they unite more and more in so-called unions, yes, in coalitions, unions, platforms, where the Roma understand that the role of civil society to promote the Roma rights strengthens around them more and more... The Roma NGO dedicated to women's rights, then to the rights or promotion of the interests of community mediators, then to young Roma, called *Tărnă Rom*, then to the elderly – they are all vulnerable segments or groups, and the Roma, or the Roma civil society, have outlined their activity vector in this segment. [III0]*

Speaking about how visible the activity of civil societies is in interaction with vulnerable groups, the representative of the weekly *Ziarul de Gardă* confirmed that CSOs actively participate in informing the Roma.

If we refer to very vulnerable groups such as the Roma, then civil society is very helpful in telling them what a source of information is. We have seen civil society initiatives that help the Roma understand how information institutions work in the state. [II12]

A relevant aspect in protecting women's rights is the support provided in cases of violence, where collaboration between the media and civil society organizations has an essential role. Journalistic materials documenting such cases help raise public awareness and support investigative efforts. A concrete example was mentioned: civil society organizations intervened after the media reported on the murder of a pregnant girl, helping to bring the case to public attention and mobilize women emotionally affected by this type of violence to stand in solidarity against these acts.

As women, we have noticed in feminist groups or in the ones that support victims of abuse, that there is frequent discussion about media products that have contributed to the investigation of cases of violence or abuse. They [the women] are mobilizing around these materials, and we saw this clearly after we published some stories, such as the case of Ana-Maria, who had been murdered. Young women from these groups joined together in a protest and shared the link to the material among themselves through the networks of civil society organizations. This is how the story and the media source became known. Civil society plays a key role, especially one focused on specific causes – for the Roma, abused women, abused children, etc. [II12]

However, it is important to note that the representatives of the elderly and the media from Causeni, Stefan-Voda and Anenii Noi regions pointed out that CSOs are insufficient in the regions of the country, and CSOs whose activities are visible to the public are few, while the existing ones are too little promoted and known. It was noted that there are few projects dedicated to the elderly.

Very few projects for older people, and if they exist, the condition of major contribution to civil society is put forward, which they have no possibility to make and cannot implement. [II8]

We in the region have very few NGOs that are constantly in contact with the public or in contact with the people, that is, at the level of Causeni and Stefan-Voda, we can say that there are no more than about ten non-governmental organizations working in different fields, which are active, and when they do their activities, they become visible. Otherwise, there may be others, but then they are more passive and do not really display what they do. [II3]

Representatives of vulnerable groups from urban areas underlined the importance of the work of civil society organizations, but they also noted the poor involvement of the population. The representative of urban women observed, from her own experience, how few people are willing to participate in NGO initiatives. The rural representative, however, mentioned collaborations with organizations such as People in Need and Ziarul de Gardă, pointing out that, although initially reluctant, participants in events were satisfied and appreciated their usefulness.

I can't say that it is so, I think they are informed from there, too, but still, young people think that they know everything. They do not even want to look for more credible information somewhere else, that is, they believe that they know everything about fakes. [II4]

Honestly, not so rosy as it seems, you have to convince people to come, because they never have time. When they do come, they leave goggle-eyed and open-mouthed, meaning they did not think that something like this is possible... [III1]

The representative of rural youth said that the young people who have a direct connection with the work of civil society associations or those with a higher level of education and interest are more likely to be informed through them.

There are people, about 10-15%, who are part of NGOs, they know what civic.md is, they know such platforms where you can read, research, see, but these are the people who are involved in active social life starting from school, therefore, they understand. The youth who are studious and want something more. However, studious youth have grown in numbers lately, their share has increased, I would say 70 percent. [II2]

The representative of the vulnerable group of refugees from Ukraine spoke about the fact that refugees contact civil society organizations in matters related to the employment of refugees, drawing attention to problems in this field, as many specialists have difficulty finding a job in Moldova.

Girls who, for example, are teachers or nurses, started finding jobs in medical institutions... while there are a lot of specialists with diplomas who fail to become accomplished here. [II7]

Speaking about how much trust the parents of children with disabilities have in civil society organizations, representatives of this vulnerable group noted that they show caution due to the existence of a stereotype in society, according to which the money intended for the implementation of projects is not

always used properly and that, in fact, many CSOs only create the appearance of activity, without providing real help. The entire society's trust in civil society organizations also depends to a large extent on the role they play in the development of society. There are cases that discredit CSOs and damage their reputation.

I am sure that parents in general are very skeptical of NGOs, because there is already a stereotype of money laundering, and at the same time I can't contradict this opinion, there are NGOs that do things only for the sake of appearances, being less involved but influential. [II5]

Here, the defamation of the role of civil society in the development of society played a great role and, you know, there were some... that negatively influenced the image of civil society organizations, which basically are partners of the authorities in the development of a democratic, inclusive and all-transparent society. [II9]

In this context, respondents pointed out the importance of information portals run by civil society organizations, where their work, but especially the results obtained, can be presented in a transparent manner. In this way, the vulnerable groups' trust would increase, as they would be able to clearly see how much money and for what purpose was allocated for the needs of people with disabilities.

The opinion was also shared that there is a direct correlation between the trust of vulnerable groups in civil society organizations and the help they received from these organizations. In both cases, importance lies in the clear presentation of the results of the work done by civil society organizations.

Obviously, they get information from websites, and in this regard the information portals that were originally created to meet the respective needs of women and so on are very important. These portals are not enough, but they are very important, because they really build trust that the organization promotes my interest, or my rights, and I know this from their activity. I see what projects they are doing, I see who the beneficiaries are, I see what the results are, I see how people change, how people's lives change and so on. [II9]

An explanation would be that there are many [organizations] they don't know, that is, they have no way to inform themselves from these NGOs. [II6]

You know, there is not so much trust as there is the desire of young people to participate. Some simply do not care, and they do not get actively involved. [II2]

The same idea is reflected in the answers of the media representatives, who believe that the projects of civil

society organizations do not receive sufficient visibility and, because of this, few know about them or they simply do not exist in certain localities. In this context, it has been pointed out that the greater spread of CSOs in rural areas would create more visibility and increase public trust in civil society.

They simply don't know them, because many non-governmental organizations have no visibility to their projects. Either they don't show up on TV to talk about their projects, or they don't have at least a Facebook page and updated content about the activities they do, so people simply don't know them. [II3]

It would be crucial to have small civil society organizations in all localities, because when people trust a local organization, where they feel represented, they will trust whatever the local organization recommends, that is, broader initiatives, either national or international. People often trust their local source. [II12]

A representative of the vulnerable group of the elderly expressed the opinion that projects aimed at this category of people are insufficient, but they are very necessary, because the elderly need socialization and attention, and it would be beneficial to involve youth that are not indifferent to the problems of the community.

If only there were projects implemented by NGOs in localities, but I am thinking right now of social projects in the region, and here, I don't know any for the elderly. I am telling you, if NGOs don't have their own contribution, they can't apply to projects. If only there were NGOs and these young people were mobilized in activities. I mean, this is a generation who know that they can participate as volunteers, without putting the condition of "what I will earn from this"... For older people, communication is very important. [II8]

A representative of the Roma ethnic group considers that the level of trust in civil society organizations dealing with the protection of the Roma rights is very high. Their work is known both locally and internationally, and representatives of these organizations frequently collaborate in projects with other civil society organizations dealing with the problems of vulnerable groups.

They are vocal, first of all, they are visible. They are known to donors and local and central authorities, respectively, and at international level, too. Why? Because they annually participate in the so-called ... They are authors, I mean, in several CSOs there are authors for the alternative country report on non-discrimination, on human rights, on inclusion and much more. [II10]

5.2. Sources of information for vulnerable groups about the work of representative organizations

In the context of research, participants whose activities are related to vulnerable groups pointed out the importance of maintaining a constant link between the associations they represent and the target audiences. In most cases, social networks were identified as the main source of information about the specific group:

- My Friend Public Association [A.O. Prietena Mea] – Facebook page, group on Viber
- Women's Democracy Network Moldova (WDN Moldova) [A.O. Rețeaua Femeilor pentru Democrație] – page on social networks, newsletter
- Alliance of Organizations for Persons with Disabilities [A.O. Alianța Organizațiilor pentru Persoane cu Dizabilități din R. Moldova (AOPD)] – Facebook page, website
- The Voice of the Roma Coalition / National Association of Community Mediators [A.O. Coaliția Vocea Romilor (CVR) / Asociația Națională a Mediatorilor Comunitari (ANMC)] – community leaders, community mediators, social networks, from each other
- TV Căușeni Studio-L – Facebook page, direct access to the outlet
- Ziarul de Gardă newspaper – direct access to the outlet, from each other
- Ocnita District Youth Center – Facebook and Instagram pages
- Organizations focused on the needs of refugees – directly from specialists in the field of interest

We have a closed group on Facebook. Likewise, we have a database where we can send messages to parents and a channel on Viber. [II5]

People often come to us daily. We ask them: Why did you decide to come to Ziarul de Gardă? And they say: My neighbor or sister or cousin told me, because she is subscribed. [II5]

Facebook, Instagram, and we want to start on TikTok soon, too. [II4]

Representatives of vulnerable categories, which are

the target group of the research, proposed measures to improve the promotion of civil society associations dedicated to supporting vulnerable and marginalized groups:

1. Organization of various days dedicated to raising awareness globally. In this context, volunteering activities can also be organized in order to attract the attention of people sensitive to the problems specific to each category.
2. Improving the quality of information provided by media sources, for example, by involving specialists to verify materials or experts to expand their informativeness
3. Collaboration with other civil society associations, local authorities, the Ministry of Social Protection and family doctors
4. Collaboration with the media to promote the rights of people with disabilities and change their attitude towards the media
5. Creating and promoting activities for the elderly

In this regard, the representative of the vulnerable group of the elderly pointed out that the elderly keep much knowledge and crafts that have been lost now. In this context, a good idea would be to organize events where they could share their valuable experience. For example:

- At intergenerational exchange events,
- By organizing workshops,
- Rural tourism.

Through the media, some shows, columns, to show examples specifically for older people, their experience, their good practices, their craftsmanship, their involvement in crafting and transmitting good manners, master-classes with older people. [II8]

Dialogue, yes, intergenerational dialogue, that would be it, because there are some crafts that are really getting lost in localities, and then the promotion of these good practices would be very good, very. I don't know, maybe rural tourism should include groups of older people, where there are things to see. [II8]

6. Support for civil society associations both from the state and from donors and strategic foreign partners of Moldova

7. Promotion through larger civil associations and reputable NGOs dealing with human rights and the rights of people with special needs
8. More active promotion of the work of civil society associations through TikTok
9. Regular information meetings for the population

One campaign does not make sense, because people will not clearly understand the purpose of the first information campaign. I think that it would be enough to involve 10 campaigns, but it is important that they be carried out constantly, every Tuesday, at the same time, over the course of a month. [III1]

10. Information leaflets and announcements

Regarding the monitoring of vulnerable groups' access to media sources, the representatives who are part of the target group of the research mentioned that such actions are not carried out.

There was no in-depth study that would have a good report, specifically on the Roma ethnicity. [III10]

I haven't seen any monitoring of whether young people have access or not. [II2]

We in organizations directly did not do any study on, for example, access to the media and communication with the media. [II9]

In this context, attention is drawn to the fact that there should be no major problems with access to information sources nowadays, since every person now has a telephone with Internet access. Even in exceptional cases, the urban youth representative mentioned that you can always go to the library or to the youth center, where computers are available for common use.

I want to answer this question accurately. So, everybody has gadgets, yes, I mean telephone, everybody sits with their noses in the telephone, and everybody documents or informs themselves on social networks, that's it. [III10]

And even when one has no laptop or computer at home, they have a telephone, and if one has no telephone, they have the possibility to go to the Youth Center, or to the library, from 8 a.m. to 5 p.m., yes, even at the Youth Center it is possible to use desk computers with Internet access until 8 in the evening. [II4]

5.3. Knowledge about specialized CSOs and interaction experiences

The majority of respondents in all categories analyzed do not know any association or organization that represents their interests and rights, with the exception of refugees, of whom 77% said they know such an organization. The other groups recorded much lower levels of knowledge, between 19% and 33%, the lowest percentages being recorded among the elderly (19%) and people with disabilities (21.6%).

Table 34. Q_32. Do you know of any association/organization that represents the interests and rights of people in your group?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Yes	32.0	30.9	33.3	30.2	21.6	19.0	32.1	76.9
No	66.4	64.9	63.7	67.0	77.3	76.7	64.3	20.4
Don't know	1.6	4.1	2.9	2.8	1.0	4.3	3.6	2.8

TRENDS

In 2025, the degree of knowledge about the existence of associations or organizations representing the interests and rights of people from different socially vulnerable groups increased significantly compared to 2022. The most notable increases are seen among refugees, where the percentage of those who say they know such organizations climbed from 42.8% in 2022 to 76.9% in 2025, most likely reflecting the sustained efforts of NGOs and international institutions in support of this group.

Important increases are also noted among young people from rural areas, where the share of those who know such organizations increased from 15.1% to 33.3%, as well as in the case of women from urban

areas, where the percentage increased from 18.9% to 30.9%. A similar trend is also registered among the Roma, where knowledge about the organizations representing their rights has doubled, increasing from 15.6% to 32.1% in just three years.

These developments reflect an improvement in visibility and perhaps even efficiency of communication by civil society organizations, especially in communities where previously the level of information was low.

However, for people with disabilities and the elderly, the changes are modest – only a few percent more than in 2022, – and the majority of respondents in these two categories continue to declare that they do not know of any organization that defends their interests.

Table 35. Q_33. How did you find out about these associations/NGOs that represent the interests and rights of people in your group? (% of respondents who know an association/organization)

Category	Rural women (aged 30–59)	Urban women (aged 30–59)	Rural youth (aged 18–29)	Urban youth (aged 18–29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Social networks	19.7	17.5	18.6	21.7	8.2	9.5	9.8	48.1
From colleagues, relatives, friends	13.1	12.4	10.8	11.3	8.2	6.9	17.9	29.6
From acquaintances	9.8	8.2	9.8	10.4	7.2	4.3	10.7	27.8
From CSOs representatives	9.8	8.2	3.9	1.9	4.1	2.6	8.0	39.8
From representatives of public authorities	9.0	6.2	11.8	3.8	7.2	3.4	11.6	21.3
Online news websites	6.6	10.3	8.8	9.4	4.1	3.4	5.4	24.1
Telegram/Viber/WhatsApp information channels	6.6	9.3	3.9	9.4	3.1	3.4	1.8	32.4
From representatives of an educational or cultural institution	5.7	6.2	7.8	2.8	2.1	3.4	8.9	14.8
TV	9.0	5.2	7.8	4.7	7.2	4.3	4.5	5.6
From advertising	4.1	2.1	5.9	1.9	4.1	0.9	1.8	4.6
Radio	2.5	3.1	5.9	1.9	2.1	0.9	0.0	0.0
Newspapers	2.5	2.1	1.0	1.9	2.1	0.9	0.0	1.9
Magazines	0.0	2.1	2.0	0.9	1.0	1.7	1.8	0.9
Internet	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.9
Won't answer	0.8	0.0	0.0	0.0	0.0	0.9	0.0	0.0

Respondents who know an organization that represents their interests mentioned most frequently that they had found out about it through social networks, especially in the case of refugees (48.1%), urban youth (21.7%) and rural women (19.7%). Also, an

important proportion pointed to the personal circle – colleagues, relatives, friends or acquaintances – as the main source of information, especially the Roma (28.6%) and refugees (57.4% cumulatively for the two options).

Another relevant channel is represented by direct contacts with CSOs representatives, especially visible in the case of refugees (39.8%). In general, refugees stand out by informing themselves much more actively and through more diverse channels, accessing messaging platforms such as Telegram, Viber or WhatsApp (32.4%), news websites (24.1%), public authorities (21.3%) and educational or cultural

institutions (14.8%).

Instead, the other categories of respondents turn to institutional sources or traditional media (TV, radio, newspapers) to a smaller extent, which suggests either a limited accessibility or a low relevance of these channels for the transmission of information about CSOs.

Table 36. Q_34. How frequently do you learn from media sources about the work of these CSOs?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Once in a year or less often	4.1	3.1	2.0	4.7	4.1	4.3	5.4	1.9
2-3 times a year	6.6	6.2	11.8	3.8	2.1	4.3	7.1	9.3
4-6 times a year	3.3	1.0	1.0	4.7	1.0	1.7	2.7	6.5
Monthly	12.3	13.4	9.8	6.6	8.2	3.4	4.5	25.0
Several times a month or more often	4.9	3.1	5.9	7.5	3.1	3.4	5.4	28.7
Don't participate	0.8	4.1	2.9	2.8	3.1	0.9	4.5	3.7
Don't know	0.0	0.0	0.0	0.0	0.0	0.9	2.7	1.9

Even among people who know at least one organization representing the interests of their group, the frequency of being informed about the work of these CSOs from the media remains relatively low. Refugees are a notable exception: more than half of them said they find out about CSOs activity monthly (25%) or even several times a month or more often (28.7%).

In the case of the other groups, information is obtained much more rarely. For example, only between

3% and 13% of respondents mentioned a monthly frequency, and values for more frequent exposure (several times a month or more often) are modest, falling below 10% in most categories. At the same time, a comparable (or even higher) proportion declared that they hear about these organizations only 2-3 times a year or less often. This situation points out a clear need to improve the visibility of CSOs in the media for most vulnerable groups.

TRENDS

Compared to **2022**, a slight increase in the visibility of CSOs among several social categories is observed.

Refugees continue to be the best informed of all groups, with a significant proportion – 28.7% – saying they find out about the work of CSOs several times a month or more often, up from 21% in 2022. Also, the share of those who mentioned that they receive information monthly has increased (from 11.3% to 25%), which reflects an effective communication of NGOs towards this group.

In the case of **rural youth**, the visibility of CSOs in the media has increased: 11.8% said they find out about them 2-3 times a year, compared to only 1.9% in 2022, and 5.9% said they are informed several times a month or more often (compared to 3.8% previously).

Urban women have seen a clear improvement in

access to information about the work of CSOs – in 2025, 13.4% said they are informed monthly, compared to only 2.1% in 2022, and the percentage of those who are informed frequently (several times a month or more often) has remained constant.

In contrast, **the elderly** and **people with disabilities** continue to be among the least informed – most of them said they find out about CSOs' activities rarely or not at all, with few significant changes from 2022. This indicates that the media, but also CSOs, are still failing to reach these two vulnerable social categories effectively.

Overall, data suggest a gradual improvement in the frequency with which some social groups find out about CSOs' activities, especially refugees, urban women and rural youth, but challenges remain in communicating effectively with more isolated or marginalized segments.

Table 37. Q_35. How often do you find out about the work of these CSOs from social networks?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Once in a year or less often	3.3	1.0	2.9	3.8	2.1	2.6	2.7	0.9
2-3 times a year	2.5	6.2	7.8	5.7	5.2	3.4	4.5	5.6
4-6 times a year	4.9	4.1	2.9	0.9	0.0	0.0	3.6	4.6
Monthly	12.3	11.3	9.8	5.7	7.2	5.2	6.3	33.3
Several times a month or more often	6.6	4.1	8.8	10.4	3.1	5.2	5.4	28.7
Don't participate	2.5	4.1	0.0	2.8	4.1	1.7	8.9	2.8
Don't know	0.0	0.0	1.0	0.0	0.0	0.9	0.9	0.9
Won't answer	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0

Social networks are an important source of information about the work of civil society organizations, especially for refugees and young people. Nearly two-thirds of refugees said they find out about CSOs' activities monthly (33.3%) or several times a month or more often (28.7%). Among urban youth, these proportions are also relatively high, amounting to 16.1%.

For the other groups, the frequency of obtaining information through social networks is noticeably

lower. Only between 11% and 19% of respondents in the categories of women, people with disabilities, the elderly and the Roma mentioned a monthly or more frequent exposure to such information. At the same time, there are groups in which some respondents said they do not follow social media content related to CSOs at all, such as the Roma (8.9%) or urban women (4.1%). These differences suggest that social networks do not yet have effective and fair coverage among all groups.

Table 38. Q_36. How much are you interested in the content shared by specialized NGOs (content targeting only your group) on social networks?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very much	1.6	2.1	3.9	3.8	4.1	3.4	3.6	7.4
A lot	10.7	10.3	10.8	5.7	4.1	8.6	9.8	26.9
Average	13.9	12.4	15.7	17.0	10.3	4.3	17.0	34.3
Little	4.1	2.1	2.0	1.9	1.0	0.9	1.8	4.6
Not at all	0.8	4.1	0.0	1.9	1.0	1.7	0.0	1.9
Won't answer	0.8	0.0	1.0	0.0	1.0	0.0	0.0	1.9

Interest in NGO content on social networks varies significantly between groups. Refugees are interested the most, with 34.3% having an average interest, 26.9% being interested a lot and 7.4% being interested very

much. Women, young people and the Roma show moderate interest, and people with disabilities have minimal interest.

Table 39. Q_37. To what extent is the content shared by specialized NGOs on social networks helpful/useful to you?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very much	2.5	4.1	4.9	5.7	4.1	2.6	3.6	5.6
A lot	10.7	11.3	12.7	3.8	4.1	7.8	10.7	31.5
Average	12.3	13.4	10.8	17.9	9.3	6.9	15.2	31.5
Little	3.3	0.0	2.0	1.9	2.1	0.9	0.9	3.7
Not at all	2.5	2.1	2.0	0.9	1.0	0.9	0.9	2.8
Won't answer	0.8	0.0	1.0	0.0	1.0	0.0	0.9	1.9

Regarding the content shared by specialized NGOs on social networks, refugees are the ones who benefit from it the most, 31.5% finding it helpful a lot and 5.6% – very much. Otherwise, women, young people and the Roma show moderate interest, while people with disabilities and the elderly show minimal interest.

A significant percentage of respondents find the information and activities distributed by NGOs on social networks useful or very useful, especially among refugees (31.5% find this content useful a lot, compared to 2022 – 13.7%) and urban youth (17.9% find it useful to an average extent, compared to 2022 – 7.2%), which indicates an increase in interest in the content distributed by NGOs compared to 2022.

Table 40. Q_38. How often do you participate in activities organized by these CSOs?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Once in a year or less often	9.0	6.2	6.9	3.8	5.2	4.3	5.4	2.8
2-3 times a year	6.6	2.1	6.9	5.7	5.2	2.6	2.7	10.2
4-6 times a year	1.6	2.1	0.0	1.9	1.0	0.9	2.7	11.1
Monthly	0.0	3.1	2.0	1.9	1.0	2.6	4.5	22.2
Several times a month or more often	0.8	2.1	1.0	4.7	3.1	0.0	1.8	14.8
Don't participate	13.9	15.5	16.7	12.3	6.2	8.6	14.3	14.8
Don't know	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9

Personal participation in activities organized by CSOs is generally low among most groups, with many people not participating or participating only occasionally. However, refugees are more frequently involved, with 22.2% of them participating

monthly, and 14.8% several times a month or more often, while 10.2% participate 2-3 times a year. Rural women and youth show more moderate involvement, while other groups participate in a smaller percentage.

Table 41. Q_39. How do you assess the way in which representatives of civil society organizations communicate with the media?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Very efficient	2.5	0.0	2.9	1.9	2.1	1.7	0.0	4.6
Efficient	16.4	19.6	20.6	14.2	6.2	8.6	11.6	46.3
Difficult	5.7	4.1	2.9	11.3	6.2	4.3	6.3	11.1
Very difficult	0.0	2.1	2.0	0.9	0.0	0.0	1.8	1.9
Can't say	7.4	5.2	4.9	1.9	6.2	4.3	12.5	12.0
Won't answer	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.9

The way representatives of civil society organizations communicate with the media is perceived differently by each group. Most respondents find this communication efficient, with 46.3% of refugees appreciating it this way, followed by 19.6% of urban women and 20.6% of rural youth. However, some find this process

difficult, especially urban youth (11.3%) and the Roma (6.3%). There is also a significant percentage of people who cannot rate or do not want to comment on this topic, especially the Roma (12.5%) and refugees (12.0%).

Table 42. Q_40. In what types of activities organized by these CSOs do you personally participate?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Courses and trainings	8.2	8.2	5.9	7.5	4.1	2.6	8.9	43.5
General events	5.7	10.3	5.9	5.7	4.1	4.3	8.9	39.8
Seminars and round tables	9.8	5.2	9.8	6.6	4.1	5.2	8.9	22.2
Volunteering	7.4	7.2	9.8	13.2	4.1	5.2	4.5	16.7
Donations	5.7	3.1	4.9	6.6	2.1	2.6	4.5	7.4
Signing public petitions	0.8	4.1	2.0	3.8	5.2	0.9	0.9	2.8
Flashmobs or other public events	1.6	3.1	2.9	4.7	1.0	1.7	0.0	4.6
Don't participate	0.8	1.0	1.0	0.0	0.0	0.0	0.0	0.9
Other	0.0	0.0	1.0	1.9	0.0	0.9	0.0	0.0
Don't know	6.6	3.1	4.9	0.9	5.2	1.7	9.8	6.5
Won't answer	0.8	6.2	3.9	2.8	1.0	5.2	1.8	6.5

Participation in activities organized by CSOs varies depending on the type of activity and the group analyzed.

Courses and trainings: Refugees are the most active in this category, with 43.5% participating in courses

and trainings. Rural and urban women, along with rural youth, have a similar percentage of participation, of about 8%, while people with disabilities have a lower participation (4.1%).

General events: Refugees continue to have significant

involvement, with 39.8% of them participating in organized events. Urban women are also quite involved in this activity (10.3%), while rural and urban youth show less interest.

Seminars and round tables: Participation is more balanced between groups, with 9.8% interest among rural women and rural youth. Refugees are a little more involved in this activity (22.2%).

Volunteering: Urban youth are the most active in this category (13.2%), followed by rural women (7.4%) and refugees (16.7%). People with disabilities and urban women are less involved in volunteering activities.

Donations: Donations are a moderately appreciated activity, with an interest of 6.6% for urban youth and 7.4% for refugees. Other groups, such as rural women

and people with disabilities, participate to a lesser extent.

Signing public petitions: It is an activity in which people with disabilities show a fairly high interest (5.2%), and young people from urban and rural areas have a moderate involvement (2-3%).

Flashmobs and public events: Refugees and urban youth are more involved in these activities (4.6% and 4.7%, respectively), while other groups are less involved.

Overall, participation in CSO activities is quite diverse, with greater interest among refugees and urban youth, especially for activities such as courses, events and volunteering. Most other groups show moderate or low participation.

Table 43. Q_41. To what extent does the information obtained from media sources lead you to participate in the activities of CSOs representing your social group?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Not at all	6.6	4.1	6.9	2.8	3.1	6.0	12.5	7.4
To a small extent	1.6	2.1	2.0	3.8	0.0	0.9	0.9	2.8
To an equal extent	9.8	14.4	8.8	12.3	8.2	2.6	10.7	27.8
To a large extent	5.7	6.2	7.8	6.6	3.1	5.2	1.8	21.3
To a very large extent	7.4	4.1	6.9	4.7	7.2	2.6	6.3	13.0
Won't answer	0.8	0.0	1.0	0.0	0.0	1.7	0.0	4.6

Refugees are the most influenced by information from the media, with 21.3% saying they are determined to participate to a large extent and 13% – to a very large extent. Also, 12.3% of urban youth said they are determined to an equal extent and 6.6% – to a large extent.

Rural women and the elderly are less influenced by the media, with 6.6% of rural women and 6% of the elderly saying that information leads them to participate only to a small extent or not at all.

On the other hand, the Roma (10.7%) and people with disabilities (8.2%) report a moderate influence, saying that information from the media determines their participation to an equal extent.

Overall, people from more vulnerable groups, such as refugees and urban youth, are more likely to participate in CSOs' activities based on information from the media, compared to less involved groups, such as rural women and the elderly.

Table 44. Q_42. In your opinion, what is the contribution of media sources to promoting the rights of vulnerable or marginalized groups?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Promote social projects	43.4	43.3	44.1	50.0	35.1	32.8	26.8	53.7
Organize the collection of financial aid	44.3	42.3	41.2	45.3	33.0	38.8	25.0	47.2
Contribute to the protection of rights	36.9	37.1	35.3	45.3	26.8	27.6	23.2	58.3
Reflect real problems	31.1	37.1	40.2	42.5	36.1	23.3	25.9	46.3
Provide moral support / solidarity	36.1	33.0	37.3	41.5	19.6	30.2	22.3	58.3
Provide information to vulnerable groups that they help	32.0	36.1	31.4	37.7	26.8	28.4	17.9	56.5
No contribution	12.3	11.3	7.8	11.3	21.6	20.7	24.1	2.8
Don't know	13.9	13.4	8.8	8.5	17.5	19.0	22.3	7.4
Won't answer	1.6	1.0	2.0	1.9	0.0	3.4	2.7	0.0

Rural women (aged 30-59): 43.4% believe that the media promote social projects, and 44.3% believe that they organize the collection of financial aid. Also, 36.9% believe that the media contribute to protecting the rights of vulnerable groups. However, 12.3% believe that the media have no significant contribution.

Urban women (aged 30-59): 43.3% of them believe that the media promote social projects, and 42.3% agree that they help collect financial aid. 37.1% believe that the media protect the rights of vulnerable groups and reflect their real problems.

Rural youth (aged 18-29): 44.1% of rural youth appreciate that the media promote social projects, and 41.2% consider that they help collect financial aid. Also, 35.3% of young people believe that the media protect the rights of vulnerable groups and 40.2% say that they reflect the real problems faced by these groups.

Urban youth (aged 18-29): 50% of urban youth believe that the media promote social projects, and 45.3% say they help collect financial aid. Another 45.3% believe the media protect the rights of vulnerable groups and 42.5% say they reflect their real problems. Also, 41.5% believe that the media provide moral support and solidarity.

People with disabilities: 35.1% believe that the media promote social projects, and 33% believe that

they help collect financial aid. 26.8% believe that the media protect the rights of vulnerable groups and 36.1% believe that they reflect their real problems. However, 21.6% say the media have no significant contribution.

The elderly (aged 60+): 32.8% of older people believe that the media promote social projects and 38.8% believe that they help collect financial aid. 27.6% of them believe that the media protect the rights of vulnerable groups and 23.3% say that they reflect their real problems. However, 20.7% believe that the media have no contribution in this regard.

The Roma: 26.8% of the Roma believe that the media promote social projects, and 25% believe that they help collect financial aid. 23.2% say that the media protect the rights of vulnerable groups and 25.9% believe that they reflect their real problems. 24.1% are of the opinion that the media have no significant contribution.

Refugees: It is refugees who believe that the media have the greatest contribution to promoting the rights of vulnerable groups. 53.7% believe that the media promote social projects, and 47.2% believe that they help collect financial aid. 58.3% say that the media protect the rights of vulnerable groups, and 46.3% believe that they reflect their real problems. Also, 58.3% of refugees say the media provide moral support and solidarity.

TRENDS

Among **refugees**, the perception of the media's contribution to promoting the rights of vulnerable groups improved considerably between **2022 and 2025**. All aspects measured in the survey show significant increases. For example, the percentage of those who believe that the media contribute to the protection of rights increased from 26.6% to 58.3%, and those who believe that they provide moral support/solidarity doubled, from 30.6% to 58.3%. There were also large increases in other contributions: provide useful information (from 25% to 56.5%), organize the collection of financial aid (from 30.6% to 47.2%), promote social projects (from 28.2% to 53.7%) and reflect real problems (from 34.7% to 46.3%).

In addition to refugees, who registered the most significant increases in all categories analyzed, there have also been some improvements in the perceptions of other vulnerable groups, although they are more moderate.

For example, among **urban women**, there has been a substantial increase in the perception of the media's contribution to protecting rights (from 26.3% to 37.1%), to providing useful information (from 23.2% to 36.1%), as well as to promoting social projects (from 24.3% to 43.3%). These increases suggest an overall improvement in trust in the media in this segment.

Urban youth also show a more favorable perception, especially regarding the role of the media in promoting social projects (from 38.1% to 50%) and reflecting real problems (from 35.1% to 42.5%).

In the case of **the Roma**, although absolute values remain relatively low compared to other groups, an increase is still observed in some dimensions. For example, the perception that the media organize the collection of financial aid increased from 13.5% to 25%, and promotion of social projects from 17.8% to 26.8%.

Overall, data suggest an increasingly positive perception of the media's contribution to supporting vulnerable groups.

Table 45. Q_43. If you were a media representative, what information would you deliver to your audience first?

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Information on health, mental health	59.0	55.7	43.1	42.5	54.6	56.0	52.7	56.5
Information on social issues	50.0	47.4	52.0	49.1	47.4	60.3	44.6	50.9
Educational content	48.4	44.3	47.1	47.2	19.6	29.3	22.3	48.1
Information on culture	43.4	39.2	36.3	32.1	25.8	37.1	29.5	24.1
Information on the economy	27.9	27.8	31.4	32.1	21.6	38.8	17.0	28.7
Information on success stories	33.6	24.7	30.4	22.6	15.5	30.2	19.6	17.6
Information on sports	20.5	24.7	35.3	33.0	22.7	22.4	10.7	19.4
Entertainment content	23.8	24.7	26.5	29.2	13.4	19.8	10.7	18.5
Information on politics	18.9	16.5	17.6	26.4	18.6	31.9	15.2	20.4
Other type of information	0.0	0.0	1.0	0.0	1.0	1.7	0.0	0.0
Don't know	2.5	7.2	3.9	3.8	3.1	6.0	12.5	3.7
Won't answer	0.8	0.0	1.0	0.9	2.1	2.6	0.0	0.9

Information on health and mental health was considered the most important by the majority of respondents. For example, 59.0% of rural women and 55.7% of urban women would deliver such information, followed by 54.6% of people with disabilities and 56.0% of the elderly. This points out the general concern for health among the population, with a particular focus on mental health issues.

Information on social issues is also perceived as essential, with 50.0% of rural women and 47.4% of urban women stating that it should be a priority. Also, 60.3% of the elderly find information on social issues important to deliver. This suggests a constant awareness and concern for the social and economic conditions of vulnerable groups.

Regarding **educational information**, it was appreciated by 48.4% of rural women and 44.3% of urban women, while 48.1% of refugees consider it essential. Young people in general have a significant interest in education, and this is also reflected in their preferences for types of information.

Information on culture and sports was less appreciated, although there is greater interest among young people. 35.3% of rural youth and 33.0% of urban youth would deliver information on sports, and 43.4% of

rural women and 39.2% of urban women would opt for information on culture. These topics, however, are less prioritized by the elderly or people with disabilities.

In contrast, **information on economy and politics** was less appreciated. Only 27.9% of rural women and 27.8% of urban women would deliver information on economy. Likewise, 16.5% of urban women and 18.9% of rural women would opt for political information, suggesting less interest in these topics among many social groups.

Table 46. Q_44. In your opinion, how well are the problems of the following categories of people reflected in the media of Moldova? (% of Very well and Well)

Category	Rural women (aged 30-59)	Urban women (aged 30-59)	Rural youth (aged 18-29)	Urban youth (aged 18-29)	People with disabilities	Elderly (aged 60+)	Roma	Refugees
Young people	54.1	50.5	56.9	46.2	45.4	37.1	48.2	46.3
Women	54.1	47.4	46.1	43.4	42.3	37.9	41.1	49.1
Refugees	42.6	45.4	31.4	50.9	32.0	37.9	45.5	65.7
Elderly	40.2	34.0	33.3	31.1	36.1	31.0	47.3	55.6
People with physical disabilities	36.9	29.9	31.4	34.0	39.2	29.3	44.6	54.6
People with intellectual disabilities	30.3	30.9	39.2	30.2	38.1	25.9	37.5	39.8
Roma	12.3	14.4	15.7	18.9	11.3	10.3	42.9	28.7

The problems of **young people** are generally perceived as being well reflected in the media of Moldova. To the greatest extent, this is the opinion of rural youth (56.9%), followed by rural women (54.1%) and urban women (50.5%). These data indicate a relatively good media coverage of topics related to young people, perceived so especially by those who have a direct connection to this category. Conversely, lower levels of appreciation are seen among the elderly (37.1%) and people with disabilities (45.4%), which could suggest distancing from content aimed at young people or a more critical perception of their media coverage.

Regarding the reflection of **women's** issues, it is perceived as relatively good, with variations between groups. The highest scores have been given by rural women (54.1%) and refugees (49.1%), which may reflect identification or solidarity with this topic. More reserved perceptions appear among the elderly (37.9%) and people with disabilities (42.3%), who seem to feel that women's issues are not fully addressed in the media.

Refugees are perceived as being adequately reflected

in the media, especially by themselves (65.7%), which indicates a clear visibility of their own category. Also, urban youth (50.9%) and urban women (45.4%) have given high scores, perhaps due to access to more diverse or international sources of information. On the other hand, young people from rural areas (31.4%) and people with disabilities (32.0%) consider that refugees are not sufficiently reflected, which points to significant differences between groups in terms of perception on the visibility of this category.

The problems of **the elderly** are perceived as poorly reflected in general. Exceptions are refugees (55.6%) and the Roma (47.3%), who have given the highest scores. Paradoxically, the elderly themselves have given one of the lowest scores (31.0%), signaling dissatisfaction with the way they are presented in the media. Urban youth (31.1%) share a similar perception, possibly due to low interest in topics related to the elderly.

People with physical disabilities are perceived as reasonably reflected in the media by refugees (54.6%) and the Roma (44.6%). People with disabilities themselves have given a moderate score (39.2%), which

suggests a partially positive perception, but far from perfect. Urban women (29.9%) and the elderly (29.3%) have rated coverage of these problems the worst.

In the case of **people with intellectual disabilities**, data show poor representation in the media. Rural youth (39.2%) and refugees (39.8%) have given the highest scores, but they are still modest. People with disabilities have given a moderate assessment (38.1%), while the elderly (25.9%) and rural women (30.3%) have rated the reflection of these problems most negatively.

The most poorly reflected category is that of **the Roma**. Only the Roma themselves perceive a more significant representation (42.9%), probably in connection with occasional appearances in the media, even if in controversial contexts. All other groups have given very low scores: the elderly (10.3%), people with disabilities (11.3%) and rural women (12.3%) clearly expressed the perception of social invisibility of this category in the media space.

TRENDS

Based on the data obtained, a generalized increase in the positive perception of media coverage of problems of several social categories is observed, especially among vulnerable groups:

Young people: The positive perception of their media coverage has increased significantly among rural youth (from 35.8% in 2022 to 56.9% in 2025) and people with disabilities (from 25% to 45.4%).

Women: There have been improvements in perceptions in almost all categories, for example, rural youth (from 33.9% to 46.1%), the Roma (from 26.1% to 41.1%) and refugees (from 25.9% to 49.1%).

The elderly: According to the respondents surveyed, this group has had a better appreciation in the media, especially in the perception of the Roma (47.3% in 2025 compared to 16.7% in 2022) and refugees (from 23.3% to 55.6%).

People with physical disabilities: The reflection of their problems is perceived to be better in all categories – increases of over 10% among rural youth, urban women, people with disabilities, the Roma and refugees.

People with intellectual disabilities: There has also been notable progress – for example, perception among rural youth increased from 19.7% to 39.2%, and increase among the Roma and refugees is more than 25%.

The Roma: The image of the Roma in the media remains weak in most groups, but has improved noticeably among refugees (from 1.6% to 28.7%), the Roma (from 9.4% to 42.9%) and rural youth (from 7.5% to 15.7%).

5.4. Collaboration between the media and CSOs to improve literacy

Collaboration between civil society organizations and the media is considered necessary and valuable. Both sides must be actively involved to create quality content and correctly reflect the problems of people with disabilities. The representative of parents of children with Down syndrome noted that, in his experience, relations between the media and NGOs are often formalized and devoid of real collaboration: *We are currently having discussions about some partnerships, but usually it is limited to this: you pay for the article, and you get your article. [II5]*

The representative of WDN Moldova appreciated the willingness of journalists to work honestly with organizations to promote social causes and increase visibility. She said relations had improved over the past decade and are continuing on a positive trajectory.

The representative of the elderly from the Baștina organization pointed out the positive impact of media attention. He gave examples of collaboration with Rocks of the Prut and NordNews, where the elderly had been interviewed: Last year, I went to some interviews to Rocks of the Prut: so much beauty, they opened festive rooms and were very receptive, glad that they were given attention... [II8]

The representative of the Alliance of Organizations for Persons with Disabilities said that the organization usually initiated collaboration with the media and appealed to the Broadcasting Council for the free dissemination of social advertising. However, there are financial difficulties in the publication of social content, and social advertising is restricted in terms of duration and broadcast time: *Both from civil society and other larger media imports, we should make some communication strategies in order to disseminate as much information as possible ... [III1]*

The representative of the Roma community noted that in the north and south of the country collaboration between the media and NGOs is weaker than in Chisinau and in the center of the country. In the absence of local media, the Roma organizations turn to journalists from the capital city: Thanks to the National Association of Community Mediators and the associative sector, we brought journalists from Chisinau, who made us video spots and a report on how community mediators work in the north, in the south... [III0]

He noted the importance of promoting the Roma success stories through the media in order to fight discrimination and build a positive public

image. *The media must be responsive, keep an eye on everything or communicate with the associative sector and have partnerships in both good directions... [II10]*

From the perspective of the media, cooperation with NGOs is active and mutual. The representatives of TV Căușeni Studio-L and of My Friend organization support the need for mutual openness: *We have a very nice collaboration, yes, there should be openness from both sides. [II3]*

At *Ziarul de Gardă*, collaboration is structured on areas such as the rights of the elderly (*Safe Age*), child protection and the rights of refugees. The media receive cases directly from citizens and rely on NGOs for documentation: *That is, on the one hand we already have the trust of citizens ... and on the other hand, we are in a good relationship with NGOs... [II12]*

However, there are differences in perception: While the representative of the Roma considers that there is a lack of collaboration between the media and NGOs in the regions, the journalist from *Ziarul de Gardă* considers that the associative sector is actually missing: *We often go to a community, and luckily there are still libraries and we can organize a meeting at the library... [II12]*

She mentioned the popularity of the newspaper among young people, while the representative of urban youth noted the lack of a local newspaper for young people, due to limited resources: *Unfortunately, we used to have a local media outlet ... but due to insufficient resources ... they left our district... [II4] The newspaper was apparently made by young people, but not for young people... [II4]*

The representative of urban women underlined the need for information in regions farther from Chisinau, such as Cricova, where the lack of NGOs affects the level of information: *I mean, I would like our people in Cricova to be more informed. [II1]*

The representative of rural women noted the lack of involvement on the part of women, who remain in the household sphere: *Women are more housewives in rural areas. [II2]*

The representative of Ukrainian refugees said there are activists involved in ensuring access to truthful information. Refugees turn to each other when they fail to find answers in official sources: *Our girls, who are representatives of this group, strive always and everywhere to openly address the issue of access to broader and more reliable information about our situation... [II7]*

Conclusions

This chapter highlighted the importance of collaboration between civil society organizations and the media in promoting the rights and informing vulnerable groups. This cooperation ensures not only fair and accessible information, but also the building of a relationship of trust between CSOs and the target audience, facilitating the integration of these groups into society. At the same time, efficient collaboration between the two sides is essential to improving media literacy, a crucial step to increasing the ability of vulnerable groups to navigate the information landscape.

Civil society organizations have a vital role in promoting the rights of vulnerable groups. They are recognized for their central involvement in raising public awareness of the issues these groups face and protecting their rights. CSOs are perceived as reliable sources, and their work significantly influences various subgroups, such as women, young people and the elderly. However, they face major challenges, such as lack of visibility in rural regions, insufficient projects dedicated to specific categories (e.g. the elderly) and limited resources to promote activities.

The main source of information for vulnerable groups is the digital environment, where social networks play a key role in the dissemination of information. While most organizations use these platforms to reach their target audiences, direct access to information through community leaders and institutions remains an important channel, especially in remote areas. However, significant gaps remain in the actual monitoring of vulnerable groups' access to information, and some of them continue to be isolated in terms of information. This fact highlights the need for more specific promotion strategies to ensure fair access to essential information.

Knowledge about CSOs varies considerably between vulnerable groups, affecting the efficiency of information and mobilization activities. In general, refugees and young people in urban areas are best informed about CSOs and their activities, while the elderly and people with disabilities show little knowledge. This discrepancy underlines the need for tailored interventions that provide additional support to these groups to be able to access relevant information and actively participate in organizations' initiatives.

Collaboration between CSOs and the media is essential for promoting relevant, educational and

inclusive content. Although in recent years this collaboration has seen improvements, there are obvious regional differences in the efficiency of interactions. In urban areas and in Chisinau, CSOs benefit from more frequent and efficient collaboration with the media, while the northern and southern regions face difficulties. Furthermore, CSOs face financial problems that limit their ability to promote important messages through the media and gain the necessary visibility among vulnerable groups.

In conclusion, collaboration between CSOs and the media needs to be strengthened through structured

partnerships, joint communication strategies and access to resources in order to maximize the impact of initiatives. It is essential that both sides share their goals and work together for common success.

Thus, in order to improve media literacy and increase awareness and participation among vulnerable groups, it is necessary to implement continuous initiatives and campaigns that support their integration into social and political life, ensuring their access to the information that is necessary to make informed decisions.

Chapter 6.

EVALUATION OF THE RELATIONSHIP BETWEEN CIVIL SOCIETY ORGANIZATIONS AND THE MEDIA OVER THE LAST 3 YEARS

This chapter presents the results of the study dedicated to the analysis of the relationship between civil society organizations of Moldova and the media in the last three years. The research provides an overview of how CSOs communicated with the media, the channels used, the objectives pursued and the impact of media coverage on their visibility, activity and public image.

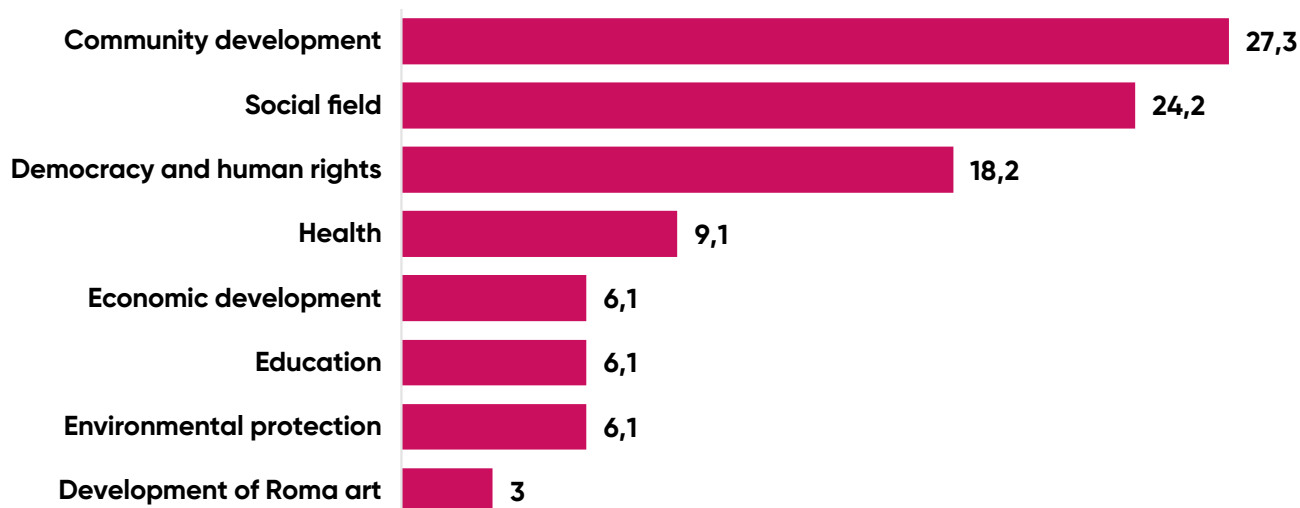
The study aimed to evaluate the development of this relationship over time, to identify organizations that have strengthened their presence in the media space and to capture the perceptions of civil society actors on the role of the media in promoting their initiatives. Also, the preferences of CSOs regarding the types of media interactions, the effects of media coverage on reputation and popularity, as well as suggestions for

more efficient collaboration in the future were analyzed. The research also highlights the challenges faced by CSOs in dealing with the media, along with the opportunities offered by strategic communication, adapted to the current media context.

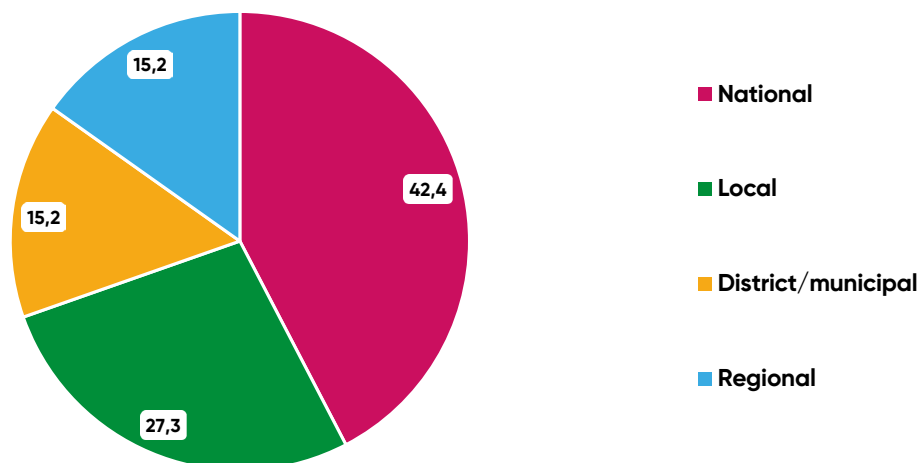
6.1. Analysis of the relationship between civil society organizations and the media

This study involved organizations active in various fields, and the data collected provide a detailed picture of their relationship with the media over the last three years. The research highlighted key issues such as preferred media channels, objectives pursued through interaction with the media, the impact of media visibility on the work of organizations and how this relationship developed over time.

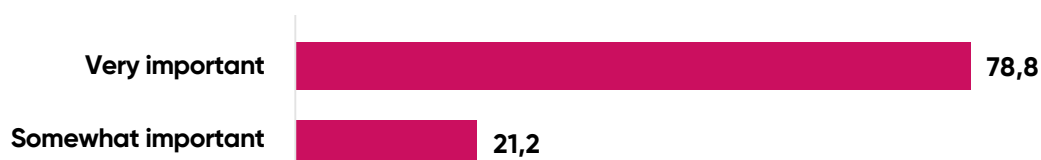
Figure 1. Main field of activity, N=33, %



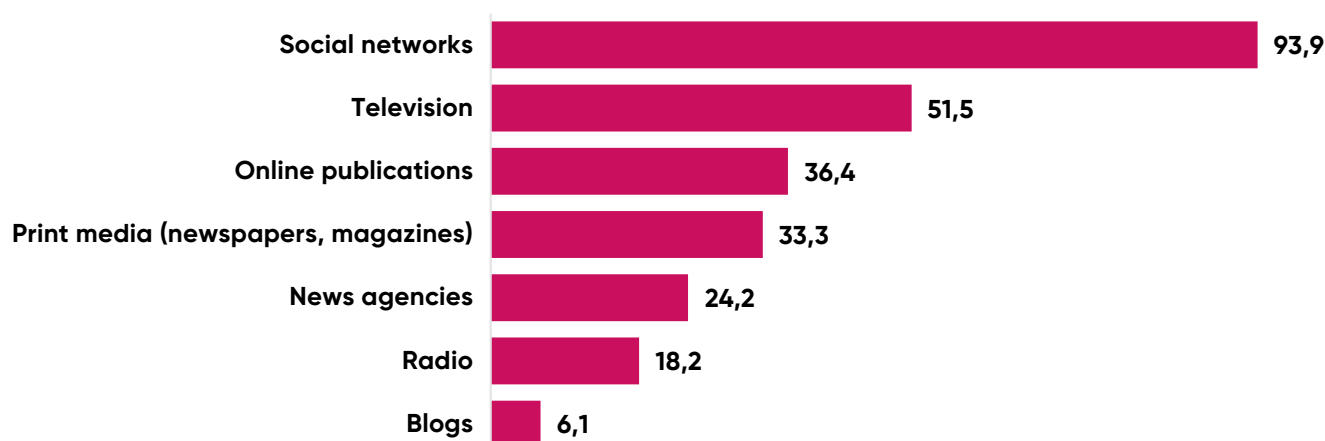
Of the 33 organizations participating in the study, 27.3% work in the field of community development, 24.2% in the social field, 18.2% in democracy and human rights and 9.1% in health. 6.1% of respondents work in fields such as education, environmental protection and economic development, and 3% are involved in promoting Roma art.

Figure 2. Area of activity, N=33, %

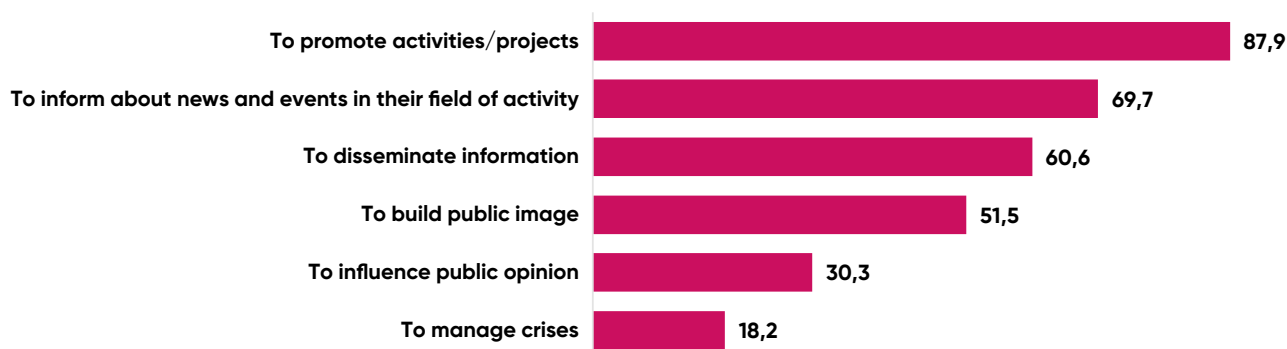
The majority of participating organizations (42.4%) work at the national level, 27.3% at the local level, and 15.2% focus on the district/municipal and regional level.

Figure 3. In your opinion, how important is the relationship with the media for the success and functioning of an organization like yours? N=33, %

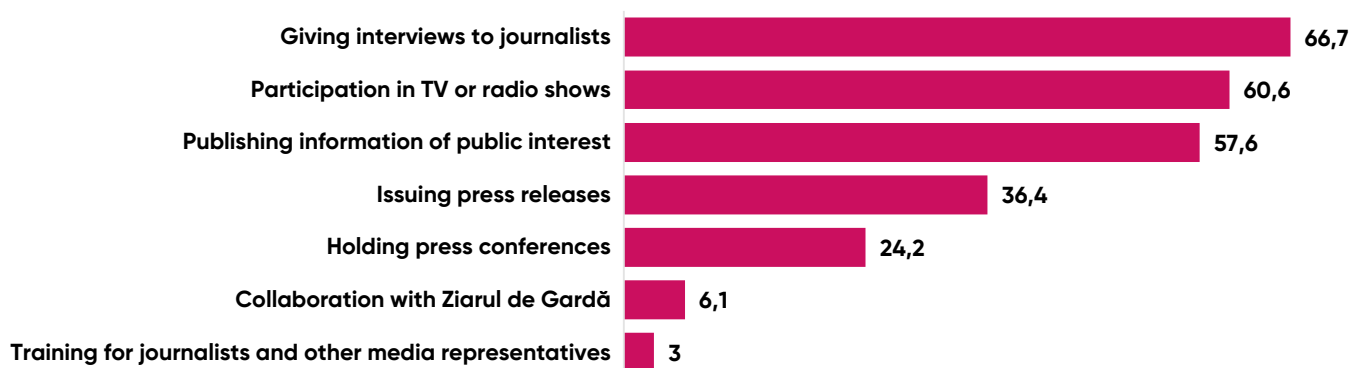
Results show that 78.8% of organizations consider the relationship with the media to be very important for their success and functioning, while 21.2% consider it somewhat important. These data suggest a strong awareness of the essential role that the media play in promoting and supporting the activities of organizations.

Figure 4. What are the main media channels your organization interacts with most often? N=33, %

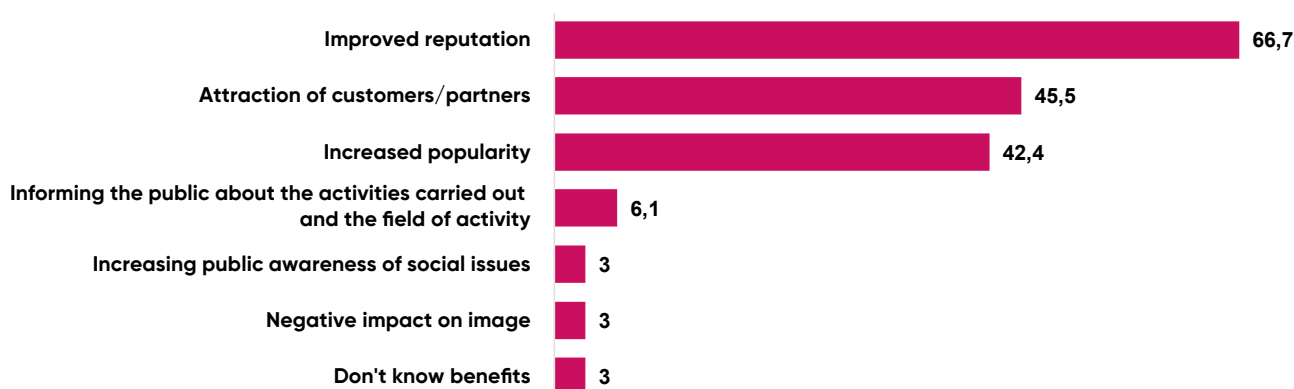
In terms of media channels, most organizations (93.9%) most frequently interact with social networks, followed by television (51.5%) and online publications (36.4%). Blogs are the least used, being mentioned by only 6.1% of organizations. These results highlight a clear preference for online and digital channels, especially social networks, valued for accessibility and the ability to quickly reach a broad audience.

Figure 5. For what purposes does your organization interact with the media? N=33, %

According to the results, participating organizations interact with the media mainly to promote their own activities and projects (87.9%), to inform the public about news and events in their field of activity (69.7%) and to disseminate information (60.6%). Also, 51.5% aim to build a positive public image. In contrast, crisis management (18.2%) and influencing public opinion (30.3%) are less common objectives, indicating a low priority given to these types of communication.

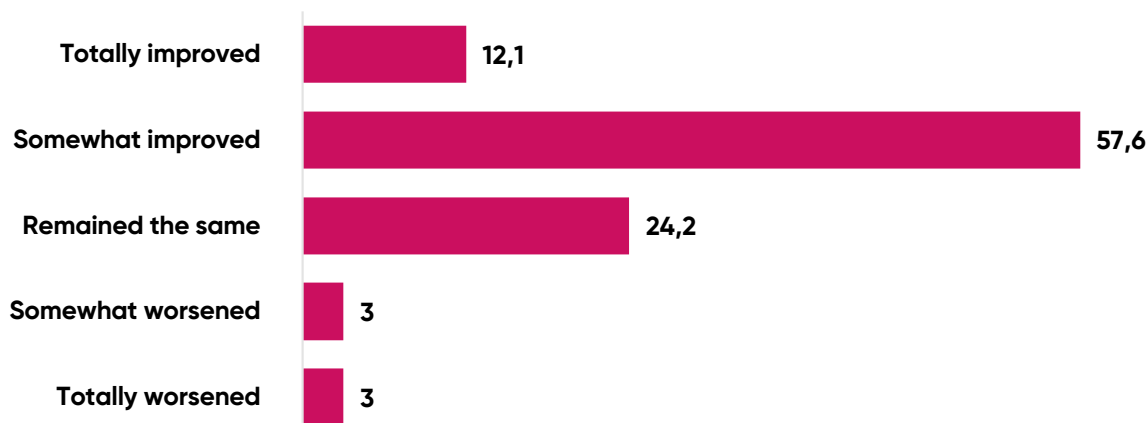
Figure 6. What types of interactions has your organization had with the media over the last 3 years? N=33, %

Over the last three years, the most common forms of interaction between organizations and the media were giving interviews to journalists (66.7%), participating in TV or radio shows (60.6%) and publishing information of public interest (57.6%). At the same time, 36.4% of organizations issued press releases and 24.2% held press conferences. Other mentioned forms of collaboration include partnerships with Ziarul de Gardă newspaper (6.1%) and providing training for journalists (3%). These data highlight a preference for direct and visible interactions with the media, such as interviews and appearances on shows.

Figure 7. What effects has media coverage had on your organization? N=33, %

According to organizations, the most common effects of media coverage were improved reputation (66.7%), attraction of customers or partners (45.5%) and increased popularity (42.4%). A smaller number of respondents mentioned the contribution of media coverage to informing the public about their activities and field of activities (6.1%) and to increasing awareness of social issues (3%). At the same time, 3% of organizations reported a negative impact on their image, and another 3% did not identify clear benefits. Overall, the effects of media presence were generally positive, even though not all appearances translated into concrete results.

Figure 8. Compared to 3 years ago, could you say that your organization's relationship with the media rather...? N=33, %



Compared to three years ago, organizations' relationship with the media has generally evolved in a positive direction. The majority of respondents (57.6%) believe that it has improved somewhat, and 12.1% said that the change was clear and favorable. On the other hand, 24.2% noted no significant changes, and a small percentage (6%) noted a less favorable development. Results indicated a predominantly positive trend, even if for some organizations relationship with the media remained stable or slightly deteriorated.

Table 47. Compared to 3 years ago, could you say that your organization's relationship with the media rather...? N=33, %

Area of activity	Totally im-proved	Somewhat improved	Remained the same	Somewhat worsened	Totally wors-ened
Local	0.0	22.2	66.7	11.1	0.0
National	42.9	7.1	50.0	0.0	0.0
District/municipal	20.0	0.0	80.0	0.0	0.0
Regional	20.0	20.0	40.0	0.0	20.0

Disaggregated data showed significant differences between the analyzed regions, the most notable trends being observed at the level of local and national organizations. Of the organizations active at the local level, 66.7% believed that the relationship with the media remained unchanged. Nationally, 42.9% said it had improved considerably, while 50% said there had been no changes. At the district/municipal level, 80% of organizations believed that the relationship with the media remained constant, and at the regional level, 20% perceived an improvement, while 40% noticed no changes.

Overall, compared to three years ago, organizations' relationship with the media remained stable in most regions, with clear progress at national level and a slight improvement at regional and district/municipal level.

Table 48. If YES, what aspects do you think have improved from 3 years ago?

Improved aspects	
1.	We managed to contract media services at low cost.
2.	We gained access to the media and understood their importance in promoting the vision of NGOs.
3.	We believe collaboration has improved.
4.	The community has become more informed.
5.	Media and public interest in social topics, such as demographic aging, the promotion of active and healthy aging and the rights of the elderly, has increased. Channels of communication with the public have diversified – the online environment has become more accessible, radio broadcasts are complemented by video materials and podcasts, increasing their attractiveness. In working on more complex topics, the media are increasingly open to allocating additional resources and collaborating with organizations in order to obtain relevant information. Social topics and topics related to vulnerable groups are increasingly being addressed from multiple perspectives, emphasizing inclusion and participation, not just issues related to poverty and vulnerability.
6.	Relations with TV stations and NGOs from other localities have strengthened, facilitating the exchange of experience.
7.	A TV channel for the Roma has been opened, and a new channel – The Voice of the Roma Coalition – will be launched in the future.
8.	We returned to the arena, having some collaborations and interviews.
9.	Collaboration with Ziarul de Gardă gave us more visibility and generated more projects.
10.	Our organization is now better recognized among journalists.
11.	We are better known and more appreciated.
12.	Increased transparency and proactive communication.
13.	Public trust in the media has increased.
14.	We conduct interviews more often.
15.	We have established direct relationships with journalists and built a positive collaboration, based on previous experiences of effective cooperation.
16.	New projects have been initiated, appreciation by the media has increased, and public information has improved.
17.	Availability of the media and the organization's trust in the media have increased.
18.	The association organizes Diaspora Days, an event to which local television is invited – an endeavor that seemed unthinkable three years ago.
19.	The organization strengthened its visibility, projecting a more favorable image compared to other districts and managing to attract new partners.
20.	People are more involved, including members of the diaspora.
21.	More projects and more information.

For organizations that **reported a worsening of the relationship with the media**, the main reasons identified are the lack of ongoing projects and, implicitly, the absence of information relevant to be communicated, aspects that reduce the interest of the media. Another factor noted is the reduced number of journalists who travel to territories, which significantly limits the opportunities for interaction and promotion.

Table 49. How would you like your organization's relationship with the media to evolve over the next 3 years?

Expectations regarding the evolution of the relationship with the media	
1.	We want to be reliable partners in collaborations, including on public causes and advocacy.
2.	To establish a constant presence in local and national media in order to draw more attention to energy efficiency projects and initiatives.
3.	Journalists should become more competent in preparing interviews.
4.	Popularizing the organization's activities and using the media to disseminate elements of the Roma culture in Moldova represent a strategic effort to combat stereotypes and myths associated with this community. We aim to make documentaries or shows dedicated to the history and culture of the Roma, in collaboration with television stations, to promote an authentic and diverse image.

Expectations regarding the evolution of the relationship with the media	
5.	We want to create a positive image for people with hearing impairments by promoting sign language and the culture specific to this community at national level. At the same time, we believe it is essential that at least one television station have a newscast with translation into sign language, in accordance with accessibility standards.
6.	To carry out events in our field of activity in collaboration with the media.
7.	Presence at the events organized by us.
8.	To promote activities for good transparency of the organization.
9.	It is essential that the media have adequate resources to train employees, given the complexity of topics related to human rights, inclusion, discrimination and inequalities. We appreciate the current involvement of the media and trust that they will maintain their essential role in educating the public and reflecting social realities in a balanced way. We hope that the diversity of communication channels will be maintained, taking into account the specific needs of the public, including poor digital literacy or visual and hearing impairments. We also find it important for the media to facilitate citizens' access to relevant information, providing space for interviews with decision-makers on topics of public interest, such as the policies applied, services available and support measures offered.
10.	We want the media to reflect positive aspects of the activities of the organization and the community, thus helping to promote a positive impact in society.
11.	Collaboration between NGOs within campaigns to eradicate violence and support vulnerable people.
12.	To launch more shows and dedicated hours on television and radio.
13.	It is necessary to have closer collaboration with the local public administration and active media involvement, through direct visits and documentation of NGO activities, in order to ensure a deeper understanding of their impact in the community.
14.	To develop additional projects, expand collaborations, provide more extensive training for children and make media spots.
15.	To increase the number of regional channels.
16.	Collaborations, TV shows dedicated to the Roma, creation of a TV platform, support in organizing shows and disseminating press releases.
17.	We want to have a successful collaboration in the future.
18.	We would like the media to reflect good social practices, not just crisis situations. It would be important for the media to show interest in the work of civil society organizations throughout the year, not just on the occasion of international days, and to make trips in the territory.
19.	To address issues in depth, focus on commentaries to policies, propose new perspectives and encourage counterposing ideas.
20.	To maintain an open and constructive dialogue with journalists, work with the media to promote social responsibility initiatives and contribute to the formation of a more informed and responsible society.
21.	To reduce politicization and focus on the real needs of citizens.
22.	To develop additional projects and open more newspapers to support the dissemination of information.
23.	To be fair and realistic, contributing to the change of people's mindset.
24.	To have regular collaborations with the media, and this process to be facilitated, so that media networks have public information on how we can invite or involve them in the social sector (pro bono).
25.	More interactions with the media.
27.	More interviews would be desirable in order to become more visible, for the media to show a greater interest in public associations and propose initiatives.
28.	To be affordable, with lower prices for services.
29.	Through face-to-face meetings, not online.
30.	To attract various sources of information (newspapers, other forms of media), organize trainings and involve a larger number of specialists in the field.
31.	To promote the organization and organize training sessions.
32.	To increase visibility and provide additional information.
33.	To identify issues of interest to the media and increase our ability to attract attention through positive examples, not just through sensational topics. We also want the media to be responsive to our invitations.

Conclusions

Over the last three years, the relationship between civil society organizations and the media has made significant progress. Most of the organizations participating in the study recognize the essential role of the media in supporting their work and visibility, especially through online channels. Social networks have established themselves as the main communication tool, providing an accessible and effective platform for promoting initiatives and attracting the attention of the general public.

The relationship with the media has improved considerably, amid the diversification of the forms of collaboration. Organizations appeared in TV and radio shows, gave interviews, held press conferences and received extensive media coverage. The results of the study show that the majority of respondents noticed positive effects of media visibility on the reputation and popularity of the organization, including attraction of new partners and supporters. In some cases, media coverage has had a less favorable impact, but overall the trend has been positive.

In view of developing their relationship with the media, organizations aim to build closer and more sustainable partnerships, focusing on the constant

presence in local and national media. A central issue highlighted by respondents is the need for more efficient collaboration with journalists, including through training initiatives that facilitate understanding of complex social topics, such as human rights, the problems of minorities or social inclusion. Organizations also want a more balanced coverage, which should reflect both the challenges and the positive aspects of their work, avoiding approaches focused exclusively on crises or difficulties.

At the same time, organizations support the expansion of media formats by producing documentaries, thematic shows and materials that can deepen topics of social interest and contribute to public awareness. To support this direction, participants pointed out the importance of reducing the costs of access to the media and of promoting more transparent and accessible communication.

Increasing the ability to generate media interest through relevant projects and positive examples remains a priority for many organizations. Strengthening the public image, educating society and empowering social actors are common objectives, for the realization of which the media remains an indispensable partner.



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