

PROJECT FOR STRENGTHENING CIVIL DIALOGUE IN TURKEY

RESEARCH OF THE VISIBILITY OF CIVIL SOCIETY IN THE MEDIA



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PREFACE

As the YADA Foundation, our aim was to create dialogue between civil society organisations of differing identities and origins of Turkey and to contribute to possible cooperation with the establishment of new mechanisms in the scope of the “Project for Strengthening Civil Dialogue in Turkey”, implemented in 2018-February 2020 with the support of the United Nations Democracy Fund (UNDEF). To date, Meydan Meet Ups were organised in this scope to bring together CSOs working in similar or overlapping topic areas. The main objective of the Meydan Meet Ups were to be able to bring to the table possibilities of cooperation between the civil society in Turkey with those who may not be similar to each other, and to create new dialogue, discussion and new models for cooperation. With the Project for Strengthening Civil Dialogue in Turkey, the results we aim to reach are: (1) increasing the dialogue, communication, cooperation and discourse between civil society organisations; (2) increasing the potential of effecting target groups of civil society organisations, and (3) increasing the visibility of civil society organisations active in different theme areas. In other words, it was designed to contribute to the culture of rhetoric, discourse and cooperation among civil society organisations by strengthening relationships for a strengthened civil society in Turkey.

The Research of the Visibility of Civil Society in the Media conducted in the scope of this Project aims to conduct a holistic analysis of how civil society organisation in Turkey become the subject of news items in a representative manner in terms of the issues with that advocate and how their activities appear in the media.

In the scope of the research conducted by Adhoc Research and Consultancy; in the stage of analysis of the visibility of civil society in Turkey in the media, we focused on seeking answers to questions such as, which civil society organisations active in Turkey are more visible in which category, the level of visibility of CSOs, which framework of themes are they most seen, which of their activities are they most visible in the media, what is the tone of the news items in media (positive, negative, neutral), whether they are seen in the media with other CSOs and if so, for which issues, was their being seen together in the media due to their conflicting or cooperative issues and to what degree the public and private sector was included in the news items about the CSO.

Also in this scope, it was also assessed to see whether the media channels in which the CSOs were visible held a similar world view as the CSO and the similarities and differences of the thematic and political positions of CSOs which have been seen together.



1. EXECUTIVE SUMMARY

Introduction

The research conducted in the scope of the “Project for Strengthening Civil Dialogue in Turkey”, implemented by the YADA Foundation with the support of the United Nations Democracy Fund (UNDEF), was undertaken to ascertain how visible civil society organisations active in Turkey are in the national media, the general perspective of civil society in the news, which activities and types of news are in the forefront in terms of visibility, which area of activity of which CSO is most often visible in national media in terms of civil topography and what is the tone of the news items, which actors are positioned and how in the CSO related news, who the calls are made to, whether the news contains research/data, whether it has an international reference, and lastly, to what degree (if at all) are CSOs and public organisations are together and how are public organisations positioned in news about civil society.

For the duration of the research, 102674 news items were accessed as a result of a 19-month screening of national print and online media between the dates 01 January 2018 and 31 July 2019. Of the total number of news items, 8741 news items were selected with a simple random sampling method at a 95% confidence level with $\pm 1\%$ error accuracy as representative of the news population and an analysis was carried out. The news items were coded according to 45 different variables.

Prominent Findings

It was found that almost every 1 in every 3 news items within the sample were published online while 2 were published in printed media. Approximately 75% of news items which had related to civil society were in daily or current publications, 47% were in printed newspapers, 33% were in internet newspapers and 15% were published in magazines. The newspapers were the most civil society related news items appeared were in Dünya Gazetesi, Cumhuriyet, Günboyu, Milliyet and Anayurt Gazetesi, respectively. The news website that published the most news items was Milliyet Gazetesi, among all online newspapers; this site was followed by Anadolu Ajansı, Hürriyet, CNN Türk and Haberler internet sites, providing the list of the top 5 internet news sites.

Almost all of the civil society related content appearing in printed or online channels were found to be of the news type. The remaining types were editorials and reportages, interviews and articles, respectively, although in very small numbers. News items related to civil society was mostly in the current news pages of the channels.

Civil society is positioned as a secondary actor in the media

In more than half of the news items containing content related to civil society, CSOs were not the primary element of the news item and was positioned as a secondary actor. In addition, in news items where the CSO is in primary positioning, the news item was in secondary placement and took up an area smaller than in those where they were included in secondary positioning. The tone of the news containing civil society content was generally neutral (77%). A more detailed review showed that the tone of the news where civil society is primary is more positive in comparison to when they are secondary, and the size of the positive news are larger than those of the negative tone news.

Notwithstanding their primary or secondary placement, the news items which contain CSOs are most frequently found in the current news pages. If the CSO is a primary element in the news content, the percentage of its placement on current news pages increases. If the organisation is a secondary element in the news item, the news item will most often be placed in the thematic pages, such as economy, world or life.

Civil society in the media is mostly seen in the life related pages

There is generally a neutral tone in the news items related to civil society. The news items which current affairs/agenda pages generally have a higher percentage of being of a negative tone, while the news in the life related pages have a higher percentage of being of a positive tone.

Almost half of the news items (47%) about civil society in printed or online channels are

related to life topics. This is followed by career/economy topic related news and this is closely followed by news on the topics of politics and health. In this context, the top 5 topic related news also includes culture. A large portion of the arts and culture related news items are in the classification category of townsmanship and socialisation and includes a promotion of activities of civil society organisation such as folk dancing, recitals, commemoration nights, awards, festivals and exhibitions.

In the civil society news channels, where life related news is mostly produced and discussion of the primary or secondary categorisation is undertaken, life related topics are of the highest percentage whether the CSO is of the primary or secondary categorisation. While news related pages have both the most positive and most negative tones in relation to news items about civil society, the most neutral tone for content is the civil society news items are those in the pages about careers.

The topic categories about sports, culture, environment and tourism are almost all news related. In addition, the topics which are mentioned in editorials are about life, education and politics, while topics about health and career are generally of the reportage type items. Although articles and interviews are least produced, the topic of their items are about careers.

Vocation related CSOs are the most visible in the media

Close to 1 in 3 of CSO news items in the media are about CSOs that are active in the area of vocations/professions. This is followed by news produced regarding CSO activity areas such as social aid/solidarity (12.4%), health (7.2%), history/culture/arts/tourism (6.9%) and democracy/human rights.

A comparison of the tone of the news according to the areas of activity of CSOs showed that the most negative tone of news is those about CSOs active in the area of animal rights. The news items which are most neutral are mostly (89%) those about CSOs active in the area of vocations/professions. News about CSOs working in the area of disabilities are of a higher percentage and more than half are of the positive tone.

In terms of the distribution of civil topography categories, the highest share for CSOs which are included in civil society related news are mostly vocation related CSO news (30%), followed by advocacy (18%) and expert CSOs (13%). The other two categories in the top 5 are socialisation and philanthropy (9%).

The news with the most negative tone is about CSOs with political tendencies and CSOs related to animal rights.

According to the topography category, the most negative news produced about CSOs are related to CSOs with political tendencies. A review of the areas of activity of CSOs according to tone of news is news items which are about CSOs advocating for animal rights, which can be stated as 24% being of a negative tone. The reason for these is that CSOs who are spokespersons or advocates for animal rights generally mention topics that are related to mistreatment of animals. In addition, CSOs with vocational related tendencies are also appearing in news items of a negative tone, while the most positive tone news items are about CSOs in the category of philanthropy. Among all civil topography category news, the least seen are editorials, interviews and reportage. On the other hand,

the most editorials are about CSOs with political tendencies and articles and reportage are mostly about vocational/profession related CSOs.

While news about CSOs are generally of a neutral tone, news with spokespersons are more positive in tone.

Whether they have a spokesperson or not, news where CSOs are included are of a neutral tone. The percentage of having a spokesperson is higher in CSOs who are active in areas which encompass the general public as a target group. A review of the areas of activity whereby CSOs have a spokesperson or not, show that CSOs active in the area of consumer rights have the highest rate of having a spokesperson with 78%, among CSOs. These CSOs are followed by CSOs active in the areas of health, senior citizens/retirement as having spokespersons with percentages of 75%, 66% and 61%, respectively, with this figure is 59% for CSOs active in environment/preservation of nature and vocation/profession. The news items with a higher rate of positive tone are about CSOs with spokespersons. Thus, it can be stated that having a spokesperson have a positive impact on the tone of the news about civil society.

Civil society news is far from being based on data

While only 12% of civil society news items contain research/data, 88% of news items do not include research/data. News items which do not contain research/data are found to be 6% more positive in tone. To contain research/data does not have a positive effect;

on the contrary, the tone of news which include experts and advocates are found to be more negative. The media especially uses this news as a “disaster scenarios”. The use of data is mostly seen in vocation related CSOs, and the use of international references are mostly experienced in expert institutions. While 2% of CSO news make calls to the public, the organisations which call most are organisations which are active in the area of consumer rights and human rights.

The positive tone observed in news together with different organisations are higher than if they are alone in news items

The positioning of CSOs with other CSOs, public organisations and private sector were also reviewed in the scope of the research. In 3% of the CSO news, CSOs are seen together with other CSOs and in 2% with public organisations and in 0.3% with the

private sector. It can be stated that the tone of the news is more positive when they are seen with other organisations; that is, the percentage of the tone of the news item being considered positive is higher if they are with other organisations, than if they were alone. A large majority of news items where civil society is seen together are mainly about activities where CSOs jointly participate (e.g. mixed exhibitions, festivals, award ceremonies, opening ceremonies), while one portion is about the promotion of collaborative projects (aid activities, campaigns, etc.). The news items where CSOs are seen together with other organisations are generally not about adversities, but more about cooperativeness. Only in 3% of news items including CSOs with other CSOs is about their conflicting aspects with each other. In 13% of news items where CSOs appear with public organisations and in 10% of news item where are appear with the private sector, there are conflicting aspects.

2. METHOD

2.1. Introduction

Quantitative research methods were used in the Visibility of Civil Society in the Media Research due to the descriptive nature of the research. It is possible to define the research population as all the civil society related news items in the printed or internet media. In order to make this population representative and to be able to generalise the research findings, all news items in printed and internet media was collected for a period of 19 months and a representative random sample was selected out of this population. All news items were read and coded according to 45 different variables and prepared for quantitative analysis. This section will discuss the size of the population, size and selection of the sample, coding and main characteristics of the sample.

2.2. Sampling, Data Collection and Coding

In the scope of the research, a screening of national print and internet media was carried out between the dates of 01 January 2018 and 31 July 2019. In the screening of news items related to civil society, there were 76,574 items as a result of the a key word search of the national media for association, foundation and cooperative, and 35,329 content items were found in the first 51 news sites in Alexa's list of Turkey's first 500 rankings, which was collated on a database. (See Annex 1 for the list of internet news resources.) In summary, in a 19 month data collection study, access was gained to 110,435 news items.

In a pre-analysis, a total of 9216 news items which contained key words of association, foundation, civil society and cooperative but was not news item regarding civil society was removed from the database. During the media screening, it was calculated that of the total number of 102,674 news items, 8,741 news items would be representative of the news population at a 95% confidence level with $\pm 1\%$ error accuracy.

8,741 news items selected by the method of simple random sampling out of a total of 102,674 news items were coded according to 45 different variables according to their relationship with CSOs, public administration and private sector.

The variables and descriptions used for the coding is given below:

Table 1. Code Variable List

CATEGORY	VARIABLE	DESCRIPTION
IDENTIFICATION INFORMATION OF THE NEWS ITEMS	DATE	Publication date of the news item
	LINK	News link
	SOURCE SITE	Source of publication / Name of channel
	PRINT / INTERNET	Higher category of publication (Internet / Print)
	PAGE NO	Page number of printed publications
	HEADLINE	Headline of news item
	INTERIM	Interim of publication of source (Daily, weekly, etc.)
	TYPE OF PUBLICATION	Type of channel (Newspaper, magazine, newspaper supplement, etc.)
	CIRCULATION	Circulation of printed publications
	SIZE	The size of the area the news item covers in printed publications
	TRY	The financial value of the area of the printed media
	TOPIC CATEGORY	News topic category (activity, project, legal, economy, etc)
	POSITIVE-NEGATIVE- NEUTRAL ¹	The tone of the news in terms of the CSO
	PLACEMENT	Placement of the news
	PRIMARY-SECONDARY ²	CSO priority of the news
TYPE OF NEWS (NEWS/EDITORIAL)	Type of news (news item, editorial)	
COLUMNIST	Name of columnist, if available	
ORGANISATION / NEWS CLASSIFICATION	NAME OF CSO	Name of CSO as subject of news
	THEMATIC AREA OF CSO	Thematic area of CSO subject to the news
	CSO CLASSIFICATION CATEGORY	Classification category of the CSO subject to the news
	NAME OF CSO SPOKESPERSON	Name of the CSO spokesperson, if available
	DOES THE CSO HAVE AN OPINION?	Whether the CSO has their own opinion
	IS THERE A PUBLIC OPINION?	Whether there is a public opinion in the news item
	DOES IT INCLUDE RESEARCH / DATA?	Whether the news item includes research / data
	IS THERE AN INTERNATIONAL REFERENCE?	Whether there is an international reference in the news item
	CSO ACTIVITY CATEGORY	Categorisation of the CSOs activity
	PUBLIC INSTITUTIONS MENTIONED IN THE NEWS ITEM	Names of the public organisations mentioned in the news item, if given
COMPANIES MENTIONED IN THE NEWS ITEM	Names of the companies mentioned in the news item, if given	
OTHER CSOs MENTIONED IN THE NEWS ITEM	Names of other CSOs mentioned in the news item, if given	

1 The tone of the news item

Positive: News items which provide a positive association with the reader.

Negative: News items which provide a negative association with the reader.

Neutral: News items which do not incite an associate in the reader; news items which touches on the facts/uses objective language.

2 Primary News: News items where CSOs are the main actor of the news, news items whose main topic is related to that organisation.

Secondary News: News items whose main topic is not directly civil society or and CSO; news of different content but which includes the mention of an CSO or, "civil society", "association", "foundation" or "cooperative".

CATEGORY	VARIABLE	DESCRIPTION
BY CSOs	CALL TO PUBLIC	Whether there is a call by CSOs to the public in the news item
	DEMOGRAPHIC / SOCIO-CULTURAL CATEGORY	If there is an call, to which target group is it made to
	CALL TO PRIVATE SECTOR	Whether there is a call by CSOs to the private sector in the news item
	WHICH SECTORS?	If there is a call, to which sector is it made to
	PLACEMENT OF CSO / PRIVATE SECTOR	What is the placement of the CSO / private sector (jointly, conflicting)
	CALL TO PUBLIC ORGANISATIONS	Whether there is a call by CSOs to public administration in the news item
	WHICH PUBLIC ORGANISATIONS?	If there is a call, to which organisation?
	PLACEMENT OF CSO / PUBLIC	What is the placement of the CSO / public organisations (jointly, conflicting)
	CALL TO CSOs	Whether there is a call by CSOs to other CSOs in the news item
	WHICH CSOs?	If there is a call, to which CSO?
	PLACEMENT OF CSO / CSO	What is the placement of the CSOs with each other (jointly, conflicting)
BY PUBLIC ADMINISTRATION	CALL TO PUBLIC BY PUBLIC ORGANISATIONS	Whether there is a call by public organisations to the public in the news item
	DEMOGRAPHIC / SOCIO-CULTURAL CATEGORY	If there is a call, to which target group?
	CALL TO PRIVATE SECTOR BY PUBLIC ORGANISATIONS	Whether there is a call by public organisations to the private sector in the news item
	WHICH SECTORS?	If there is a call, to which sector is it made to
	PLACEMENT OF PUBLIC / PRIVATE SECTOR	What is the placement of the public organisations with the private sector (jointly, conflicting)

2.3. Sample Characteristics

Between the years 2018 – 2019, in a period of 19 months, a total of 5,403 and a daily average of 180 news items mentioning foundations, associations and cooperatives were published. In regard to the publishing of the news by month, there was no particular month that come to the forefront. Although it was seen that there was a slight increase in the number of news items in May and July 2019, it was not observed that it was regarding specific cases (See Table 2).

Table 2. Number of News Items According to Month and Percentage of Items with Civil Society News

		NO. OF NEWS ITEMS	PERCENTAGE
2018	January	477	5.5%
	February	451	5.2%
	March	427	4.9%
	April	442	5.1%
	May	485	5.5%
	June	314	3.6%
	July	450	5.1%
	August	341	3.9%
	September	403	4.6%
	October	450	5.1%
	November	487	5.6%
	December	432	4.9%
2019	January	481	5.5%
	February	453	5.2%
	March	466	5.3%
	April	499	5.7%
	May	634	7.3%
	June	416	4.8%
	July	633	7.2%
Toplam		8741	100.0%

In regard to the upper categories of the channels which the news is published, it can be seen that 1 out of 3 news items are on the online news channels and 2 are in printed media channels (See Table 3).

Table 3. Number of News Items According to the Upper Category of the Channel

	NO. OF NEWS ITEMS	PERCENTAGE
Printed	5855	66.98%
Internet	2886	33.02%
Total	8741	100.00%

A review of the period of publication of the news in the channels they are published, it can be seen that almost 1 in each 4 news items are in national newspapers which are published daily or are current content such as internet news channels. The second most common publishing period is monthly publications, comprising mainly of magazines. In general, the majority of monthly publications consist of sectoral magazine and vocational CSO news is most commonly published in these channels (See Table 4).

Table 4. Number of News Items According to Its Publishing Period

	NO. OF NEWS ITEMS	PERCENTAGE
Daily/Current	6502	74.4%
6 Days a Week	351	4.0%
Weekly	347	4.0%
Fortnightly	10	0.1%
Bi-Monthly	237	2.7%
Quarterly	89	1.0%
4-monthly	1	0.0%
Bi-Annually	7	0.1%
Monthly	912	10.4%
Special Supplement	58	0.7%
Special Edition	10	0.1%
Annually	2	0.0%
Non-Periodical	215	2.5%
Total	8741	100.0%

The highest number of CSO news items appear in national newspapers. In looking at the category of channels in which the news is published, 33% of the news items are published on internet newspapers, 48% in national newspapers and 15% in magazines/journals (See Table 5).

Table 5. Number of News Items According to Channel Category

	NO. OF NEWS ITEMS	PERCENTAGE
Newspaper	4165	47.6%
Internet Newspaper	2886	33.0%
Journal/Magazine	1344	15.4%
Newspaper supplement	291	3.3%
Journal/Magazine supplement	46	0.5%
Other publications	9	0.1%
Total	8741	100.0%

In the printed publications, news items were published in 541 different channels. Within the printed channels where news are most published (top 20), those which come to the forefront are: Dünya, Cumhuriyet, Günboyu, Milliyet and Anayurt newspapers. However, among all national newspapers, it cannot be stated that one stands out over the other. In other words, none of the national channels have the tendency to favour news about civil society over other news items (See Table 6).

Table 6. Top 20 Printed Publications which Publish the Most CSO Related News

TOP 20 PRINTED PUBLICATIONS	NO. OF NEWS ITEMS	PERCENTAGE
Dünya	188	3.2%
Cumhuriyet	184	3.1%
Günboyu	169	2.9%
Milliyet	169	2.9%
Anayurt	163	2.8%
Evrensel	153	2.6%
Dokuz Sütun	149	2.5%
BirGün	144	2.5%
Yeni Akit	144	2.5%
Yeni Şafak	141	2.4%
Aydınlık Gazetesi	140	2.4%
Milat	136	2.3%
Milli Gazete	128	2.2%
Star	127	2.2%
Hürses	121	2.1%
YeniBirlik	114	1.9%
Hürriyet	111	1.9%
Türkiye Gazetesi	111	1.9%
Sözcü	110	1.9%
Doğru Haber	103	1.8%

A similar finding is the case with internet news channels in comparison with printed channels. No internet channel stands out ahead of others in terms of a higher visibility of civil society. It would not be wrong to say that internet news channels are a projection of the printed national newspapers. Media channels such as Milliyet, Hürriyet, Habertürk, Sözcü, Yeniakit, Akşam, Sabah, Evrensel, Milli Gazete, Posta, Dünya and Yenişafak also provide news items which also appear in their national newspapers, while such media channels as CNNTürk, Haberler, Bianet, OdaTV, T24 and Sputnik which are only online channels are established by referencing some of their news items to the national printed media (See Table 7).

Table 7. Top 20 News Websites Publishing the Highest Amount of News

TOP 20 NEWS WEBSITES	NO. OF NEWS ITEMS	PERCENTAGE
Milliyet	127	4.4%
Anadolu Ajansı	107	3.7%
Hürriyet	107	3.7%
CNN Türk	94	3.3%
Haberler	89	3.1%
Habertürk	86	3.0%
Sözcü	86	3.0%
Bianet	82	2.8%
Yeniakit	80	2.8%
Oda TV	78	2.7%
Akşam	72	2.5%
Sabah	72	2.5%
Evrensel	70	2.4%
Aydınlık	68	2.4%
Milli Gazete	68	2.4%
Posta	68	2.4%
Dünya	67	2.3%
T24	67	2.3%
DHA	65	2.3%
Sputniknews	65	2.3%
Yeni Şafak	65	2.3%

A large majority of the civil society content in the media are within the category of news. While 3% of the content is editorials, and average of 1% are reportages or interviews. According to this finding, it can be stated that the majority of content is created by, not CSOs, but the channels who make news about the CSOs (See Table 8). Another point of interest is about interviews and reportages. Only 1.3% of news items are of the reportage or interview type of content, which allows CSO spokespersons to express themselves.

Table 8. Type of Content

	NO. OF NEWS ITEMS	PERCENTAGE
News	8345	95.5%
Editorial	286	3.3%
Reportage	103	1.2%
Interview	5	0.1%
Article	2	0.0%

A large portion of the news about civil society is with the current news (74%). News about civil society is less encountered in thematic topic pages related to Economy, World, Life, Education, Health and Arts & Culture (See Table 9). In other words, when civil society news is touching on current affairs, it has more visibility.

Table 9. Placement of Civil Society News Items

	NO. OF NEWS ITEMS	PERCENTAGE
Current	6485	74.2%
News	477	5.5%
World	298	3.4%
Agenda	252	2.9%
Economy	233	2.7%
Local News	217	2.5%
Turkey	136	1.6%
Life	90	1.0%
Education	80	0.9%
Health	69	0.8%
Arts & Culture	62	0.7%
Authors	43	0.5%
Living	39	0.4%
Gallery	28	0.3%
Europe	20	0.2%
Video	20	0.2%
Women	13	0.1%
Society	12	0.1%
Article	11	0.1%
Technology	11	0.1%
Other	145	1.7%
Total	8,741	100.0%

The average area coverage of civil society news in printed newspapers between the years 2018 – 2019 is 187 column x cm, and the average advertisement value is found to be 15,000 TRY. Each news item reached an average of 174,000 people by means of printed media (See Table 10).

Within the 19 month period, the top 5 news items which had the largest area and highest advertisement value, in order, were “Yeni Türkiye’ye Mektuplar [Letters to the New Turkey]” (where CSOs announced their support of the central government), “Yeniden Yükseliş Dönemi [The Era to Rise Again]” following the swearing in ceremony after the Presidency elections and which mentioned the support of

CSOs, “İnfaz Listesini Kunsher Verdi [Execution List Was Given By Kunsher]” news item about the murder of Cemil Kaşıkçı, “Yeni Türkiye, Güçlü Ekonomi [New Turkey, Strong Economy]” news item regarding the support given to the President by business persons and vocation/professional CSOs and “Sağlık için Koş [Run For Health]” news item published about the Eurasian Marathon.

Table 10. Averages of Area, Access and Advertisement Value of News Items

Area (column x cm)	187.8
Average Access (person)	174,358.1
Advertisement Value (TRY)	15,798.9

3. FINDINGS

The findings of the visibility analysis were collated under five main headings. The first section includes a general overview of CSO related news. This section includes collates which news items come to the forefront in terms of activities/news types and which civil society organisations (categories of names and classifications) have been more visible and have appeared in the media. The second section of findings include which areas of activity of civil society organisations are most visible in the media. In the third section, the findings of visibility according to a categorisation made by the YADA Foundation for CSOs according to the Civil Topography Classifications are given. In the fourth section of the report focuses on the content of civil society news items and which content is more visible in the media. The last section of the report about actors and their placement will provide information as to how CSOs appear with which organisations and institutions (other CSOs, private sector a public administration) and how they are positioned.

3.1. A General Overview of News About Civil Society

A review of the headlines related to civil society news items showed that the concept of “Turkey” comes into the forefront. When the concepts of screening key words such as association, foundation, cooperative and Turkey is removed, it was seen that the concept of “president” was most common. The concept of “director” is most prominent in two types of news items in general. The first is about general executive boards and elections in civil society organisations (e.g. “Anamur Turizm ve Kültür Derneği Başkanı Fatih Şen güven tazeledi [Anamur Tourism and Culture Association President Fatih Şen Restored Trust]), and the second is where the actions of the president of the organisation is discussed (e.g. “Arkeologlar Derneği Başkanı Ateşoğulları: Dedektör kullanımı yasaklanmalı” [Archaeologists Association President Ateşoğulları: The Use of Detectors Should be Prohibited]).

The terms which were found to be most common in the headlines of news items related to civil society were: “woman”, “child”, “youth” and “disability”. In consideration of the population of news items, concept sets related to rights or advocacy are not most prominent; the most common concepts are seen as activities based on social aid. Activity related concepts that were most commonly used were “visit”, “announcement”, “education” and “social aid” (See Figure 1).

Figure 1. Word Cloud of Headlines from Civil Society News Items



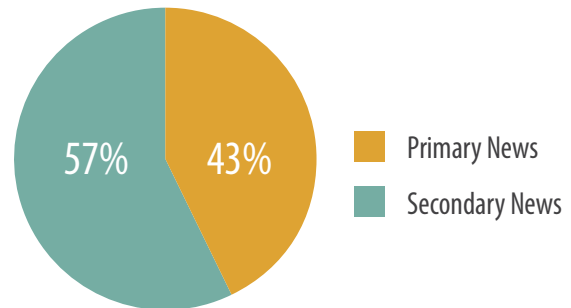
It was found that the CSOs which are most commonly appearing in the news are those organisations which are active in the area of vocation/profession. Organisations such as Independent Industrialists and Businessmen’s Association (MÜSİAD), Turkish Retirees Association, Distributors are most frequently appearing in the media, following vocational organisations are other organisations such as the Association of Kemalist Thought (ADD) and the Association for Supporting Contemporary Life (ÇYDD). Almost 1 in 4 news items containing ADD is about reactions to press releases and news about investigations. The news items about ÇYDD are about the donation campaigns of the organisation and aid activities. The visibility of organisations that are active in the areas of environment, health, gender are low (See Figure 2).

Figure 2. Non-Governmental Organisations Appearing in the News



In relation to news items about civil society organisations; the review about whether the CSOs appear as primary actors or are a secondary subject of the news item showed that in more than half of CSOs are not a primary subject of the news and their names appear or an announcement is made on their behalf. In some cases, the CSOs have a decorative place in the news items. For example, in the news headline “Aile, Çalışma ve Sosyal Hizmetler Bakanı Selçuk: Bir amacımız da yerel seçimlerde ve daha sonrasında da kadın muhtar oranımızı artırmak [Minister of Family, Labour and Social Services, Selçuk: One of our aims is to increase the number of female muhtars in the local elections and in the future]”, the primary issue of the news item is the statement of the Minister after a visit to an association and the visit is secondary. These such types of news discuss the events most attended by politicians, messages of politicians to civil society and giving the opportunity for CSOs to inform of their opinions when discussing the issues. Primary news items make up for 43% of all news relating to civil society. These news items are generally about press releases of CSOs, promotion of projects and activities and events (See Graph 1).

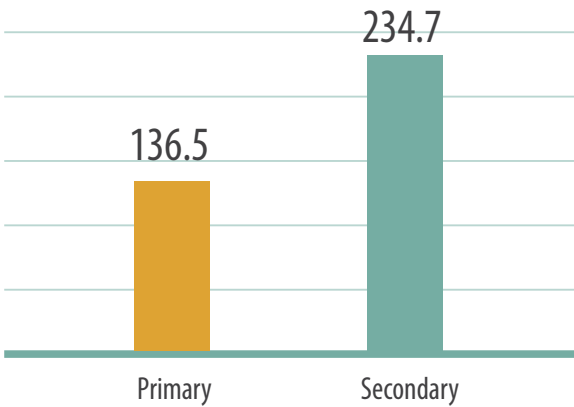
Graph 1. Distribution of Primary-Secondary News



A review of the area size of primary and secondary news items in print media shows that CSO as secondary news items take up more space than when they are primary news

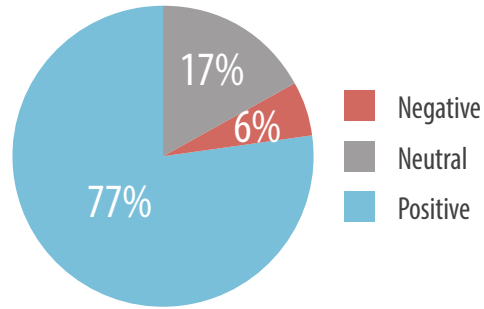
items. In other words, primary CSO news are smaller in size than secondary news items. In fact, news items which are not about civil society but include CSOs in discussion of other issues are larger in size than news items which are about civil society (See Graph 2).

Graph 2. Size of News Item Areas of According to Primary-Secondary News (Column x cm)



While 17% of the news items related to civil society use positive language of CSOs, 6% of these are of a negative tone (See Graph 3). The tone of the majority of the news items are neutral. Primary content is reported in a positive tone but where CSOs appear as a secondary element, the tone becomes more negative (See Graph 3). In the news

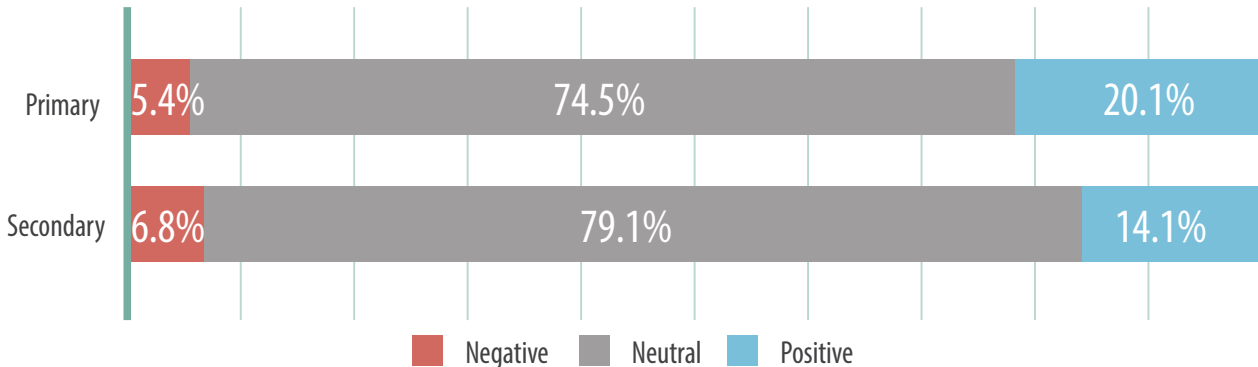
Graph 3. Tone of the News



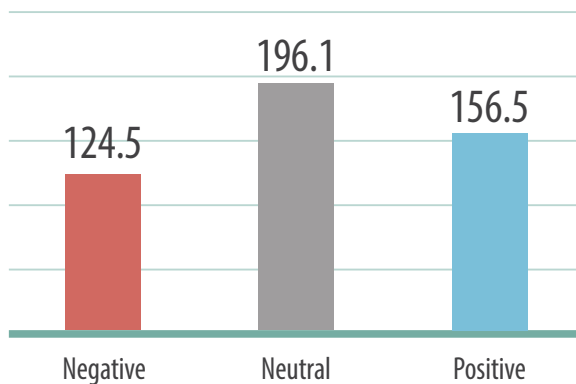
items which are of a negative tone, the topics are generally about crimes or poverty (e.g. "İstanbul Gümrük Müşavirleri Derneği hakkında soruşturma açıldı [Investigation of the Istanbul Customs Advisers Association]"). A large majority of the news items with a positive tone are the CSOs own statements/ announcements and news items about their events (e.g. "Mobilyacıardan enflasyonla mücadeleye destek [Furniture manufacturers support the fight against inflation]).

The size of the civil society news items with a positive tone covers a larger area in the national printed media in comparison with the negative tone news items. While the average area of positive news is 156 column x cm, the size of the negative tone news is 124 column x cm and for neutral tone news this figure is 196.1 column x cm (See Graph 5).

Graph 4. Tone of the News According to Primary-Secondary Categorising



Graph 5. Size According to Tone of News Item (column x cm)



A large majority of news related to civil society is found in the current news pages. The news items where CSOs are both a primary element and secondary element in newspapers and in on internet news sites, appear on the current news pages of these channels. The visibility in thematic pages such as economy, environment and life are low. These are followed by 3% and 7%, respectively, in news pages and 5% and 2%, respectively, in the world agenda pages (See Table 11).

Table 11. Placement According to Primary-Secondary Categorisation

	PRIMARY	SECONDARY
Current News	81.1%	69.0%
News	3.5%	6.9%
World	1.8%	4.6%
Agenda	2.0%	3.6%
Economy	1.8%	3.3%
Local News	3.1%	2.0%
Turkey	1.0%	2.0%
Life	0.6%	1.4%
Other	5.0%	7.3%
Total	100.0%	100.0%

The CSOs which appear in primary and secondary content are mostly found in the news type items being 95% and 94%, respectively. Of the primary news items, only 2% are editorials and reportage, and in regard to secondary news items, 4% are editorials and 1% are reportage. The percentages of articles and interviews are so low, that they are almost not worth considering (See Table 12).

Table 12. Type of News Item According to Primary-Secondary Categorisation

	PRIMARY	SECONDARY
News	96.8%	94.5%
Editorial	1.6%	4.5%
Article	0.1%	0.0%
Reportage	1.6%	0.9%
Interview	0.1%	0.1%
Total	100.0%	100.0%

In regard to the tone of news item types, the highest number of items are seen to be neutral. Rather than editorials and reportage types, the high level of neutral tone is explained by the high number of news item which are expected to be objective. While 17% of the news are in a positive tone, as compared to negative, the same cannot be said of the editorials. While editorials are more subjective in comparison to news items, while 6% are of a positive tone, 10% is observed to be use a negative tone. In regard to reportage and interviews, the majority is of a positive tone similar to that of news, instead of using a negative tone (See Table 13).

Table 13. Tone of the News According to Type of News Item

	NEWS	EDITORIAL	ARTICLE	REPORTAGE	INTERVIEW
Negative	6.2%	10.5%	0.0%	1.0%	0.0%
Neutral	76.7%	83.2%	100.0%	92.2%	60.0%
Positive	17.1%	6.3%	0.0%	6.8%	40.0%
Total	100%	100%	100%	100%	100%

It can be stated that tone of civil society news is negative when reviewed according to placement of all news items. Agenda news types have the highest level of negative tone at 18% and the highest percentage of positive tone news is 39% in life related news items. In regard to world news, it is the highest percentage of having a neutral tone in terms of placement (See Table 14).

In terms of the distribution of topic category, the highest level of civil society news items are within the life category with 46%. This is followed by career with 18%, politics with 7%, health with 6% and culture with 5%. Topics such as environment, news, education, sport and tourism have a lower percentage in comparison but still include news items about civil society (See Graph 6).

Graph 6. Distribution of Topic Category

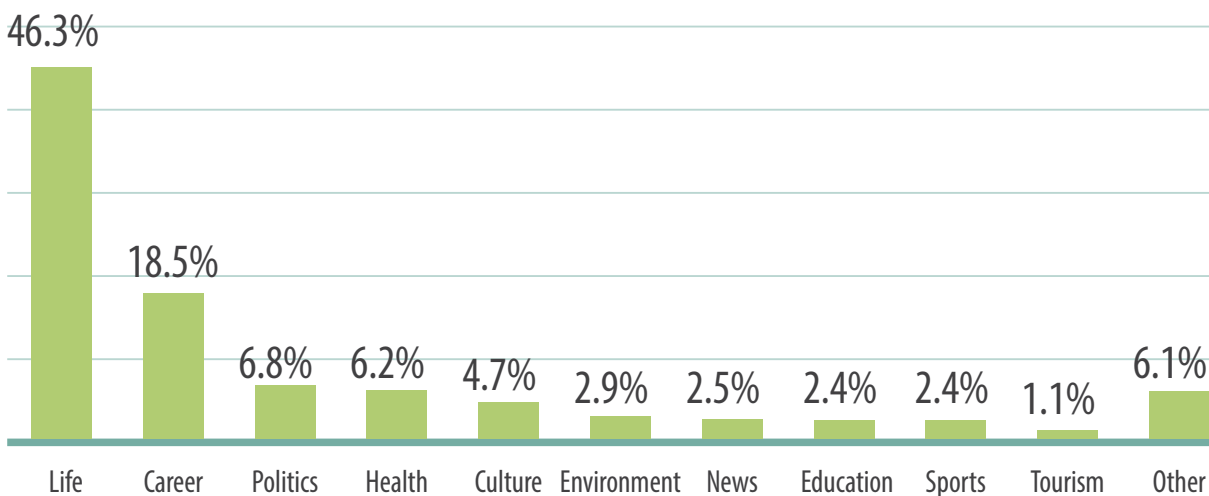


Table 14. Type of News According to Placement

	NEGATIVE	NEUTRAL	POSITIVE
Current News	17.9%	66.7%	15.5%
Life	15.6%	45.6%	38.9%
Turkey	15.4%	64.0%	20.6%
News	11.0%	61.9%	27.1%
World	7.0%	81.9%	11.0%
Agenda	5.3%	79.9%	14.9%
Economy	4.3%	76.4%	19.3%
Local News	3.7%	67.3%	29.0%
Other	5.7%	72.8%	21.5%

In regard to primary and secondary civil society news, the highest percentages are within the life topic area with 44% and 48%, respectively. This is followed by career with 25% and 13%, politics with 5% and 8% and health with 7% and 5%. Although the percentages are very low, there are also news items under the topics of culture, environment, news, education, sports and tourisms (See Table 15).

Table 15. Topic Category According to Primary-Secondary Categorisation

	PRIMARY	SECONDARY
Life	44.0%	48.0%
Career	25.2%	13.5%
Politics	5.1%	8.0%
Health	7.3%	5.4%
Culture	4.7%	4.8%
Environment	3.0%	2.8%
News	1.0%	3.6%
Education	2.5%	2.4%
Sports	2.0%	2.8%
Tourism	1.3%	1.0%
Other	4.0%	7.7%
Total	100.0%	100.0%

A review of topic categories according to tone regarding civil society news, the highest percentage is neutral tone of news in the topic area of careers with 94%. In regard to news, negative tone is at 18% and while it also is the topic with the highest positive tone with 50% (See Table 16).

In regard to topic categories, it was seen that the highest percentage of all topics areas in terms

Table 16. Type of News According to Topic Category

	NEGATIVE	NEUTRAL	POSITIVE
News	17.9%	32.1%	50.0%
Environment	15.2%	61.6%	23.2%
Politics	13.4%	84.4%	2.2%
Other	10.6%	47.3%	42.1%
Life	6.6%	74.7%	18.7%
Education	6.5%	65.9%	27.6%
Health	4.4%	83.9%	11.6%
Culture	1.9%	83.3%	14.8%
Career	0.9%	94.1%	5.1%
Sports	0.9%	92.4%	6.6%
Tourism	0.0%	84.8%	15.2%

on content is news with 94%. Following news, the highest percentages are editorials, followed by reportage, excluding career and health topics. Career and health follow news in this ranking, which is then followed by reportage and editorials. While only 0.1% of content is career topic related articles, the topic of health is at 2% regarding the highest number of reportage items. Of the listed news topics in the other category, only 1% were seen to be of the interview type (See Table 17).

Table 17. Type of News According Topic Category

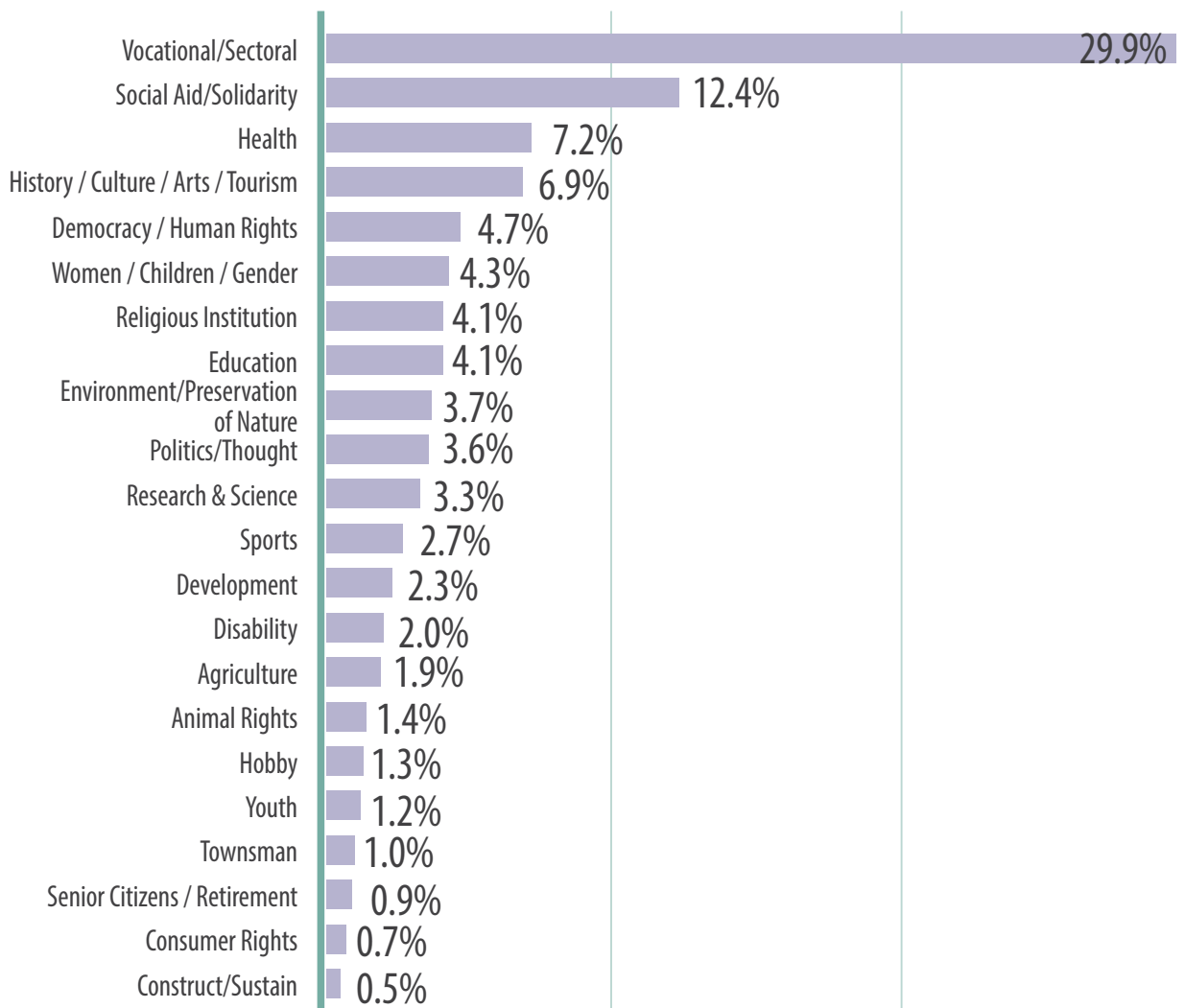
	NEWS	EDITORIAL	ARTICLE	REPORTAGE	INTERVIEW
Sports	98.6%	1.4%	0.0%	0.0%	0.0%
Culture	98.1%	1.2%	0.0%	0.7%	0.0%
Environment	98.0%	1.6%	0.0%	0.4%	0.0%
Tourism	98.0%	1.0%	0.0%	1.0%	0.0%
News	96.8%	2.8%	0.0%	0.5%	0.0%
Career	96.5%	1.2%	0.1%	2.3%	0.0%
Politics	96.1%	3.9%	0.0%	0.0%	0.0%
Health	95.8%	1.8%	0.0%	2.4%	0.0%
Education	94.4%	4.2%	0.0%	1.4%	0.0%
Life	94.3%	4.6%	0.0%	1.0%	0.0%
Other	95.5%	3.5%	0.0%	0.4%	0.6%

3.2. Visibility of CSO News According to Area of Activity

This section undertakes the media visibility of CSOs areas of activity in terms of news item content. Civil society organisations were grouped into 22 clusters according to areas of activity of the main thematic areas of the organisations. A review of the main areas of activity of CSOs in the news, CSOs whose main area of activity is vocation/sectoral are most

visible in the media in terms of thematic area. Almost 3 out of 10 CSO related news appearing the media are about vocation related CSOs. This followed by social aid/solidarity (12.4%), health (7.2%), history/culture/arts/tourism (6.9%) and democracy/human rights categories (See Graph 7).

Graph 7. Distribution of Areas of CSO Activity



According to whether it is primary or secondary; a review of CSO news showed that the CSOs which are of the vocation/profession area appear as primary and secondary with 34% and 25%, respectively. This is followed by social aid/solidarity with 13% and 12% and health CSOs with 8% and 7%. The distribution of the remaining half is similar to that which can be seen in Table 19 and included CSOs within thematic areas which are history/culture/art/tourism, democracy/human rights, women/child/gender, education and religious institution (See Table 18).

Table 18. Area of Activity According to Primary-Secondary Categorisation

	PRIMARY	SECONDARY
Vocational/Sectoral	34.2%	25.1%
Social Aid/Solidarity	12.8%	11.9%
Health	7.6%	6.8%
History / Culture / Arts / Tourism	6.3%	7.7%
Women / Children / Gender	4.5%	4.0%
Democracy / Human Rights	4.0%	5.6%
Education	3.9%	4.4%
Religious Institution	3.6%	4.6%
Politics/Thought	3.5%	3.7%
Environment/Preservation of Nature	3.4%	4.0%
Research & Science	2.5%	4.1%
Disability	2.1%	1.9%
Development	1.9%	2.7%
Sports	1.8%	3.6%
Agriculture	1.5%	2.4%
Hobby	1.3%	1.2%
Youth	1.3%	1.0%
Animal Rights	1.1%	1.7%
Senior Citizens / Retirement	0.9%	0.8%
Townsmen	0.8%	1.3%
Consumer Rights	0.7%	0.7%
Construct/Sustain	0.3%	0.8%
Total	100.0%	100.0%

According to whether CSOs are primary or secondary according to area of activity, the highest percentage is with vocation/sectoral CSOs as primary with 61%, and as secondary 39% for civil society news. The placement of youth CSOs as primary in news is 58% and is the closest in ranking to follow vocation/sectoral CSOs. In all categories, being primary in news is 50% and being primary is always higher in comparison to being secondary (See Table 19).

Table 19. Primary-Secondary Categorisation According to Activity Area

	PRIMARY	SECONDARY
Vocational/Sectoral	60.8%	39.2%
Youth	58.2%	41.8%
Health	56.0%	44.0%
Women / Children / Gender	55.8%	44.2%
Hobby	55.8%	44.2%
Disability	55.6%	44.4%
Social Aid/Solidarity	55.0%	45.0%
Consumer Rights	54.3%	45.7%
Senior Citizens / Retirement	54.2%	45.8%
Politics/Thought	51.4%	48.6%
Education	50.4%	49.6%
Environment/Preservation of Nature	49.4%	50.6%
History / Culture / Arts / Tourism	48.0%	52.0%
Religious Institution	47.0%	53.0%
Development	45.2%	54.8%
Democracy / Human Rights	44.6%	55.4%
Animal Rights	43.8%	56.3%
Research & Science	41.1%	58.9%
Agriculture	40.8%	59.2%
Townsmen	40.8%	59.2%
Sports	36.1%	63.9%
Construct/Sustain	30.6%	69.4%

Table 20. Tone According to Area of Activity

	NEGATIVE	NEUTRAL	POSITIVE
Animal Rights	24.0%	43.8%	32.3%
Politics/Thought	19.0%	77.3%	3.6%
Consumer Rights	17.4%	80.4%	2.2%
Environment/ Preservation of Nature	13.7%	62.0%	24.3%
Democracy / Human Rights	11.1%	78.5%	10.5%
Education	9.9%	67.4%	22.7%
Research & Science	9.8%	78.1%	12.1%
Agriculture	7.7%	65.4%	26.9%
Religious Institution	7.5%	75.8%	16.7%
Townsmen	7.0%	69.0%	23.9%
Social Aid/Solidarity	6.8%	55.3%	37.9%
Women / Children / Gender	6.8%	58.9%	34.2%
Youth	6.3%	70.9%	22.8%
Health	5.2%	80.7%	14.1%
Senior Citizens / Retirement	5.1%	83.1%	11.9%
History / Culture / Arts / Tourism	4.6%	78.2%	17.2%
Development	4.5%	68.8%	26.8%
Disability	3.7%	40.0%	56.3%
Construct/Sustain	2.8%	83.3%	13.9%
Vocational/Sectoral	2.7%	88.7%	8.6%
Sports	2.2%	84.7%	13.1%
Hobby	1.2%	81.4%	17.4%

According to areas of activity of CSOs, in terms of the tone of the news in which they appear, the news items including animal rights CSOs has the highest negative tone with 24%. The most neutral tone is largely for CSOs in the area of vocation/sectoral with 89%. News items in which CSOs active in the area of disabilities has a positive tone of 56% (See Table 20).

In regard to thematic areas of CSOs; a review of types of civil society news types showed that 88% of all content related to all areas of CSOs appeared as news. The highest number of news regarding CSOs active in the area of education was 10% as in editorials and CSO news for those active in the area of disability was most frequent as reportage with 7%. The only CSO news as articles was within vocation/sectoral area at the small percentage of 0.1%; while similarly to reportage in the area of disability, it was also the most frequent in interviews even despite a very small percentage of 0.7% (See Table 21).

Table 21. Area of Activity According to Type of News

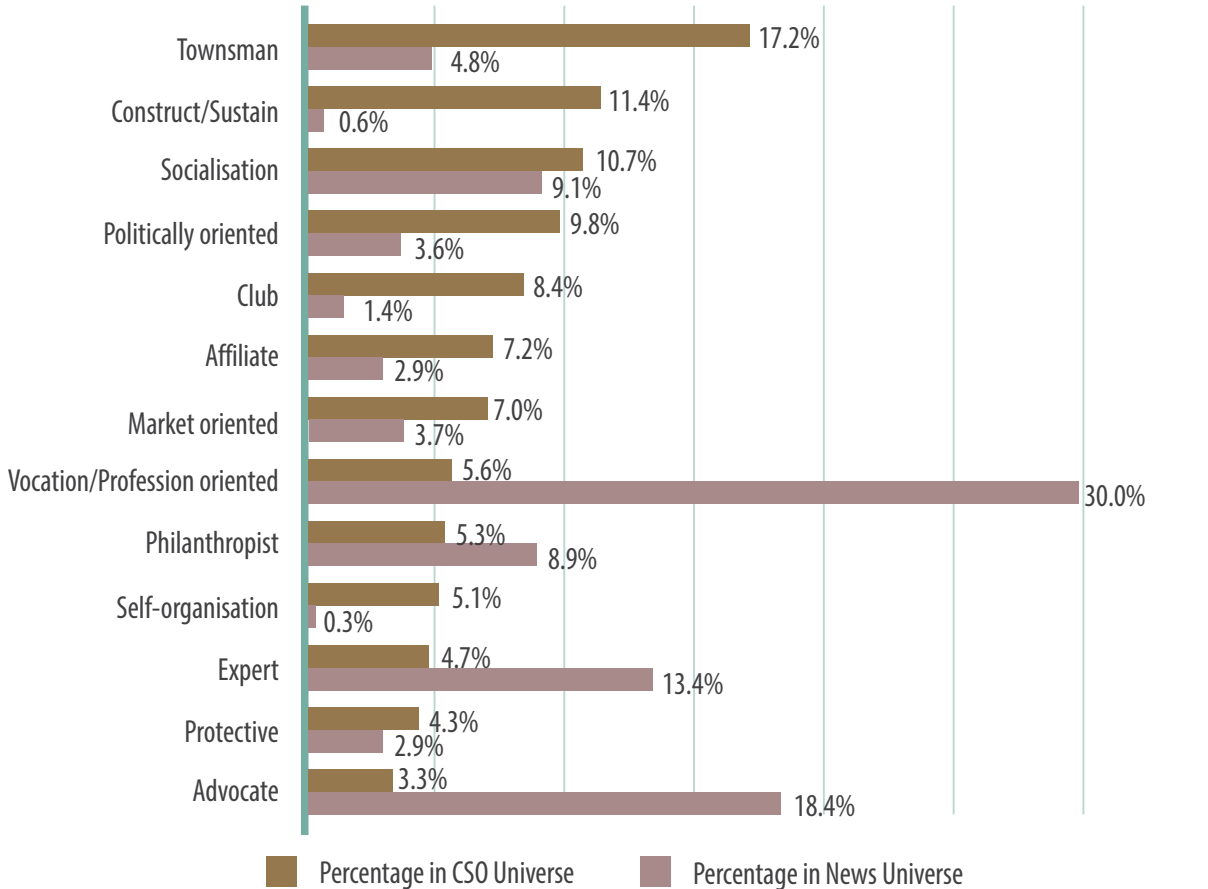
	NEWS	EDITORIAL	ARTICLE	REPORTAGE	INTERVIEW
Animal Rights	99.0%	1.0%	0.0%	0.0%	0.0%
Sports	98.4%	1.6%	0.0%	0.0%	0.0%
Senior Citizens / Retirement	98.3%	1.7%	0.0%	0.0%	0.0%
Development	98.1%	1.3%	0.0%	0.6%	0.0%
Agriculture	97.7%	2.3%	0.0%	0.0%	0.0%
Construct/Sustain	97.2%	2.8%	0.0%	0.0%	0.0%
Townsmen	97.2%	2.8%	0.0%	0.0%	0.0%
Environment/Preservation of Nature	96.5%	2.4%	0.0%	1.2%	0.0%
Democracy / Human Rights	96.3%	3.4%	0.0%	0.0%	0.3%
Social Aid/Solidarity	95.7%	3.2%	0.0%	1.2%	0.0%
Consumer Rights	95.7%	4.3%	0.0%	0.0%	0.0%
History / Culture / Arts / Tourism	95.6%	3.6%	0.0%	0.6%	0.2%
Research & Science	95.5%	3.6%	0.0%	0.4%	0.4%
Health	95.4%	2.0%	0.0%	2.6%	0.0%
Hobby	95.3%	3.5%	0.0%	1.2%	0.0%
Youth	94.9%	5.1%	0.0%	0.0%	0.0%
Vocational/Sectoral	94.4%	3.2%	0.1%	2.3%	0.0%
Women / Children / Gender	94.2%	4.1%	0.0%	1.7%	0.0%
Religious Institution	92.9%	6.0%	0.0%	1.1%	0.0%
Politics/Thought	91.9%	8.1%	0.0%	0.0%	0.0%
Disability	88.9%	3.0%	0.0%	7.4%	0.7%
Education	88.7%	9.6%	0.0%	1.8%	0.0%

3.3. Media Visibility of CSO News According to Civil Topography Classification

When evaluating the news related to civil society, the content of news which included CSOs were categorised according to the Civil Topography Classification that was a part of the “Civil Society Culture in Volunteer Organisations in Turkey” research study (2009) conducted by the YADA Foundation. (For more detailed information, please see Annex 2.) According to this classification, the most common civil society organisation in Turkey is the category of townsmanship. This is followed by construct/sustain/improve, socialisation and politically oriented, respectively (See Graph 8). On

the other hand, the most visible are vocational organisations, advocates and experts. When reviewing the categorisation category of CSOs which appear in civil society news, the highest percentage is vocation/professional oriented CSOs with 30%, followed by advocates with 18% and experts with 13%. The 39% portion of the CSO categorisations include socialisation, philanthropist, townsman, market oriented, politically oriented, protective, affiliate, club, construct/sustain/improve and self-organisation. When considered together with the rate within CSOs and the rate within

Graph 8. Distribution of Civil Topography Classification³



³ YADA (2015), Civil Society Organisations in Figures, <https://www.raporlar.org/wp-content/uploads/2018/01/c9b3f2a6d1595bde1124f6df6e830903.pdf>

news populations, it can be seen that the level of communication performance and visibility of vocation/professional organisations and advocate are considerably prominent in comparison with other categories (See Graph 8).

While philanthropic CSOs are seen as most positive in the media, the most negative are those which are politically oriented. A consideration of the tone of the news related to civil society in terms of the categories of the civil topography of CSOs, it can be seen that politically oriented CSOs are the organisations with the highest amount of negative news items at 19%. This is followed by self-organisation with 14%, protective with 13% and advocates with 10%. While 89% of vocation/profession oriented CSOs have a neutral language, the news items which include philanthropic CSOs have the highest level of positive tone with 49% (See Table 22).

A review of types of news according to civil topography classifications, it can be seen that news items in all categories are news in over 90% and that editorials, reportage and interviews come to the forefront for some CSO categories.

Table 22. Type of News Item According to Civil Topography Classification

	NEGATIVE	NEUTRAL	POSITIVE
Politically oriented	19.0%	77.3%	3.6%
Self-organisation	13.6%	68.2%	18.2%
Protective	12.6%	70.7%	16.7%
Advocate	10.5%	64.5%	25.0%
Construct/Sustain/Improve	7.9%	76.3%	15.8%
Affiliate	7.6%	64.1%	28.3%
Market oriented	7.0%	67.6%	25.4%
Expert	6.6%	78.9%	14.5%
Townsmen	6.1%	81.5%	12.5%
Socialisation	5.9%	78.9%	15.2%
Philanthropist	4.9%	45.9%	49.2%
Vocation/Profession oriented	2.4%	89.2%	8.5%
Club	2.1%	67.0%	30.9%

While the highest number of editorials are produced for politically oriented CSOs with 8%, the highest number of articles and reportage are seen for the vocation/profession oriented CSOs. 4% of self-organisation CSOs appear in interview type news content (See Table 23).

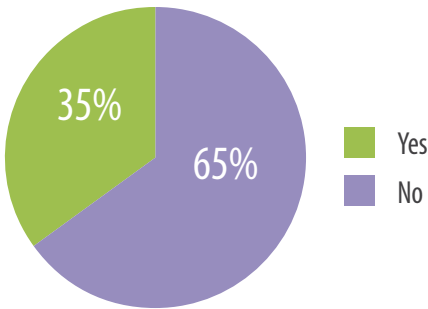
Table 23. News Type According to Civil Topography Classification

	NEWS	EDITORIAL	ARTICLE	REPORTAGE	INTERVIEW
Market oriented	98.8%	0.8%	0.0%	0.4%	0.0%
Construct/Sustain/Improve	97.4%	2.6%	0.0%	0.0%	0.0%
Affiliate	96.5%	2.5%	0.0%	1.0%	0.0%
Townsmen	96.4%	2.4%	0.0%	1.2%	0.0%
Protective	96.0%	3.0%	0.0%	1.0%	0.0%
Socialisation	95.7%	3.7%	0.0%	0.6%	0.0%
Advocate	95.4%	3.2%	0.0%	1.2%	0.2%
Vocation/Profession oriented	94.2%	3.3%	0.1%	2.4%	0.0%
Expert	94.0%	3.7%	0.0%	2.2%	0.1%
Philanthropist	93.8%	5.2%	0.0%	1.0%	0.0%
Club	93.8%	6.2%	0.0%	0.0%	0.0%
Politically oriented	91.9%	8.1%	0.0%	0.0%	0.0%
Self-organisation	90.9%	4.5%	0.0%	0.0%	4.5%

3.4. Content of CSO News Items: CSO Spokesperson, Data, International Reference, Opinion of Public Administration

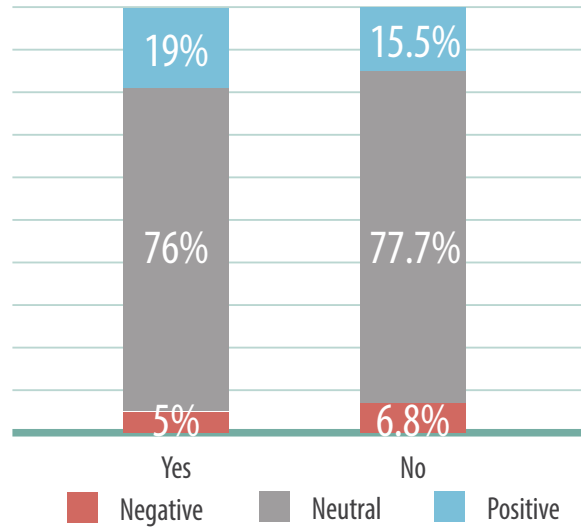
In 35% of civil society news which were analysed, the CSO was represented by at least one spokesperson. In comparison, in 65% of news items, the name of the CSO spokesperson was not mentioned (See Graph 9). The presence of a spokesperson in primary news items is high. While there is a spokesperson in 62% of all primary CSO news items, this percentage is 28% in news items where the CSO placement is secondary.

Graph 9. Having an CSO Spokesperson in the News Item



In respect to the tone of the news in which CSOs appear with a spokesperson, the tone of the news is seen to be neutral whether there is a spokesperson or not. On the other hand, it was seen that the news with an CSO spokesperson were 3% more positive in tone than if there was no spokesperson. It can be stated that the presence of an CSO spokesperson, has a positive impact on the tone of the news related to civil society (See Graph 10).

Graph 10. Tone of the News Item According to Having Included an CSO Spokesperson



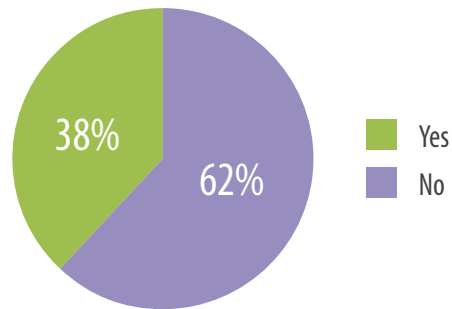
News items which include a spokesperson for CSOs are active in areas which concern and have as their target group as the general public are higher in comparison to other categories. It is seen that CSOs which especially conduct advocacy activities and are active in rights in their communications have a more active position. CSOs active in the area of consumer rights are the second ranking with 74% in terms of having the highest number of spokespersons. This is followed by health with 65%, vocation/sectoral with 57%, environment/preservation of nature with 51% and senior citizens/retirement CSOs. CSOs active in the theme areas of animal rights, hobby and agriculture have a higher probability of not having a spokesperson, rather than having one(See Table 24).

Table 24. Whether the CSO Has a Spokesperson According to Activity Area

	YES	NO
Consumer Rights	73.9%	26.1%
Health	64.7%	35.3%
Vocational/Sectoral	56.9%	43.1%
Environment/Preservation of Nature	51.0%	49.0%
Senior Citizens / Retirement	50.8%	49.2%
Animal Rights	49.0%	51.0%
Hobby	47.7%	52.3%
Agriculture	46.2%	53.8%
Women / Children / Gender	43.8%	56.2%
Youth	41.8%	58.2%
Social Aid/Solidarity	41.5%	58.5%
Development	37.6%	62.4%
Research & Science	36.6%	63.4%
Religious Institution	35.9%	64.1%
Townsmen	35.2%	64.8%
Disability	34.1%	65.9%
Education	33.3%	66.7%
History / Culture / Arts / Tourism	30.6%	69.4%
Democracy / Human Rights	30.5%	69.5%
Sports	17.5%	82.5%
Politics/Thought	13.8%	86.2%

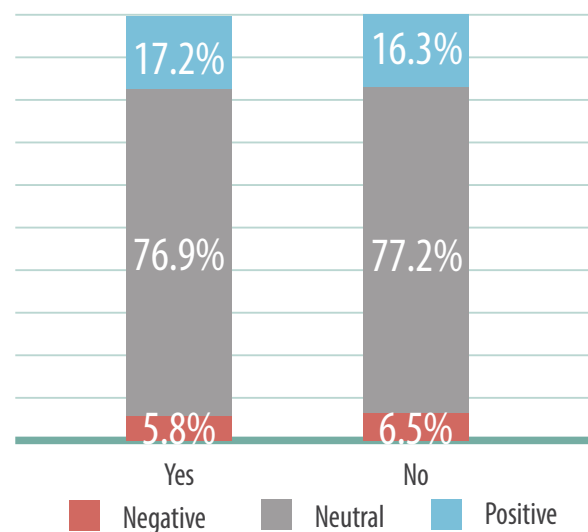
A large portion of civil society related news do not include the CSOs own opinion of the related CSO. A review of the content of the civil society related news including the opinions of CSOs, similarities can be seen with the percentages of news which include an CSO spokesperson (38%). Accordingly, while 38% of CSO news include the opinion of the CSO, the majority of the news items (62.2%) do not include the opinion of the CSO (See Graph 11).

Graph 11. Whether the News Item Includes CSO Opinion



While a high percentage as 77% of civil society news items which include the opinions of CSOs are of a neutral tone, this is also the case for news items which do not include the opinions of CSOs. The percentage of news items which are of the positive tone is 1% higher in comparison to those that do not (See Graph 12).

Graph 12. Tone of the News Item According to CSO Opinion



While this percentage is 58% in vocation/profession oriented CSOs, the news items include the opinions of 57% of protective CSOs, 52% of market oriented CSOs and in only have for advocates. This rate is below 50% for expert, townsman, self-organisation,

socialisation, philanthropic, affiliate, club and politically oriented CSOs; in other words, the rate of news items that does not include an opinion is higher than those that do⁴ (See Table 25).

Table 25. CSO Opinion According to Civil Topography Category

	YES	NO
Construct/Sustain/Improve	71.1%	28.9%
Vocation/Profession oriented	58.1%	41.9%
Protective	56.6%	43.4%
Market oriented	52.0%	48.0%
Advocate	50.0%	50.0%
Expert	49.3%	50.7%
Townsmen	41.3%	58.7%
Self-organisation	40.9%	59.1%
Socialisation	38.4%	61.6%
Philanthropist	35.5%	64.5%
Affiliate	29.3%	70.7%
Club	22.7%	77.3%
Politically oriented	22.3%	77.3%

The CSOs which are active in the areas that concern the general public and have them as their target group have a higher rate of having a spokesperson. According to the activity areas of CSOs and whether they have a spokesperson or not, it can be seen that the CSOs with the highest percentage of spokespersons are those which are active in the area of consumer rights with a percentage of 78%. This is followed by CSOs active in the area of health, senior citizens/retirement with 75%, 66% and 61%, respectively, while this percentage is 59% for CSOs in the area of environment/preservation of nature (See Table 26).

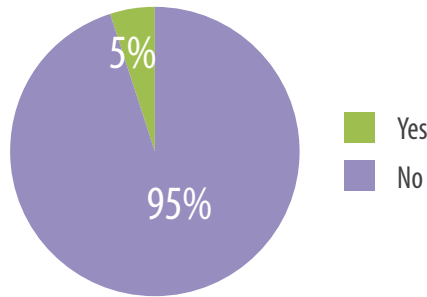
⁴ The category of Construct/Sustain was not interpreted because the number of CSOs in this category is not suitable for analysis.

Table 26. Whether the CSO Has a Spokesperson According to Activity Area

	YES	NO
Consumer Rights	78.3%	21.7%
Construct/Sustain	75.0%	25.0%
Health	66.1%	33.9%
Senior Citizens / Retirement	61.0%	39.0%
Environment/Preservation of Nature	59.2%	40.8%
Vocational/Sectoral	59.0%	41.0%
Animal Rights	55.2%	44.8%
Youth	50.6%	49.4%
Women / Children / Gender	49.0%	50.7%
Hobby	45.3%	54.7%
Social Aid/Solidarity	44.7%	55.3%
Democracy / Human Rights	42.8%	57.2%
Agriculture	42.3%	57.7%
Religious Institution	38.1%	61.9%
Research & Science	36.6%	63.4%
Disability	34.1%	65.9%
Education	33.3%	66.7%
Development	33.1%	66.9%
Townsmen	32.4%	67.6%
History / Culture / Arts / Tourism	32.3%	67.7%
Politics/Thought	23.1%	76.9%
Sports	19.7%	80.3%

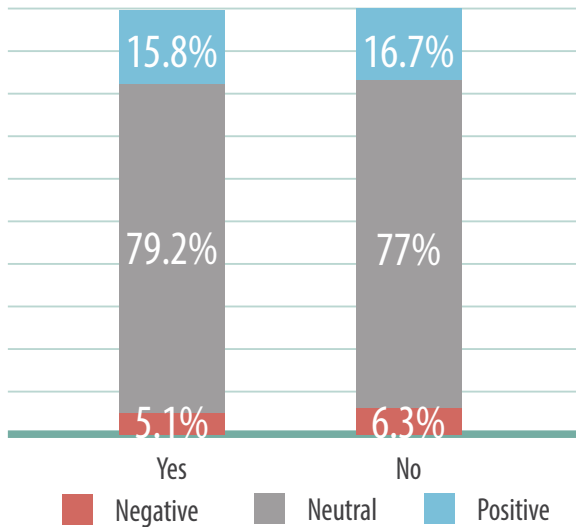
There is a gap between the news contents related to civil society and public administration. Public opinion is not provided in news related to civil society. Only 1 in every 20 CSO news item includes the opinions of public administration (See Graph 13).

Graph 13. Whether the News Item Includes Public Opinion



There is no difference between the news items which include or do not include public opinion. 16% of news items which include public opinion are of a positive tone, while this percentage is 17% in those which do not (See Graph 14).

Graph 14. Tone of the News Item According to Public Opinion



The news items regarding CSOs in the category of townsman has the highest percentage of news which include public opinion (10%). The majority of the news items include visits to townsman associations and statements about these visits. These are followed by news about CSOs in the category of market oriented,

protective, vocation/profession oriented, construct/sustain/improve, expert and affiliate organisations in the range of 5% and 6%. Advocate CSOs who are positioned in relation to the current policies of public administration are among those which include the least mention of public opinion (See Table 27).

Table 27. Public Opinion According to Civil Topography Classification

	YES	NO
Townsman	9.7%	90.3%
Market oriented	6.3%	93.8%
Protective	5.6%	94.4%
Vocation/Profession oriented	5.6%	94.4%
Construct/Sustain/Improve	5.3%	94.7%
Expert	5.2%	94.8%
Affiliate	5.1%	94.9%
Socialisation	4.9%	95.1%
Self-organisation	4.5%	95.5%
Politically oriented	4.5%	95.5%
Club	3.1%	96.9%
Philanthropist	2.9%	97.1%
Advocate	2.9%	97.1%

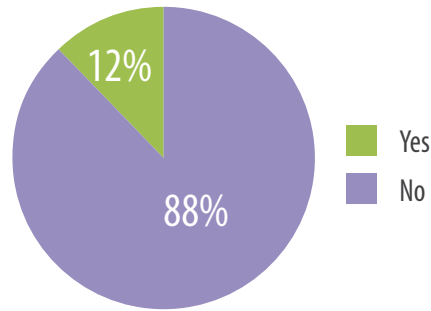
The inclusion of public opinion is the highest in terms of ratio in news items for CSOs active in the area of development and religious affairs. News items related to CSOs in the area of education, townsmanship, and agriculture include public opinion at the percentage of 7%. News items about health and environment have a low rate of include public opinion (See Table 28).

Table 28. Public Opinion According to Activity Area

	YES	NO
Development	8.3%	91.7%
Religious Institution	8.2%	91.8%
Education	7.1%	92.9%
Townsmen	7.0%	93.0%
Agriculture	6.9%	93.1%
Consumer Rights	6.5%	93.5%
Vocational/Sectoral	5.7%	94.3%
Research & Science	5.4%	94.6%
Senior Citizens / Retirement	5.1%	94.9%
Youth	5.1%	94.9%
Social Aid/Solidarity	4.5%	95.5%
Politics/Thought	4.5%	95.5%
Sports	4.4%	95.6%
Disability	4.4%	95.6%
History / Culture / Arts / Tourism	4.2%	95.8%
Animal Rights	4.2%	95.8%
Women / Children / Gender	3.4%	96.6%
Democracy / Human Rights	3.1%	96.9%
Environment/Preservation of Nature	3.1%	96.9%
Construct/Sustain	2.8%	97.2%
Health	2.0%	98.0%
Hobby	0.0%	100.0%

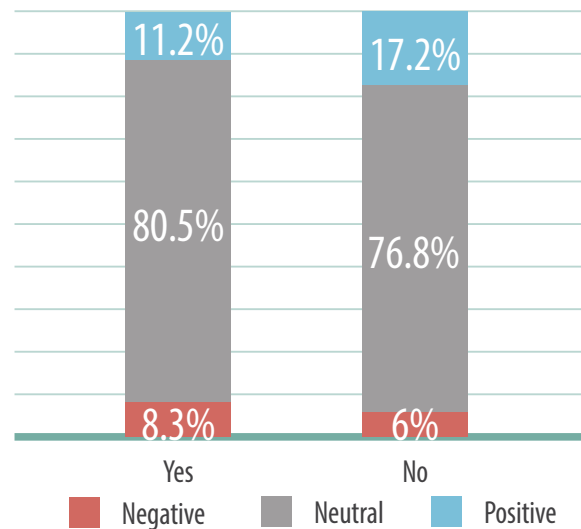
News related to civil society are far from being based on data. Only 12% of news items related to civil society include research/data, while 88% of news do not include research/data (See Graph 15).

Graph 15. Whether the News Item Included Research/Data



The news being based on data has a significantly positive impact on the tone of the media. It was seen that news items which included research/data were 6% more positive in tone in comparison to those which did not (See Graph 16).

Graph 16. Tone of the News Item According to Whether it Includes Research/Data



News based on data was generally seen to be for vocation/professional oriented organisations and expert organisations. A review of whether there is research/data included in the news item according the classification category of the NGO showed that the highest number of news items containing research/data were for items related to vocation/profession oriented NGOs

with 21%. This was followed by expert NGO news items with 18%. Accordingly, it can be stated that news items focusing on professional, scientific and work/career NGO news most frequently features research/data related content. The news items related to townsmen NGOs included the least research, being only 1% (See Table 29).

Table 29. Whether the News Item Has Research/Data According to Civil Topography Classification

	YES	NO
Vocation/Profession oriented	20.7%	79.3%
Expert	17.8%	82.2%
Self-organisation	13.6%	86.4%
Advocate	9.8%	90.2%
Market oriented	9.0%	91.0%
Construct/Sustain/Improve	7.9%	92.1%
Affiliate	6.6%	93.4%
Philanthropist	5.9%	94.1%
Socialisation	3.7%	96.3%
Protective	3.0%	97.0%
Club	2.1%	97.9%
Politically oriented	1.6%	98.4%
Townsmen	0.9%	99.1%

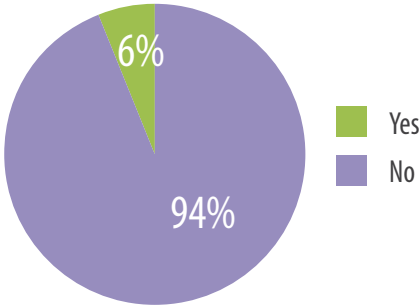
In regard to the inclusion of research/data in the civil society news items in relation to the activity area of NGOs, the highest percentage is seen to be for the news items related to consumer rights NGOs with a percentage of 26%. This is followed by health related NGOs with 23%, which gives priority to research data or studies in the area of health. News items related to vocation/profession and research/science NGOs are also highly ranked with 20% featuring research/data. News items related to NGOs with the least research content are in the thematic area of sports (See Table 30).

Table 30. Whether the News Item Has Research/Data According to Area of Activity

	YES	NO
Consumer Rights	26.1%	73.9%
Health	23.5%	76.5%
Vocational/Sectoral	20.4%	79.6%
Research & Science	19.6%	80.4%
Senior Citizens / Retirement	13.6%	86.4%
Agriculture	12.3%	87.7%
Democracy / Human Rights	12.0%	88.0%
Environment/Preservation of Nature	11.4%	88.6%
Construct/Sustain	8.3%	91.7%
Women / Children / Gender	7.9%	92.1%
Development	7.6%	92.4%
Education	6.7%	93.3%
Social Aid/Solidarity	5.9%	94.1%
Animal Rights	5.2%	94.8%
Disability	4.4%	95.6%
Youth	2.5%	97.5%
Religious Institution	2.5%	97.5%
Hobby	2.3%	97.7%
History / Culture / Arts / Tourism	1.7%	98.3%
Politics/Thought	1.6%	98.4%
Townsmen	1.4%	98.6%
Sports	1.1%	98.9%

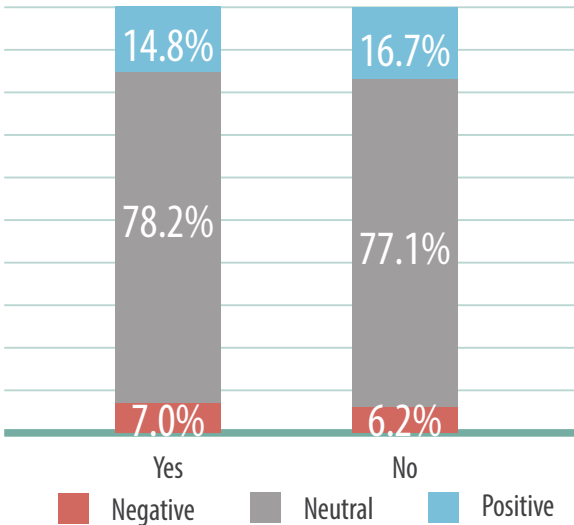
Global issues are not reflected in news related to civil society; the level of news items benefiting from international sources is low. It was seen that civil society related news which had international references was considerably low at 6%. According to this, it can be stated that the civil society news is more often reliant on national sources (See Graph 17).

Graph 17. Whether the News Item Includes International References



Whether an international reference has been made or not, in general there is a neutral tone in news items related to civil society. There is no significant difference in the tone of news items depending on the inclusion of international references. The percentage of news items which are positive and which include international reference is 15%, while the percentage of those which do not is 17%. (See Graph 18)

Graph 18. Tone of the News Item According to International Reference



The highest number of news items related to civil society which include international references are 12% for the CSOs in the expert category. Keeping in mind the rate of inclusion of research/data, expert CSO related news

which include international references are in accordance with the high percentage of inclusion of research/data. News items related to expert CSOs are followed by advocates with 7%, politically oriented with 6%, vocation/profession oriented CSOs is 5%, philanthropic with 4% and the categories of self-organisations and construct/sustain/improve organisations related news did not include any international references (See Table 31).

Table 31. Whether the News Item Has International Reference According to Civil Topography Classification

	YES	NO
Expert	12.4%	87.6%
Advocate	7.0%	93.0%
Politically oriented	6.1%	93.9%
Vocation/Profession oriented	4.6%	95.4%
Philanthropist	3.9%	96.1%
Townsmen	3.6%	96.4%
Socialisation	3.3%	96.7%
Affiliate	2.5%	97.5%
Club	2.1%	97.9%
Protective	2.0%	98.0%
Market oriented	1.2%	98.8%
Self-organisation	0.0%	100.0%
Construct/Sustain/Improve	0.0%	100.0%

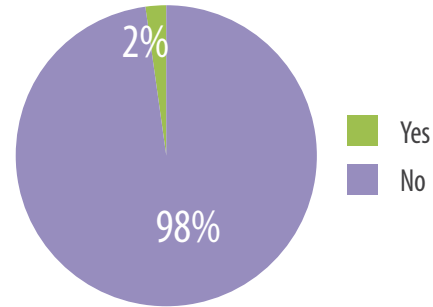
As expected, the CSOs active in the areas of research and science have the highest percentage of news items which include research/data with a percentage of 16%. This followed by news items for the thematic areas of health with 13%, democracy/human rights with 11%, environment/preservation of nature and hobby with 8%. There were no research/data inclusion in news items about CSOs in the construct/sustain/improve area (See Table 32).

Table 32. Whether the News Item Has Research/Data According to Areas of Activity

	VAR	YOK
Research & Science	16.1%	83.9%
Health	13.5%	86.5%
Democracy / Human Rights	10.8%	89.2%
Environment/Preservation of Nature	8.2%	91.8%
Hobby	8.1%	91.9%
Animal Rights	6.3%	93.8%
Politics/Thought	6.1%	93.9%
Townsmen	5.6%	94.4%
Women / Children / GENDER	4.8%	95.2%
Agriculture	4.6%	95.4%
Education	4.3%	95.7%
Vocational/Sectoral	4.1%	95.9%
Social Aid/Solidarity	3.9%	96.1%
Religious Institution	3.9%	96.1%
Youth	3.8%	96.2%
History / Culture / Arts / Tourism	3.4%	96.6%
Development	3.2%	96.8%
Consumer Rights	2.2%	97.8%
Senior Citizens / Retirement	1.7%	98.3%
Sports	1.6%	98.4%
Disability	1.5%	98.5%
Construct/Sustain	0.0%	100.0%

Civil society organisations do not make calls to the public in the content of news items; they do not make a call out to the general public or a certain sphere within society/demographic to establish a public opinion. A review of news content which make a call to public opinion, only 2% of news items contain a call to public opinion in relation to their related area (See Graph 19).

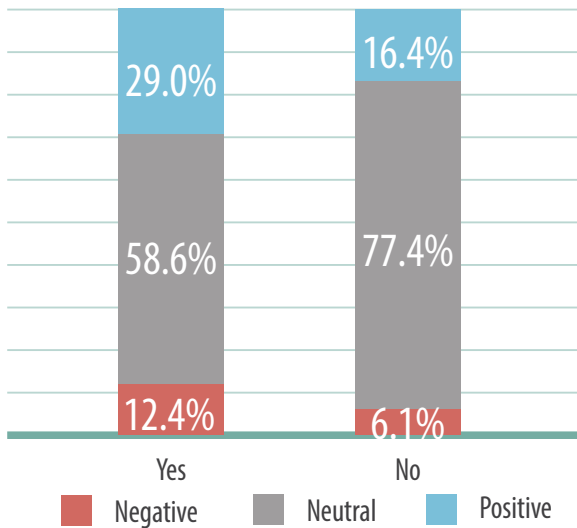
Graph 19. Whether There is an Call to the Public in the News Item



To make a call to the public does not have an impact on the tone of the news item. While 29% of news items which make a call on public opinion, this percentage is 16% in the news items which do not make a call (See Graph 20). Calls are generally made in three axis: (1) the first is a call to society/consumers. These calls are generally made by those CSOs active in the area of health and consumer rights: “Boycott stores which sell expensive goods”, “Do not wear newly purchased clothing before washing”, “Those with heart disease are warned about Ramadan” and “Hepatitis Control Saves Lives”. The second type of call is by politically oriented CSOs and self-organisations. These calls generally have a political focus: “Call for equality for women in work life”, “A call from Kurdish parties to attend the Diyarbakır Newroz events”, “We can further develop Kurdish if we take collective ownership”. The last type of call are the calls made by CSOs to participate in their own activities and campaigns: “LÖSEV calls for Eid Al-Adha Donations”, “Emergency Aid Campaign by the IHH”

Making calls to the public does not make a difference according to civil topography categorisation; the percentage does not increase above 4% in any of the news items in any category. The news which make the most

Graph 20. Tone of the News Item According to Call to the Public



call to the public are by clubs and politically oriented CSOs. For affiliated organisations the news including call is 3%, 2% for townsmen CSOs and 2% in news related to philanthropic CSOs (See Table 33).

Table 33. Call to Public According to Civil Topography Classification

	YES	NO
Politically oriented	4%	96%
Club	4%	97%
Affiliate	3%	97%
Townsmen	3%	97%
Philanthropist	2%	98%
Socialisation	2%	98%
Protective	2%	99%
Expert	1%	99%
Advocate	1%	99%
Vocation/Profession oriented	1%	99%
Construct/Sustain/Improve	1%	99%
Self-organisation	1%	99%
Market oriented	0%	100%

According to areas of activity, the highest number of news items making calls to the public are those related to consumer and animal rights CSOs. In close to 9% of news items related to CSOs active in consumer rights and 5% of CSOs active in animal rights make calls to the public (See Table 34).

Table 34. Call to Public According to Area of Activity

	YES	NO
Consumer Rights	8.7%	91.3%
Animal Rights	5.2%	94.8%
Youth	5.1%	94.9%
Environment/Preservation of Nature	4.7%	95.3%
Health	4.6%	95.4%
Women / Children / Gender	4.1%	95.9%
Social Aid/Solidarity	3.4%	96.6%
Democracy / Human Rights	3.1%	96.9%
Disability	3.0%	97.0%
Construct/Sustain	2.8%	97.2%
Religious Institution	1.8%	98.2%
Politics/Thought	1.6%	98.4%
Development	1.3%	98.7%
Education	1.1%	98.9%
Research & Science	0.9%	99.1%
History / Culture / Arts / Tourism	0.8%	99.2%
Agriculture	0.8%	99.2%
Vocational/Sectoral	0.8%	99.2%
Sports	0.5%	99.5%
Senior Citizens / Retirement	0.0%	100.0%
Hobby	0.0%	100.0%
Townsmen	0.0%	100.0%

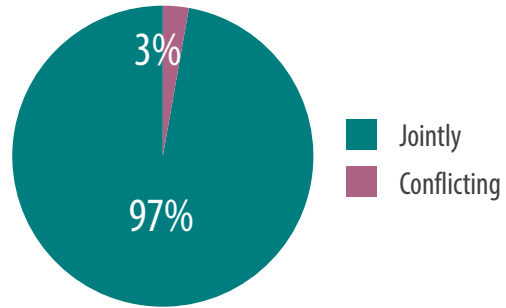
3.5. How and With Which Actors Do CSOs Appear Within News?

In the scope of the study, it was investigated whether and how CSOs are in placement with other civil society organisation, public administration and the private sector and whether they are seen together in news items. In general, civil society organisations are seen in news items on their own, other actors are not included in the news items. In 8% of news items, CSOs are included together with other CSOs, public organisations or private sector actors, while they are featured alone in 92% of cases.

3.5.1. Placement of CSOs with Other CSOs in CSO Related News

The percentage of being included in a news item with another CSO is 3%. That is, in 97% of CSO news items, the CSO is not featured with another CSO. In cases where CSOs are seen together, it is not for conflicting issues, but a show of solidarity. In 3% of news items where other CSOs are featured is about adversity, while in 97% of the news items they are featured jointly (See Graph 21).

Graph 21. Placement of CSO / CSO



According to civil topography categorisation, it was seen that the adversities are mostly in the category of politically oriented CSOs. In seldom cases, vocation/professional oriented and protective organisations are featured as being in conflict (See Table 35).

Table 35. Placement of CSO / CSO According to Civil Topography Classification

	JOINTLY	CONFLICTING
Philanthropist	100.0%	0.0%
Townsmen	100.0%	0.0%
Club	100.0%	0.0%
Market oriented	100.0%	0.0%
Socialisation	100.0%	0.0%
Expert	100.0%	0.0%
Affiliate	100.0%	0.0%
Advocate	96.6%	3.4%
Vocation/Profession oriented	94.7%	5.3%
Protective	85.7%	14.3%
Politically oriented	80.0%	20.0%

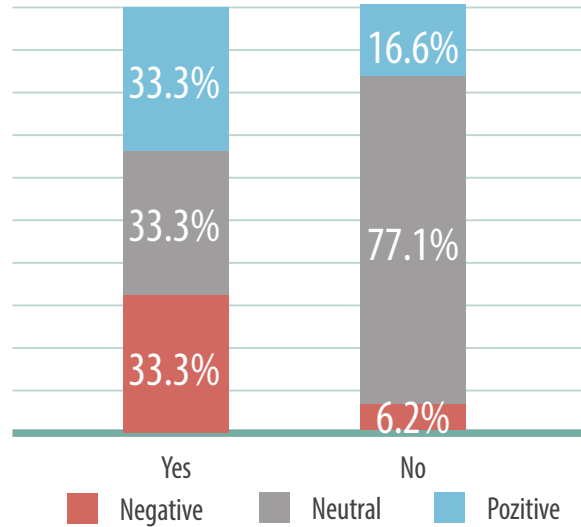
In terms of placement of CSOs being featured with other CSOs according to areas of activity, it is seen that the adversities are mostly between the areas of agriculture and politics. In cases of news items about democracy and human rights and vocation/sectoral issues, a low level of positioning in terms of conflict can be seen (See Table 36)

Table 36. Placement of CSO / CSO According to Area of Activity

	JOINTLY	CONFLICTING
History / Culture / Arts / Tourism	100.0%	0.0%
Health	100.0%	0.0%
Development	100.0%	0.0%
Women / Children / Gender	100.0%	0.0%
Townsmen	100.0%	0.0%
Animal Rights	100.0%	0.0%
Youth	100.0%	0.0%
Disability	100.0%	0.0%
Education	100.0%	0.0%
Religious Institution	100.0%	0.0%
Environment/Preservation of Nature	100.0%	0.0%
Research & Science	100.0%	0.0%
Social Aid/Solidarity	96.3%	3.7%
Vocational/Sectoral	94.5%	5.5%
Democracy / Human Rights	93.3%	6.7%
Politics/Thought	80.0%	20.0%
Agriculture	66.7%	33.3%

To make a call to other CSOs in the news makes the tone of the news item as more positive. In news items where calls are made to CSOs, there is an equal tone of 33% positive, negative and neutral. These percentage show difference for news items which does not include a call (See Graph 22).

Graph 22. Tone of News Item According to Call to CSOs



According to the civil topography classification, calls to CSOs are only made by expert and politically oriented CSOs. Expert and politically oriented CSOs make calls to CSOs in news items in the percentages of 0.2% and 0.1%, respectively (See Table 37).

Table 37. Call to CSOs According to Civil Topography Classification

	YES	NO
Expert	0.2%	99.8%
Politically oriented	0.1%	99.9%
Philanthropist	0.0%	100.0%
Townsmen	0.0%	100.0%
Protective	0.0%	100.0%
Club	0.0%	100.0%
Vocation/Profession oriented	0.0%	100.0%
Self-organisation	0.0%	100.0%
Market oriented	0.0%	100.0%
Advocate	0.0%	100.0%
Socialisation	0.0%	100.0%
Affiliate	0.0%	100.0%
Construct/Sustain/Improve	0.0%	100.0%

A review of the rate of calls to CSOs in news items related to civil society according to areas of activity showed that there was a call to CSOs by history/culture/arts/tourism CSOs by 0.3% and by 0.2% by within the news item. Besides these, no calls to CSOs were found in other areas of activity (See Table 38).

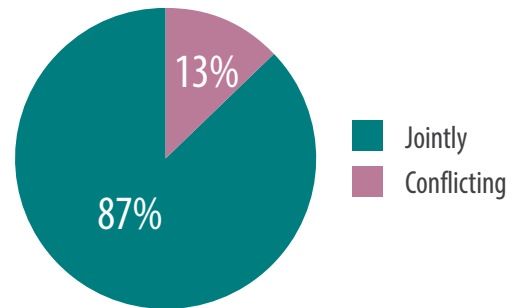
Table 38. Call to CSOs According to Area of Activity

	YES	NO
Democracy / Human Rights	0.3%	99.7%
History / Culture / Arts / Tourism	0.2%	99.8%
Senior Citizens / Retirement	0.0%	100.0%
Social Aid/Solidarity	0.0%	100.0%
Construct/Sustain	0.0%	100.0%
Consumer Rights	0.0%	100.0%
Agriculture	0.0%	100.0%
Sports	0.0%	100.0%
Politics/Thought	0.0%	100.0%
Health	0.0%	100.0%
Vocational/Sectoral	0.0%	100.0%
Development	0.0%	100.0%
Women / Children / Gender	0.0%	100.0%
Hobby	0.0%	100.0%
Townsmen	0.0%	100.0%
Animal Rights	0.0%	100.0%
Youth	0.0%	100.0%
Disability	0.0%	100.0%
Education	0.0%	100.0%
Religious Institution	0.0%	100.0%
Environment/Preservation of Nature	0.0%	100.0%
Research & Science	0.0%	100.0%

3.5.2. Placement of CSOs with Public Organisations in CSO Related News

In 3% of news items related to civil society, there was mention of a public organisation. The placement of civil society with public organisations were more negative in comparison to placement of CSOs with other CSOs: 13%. On the other hand, it can be seen that civil society is placed together with public organisations in 87% of news items (See Graph 23).

Graph 23. Placement of CSO / Public



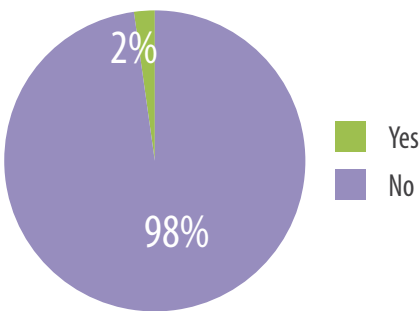
When reviews in light of civil topography classification, clubs and affiliate organisations are more often seen jointly with public organisations. The highest level of conflict is seen among politically oriented CSOs. In 86% of news, politically oriented CSOs are seen in conflict with public organisations (See Table 39).

Table 39. Placement of CSO / Public According to Civil Topography Classification

	JOINTLY	CONFLICTING
Club	100.0%	0.0%
Affiliate	100.0%	0.0%
Vocation/Profession oriented	96.4%	3.6%
Townsmen	95.7%	4.3%
Philanthropist	94.6%	5.4%
Expert	94.1%	5.9%
Market oriented	90.9%	9.1%
Socialisation	85.7%	14.3%
Construct/Sustain/Improve	83.3%	16.7%
Advocate	73.8%	26.2%
Protective	50.0%	50.0%
Self-organisation	33.3%	66.7%
Politically oriented	14.3%	85.7%

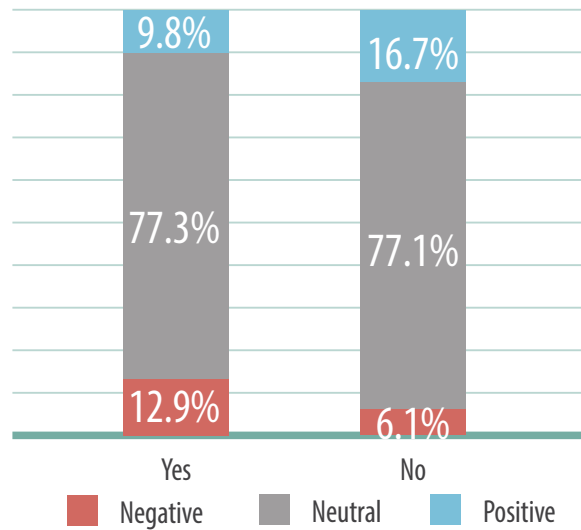
Civil society news does not make calls to public organisations. The rate of calling to public organisations in civil society news is 2% (See Graph 24).

Graph 24. Call to Public Organisations



While there is a neutral tone dominant in the CSO news items which do or don't make a call to public organisations, there is a 13% portion of news which make calls to public organisations that are negative and 6% of the news which to not make calls are also negative. Accordingly, there is a 7% difference in tone between the news items where calls are made, and an adversary placement can be stated to between the related CSO and the public organisation (See Graph 25).

Graph 25. Tone According to Call to Public Organisations



The CSOs which most often call to public organisations are clubs, politically oriented CSOs, advocates, experts and self-organisations. In 4% of news items related to clubs and 3% of news items related to politically oriented and advocate CSOs make a high live of call to public organisations. In other words, CSOs which have a more political position or have an adverse opinion about current policy are more likely to make calls to public organisations in comparison to CSOs in other categories (See Table 40).

Table 40. Call to Public Organisations According to Civil Topography Classification

	YES	NO
Club	4.0%	96.0%
Politically oriented	3.3%	96.7%
Advocate	2.7%	97.3%
Expert	2.4%	97.6%
Self-organisation	2.0%	98.0%
Philanthropist	1.9%	98.1%
Vocation/Profession oriented	1.0%	99.0%
Protective	0.9%	99.1%
Affiliate	0.7%	99.3%
Townsmen	0.5%	99.5%
Construct/Sustain/Improve	0.5%	99.5%
Market oriented	0.0%	100.0%
Socialisation	0.0%	100.0%

A review of news items according to CSO areas of activity in terms of making a call to public organisations finds that CSOs active in the area of senior citizen/retirement make the highest level of call with a percentage of 20% in comparison to CSOs active in other area of activity. This rate for other CSOs such as those active in the area of consumer rights, democracy/human rights, environment/preservation of nature and animal rights is 9%, 55, 4% and 3%, respectively. A general overview of these activities which are ranked in the top 5 show that rights-based and politically oriented CSOs make the highest amount of calls to public organisations in the news (See Table 41).

Table 41. Call to Public Organisations According to Area of Activity

	YES	NO
Senior Citizens / Retirement	20.3%	79.7%
Consumer Rights	8.7%	91.3%
Democracy / Human Rights	5.5%	94.5%
Environment/Preservation of Nature	4.3%	95.7%
Animal Rights	3.1%	96.9%
Construct/Sustain	2.8%	97.2%
Development	2.5%	97.5%
Vocational/Sectoral	2.0%	98.0%
Social Aid/Solidarity	1.5%	98.5%
Disability	1.5%	98.5%
Women / Children / Gender	1.4%	98.6%
Youth	1.3%	98.7%
Health	1.0%	99.0%
History / Culture / Arts / Tourism	0.8%	99.2%
Agriculture	0.8%	99.2%
Education	0.7%	99.3%
Religious Institution	0.7%	99.3%
Sports	0.5%	99.5%
Politics/Thought	0.0%	100.0%
Hobby	0.0%	100.0%
Townsmen	0.0%	100.0%
Research & Science	0.0%	100.0%

The placement of rights-based or politically oriented organisations with public organisation are more so of conflict. While those in the area of construct/sustain, agriculture, sports, hobby, townsmanship, disability, research/science are in joint placement with public organisation to a level of 100%, the adverse placement of organisation in the area of environment/preservation of nature, democracy/human rights, animal rights, senior citizens/retirement and politics/thought are more in conflict in comparison to organisations in the other areas of activity (See Table 42).

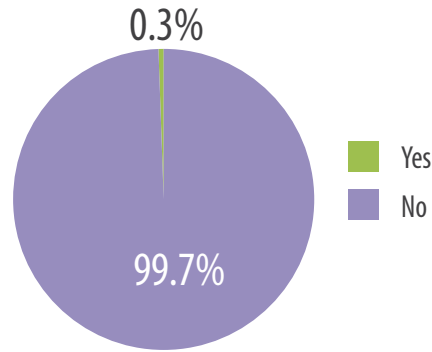
Table 42. Placement of CSO / Public According to Area of Activity

	JOINTLY	CONFLICTING
Construct/Sustain	100.0%	0.0%
Agriculture	100.0%	0.0%
Sports	100.0%	0.0%
Hobby	100.0%	0.0%
Townsmen	100.0%	0.0%
Disability	100.0%	0.0%
Research & Science	100.0%	0.0%
Vocational/Sectoral	96.4%	3.6%
History / Culture / Arts / Tourism	95.5%	4.5%
Development	90.9%	9.1%
Youth	90.0%	10.0%
Education	89.5%	10.5%
Health	88.9%	11.1%
Social Aid/Solidarity	88.6%	11.4%
Women / Children / Gender	83.3%	16.7%
Religious Institution	80.0%	20.0%
Environment/Preservation of Nature	68.4%	31.6%
Democracy / Human Rights	57.9%	42.1%
Animal Rights	50.0%	50.0%
Senior Citizens / Retirement	0.0%	100.0%
Politics/Thought	0.0%	100.0%

3.5.3. Placement of CSOs with Private Sector in CSO Related News

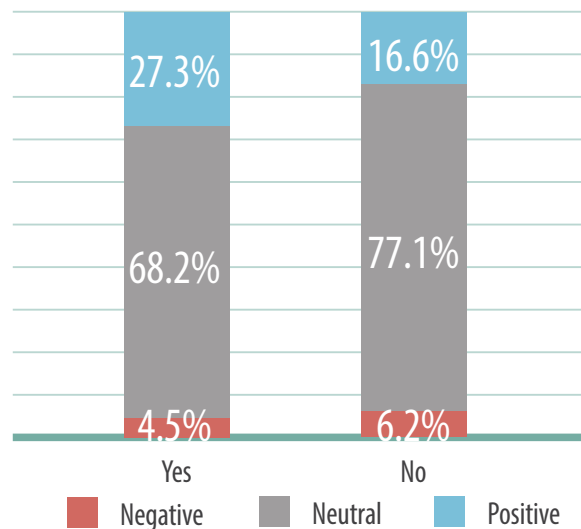
The private sector is not targeted in civil society news items. There are calls to the private sector in only 0.3% of the news items. (See Graph 26).

Graph 26. Whether the News Item Makes a Call to the Private Sector



A neutral tone is dominant in all of the news items. However, in news where there is a call to the private sector, the tone is positive in comparison to that of the news which do not make calls (See Graph 27).

Graph 27. Tone of the News Item According to the Call to Private Sector



According to civil topographic classification, advocates make calls to the private sector. In close to 2% of news items related to advocates, there is a call to the private sector to take action. (See Table 43).

Table 43. Call to Private Sector According to Civil Topography Classification

	YES	NO
Advocate	1.6%	98.4%
Politically oriented	0.5%	99.5%
Self-organisation	0.4%	99.6%
Philanthropist	0.3%	99.7%
Expert	0.3%	99.7%
Affiliate	0.2%	99.8%
Townsmen	0.0%	100.0%
Protective	0.0%	100.0%
Club	0.0%	100.0%
Vocation/Profession oriented	0.0%	100.0%
Market oriented	0.0%	100.0%
Socialisation	0.0%	100.0%
Construct/Sustain/Improve	0.0%	100.0%

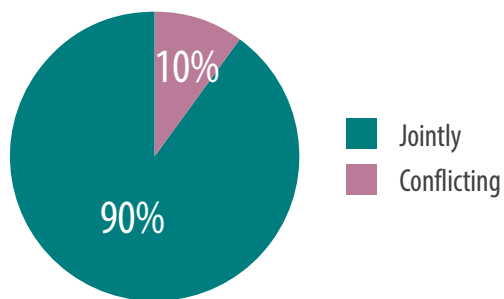
When the thematic topics are about environment, women, children and gender, the call to the private sector becomes more prominent. The highest level of call is to the private sector by CSOs active in the area of environment/preservation of nature, being 1.2%. This is followed by women/child/gender (1%), religious institution (0.7%), development (0.6%), vocation/sectoral (0.5%), education (0.4%), research/science (0.4%) and history/culture/arts/science (0.2%) (See Table 44).

Table 44. Call to Private Sector According to Area of Activity

	YES	NO
Environment/Preservation of Nature	1.2%	98.8%
Women / Children / Gender	1.0%	99.0%
Religious Institution	0.7%	99.3%
Development	0.6%	99.4%
Vocational/Sectoral	0.5%	99.5%
Education	0.4%	99.6%
Research & Science	0.4%	99.6%
History / Culture / Arts / Tourism	0.2%	99.8%
Senior Citizens / Retirement	0.0%	100.0%
Social Aid/Solidarity	0.0%	100.0%
Construct/Sustain	0.0%	100.0%
Consumer Rights	0.0%	100.0%
Agriculture	0.0%	100.0%
Sports	0.0%	100.0%
Politics/Thought	0.0%	100.0%
Health	0.0%	100.0%
Democracy / Human Rights	0.0%	100.0%
Hobby	0.0%	100.0%
Townsmen	0.0%	100.0%
Animal Rights	0.0%	100.0%
Youth	0.0%	100.0%
Disability	0.0%	100.0%

Civil society organisations are not seen together with the private sector in the news. The name of a company is only seen in 2.6% of news items. CSOs are placed together more often with the private sector in comparison with their joint placement with public organisations. In 10% of news items, civil society and private sector are seen as in conflict, while they are seen jointly in 90% of the items (See Graph 28).

Graph 28. Placement of CSOs / Private Sector



When CSO/private sector placement is evaluated in terms of the civil topography categorisation, it can be seen that the highest level of adversity is seen among the politically oriented, protective, townsmen and advocate organisations. CSOs which are considered under the clubs, market oriented, socialisation, expert and affiliated categories are seen to be 100% in joint placement with the private sector. This percentage is over 90% for philanthropists and vocation/profession oriented CSOs, however the level of adversary with private sector is higher for advocate and townsmen categories. The placement of being jointly or conflicting with the private sector for protective a politically oriented CSOs is 50-50 (See Table 45).

Table 45. Placement of CSO / Private Sector According to Civil Topography Classification

	JOINTLY	CONFLICTING
Club	100.0%	0.0%
Market oriented	100.0%	0.0%
Socialisation	100.0%	0.0%
Expert	100.0%	0.0%
Affiliate	100.0%	0.0%
Philanthropist	96.0%	4.0%
Vocation/Profession oriented	90.0%	10.0%
Advocate	81.6%	18.4%
Townsmen	66.7%	33.3%
Protective	50.0%	50.0%
Politically oriented	50.0%	50.0%

4. EVALUATION AND CONCLUSION

The main aim of the Visibility of Civil Society in the Media Study conducted in the scope of the Project for Strengthening Civil Dialogue in Turkey was to take a qualitative photograph of the reflection of civil society organisations in the national printed and internet media. To reach this aim, a screening of the population of news items related to civil society was conducted and a representative sample was coded and analysed. As the study undertook a quantitative research approach, an attempt was made to understand and describe only what was present. In other words, only the news which were available in the media was studied and the motivation and priorities in presenting news items related to civil society in the media by the media and news items which were not or could not be accessed for a variety of reasons was not discussed.

The general findings of this study, which sought to ascertain the level and style of visibility of civil society organisations in the media, is as follows:

- **A significant portion of CSO related news feature civil society organisations in a decorative manner.**

In a large portion of news items which include CSOs do not feature the organisation as the subject of the news item, but rather as tool or decorative figure to strengthen the news item. In almost 55% of news items, the organisation name which is mentioned, is not the main topic of the news item.

- **A review of the current population of news related to CSOs show that CSOs have a limited power in bringing their issues to agenda, keeping it in the current agenda and to advocate for their cause.**

A large portion of the news within the sample population are not issues which are in relation with the issues which they advocate. A large portion of the news items related to the CSO world is about visits to authorities, socialisation activities and activities which are not directed related to their own main area of activity. A review of current population of CSO news items shows that the CSOs which succeed in bringing their issues to agenda are vocation/professional organisations. There are two possible reasons for this: news media carry news items about economy/employment to their own channels and vocation/profession related organisations are more active in bringing their issues to agenda. A significant portion of CSO news items feature statements made by vocation/profession organisations related to their own sector. Although they are limited in number, the media performance of advocates are also high, as is the vocation/profession organisations.

- **The majority of the population of new does not focus on the specific issues of the organisations. There is no sphere which it targets or calls to.**

The majority of news items which make calls to different spheres in the public or the community are the news items related to advocates. The organisations which make the highest level of call are organisations which are active in the area of consumer and animal rights.

- **Civil society organisations do not benefit from data, research or international references to strengthen their communication.**

Different tools are not used to strengthen the impact of the news in news items. Data, research and international references are mostly used in the categories of vocation/

professional organisation, experts and advocates. The main actor of news items related to civil society is the CSO spokespersons; spokespersons are generally the presidents of the organisations. News items related to civil society are generally of a neutral tone, however, the use of different tools has the tendency to make the news more positive.

- **Civil society organisations are generally featured alone in news items; they are only one more actor besides themselves in 8% of news items.**

Jointly featuring with other actors are more common, in comparison with being in conflict. Conflict is most often observed between advocate and vocation/profession-oriented organisations and public organisations.

ANNEXES

ANNEX 1. List of Internet Media

1	Ahaber	27	İHA
2	Akşam	28	K24
3	Anadolu Ajansı	29	Karar
4	ANF	30	Medyascope
5	Aydınlık	31	Milli Gazete
6	BBC Türkçe	32	Milliyet
7	Bianet	33	Ntv
8	BirGün	34	Oda Tv
9	CNN Türk	35	Ortadoğu
10	Cumhuriyet	36	Posta
11	Demokrat Haber	37	Rudaw
12	DHA	38	Sabah
13	Diken	39	Sol Haber
14	Duvar	40	Sözcü
15	Dünya	41	Sputniknews
16	DW	42	Star
17	Ensonhaber	43	Superhaber
18	Etikhaber	44	T24
19	Evrensel	45	Takvim
20	Gazete Duvar	46	Tgrthaber
21	Gerçek gündem	47	Tr.Euronews
22	Haber7	48	Türkiye Gazetesi
23	Haberler	49	Yeni Çağ
24	Habertürk	50	Yeni Şafak
25	Halk Tv	51	Yeniakit
26	Hürriyet		

Listed in alphabetical order.

ANNEX 2. Classification of Civil Topography

Self-organisation: These are the organisations that individuals with a disadvantaged position in relation to the general population have established in order to strengthen their positions. For example, organisations related to disabilities are such organisations established by individuals with disabilities. These organisations may create targets such as socialisation among themselves, as well as increasing their capacity and seeking to find solutions or fight for their rights related to their specific issues. On the other hand, coming together with the motivations to protect the interests of a certain group or their beneficiaries to establish an organisation is not sufficient to consider these groups under this category. The criteria for the definition of a self-organisation is for individuals to be positioned in a disadvantaged placement within society.

Advocate: Organisations that undertake the advocacy of a disadvantaged group, nature, animals, environment, human and consumer rights at the policy level and social conscience. These organisations set direct objectives, such as improving policies or improving practices, or they aim for an indirect benefit, such as

ensuring society takes ownership for the issues at hand. On the other hand, organisations that advocate and/or represent an idea, ideology, an interest or a vocational benefit, do not fall under the category of “advocate” in this classification. Advocacy organisations are defined as organisations that target the betterment of the suffering parties in terms of being subject to discrimination in regard to universal values.

Politically oriented: Organisations that bring together individuals who share a certain world view or belief and carry out activities to promote and/or disseminate their common theme. Such organisations often have organic or indirect links with political networks. Although these organisations may be passive disseminators, they are generally a party to the basic problems of Turkey and make statements, and also conduct protests and meetings to have an impact on public opinion.

Philanthropist: Organizations that provide cash and/or in-kind aid or services to the needy or disadvantaged groups of society.

Protective: There are also philanthropic organisations which do not directly provide financial support or aid which is of financial value, but rather aims to protect their target group by aiming to physically strengthen the related disadvantaged groups. “Protective Philanthropic Organisations” are generally with the close network of the related disadvantaged group or is a group established by experts which have an interest in the target group. Although fewer examples exist, there are also “Protective Organisation” established by those who have a sympathy for the disadvantaged group.

Expert: They are productive and creative organisations that provide a foundation for other organisations of civil society by producing expert knowledge on a certain subject. There may be other organisations which are doing work related to an area of expertise, however, the reason for existence of an expert organisation is to produce knowledge and provide scientific outputs. As similar to Advocacy and Politically Oriented Organisations, Expert Organisations reach out to the public with the knowledge that they have produced. However, they should remain within the boundaries of objectivity and should not make biased calls. Instead, they act to develop approached for the issues they undertake and have a mission to diversify and ensure a knowledge base and infrastructure. It is possible to see that Expert Organisations behave as if they are in the category of Advocacy or Politically Oriented Organisations contingently, even in not essentially. However, these organisations gain their respect, not through the category they are in, but by means of their expertise. It is important for these organisations to upkeep this claim by preserving their objectivity

Construct, Sustain, Improve: Organisations which act in priority to construct, protect and improve a structure, venue or neighbourhood which is of public value. This mode of behaviour is one which is the oldest and most prevalent in Turkey as a behaviour which can be defined as charitable. As it is known, fountains which are constructed as a “good deed” are labelled as “charities”. Throughout history, mosques have been built by philanthropists so that Muslims can pray. However, since the establishment of the Republic, mosques have at times become

affiliated with political or sects and while building a mosque is still considered an act of charity, it can also be viewed as having strong connects with a particular sect or network. In this sense, some mosque construction and maintenance related organisation as if they are a Politically Oriented Organisation. Besides this, this category also defines as relatively newer type of behaviour. This type is one which gives priority to protecting and improving/beautifying a neighbourhood, quarter or perhaps a site and required solidarity by its residents. In terms of solidarity, it has the features of the category of philanthropy and also the characteristics of Socialisation, for which the characteristics will be defined below.

Townsmen: Organisations which bring together those of a certain geography or cultural background, who live in a different geography or culture. In general they aim to provide socialisation opportunities, a means to be a remedy to “homesickness”, to give back to their communities if their ties remain and provide a platform of support to overcome challenges which they may be experiencing. The large majority of these organisations established by those who have migrated to larger areas of settlement from a town or village. Many of their members live in the same or neighbouring areas. Even if their ties in their hometowns have become weaker, they still exist. On the other hand, even though this category makes reference to a common geographical history, there are groups which have completely severed their ties from these geographies. These communities establish “Townsmen Organisation” to keep the fire of a common history and culture alight and make efforts to restore and promote them. In fact,

although the majority may have severed their own ties, they conduct activities to share the tribulations of their community, countrymen/ townsmen, kinship, nation and even other nations be conducting activities to bring solutions to problems. These characteristics make them similar, in part, to Politically Oriented Organisations and also Self-Organisations.

Socialisation: Organisations that provide platforms for socialising, in relation to a hobby, social exchange or a common background. They generally are not extrinsically motivated. They rarely make public the products of their exchange. However, they do this as a contingent, and not a necessity of social benefit and it is not systematic. These organisations are generally established by peers of age, vocation or culture to collectively carry out a hobby/interest. The collective may result in outputs such as choirs, exhibitions, fetes, etc. However, the main motivation is not the action, as it is a recreational activity. Many of these organisations are established to create a platform to play card or board games and meets the need of recreational activities for social circles.

Club: Organisations aiming to allow individuals with arts or sporting skills to perform related activities regularly and participate in races, competitions, leagues, tournaments or various national or international events. The most common of these types of organisations in Turkey are sporting clubs (especially soccer). Recently, dance schools are increasingly becoming federations. Many sports or arts centres which are managed like businesses can also have transfer to the Market Oriented category.

Vocation/Profession Oriented: Organisations which aim to ensure the promotion, development and protection of interests of individuals of a particular vocation or sector. They generally act like a chamber. They conduct activities towards the development of the vocation/profession, solidarity between colleagues, and finding solutions to vocation/professional problems. As they advocate for vocations/professional interest, they are similar to Advocate Organisations; however, they differ in their motivations as their efforts are to maximise particular interests rather than advocacy of universal rights-based activities. Some types are not vocation based but are of the sectoral scale. They undertake the common problems regarding the reputation of the sector and legislative challenges. There are also those which do not focus on a particular sector, such as businessperson associations.

Market oriented: Market Oriented organisations are organisations which are questioned as to whether they are CSOs, as they are established with the aim to produce interest. While they could be a business venture, they aim to become an association, foundation or cooperative to benefit from the legal, ethical or social-cultural gains to be had by being a volunteer organisation. On the other hand, there may be benefit in separating the support provided through civil society activities and the local solely business-related activities, such as operating a sauna or the selling of a product.

Affiliate: Organisations which are established to conduct activities which an organisation cannot conduct within their own organisation due to legal, economic or ethical reasons. There are many types. The most common are “Volunteer” organisations that are established

with a separate regulation or legislative memorandum. These organisation may become idle in time, like the “Combating Tuberculosis” association or may carry out activities outside of their mission, such as “Halkevleri [Community Centres]. Another type of Affiliate may be those organisations which are established to improve the wellness conditions of the managers or their employees or public organisations. Another type may be associations, foundations or cooperatives established under the leadership of public servants/managers for public servants which provide a certain service, to make use of a service or activity (such as municipal sports clubs) with ease and comfort without meeting barriers to attend in an activity outside of their organisation. The last type is the affiliates of private companies. In the past these were mainly established to conduct charity work by the capital providers, while today they are being established for institutional social responsibility and certain sponsorship activities for the reputation of the company and are managed by the managers of the existing companies. On the other hand, Affiliates create a problem as to their classification; as the affiliate’s working principal may be in line with another category. To disperse them to these other categories, have an impact on their unique characteristics. Thus, Affiliate Organisations have diversified characteristics in many different areas.