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¹**Delehan-Kokaiko S.V.**, CSc., Associate Professor; ²**Malychkovych O.B.**, Director of the Limited Liability Company "LBI", Expert Media Analyst; ¹**Emilia Hliydzik**, PhD student, Junior Research Fellow; ¹**Liudmyla Harapko**, student

PROBLEMS OF IMPLEMENTATION AND COVERAGE OF THE EUROPEAN GREEN COURSE IN THE MEDIA AND SOCIAL NETWORKS OF UKRAINE

¹*Uzhhorod National University, 88000, Uzhhorod, Pidhirna St., 46;*

e-mail: svitlana.delehan-kokaiko@uzhnu.edu.ua

²*Limited Liability Company "LBI", 03170, Kyiv, Kiltseva Road St., 8/100;*

e-mail: malychkovych@gmail.com

Annotation. As a result of a study of the Ukrainian media field, it was found that the total number of all publications in the database for the period from 01.01.2019 to 30.06.2021 is about 60 million materials. It was interesting to compare the percentage of publications on environmental issues with other topics in the media. For example, the topic of combating COVID-19 for the period 2020-2021 forms 31% of the information field of Ukraine, which far exceeds all other topics of resonance. For comparison, a study was also conducted on the subject of culture, in a broad sense. The results indicate that all publications for 2019-2021 related to the cultural component do not gain even 1% of the total media field of Ukraine. Despite the general increase in the number of publications in the media field of Ukraine, environmental issues are also growing, keeping their relevance. At the same time, the average frequency and number of publications on environmental issues and Green Deal for the entire period from 2019 to June 2021 are - 2.3% of the media field of the Ukrainian media. At the same time, the results of the assessment of the quality of coverage of the environmental component in the media indicate that the media field of "ecology" is, in most cases, reporting on the event, ecology or decision of public authorities. The media do not form an agenda, but follow the information drives, and also clearly demonstrate the use of the media as a tool for disseminating information, sometimes openly manipulative. In addition, the share of publications involving environmental professionals is too low, which certainly calls into question the reliability and depth of environmental information content in Ukraine during the study period [1].

Keywords: ecology; Green Deal in Ukraine; mass media; environment; manipulation; social networks.

Introduction

In recent years, environmental issues have become more widespread in the information space, which should enable the public to obtain information about the state of the environment, the main sources of environmental pollution, to acquaint with environmentalists, the development of ecology as a science, the introduction of new technologies and methods of preventing possible negative environmental consequences. Raising the environmental awareness of citizens and involving them in various environmental actions, initiatives, and protests is also one of the tasks of the

information platform. Ecofriendly is a trend of the beginning of the 21st century, however, in the information space, from social networks to media, environmental issues are closely intertwined with other pressing issues in such areas as economics, politics, international cooperation and social component. Because of economic and political motivations, the quality of environmental content in Ukraine is often superficial, and the adopted laws leave loopholes in the legislation for the successful implementation of environmental offences and crimes. The purpose of this study was to assess the quality of environmental content and Green Deal for the period from 2019 to June 2021 in

the media and social networks of Ukraine. The subject of this study was to identify the main speakers, topics, information drives of publications, international donor institutions that support the implementation of practical environmental projects in Ukraine and the idea of Green Deal. In addition, expert analysis of the presented material in publications on well-known websites and television. Officially, Ukraine is the only country in the Eastern Partnership where NGOs have launched the "Ukraine needs a Green Course" campaign, but advocacy on various aspects of the European Green Course is present only in most NGOs in the Eastern Partnership. These are the campaigns to switch to 100% renewable energy sources or to increase the ambition of nationally determined contributions and achieve climate neutrality [1]. Nazar Bobytskyi, head of the Brussels office of the Ukrainian Association of Business and Trade (UABT), said Ukrainian exporters of goods and services to the European Union were urging the government to take a very balanced approach to Ukraine's Green Deal to protect domestic producers. According to him, the Carbon Border Adjustment Mechanism (CBAM) is a serious problem, as the Ukrainian government will never be able to provide Ukrainian industrialists with a sufficient level of direct subsidies for modernization. Bill 4167, which gives the industry 13 years for gradual modernization, introduces European norms of industrial enterprises and introduces "environmental monitoring on a pipeline", has received the greatest resonance in the Ukrainian media. The bill was put to vote on February 16, 2021, May 21, 2021, and July 15, 2021. To no avail, the Verkhovna Rada failed to vote three times. Throughout this period, the media conducted an active planned and funded communication campaign, which aimed to send the project "for revision" each time. As a result, most of the materials in the media promoted a position against the adoption of bill № 4167 [2].

The "Society and Environment" Resource and Analysis Center has developed a series of "word-for-action" manuals with practical recommendations and tools for cities provided by the European Green Course, and this is probably the only existing one. Private business communication is an active subject in the theme of the Green Course, businesses use "jeans" to promote their point of view, which is becoming

louder and more supported by business associations. An approach like that to cover the ecological problems in the Ukrainian media will not provide an improvement in the general environmental well-being. In this context, it should also be noted that the media often publish news solely based on quotes from interviews with civil servants or environmentalists. This is a negative trend, as the reader perceives the submitted material, and the opinion of one person, as the only true one [1].

Research methodology

There was a thorough study of the 2019-2021 media field of Ukraine (online, print media, news and television blocks, social networks of Ukraine). The number of sources in the sample was 8760 items. A study of the media field of social networks (Facebook, Instagram, Telegram, Youtube, Twitter, TikTok) took place in the period from 01.02.2021 to 30.06.2021. To form a representative sample, a spontaneous step-by-step sample was created of 5,651 publications. The unit of measurement in the study was the material in the media. If in one publication attention is paid to several thematic areas, the analyst chooses the dominant topic of the material. The method of information processing was automatic for statistics with verification of relevance of the method of re-encoding 50% of publications. The reliability of the content analysis was checked through a subsample of the analysis unit (30 units are recoded by two other analysts until the Crippendorf Alpha coefficient is greater than/equal to 0.8) [3]. Google Trends - 5 priority search topics have been identified for Ukraine using the Search Shares method. Data obtained from GoogleTrends. The input list for comparing search topics and queries was the study "Environmental trends in Ukraine: views of citizens", which was presented to the audience of Ukraine in April 2021 by the Gorshenin Institute. There was also a GoogleTrends analysis within the period from 01.01.2020 to 31.12.2020. The peak points of search queries were compared with the trends of information resonance in the media. An array of mentions on social networks are collected by keywords: ecology, environment, global warming, climate change, waste sorting. The analysis of individual information drives is performed based on

quantitative and qualitative content analysis of all information channels.

Results and discussion

The data of the media field research demonstrate the saturation of the media field with Eco-themes. Among Internet sources, the share of the presence of environmental issues is one of the lowest, but in terms of content overload, you should pay attention to sources/channels/platforms that best support the topic in their fields.

Reference: According to the Razumkov Center (August 2020), TV and Radio remain one of the most common channels for receiving news for the majority of the population aged 30+. For the younger age group of 18-29, social networks are the number one source of information, but TV remains at 54%, i.e. in 2nd place. The presence of the subject on television guarantees the greatest coverage by the audience [4].

Dissemination of information on social networks directly depends on the audience of the account where it is published and the extent to which the author's subscribers are active and involved in the subject of messages.

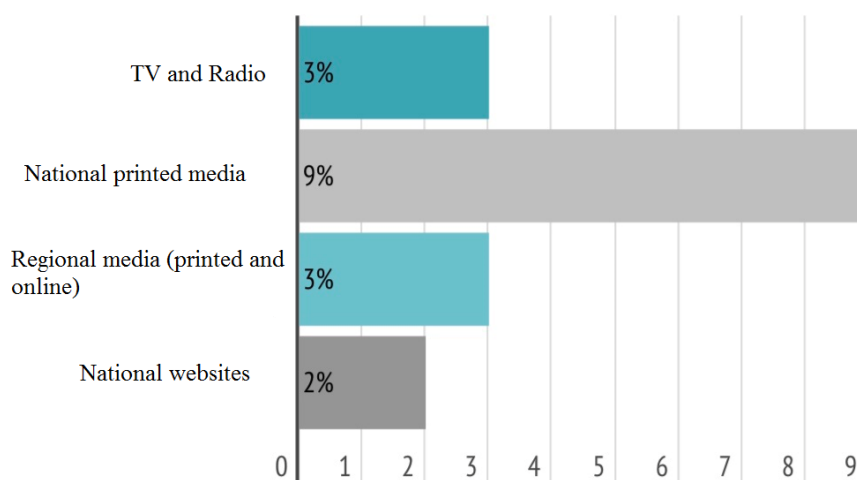


Fig. 1. Ecothematics in the media perspective. Ecothematics - media information channels.

The lowest number of reports was recorded in the Khmelnytsky region. Media attention in the Lviv region is focused on the Hrybovytsia landfill and illegal deforestation. The Kharkiv region resonated with the topics of illegal deforestation and an increase in garbage dumps. The Eco-Oscar was awarded to a solar power plant in a wetland in the Merefa Territorial Community of the Kharkiv region.

Projects and activities within the "Agreement of Mayors", implementation of programs together with international donor organizations, the EBRD, the EIB, NEFCO and the work of local activists - the basis of informational reasons for positive environmental change in regional media.

This list does not include news aggregator resources. The list includes publications without regional features in the domain of the resource,

the columns of which cover eco-topics. Most of these sources are included in the list of TOP-20 news resources by several visitors (data from SimilarWeb) [1].

A random sample was created for qualitative analysis of the media field. The total number of publications is 5,651. The purpose of the analysis is to identify the main speakers, topics, information drives of publications, and international donor institutions that support the implementation of practical environmental projects. In addition, expert analysis of the presented material in publications on well-known websites and TV. Environmental experts evaluated articles and transcripts for completeness of information, reliability of sources and data, and the presence of manipulation in the texts [1].

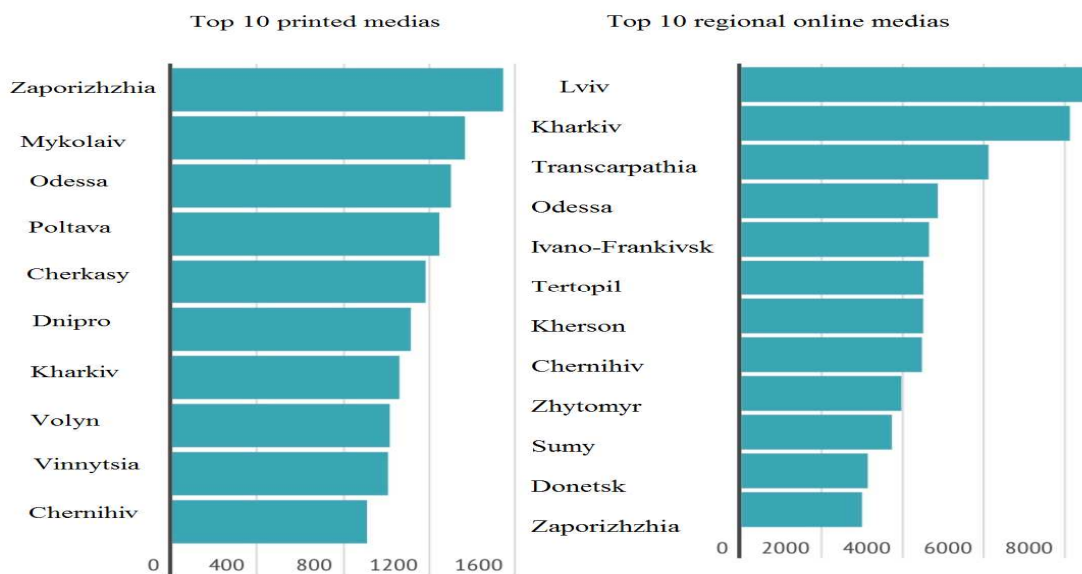


Fig. 2. Ecothematics in the regional media.

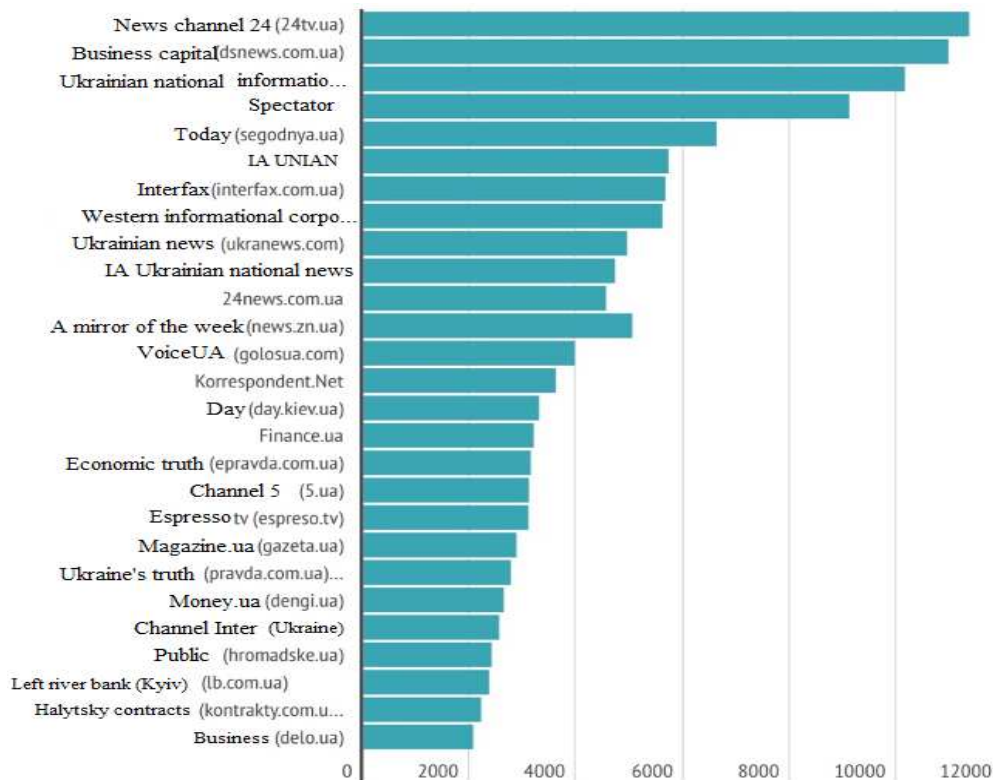


Fig. 3. Ecothematics in the national online media.

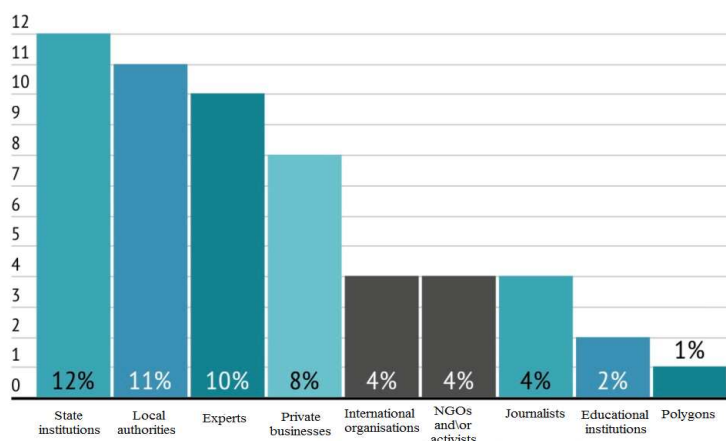


Fig. 4. Quality features of Ukraine's media field.

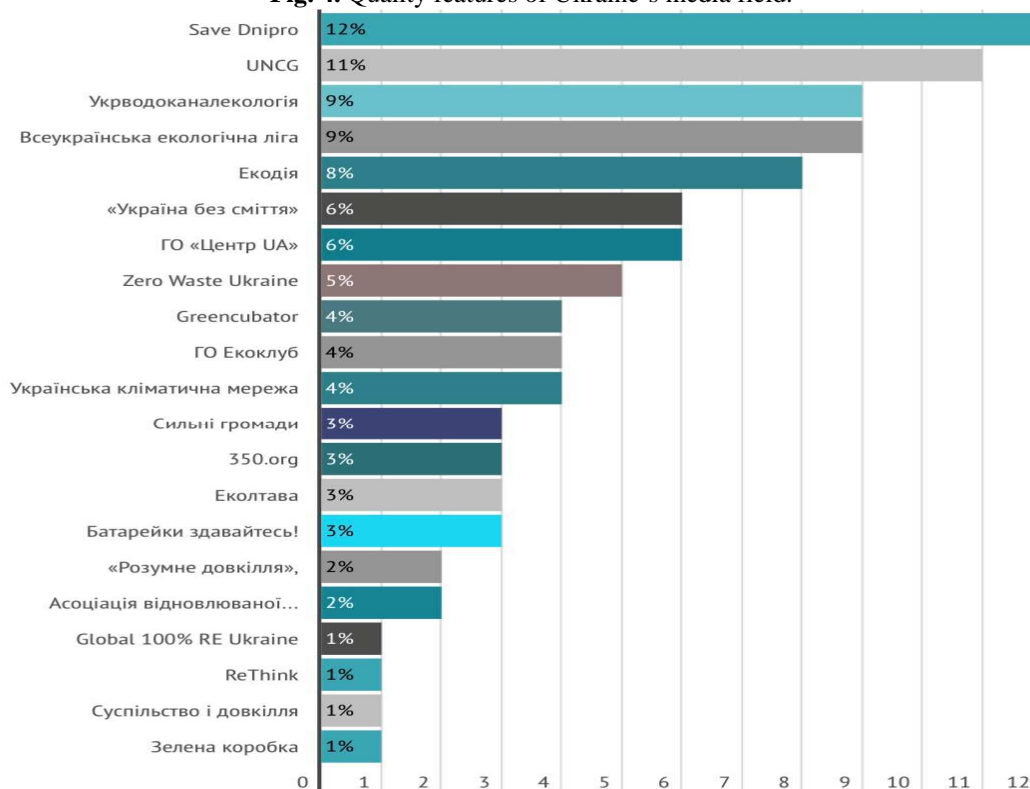


Fig. 5. Rating of NGOs in the context of eco-topics in the media.

According to research, it all depends on the eco-direction. Thus, in the section "Climate change" or "Sustainable development" a significant part of the messages is formed, above all, the international agenda. Earth Day, UN reports and statements are becoming one of the main informational occasions that encourage Ukrainians to join marches, initiatives, actions, blockades, protests or become an informational

reason for reports by journalists of national and regional publications.

The topic "Forests, flora, fauna" also has a significant share of international reports due to large-scale fires in the world. Waste management, water pollution, and environmental issues related to mining are, first of all, local events or initiatives. (Fig. 6).

Waste management, forest resources and energy efficiency in 30% of content are presented to the media as an economic sector or area of activity/inaction of local authorities or government agencies without touching on

environmental issues. For example, "Garbage is burning at a huge sorting plant in a village near Kyiv" <https://ukranews.com>, as well as a story on TC Ukraine and TC 1+1 on the same topic [1].

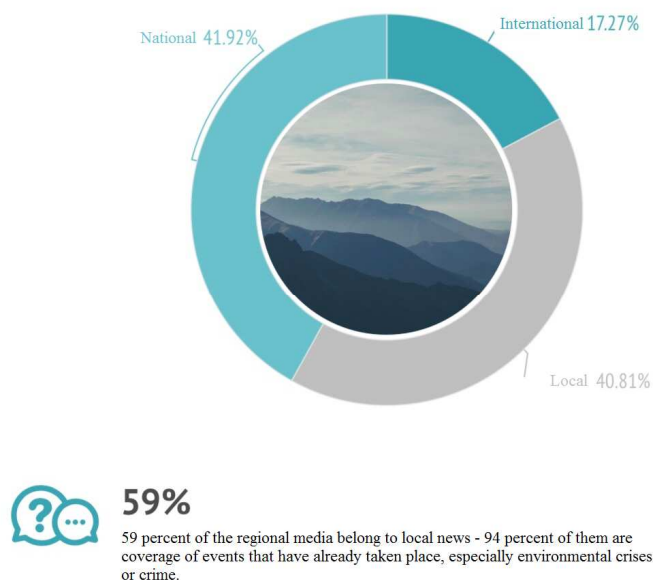


Fig. 6. Location of events - what do the media write about?

Illegal deforestation is presented to the media as a fact of criminal proceedings without regard to environmental consequences.

The opening of new "green" power plants is covered not in terms of environmental protection, but only in terms of industrial capacity. Alternative methods of electricity generation are often not mentioned as performing an environmental function, but have become a serious and profitable business. There are especially a lot of mentions and comments of experts, investors and international bodies about the "green tariff".

The main cluster of mentions of the topic "Air Quality" is information on the results of air monitoring (for example, from the website of the Main Department of Statistics, as well as from regional CGM), which covers statistics on air emissions by cities of Ukraine. In general, these

figures contain only statistics, without comments or conclusions. The main causes of air pollution, according to the media, are the enterprises of the extractive and processing industries, heat power, motor transport, and, during summer - natural heat.

The topic of the agricultural environment in the media is driven primarily by the national agenda. There are many mentions in the media about organic production in Ukraine. Many forums, conferences and educational events are devoted to this topic. A sufficient array of mentions of private business in this topic is devoted to improvement, the introduction of new environmental technologies, and environmental projects (restoration of fertility of Ukrainian soils, use of organic fertilizers, etc.) [5].

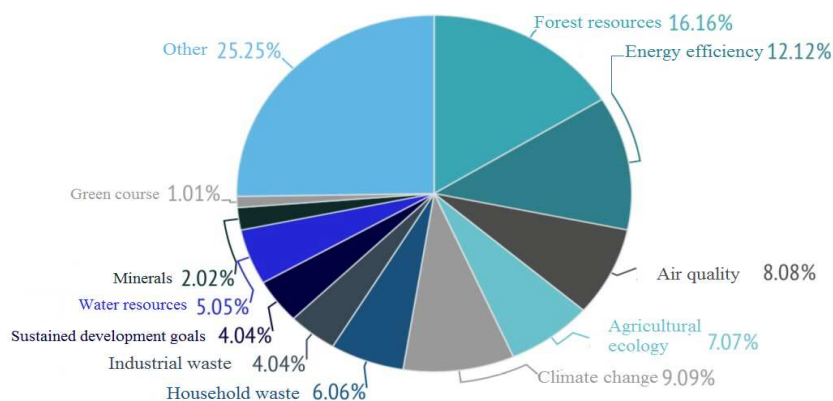


Fig. 7. Thematic direction in the media.

Environmental experts analyzed 2,800 publications on the quality of content. In addition, LBI analysts have processed another 2,851 articles. Note that the media field of the topic "Ecology" is in most cases - reporting on the event, ecology or decision of government agencies. The media do not form an agenda but follow the information drives.

Discussions over bills, including the European Green Course, most clearly demonstrate the use of the media by various parties as a tool for disseminating information, sometimes overtly manipulative.

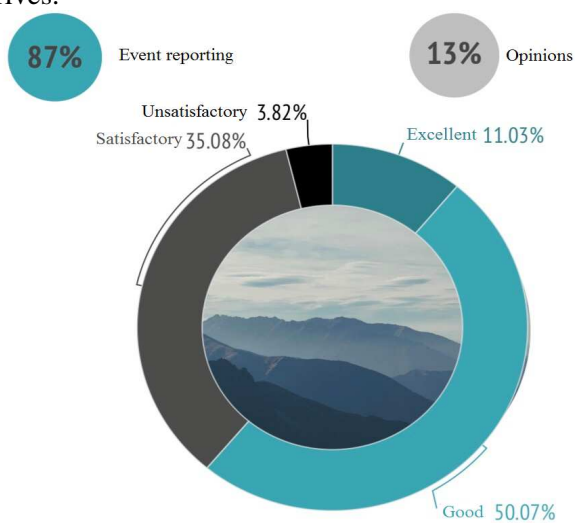


Fig. 8. The quality of the presentation of eco-topics in the media.

Excellent - the material is presented thoroughly, different points of view are presented, there are references to authoritative sources, and the opinion of experts/journalists/authors outlines the issues, gives arguments, but does not impose conclusions or decisions.

Good - balanced presentation, no primary sources or no reference to research or experts, the name and institution, but without detailing

the data. Mostly it's news about the fact of the event.

Satisfactory - focus on the fact or position without outlining the situation in general, which does not allow the audience to get complete information [1].

Unsatisfactory - false or manipulative information, lack of evidence.

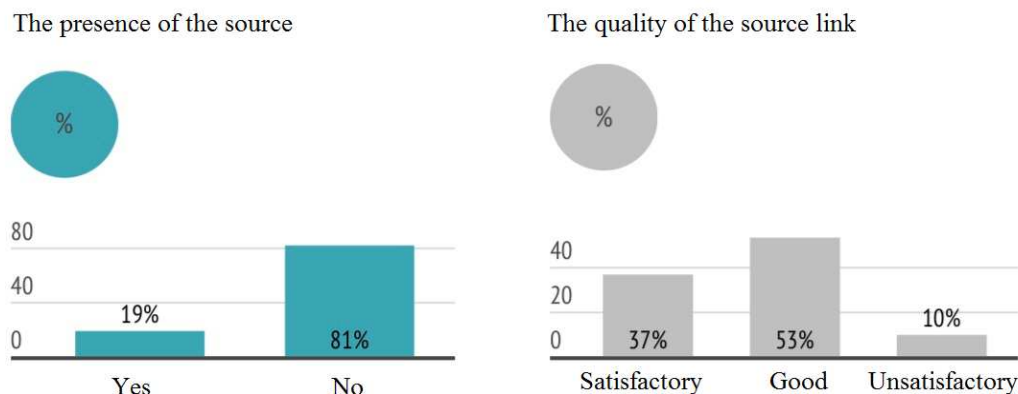


Fig. 9. The quality of the presentation of primary sources mentioned in the articles.

The presence of primary sources was recorded in publications with references, in which case the reference given in the article was checked. The quality of this source was rated as Good - if the link is valid and leads directly to credible research/resources.

Satisfactory - the material refers to research or scientists, but does not identify them. Unsatisfactory - the material indicates a fake study.

Publications, that generally do not contain "figurative author's titles" - figurative metaphors are not used, titles of articles - are clear and informative. Less than 1% of publications had a manipulative title. Visual content attracts attention, which increases the potential audience of readers.

Search trends are defined using Google Trends. In addition to the frequency and intensity of requests, geographical indicators were taken into account - the spread throughout Ukraine. Along with the trends, a parallel analysis of the media field was conducted to understand whether Ukrainians received sufficient information at intervals where the intensity of inquiries was highest.

In April 2021, the Gorshenin Institute conducted a study of environmental trends. Among the TOP problems that worried

respondents (which resonates with the ranking of search queries):

- water pollution and shortage of clean drinking water;
- increase in the amount of household and industrial waste;
- air pollution.

Attitudes of Ukrainians to the problem of climate change: In general, this issue is of concern to almost half of respondents worldwide, 47.9%, while the issue of climate change at the level of Ukraine is of concern to more than half of that number of people - 22.9% [1].

Topics that least interested the Ukrainian audience:

1. Food quality
2. Deforestation
3. Lack of greenery
4. Ozone depletion
5. Electromagnetic pollution
6. Biodiversity loss
7. Exhaustion of natural resources.

The study of trends was based on a list of topics-inquiries, which the audience called those that concern it, during a study by the Gorshenin Institute in April 2021. In total, among the 12 named topics in sociology, 6 have no search queries.

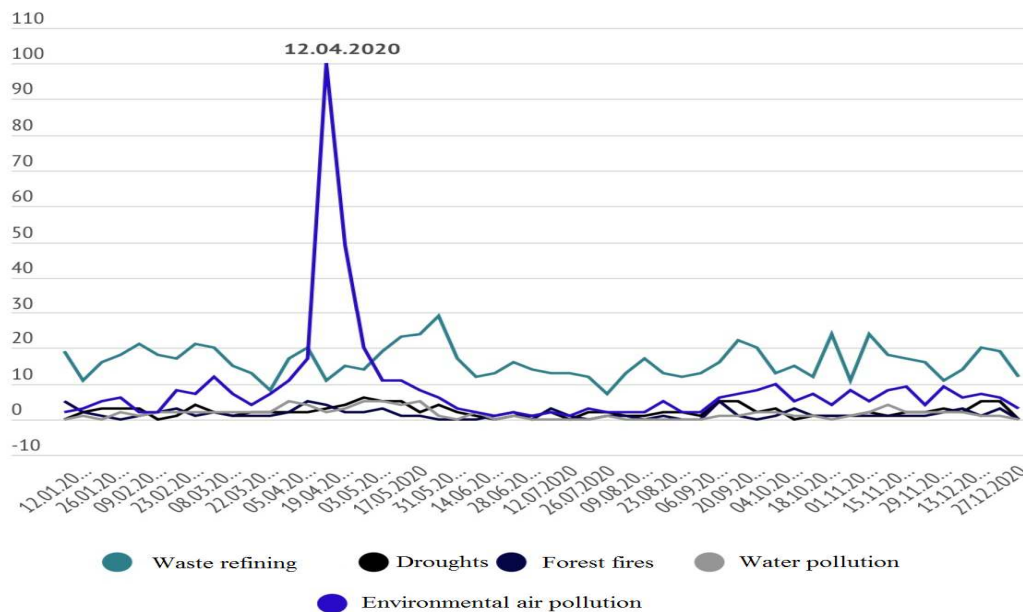


Fig. 10. Dynamics of Google Trends – 2020.

The media field was formed for the period from 01.02.2021 to 30.06.2021 based on the following general keywords: ecology, environment. The prominent social network is Facebook. This platform owns 98% of the distribution of the topic.

Youtube also has our attention, a total of 3,125 stories (1% of the media field) were recorded here, which had 5.6 million views. In the first place in terms of the number of involvements of the video channel "Toronto Television". The TikTok youth network forms less than 1% of the media field, and Instagram also accounts for less than 1%. However, if retrospective data is collected, some content may be lost.

Reference: According to the latest data from PlusOne, the social network Facebook has

stopped growing in Ukraine. In the first half of 2021, the audience remained at 16 million users, decreasing in all major cities of Ukraine and increasing in small towns. Facebook is most popular in Kyiv (58%), Lviv (49%) and Transcarpathian (45%) regions. The lowest one is in Kharkiv (35%) [1].

From April 20 to 28, the theme of Chernobyl resonates in the context of the anniversary of the Chernobyl tragedy. 4385 materials, involvement - 63000 contacts.

"The first lawsuit against Ukraine by a foreign investor in green energy has become known today."

In April, the info distribution "Earth Day and/or 544000 Environment Day" has the maximum distribution. Peak distribution points are 17.04 and 22.04. The involvement:



Fig. 11. Social networks - the dynamics distribution.

From the end of May - the beginning of June, on social networks the theme "Waste management" with an informational reason prevails "The Verkhovna Rada passed in the second reading the bill No. 2051-1 "On plastic bags circulation restrictions in the territory of Ukraine" [6].

The communication of state bodies, public organizations, school and out-of-school education, higher educational establishments and/or research institutions, as well as the

communication of the church, which actively supports the issues of environmental protection, was highlighted on social networks. The church's appeal to the faithful was actively disseminated on social networks, although it was also published in the ukrinform.ua media.

Waste sorting is one of the main topics of school initiatives. About 65% of all school initiative posts contain information on waste sorting.

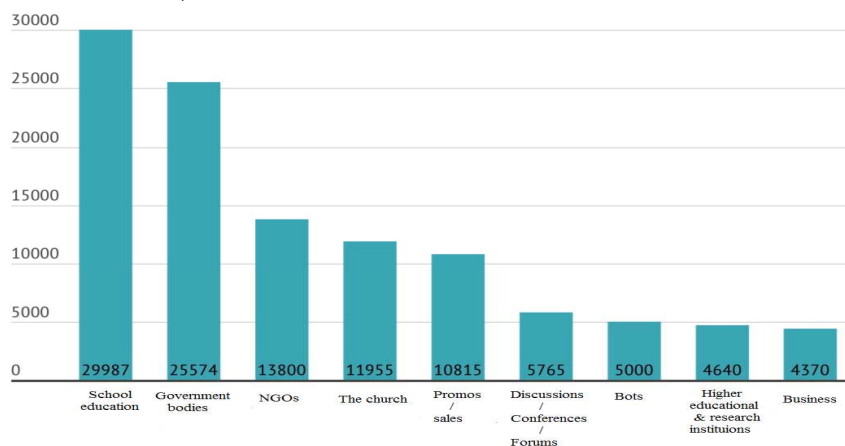


Fig. 12. Social networks are a loudspeaker of information drives. Number of mentions on social networks.

Dissemination of information on social networks directly depends on the audience of the account where it is published and the extent to which the author's subscribers are active and involved in the subject of messages. Sometimes thousands of people remain indifferent to bloggers' posts if the post goes beyond the "usual topic". In such cases, microbloggers with a target active audience of 1000-2000 subscribers can distribute thematic content much better [1].

Conclusions

During this period, the media field is full of news about the fact of the event - 87% of the analyzed content informs about the environment, crime, abnormal air temperature, international news, events, etc. Accordingly, only 13% of the media are publications that set the "tone of discussion" and encourage active change and decision-making.

Scientists, NGOs and environmental activists often defend the interests of environmental legislation and activities, while

thoroughly explaining the cause-and-effect relationship of anthropogenic impact on the environment.

It is important to note that some of these publications provide useful information or recommendations on possible ways to reduce anthropogenic impacts on the environment.

It should be noted that a very small number of works by Ukrainian scientists are presented in the media, which is certainly a negative trend. Thus, the share of such publications in the general media field does not even reach 1%.

The voice of public representatives is 4% in the media, and the rating of NGOs represents the most famous initiatives in the media sense, in particular, those organizations that are most often mentioned in the national media.

We would like to note that the voice of NGOs is formed not only by the organizations listed in the ranking, the list is much wider, especially small local initiatives mentioned in regional media. Representatives of public organizations, which are not very well known,

often solve a huge number of serious environmental problems.

Among the mouthpieces of positive change, we would like to mention educational institutions - the busy work of schoolchildren and students does not go unnoticed by the media - the media, especially regional publications actively write about these projects.

It should also be noted the so-called thematic area of "intentions" - various statements of state institutions or local authorities to organize/reorganize/implement/change or sign something in the next year, period, etc.

Such statements create a positive background, but the media mostly do not follow the further development and implementation of promises. Within the study, such news was evaluated neutrally. During this period, private business publications intensified. Mostly these are initiated materials without proper labelling as "advertising". The topic of corporate social responsibility, and with it the topic of sustainable development goals, became especially active in 2020. Today, activities and information materials on corporate social responsibility projects are an integral part of a business's reputation. Accordingly, private business takes care of coverage, including its eco-projects.

It should be noted that in the media field, the most active subjects of publications on achievements in the field of environmental protection are companies participating in the ranking of the largest polluters, including DTEK, Interpipe, and Metinvest. However, this is not a complete list. In the media field, companies MHP, LOreal, WOG, Farmak, and companies in the agricultural sector, including UCAB (Ukrainian Club of Agrarian Business) are actively communicating.

The study found that in such areas as waste management, forest resources and energy efficiency, 30% of content presents the media as an economic sector or area of activity/inaction of local authorities or government agencies without touching the environment.

The topic of the forest export ban almost always (94%) does not cover the conservation of flora and fauna but outlines only the economic benefits of allowing or banning timber exports. In the future, this may formulate a "belief" that

illegal logging is a loss of profits, not a threat to the existence of planet Earth.

The issue of unaccounted forests is raised in the media in isolated cases against the background of the main array of reports, mostly in speeches at conferences and NGOs. Most often, environmental issues in the forest sector in Ukraine are considered and voiced by international organizations - WWF, UN, and Earth Sight. Such studies are publicized in the Ukrainian and international media. Much less often, national and local NGOs take up the role of the loudspeaker.

News about the ecology, bribes, and shocking photos of the "naked Carpathian Mountains" are spread instantly by viral content, thus "saturating the Infospace" with the news. All these mentions form a certain information noise, which, in terms of quantity, shows growth and interest in the topic, but in terms of professional environmental analysis leaves more questions than answers.

Among the most common mistakes are the lack of references to primary sources, the lack of identification of scientists and the manipulative statements at the time of their publication.

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ПРОБЛЕМИ РЕАЛІЗАЦІЇ ТА ВИСВІТЛЕННЯ ЄВРОПЕЙСЬКОГО ЗЕЛЕНОГО КУРСУ В ЗАСОБАХ МАСОВОЇ ІНФОРМАЦІЇ ТА СОЦІАЛЬНИХ МЕРЕЖАХ УКРАЇНИ

¹Делеган-Кокайко С.В., ²Маличкович О.Б., ¹Глюдзик Е.І., ¹Гарапко Л.І.

¹Державний вищий навчальний заклад «Ужгородський національний університет»,
88000, м. Ужгород, вул. Підгірна, 46, e-mail: svitlana.delehan-kokaiko@uzhnu.edu.ua

²ТОВ"ЕЛ.БІ.АЙ.", 03170, м. Київ, вул. Кільцева дорога, 8/100,
e-mail: malychkovych@gmail.com

В результаті дослідження українського медіаполя було встановлено, що сукупна кількість всіх публікацій в базі даних за період з 01.01.2019 по 30.06.2021 становить близько 60 млн. матеріалів. Цікавим було порівняти відсоток публікацій екологічної тематики з іншими тематиками в засобах масової інформації. До прикладу, тема боротьби з COVID-19 за період 2020-2021 роки формує 31% інформаційного поля України, що значно перевищує всі інші теми резонансу. Для порівняння також було проведено дослідження щодо тематики культури, в широкому розумінні. Результати вказують, що всі публікації за 2019-2021 роки, що стосуються культурної складової не набирають навіть 1% загального медіаполя України. Незважаючи на загальне зростання кількості публікацій медіаполя України, екологічна тематика також зростає, утримуючи позиції. При цьому середній показник частоти та кількості публікацій на екологічну тематику та Green Deal за весь період з 2019 по червень 2021 становить – 2,3% медіаполя українських засобів масової інформації. При цьому, результати оцінки якості висвітлення екологічної складової в засобах масової інформації свідчать про те, що медіаполе теми «екологія» - це, у більшості випадків, звітування про факт події, еколіха чи рішення державних органів влади. Медіа не формують адженду, а слідкують за інфоприводами, а також яскраво демонструють використання медіа як інструменту для поширення інформації, часом, відверто маніпулятивної. Крім того, частка публікацій із залученням фахових спеціалістів екологів є надто низькою, що безумовно ставить під сумнів достовірність та глибину екологічного інформаційного контенту України протягом досліджуваного часу.

Ключові слова: Зелений курс в Україні; екологія; засоби масової інформації; навколишнє середовище; маніпуляція; соціальні мережі.