



## **Research project guidelines**

Research tasks will include:

- In-depth ethnographic and netnographic inquiry realized in selected European countries. Qualitative methods will be used, which include conversational interviews, focus groups, and document analysis. The level of participation, the trust in media and institutions, and social agency and political participation will be considered as main research themes.
- The indications of the qualitative research will be taken together and discussed, in order to make it emerge constants and variants in the results. The final outcome would be an advanced understanding of the way people perceive media and democracy across Europe, what are they are needs – to be eventually compared with the results related to the supply side.
- Report on the audience needs.