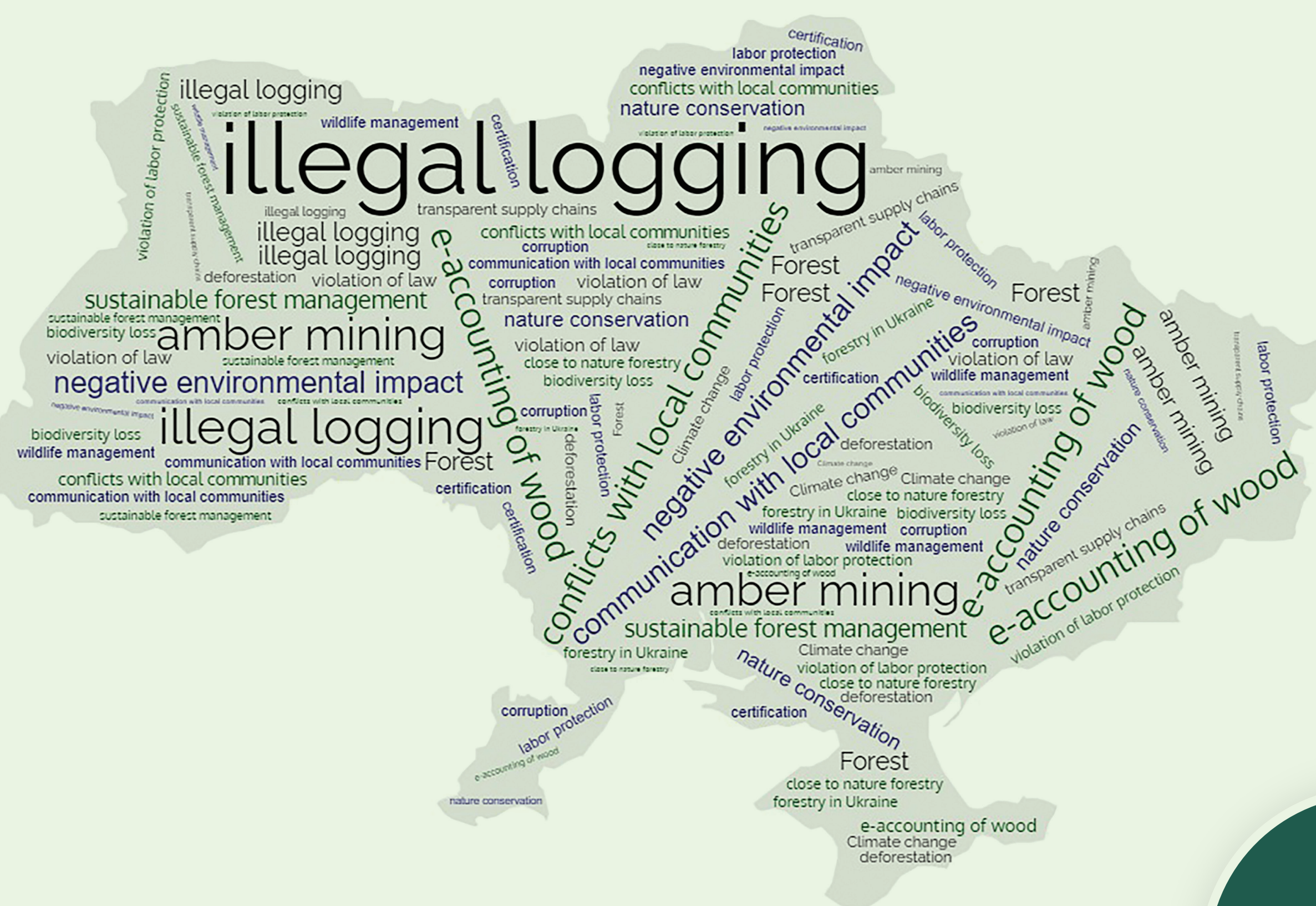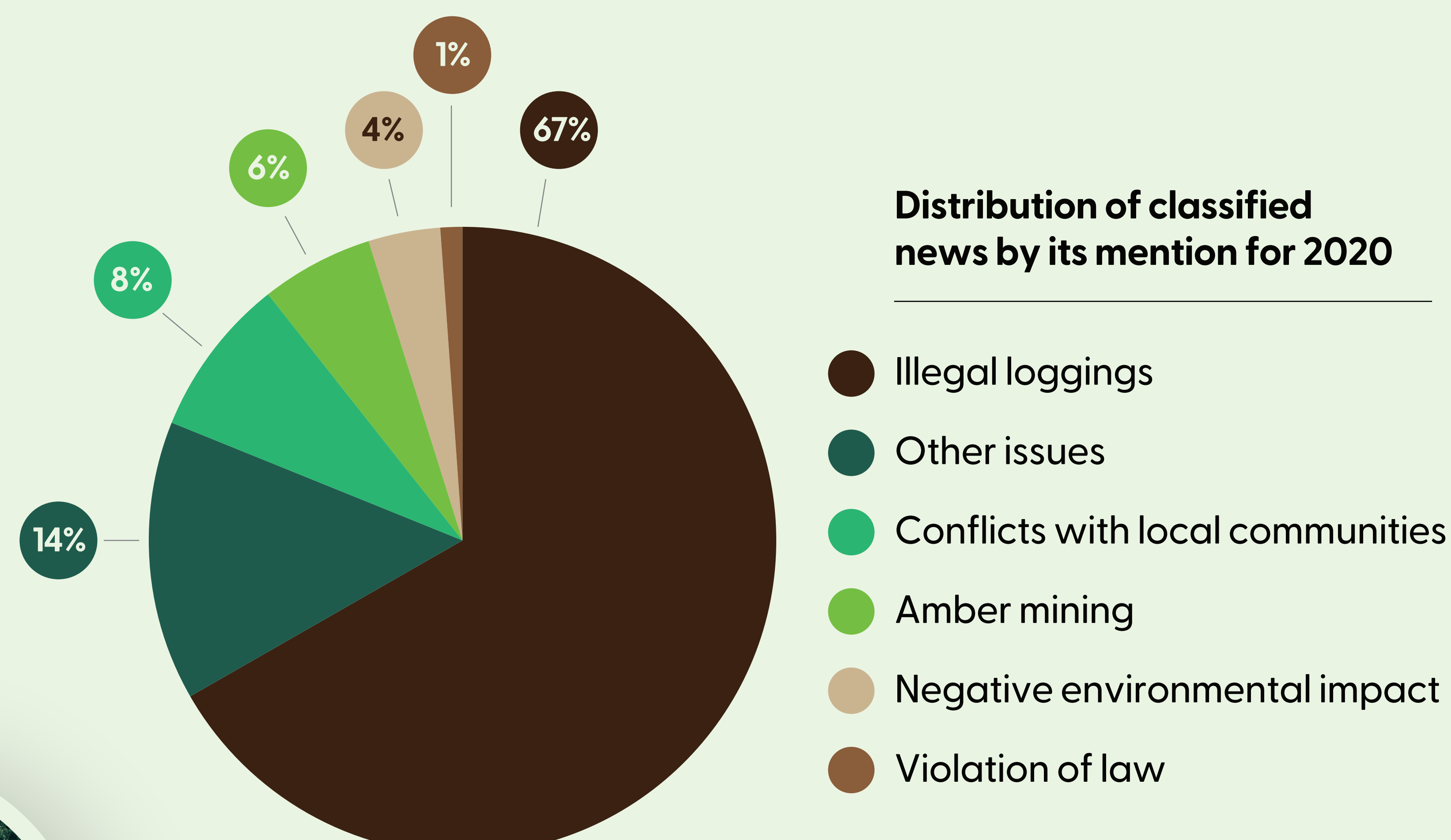# MEDIA ANALYSIS AS A SOCIAL MONITORING TOOL FOR FORESTRY

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Distribution of classified news by its mention for 2020

67%
14%
8%
6%
4%
1%

- Illegal loggings
- Other issues
- Conflicts with local communities
- Amber mining
- Negative environmental impact
- Violation of law

Scope and objectives

- The most common way of sharing information today is online media resources, which significantly influence the formation of general opinion about forestry.

- The purpose of this work is to highlight the importance of the media as a tool of social surveillance. Media analysis is considered as one of the criteria for determining the risks of violation of forest legislation.

Innovative approach

- The goal was realized through the analysis of news devoted to forest management at FSC-certified enterprises, obtained from the media resource Ukr.net (Ukr.net) over the past 5 years. From the initial list of about 30,000 messages containing the word "forest", 5,000 news items were selected for analysis.

- The largest share of them was devoted to the Transcarpathian region (31%), the leadership among the reports belongs to such issues as: "illegal logging" (59%), "violation of the law by enterprises and their economic activity" (11%) and "conflicts with local communities" (10 %).

- Among the news with a positive tone are the cooperation of forestries with local communities and the introduction of electronic wood accounting.

Conclusions

In connection with attracting public attention to the state of the environment, the mention of forestry in the media increases every year. More than 2,000 news were covered in 2020. It is important to mention that negative messages have a quantitative advantage, thus forming a prejudiced attitude of society towards the forest industry and its representatives. Therefore, media analysis is an extremely important element of the system of identifying potential problems of forestry and clarifying the attitude of society towards it and its representatives.

Based on the results of the analysis, we recommend that forestry enterprises pay more attention to communication with key stakeholders. At the same time, enterprises should implement the analysis of media messages and take measures to include it in the decision-making system in order to eliminate the identified shortcomings and solve the problems identified in this way.

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