



THE INFLUENCE OF THE MEDIA ON THE PERCEPTION OF MIGRATION AMONG YOUNG PEOPLE IN CROATIA

*Quantitative
research report*

Gdansk Poland, May 2025

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1. Introduction

This report presents the results of quantitative research conducted in Croatia as part of the project "**Migration Media(tor): Empowering voices of migrants**", financed by the European Union under the Citizens, Equality, Rights and Values Programme (CERV) – DZP.271.130.2024.

The "Migration Media(tor)..." project is implemented by the Jagiellonian University in Krakow, Poland, the Pro Humanum Association for the Development of Civil Society, Warsaw, Poland, the Emigration Museum in Gdynia, Poland and the Centre For Cultural Dialogue – CCD (Centar za kulturu dijaloga – CKD) from Zagreb, Croatia.

The project included **qualitative research**, conducted in Croatia by employees of Centre for Cultural Dialogue and in Poland by scholars of the Jagiellonian University, and **quantitative research** coordinated in both countries by the research agency Inny Format from Gdansk, Poland.

The main aim of the presented study was to **determine the influence of media on the perception of the migration phenomenon among young people**.

1.1. Glossary of terms most frequently used in this report

- **CAWI:** Computer-Assisted Web Interview. A currently popular technique for collecting information in quantitative market and public opinion research, in which respondents independently complete surveys in electronic form.
- **Croats:** citizens of the Republic of Croatia living on its territory and speaking the Croatian language.
- **Emigrants:** individuals who have left the country of their residence and are effectively settling in another country. According to the 1998 UN Recommendations on International Migration Statistics (Revision 1), an individual is a long-term emigrant if he/she leaves his/her country of previous residence for a period of 12 months or more¹.
- **Immigrants:** people who come or return from abroad to live in a given country for a certain period of time, having previously resided elsewhere. According to the 1998 United Nations Recommendations on International Migration Statistics (Revision 1), an individual is a long-term migrant if he/she remains in his/her country of destination for a period of 12 months or more, having previously resided elsewhere for a period of 12 months or more².
- **Internet panel:** a community of Internet users, usually numbering several hundred thousand members, recruited by a company conducting market and opinion research to

¹ Definition used by the European Commission. Source: <https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Migration/pl> (access 2025.02.14)

² Definition used by the European Commission. Source: <https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Migration/pl> (access 2025.02.14)

regularly participate in online research. Internet panels are defined as large groups of potential respondents who have been recruited and have agreed to participate in various types of research³.

- **Media:** the internet, newspapers, magazines, television, etc., considered as a group⁴.
- **Migration(s):** population movements related to a change of place of residence (permanent or temporary) combined with crossing the administrative border of the basic territorial unit⁵.
- **Research population:** all people living in Croatia with specific demographic characteristics, in this study – aged 18-30.
- **Young people/young adults:** in this survey: adults between 18 and 30 years of age, studying (at all levels of education) or working professionally.

1.2. Research Questions and Hypotheses⁶

1.2.1. Main research questions and hypotheses

Research question 1:

What sources of information do young people most often draw their knowledge from?

Research hypothesis 1:

Young people in Poland and Croatia mainly get information from social media rather than traditional media sources.

Research question 2:

From what sources of information do young people most often obtain their knowledge about migration?

Research hypothesis 2:

Young Poles and Croats get information about migration primarily from social media platforms, not from traditional media.

³ After: Mazurek-Łopacińska, Krystyna, Sobocińska, Magdalena. 2014. Internet Panels - Methodical Status and Directions of Development. *Studia Ekonomiczne*, vol. 195, ss. 116.

⁴ <https://dictionary.cambridge.org/dictionary/english/media> (access: 2025.03.25)

⁵ <https://stat.gov.pl/metainformacje/slownik-pojec/pojecia-stosowane-w-statystyce-publicznej/845.pojecie.html?pdf=1> (access: 2025.02.14)

⁶ The research questions and hypotheses were prepared by researchers from the Jagiellonian University – PhD Joanna Kulpińska and PhD Katarzyna Weronika Górská

Research question 3:

What role does the media play in shaping public opinion on migration in Poland and Croatia?

Research hypothesis 3:

The media have a significant influence on young people's opinion on migration issues in both Poland and Croatia, with new media having a greater influence than traditional media.

Research question 4:

Does the type of media translate into positive or negative perception of migrants in Poland and Croatia?

Research hypothesis 4:

Young people who mainly get information about migration from social media have more negative attitude towards migrants compared to those who get information from traditional sources such as newspapers and television.

Research question 5:

What are the main educational needs of young people about migration phenomena?

Research hypothesis 5:

There is a significant knowledge gap on basic migration issues among young people in Poland and Croatia, which indicates the need for greater educational efforts in this area.

Research question 6:

What is the scope of knowledge about basic migration issues? Do respondents distinguish between migration facts and myths?

Research hypothesis 6:

Most young respondents cannot distinguish facts from myths regarding migration, indicating the prevalence of disinformation and a strong need for education.

1.2.2. Additional research questions and hypotheses

Research question 7:

What role do local factors play in shaping young people's perception of migration?

Research hypothesis 7:

Local factors, such as current events and political discourse, have a significant impact on the perception of migration among young people in Poland and Croatia.

Research question 8:

How does trust in the media affect young people's perception of migration?

Research hypothesis 8:

Trust in the media has a significant impact on the perception of migration among young people. Those who trust websites and social media show more polarized views compared to those who trust traditional media.

Research question 9:

Do media consumption habits influence young people's opinions on migration?

Research hypothesis 9:

Frequency of media consumption correlates with the strength of opinions on migration issues among young people in Poland and Croatia, with more frequent usage resulting in stronger views.

Research question 10:

Do young people think they need education about migration?

Research hypothesis 10:

Young people express a strong need for more educational activities on migration within formal and non-formal capacity, which indicates the need for a comprehensive approach to imparting knowledge in this area.

Research question 11:

Do other factors shape the views on migration?

Research hypothesis 11:

Political views and demographic factors (e.g. age, gender, place of residence) have a significant impact on the perception of migration among young people, with those with conservative views having a more negative attitude towards migrants.

1.3. Research tool⁷

The CAWI questionnaire on the online panel was prepared in such a way that the collected responses from respondents would cover the scope of research questions and hypotheses.

Final questionnaire consisted of 31 questions, including 5 pertaining particulars:

1. Introduction – a brief explanation of the main objective and origin of the study.
2. Media consumption habits:
 - 6 questions, including 2 multi-category questions and 3 open-ended questions.
3. Perception of migration:
 - 9 questions, including 3 multi-category questions.
4. Media influence and impact:
 - 5 questions, including 1 multi-category question.
5. Trust in media:
 - 4 questions.
6. Educational needs and gaps:
 - 2 questions, including 1 multi-category question
7. Particulars:
 - 5 questions pertaining demographics.
8. Thanks for the participation in the survey and email contact to the Centre For Cultural Dialogue – CCD.

The average time to complete the survey was 12 minutes.

1.4. Research methodology

The research in the “Migration Media(tor)...” project was carried out using a professional internet panel of a company that collects data in social and marketing research.

The data collection method was **computer-assisted web interviews (CAWI)**, i.e. internet surveys completed independently by respondents.

⁷ The authors of the research questionnaire for the quantitative research are academics of the Jagiellonian University – PhD Joanna Kulpińska and PhD Katarzyna Weronika Górka. Before starting the research, the questionnaire was consulted and modified by the Project Partners: Centre for Cultural Dialogue – CCD from Croatia, the Emigration Museum in Gdynia Poland and the research agency Inny Format. The final version of the research questionnaire used for the study is Appendix No. 1 to this report. The project partners also provided methodological remarks, comments and corrections to this report.

The panel used in the research operates in accordance with the research industry standards of the **ICC/ESOMAR International Code** (the European Society for Opinion and Market Research; the International Code on Market, Opinion and Social Research and Data Analytics). as well as the provisions of GDPR (General Data Protection Regulation). It brings together 26,000 people aged 18 and over.

People participating in the panel research are thoroughly verified before signing up to the panel in terms of demographic data – so there is a certainty that the surveys are filled out by people with characteristics that are desirable due to the purpose of the research. Verification prevents people from pretending to be someone else than they really are.

Recruitment for the panel in which the “Migration Media(tor)...” study was conducted is a closed recruitment, which means that not every internet user can become a member of the panel. Recruitment is conducted through two sources:

- by telephone using a telephone research studio and
- through social media campaigns.

Thanks to two-step recruitment and verification, the risk of surveys being filled out by automatic scripts and duplicate accounts being created by one person is eliminated.

Once a year, panellists can invite a limited number of their friends or relatives to join the panel. However, those recruited in this way represent a small percentage of panellists.

Once included in the panel, new panellists are comprehensively profiled, including by completing a questionnaire with 60 profiling questions, which allows them to be included in studies that best match their socio-demographic profile, as well as comparing panel members with public statistics data. The public statistics data make it possible to identify underrepresented target groups and to place particular emphasis on these groups during follow-up recruitment. The demographic structure of the panel is based on data on the following variables: gender, age, education, size of place of residence, province and others. The quality of data collected in panel studies is recognized and accepted by the whole research industry – both research companies and clients.

The quality of data collected in panel studies is recognized and accepted by all research companies.

The panel used in this study monitors participants and their surveys according to the following criteria:

- verification of survey completion during one browser session,
- control of the average time of participation in the study for each panellist compared to other people participating in the study,
- verification of duplication of panellists’ personal data,

- questions - traps eliminating people clicking on any (random) answers.

The collected data is checked during and after the study in terms of the consistency and logic of the data received (analysis of the questionnaire completion scheme) and the quality of data from open-ended questions. In addition, the consistency of the metric data from a given study with the data from the recruitment survey is checked.

1.5. Population and research sample

The study in Croatia was conducted on a **nationwide random-quota sample of women and men aged 18-30**. The sample size was **500 interviews**.

Prior to launching the fieldwork for the survey, **the structure of the research sample** was defined on the basis of data from the National Bureau of Statistics (DZS) taken from the 2021 Census and mid-2023 population estimate⁸, i.e. it was determined how many people of a given age, gender, education level and from a given type of place of residence were to take part in the study.

Below is a summary of data on the structure of the population of Croats aged 18-30, on the basis of which assumptions regarding the structure of the research sample were made. In selected cases, due to the unavailability of data for the 18-30 age bracket, population data were adopted for the 20-29 age group (refers to the level of education), as well as for the population of adult Croats aged 18 and over (refers to the place of residence by detailed settlement size classes).

Population structure:

Age/gender	Male	Female	TOTAL
18-25 y.o.	31.0%	29.5%	60.5%
26-30 y.o.	20.1%	19.4%	39.5%
TOTAL	51.1%	48.9%	100.0%

Education	Basic education	Secondary education	Higher education	TOTAL
20-29 y.o.	3.8%	66.6%	29.6%	100.0%

Place of residence	Urban	Rural	TOTAL
TOTAL	62.2%	37.8%	100.0%

⁸ Population by age and gender: <https://podaci.dzs.hr/2024/en/76805> (access: 2024.09.30); Population by education and place of residence: <https://dzs.gov.hr/news/continuous-growth-of-the-share-of-highly-educated-population/1599> (access: 2024.09.30);

Desired survey sample structure (based on population structure)

Age/gender	Male	Female	TOTAL
18-25 y.o.	155.0	147.5	302,5
26-30 y.o.	100.5	97.0	197.5
TOTAL	255.5	244.5	500.0

Education	Basic education	Secondary education	Higher education	TOTAL
20-29	19	333	148	500

Place of residence	Urban	Rural	TOTAL
TOTAL	311	189	500

1.5.1. Sample selection

After determining the sample structure and preparing the questionnaire script, implementation was carried out in the following steps:

1. **Defining the sample:** The Project Manager on the web panel side defined the sample based on specific demographic parameters, i.e.:
 - age (18-30 years old),
 - gender (women and men),
 - education (all levels of education)
 - place of residence (urban and rural).

The demographic parameters can be freely crossed by the Project Manager of the web panel, e.g. 200 invitations to women aged 18-30, 200 invitations to women living in the countryside or with a specific education. The effect of this stage is the selection in the panel database of people who meet the demographic criteria specified in the study assumptions (i.e. women and men aged 18-30), and the rejection of panellists who do not meet the study criteria (i.e. outside the age group of 18-30).

2. **Drawing the sample:** After defining the sample assumptions (the aforementioned parameters) by the Project Manager, an automatic stage took place – based on algorithms.

From that moment on, the Project Manager loses influence on the selection of respondents for the study. The autonomous (automatic) system, operating on the basis of defined algorithms, sent invitations to participate in the study in a random-quota manner, i.e. it

automatically selected potential respondents from the panellist database in accordance with the specified sample parameters.

In addition to taking into account the demographic profile (age, gender, education, place of residence), the sending of invitations to the survey also took into account the degree to which the sample was met in the individual quotas set. Invitations were sent out in several packages (see table in section 3). In the case of the “Migration Media(tor)” project, each successive mailing was modified in terms of the sample structure so as to meet the targets. Thus, particular demographic groups were selected to fill in missing targets/quotas (e.g. people in a certain age group, people from rural areas, etc.).

3. The system sent a correspondingly larger number of invitations in relation to the assumed sample size. 6 separate invitation packages were sent in the study. In order to increase the responsiveness of the panellists, reminders were sent every few days to people who showed no activity (they received the invitation but did not click on the link). The sending of invitations to the study looked as follows:

Invitation number	Invitation date	Number of invitations sent	Number of reminders
1	05.11.2024	300	512
2	07.11.2024	2000	3527
3	11.11.2024	2000	3644
4	15.11.2024	2000	3053
5	22.11.2024	1000	2170
6	27.11.2024	1000	2685

4. The respondents completed the surveys from 30.10.2024 to 30.11.2024. At the same time, ongoing control of the sample structure was carried out and the implementation of the study was closed in individual categories of respondents / assumed quotas (e.g. younger women, residents of the largest cities etc.).
5. The last stage of implementation was to check the correctness of the collected data and possibly obtain surveys from respondents with specific characteristics who were missing in the previous round of data collection (e.g. re-sending invitations to the youngest men).

1.5.2. Data weighting

In the final data set from the study, the structure of the research sample differed slightly from the structure of the population (e.g. there was an overrepresentation of people with higher education compared to those with less than secondary education, as well as, for example, an overrepresentation of residents of cities compared to residents of rural areas).

The reason for this may be the difficulty of reaching representatives of individual subgroups (layers), which is somehow inherent in research conducted using the online

research method. This difficulty may stem primarily from the limited number of online panels, which is why there are not enough people among the panelists with certain characteristics desired in the research sample.

Another reason is the limited time of collecting field data in the study. Residents of cities and better educated people are more willing to participate in opinion surveys, regardless of the method (technique) of collecting data, i.e. online / by phone / in person. With unlimited time for conducting fieldwork, it would be possible to conduct more interviews with people with more difficult characteristics to obtain for the interview (e.g. living in rural areas, with a lower level of education, etc.).

An important reason for the discrepancy between the desired and the obtained structure of the research sample is also the increased willingness/reluctance of individual (types of) respondents to take part in survey research in general or to speak out in research on selected topics. The more personal, sensitive, controversial or e.g. political topic, the greater the difficulties in conducting the research in general, including maintaining a representative sample structure.

It seems that the subject of the research analyzed in this report is one of the more difficult ones, touching on the necessity of discovering personal beliefs (sometimes prejudices) in the survey and requiring taking one side or the other of the political dispute. The researchers believe that this was one of the main reasons for the difficulties in conducting the research, which caused disproportions in reflecting the ideal structure of the research population.

The sample structure in the raw data set from the CAWI survey is presented below:

Structure of the research sample – raw data:

Age / gender	Male	Female	No data	TOTAL
18-25 y.o.	131	133	5	269
26-30 y.o.	110	122	-	232
TOTAL	241	255	5	501

Age / gender	Male	Female	No data	TOTAL
18-25 y.o.	26.1%	26.5%	1.0%	53.6%
26-30 y.o.	22.0%	24.4%	-	46.4%
TOTAL	48.1%	50.9%	1.0%	100.0%

Education	Basic education	Secondary education	Higher education	TOTAL
TOTAL	8	259	234	501
TOTAL	1.6%	51.7%	46.7%	100.0%

Place of residence	Urban	Rural	TOTAL
TOTAL	395	106	501
TOTAL	78.8%	21.2%	100.0%

Comparison of the structure of the obtained research sample with the structure of the population shows that as far as the gender and age are being compared, the structures are quite similar (the maximum difference is 5 percentage points (p.p.) in the group of older women and the same in the group of younger men). Much greater disproportions occur in the structure of education and place of residence. In the research sample we observe an overrepresentation of people with higher education by 17 p.p. and an underrepresentation of those with secondary education by 15 p.p. In the structure of place of residence, we can see an overrepresentation of urban residents by 16.6 p.p. and a simultaneous underrepresentation of residents of rural areas by the aforementioned 16.6 p.p.

Therefore, the collected data were subjected to a **weighting procedure**. According to Babbie's definition⁹, weighting is the assignment of different weights to cases that had different chances of getting into the sample, in such a way that the sample structure reflects the actual population structure as closely as possible.

Weighting consisted of assigning a value greater than 1 to respondents from underrepresented groups and a value less than 1 to respondents from overrepresented groups (e.g. residents of cities), so that the structure of the sample reflected the structure of the studied population of young people. Thanks to this action, errors resulting from insufficient or excessive presence of selected groups in the study were reduced.

For example, in the case of a woman, aged 18-25, with higher education, a weight of 0.549908440599958 was assigned due to the fact that there was a greater share of female respondents with such characteristics in the sample of this study in relation to their percentage in the population. On the other hand, for example, a man, aged 18-25, with secondary education, living in a village, was assigned a weight of 2.708207317692766. This was done due to the significantly lower percentage of respondents with such characteristics in the sample in relation to their share (percentage) in the population.

The analytical weight used in the study was developed based on 4 demographic variables:

1. sex (female, male)
2. age (18-25 y.o., 26-30 y.o.)
3. education (basic, secondary, higher)
4. place of residence (urban, rural).

⁹ Babbie, Earl. 2007, *Social research in practice*, PWN Scientific Publishing House, p. 632 and pp. 236-237.

It has to be emphasized that there is no data available on the population of Croats (especially for the age group of 18-30 years) in which all 4 parameters of interest are included together (crossed), e.g. we do not know how many women in the population are aged 18-25 with secondary education and living in rural areas, etc. Due to the above limitation, the researchers had to develop several partial weights (sub-weights): a separate weight for gender and age, a separate one for education and another separate one for place of residence. The final weight used in the study is the resultant of the partial weights and therefore does not restore the sample structure to the ideal proportions of demographic features present in the studied population.

The structure of the final survey sample after the applied weighting procedure is presented below.

Structure of the research sample – weighted data:

Age / gender	Male	Female	No data	TOTAL
18-25 y.o.	163.4	152.6	3.4	319.4
26-30 y.o.	102.1	79.5	-	181.6
TOTAL	265.5	232.1	3.4	501.0

Age / gender	Male	Female	No data	TOTAL
18-25 y.o.	32.6%	30.5%	0.7%	63.8%
26-30 y.o.	20.4%	15.8%	-	36.2%
TOTAL	53.0%	46.3%	0.7%	100.0%

Education	Basic education	Secondary education	Higher education	TOTAL
TOTAL	15.4	358.8	126.8	501.0
TOTAL	3.1%	71.6%	25.3%	100.0%

Place of residence	Urban	Rural	TOTAL
TOTAL	289.7	211.3	501.0
TOTAL	57.8%	42.2%	100.0%

Comparing the structure of the weighted sample with the structure of the population, we can see that it reflects the structure of the population to a very high degree - the maximum difference is 5 percentage points (for secondary education).

1.6. Statistical analysis

The study results were tested for statistically significant differences between individual research issues – primarily attitudes towards migration and migrants – due to:

- Demographics such as gender, age, level of education and size of place of residence,
- Political views (conservative vs. liberal vs. moderate),
- Respondents' personal experiences and attitudes towards migration:
 - respondents' personal relations with migrants (have a migrant in a family or among friends vs. have encountered a migrant vs. have not encountered a migrant personally),
 - assessment of the experience of meeting a migrant (contact with a migrant assessed positively vs. negatively vs. neutrally),
 - personal migration experiences (has been vs has not been abroad for more than 3 months),
 - general opinion on the arrival of migrants to Croatia (positive vs. negative),
- Awareness/knowledge of issues related to migration based on the question about the difference between the concepts of "refugee" and "migrant" (see the difference vs. do not see the difference vs. do not know if there is a difference).

Statistical analyses for the distributions of variables were conducted using the chi-square test for proportions, while analyses for differences between means were conducted using the T-test for dependent samples. Inferences were made at a significance level of $\alpha = 0.05$.

Only those variables that significantly differentiate the issues under study were included in the description of the results. Therefore, if there is no information about the differences between the selected characteristics in the commentary to a given question, it means that the statistical analysis did not reveal any significant differences.

2. Key findings

2.1. Media consumption and trust in media

Young Croats use the media mainly for **entertainment** and in **search of current information**. They use them less often to establish and maintain relationships in social media or for educational purposes.

The most popular medium among young Croats are **social media platforms** – both in terms of obtaining general information about the world and on topics related to migration.

Croatian youth reach for other sources and channels of information visibly less often. Among them, **online news portals** come out relatively better, while **traditional media** – **television** (both public and commercial), **radio** and **the press** are definitely not the first choice for the research group. Quantitative study findings show that more young Croats use them occasionally or not at all than they use them regularly.

Among young Croats, traditional **printed newspapers** and **foreign news outlets** are the least popular. Over 70% of young people do not use them at all.

Although the vast majority of young people **do not read newspapers**, they are the ones that – alongside **radio** – **enjoy the greatest trust** when it comes to providing information about current events, including migration. Trust in radio is almost identical.

Third place in the trust ranking is occupied by **social media**. The level of trust in **television** is similar. It should be emphasized that both of these sources are characterized by a strongly **polarized trust indicator**. Almost half of the respondents report a lack of trust in them.

2.2. Media towards migration and migrants

Young people admit that they generally do **not check the information presented in the media about issues related to migrants**. Almost half do it occasionally or never, less than 40% - sometimes. Only one in six people say that they verify such information often or always.

The vast majority of young Croats (over 80%) admit that they notice hate **speech aimed at migrants in media discourse or on social media**.

When it comes to the **saturation of the media space with information related to the emigration** of Croats and the immigration of other nations to Croatia, **young people feel more insufficiency than overload with information**.

The greatest 'lack of information' is reported in relation to **immigration to Croatia for educational purposes, the social integration of minorities with local communities and on the subject of the Croatian diaspora abroad**.

Only two issues cause more feel of excess than deficiency of information in the respondents. We are talking about the **issue of immigration to Croatia for economic reasons**, and also because of **the war in the country of origin**. Every third person surveyed believes that there is too much information on this subject in the media, while every fourth believes that there is still too little.

A part of young Croats (1/4) questions the impartiality of the media in the context of presenting the phenomenon of migration. Practically the same number believe that the media **present migration in a balanced and impartial way**. The remaining half have no specific opinion on the subject at all.

2.3. The influence of media on the attitudes of young Croats

More than half of the respondents see a **strong influence of the media on shaping public opinion and attitudes towards migration**.

1/3 of young people declare that **information or stories presented in the media have influenced their opinion or attitude towards issues related to migration at least once in the past**.

Even fewer, 1/5, declare that **the content presented by the media has motivated them to take any action (such as volunteering, donations, advocacy) for issues related to migrants**.

2.4. Opinions on migration and migrants

The results of the study once again show the **significant role and power of the media in shaping the opinions and attitudes of young Croats**. They admit that the main source of information on migration issues for them is the media - both traditional and online.

The life experience of the respondents, their **family home** or **educational institutions** (school, university) are much less common sources of knowledge on migration.

At the declarative level, knowledge of basic migration-related issues is moderate. Exactly half of Croatian youth stated that the concepts of 'migrant' and 'refugee' are not the same. However, according to every fifth person, there is no difference between these two terms.

2.5. Personal experiences with migration and migrants

In addition to the influence of the media on the perception of migration, the study also sheds light on the influence of personal experiences on opinions and attitudes towards this issue.

Every fifth young person in Croatia **has personal experience of emigration** – i.e. they themselves have been abroad for more than 3 months. Almost 30% of the young Croatian generation has **closer experiences with migrants** – they have a migrant in their circle of friends

or family. The same number had personal contact with a migrant or refugee in Croatia, who was a stranger to them. Slightly over 40% of Croatian youth claim that **they have never personally encountered a migrant or refugee in their country**. This refers to 1/3 of the city dwellers and almost 1/2 of the villagers.

Those who had any contact with a migrant or refugee, i.e. over half of the entire research sample, were asked how they assessed this interaction, meeting. Almost half **assessed it positively**. Almost 30% assessed such contact neutrally, while 1/5 – negatively. The survey did not ask about the reasons for the differences in these assessments. It would be worthwhile to delve deeper into this issue and ask about the motivators of individual assessments in the next study.

2.6. Perception of migration and migrants in Croatia

More than half of young Croats have a **generally negative opinion on migrants coming to their country**. People from the older age group (26-30 years old), better educated (bachelor's, master's), residents of larger cities and, above all, people with liberal views and those who have migrants in their circle of friends or family are more favourable to migrants.

It turns out that the attitude of Croatian youth is more favourable when we analyse the different reasons for migration to Croatia. More than half positively assess the fact that **migrants settle for education**, as well as when it comes to **finding a job in Croatia**. The most opposition (40%) is raised by situations concerning immigration to Croatia due to **persecution for political views, sexual orientation**, and because of **armed conflicts or an unstable political situation**.

The survey shows that **attitudes towards migrants vary depending on their country/region of origin**. Young Croats have the most positive attitudes towards migrants from the European Union, as well as Eastern Europe, North and South America. On the other hand, negative opinions dominate towards migrants from East Asia, and especially the Middle East.

The survey also shows a certain **picture of the stereotypes of young Croats about migrants**. More than half of the respondents believe that **migrants are competition for Croats on the job market**, that they pose a threat to Croatian culture, to the country's security and that they are unable to integrate into Croatian society.

Despite these negative stereotypes, over 40% of respondents believe that **everyone should be able to migrate freely in accordance with the right to freedom of movement**.

Half of the respondents **do not believe that migration policy in Croatia is well-designed**. Many people believe that **migration in Croatia is a matter of security in the country**.

Knowledge of the current migration situation in Croatia is low among young Croats. More than half do not know **whether Croatia has accepted the adoption of the EU immigration**

pact, or whether there are illegal push-backs at the Croatian border of people who want to apply for asylum or refugee status in Croatia.



3. Detailed results of the study

3.1. Sample characteristics

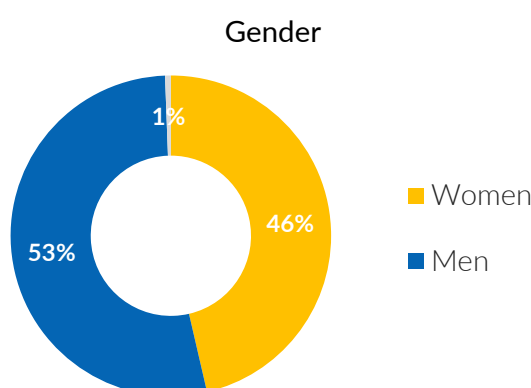
According to the assumptions, the **structure of the basic socio-demographic data of the research sample reflects the structure of the studied population**. Thus, 46% of the sample were women, 53% were men. 1% of respondents did not indicate any gender.

The younger age group (18-25 years old) clearly predominates – it constitutes almost two thirds of the sample (64%). The percentage of the older age group (26-30 years old) is 36%.

Only 3% of the respondents have primary or vocational education. The **vast majority - 72% - have secondary education**. Almost every fifth respondent (18%) declares higher education at the level of a bachelor's degree, and 7% have a master's degree.

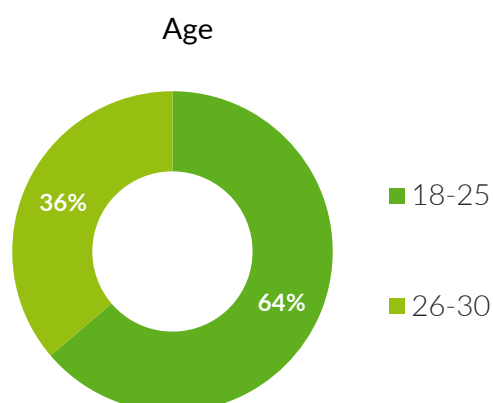
The majority of respondents (61%) live in villages or in small towns with no more than 50 thousand inhabitants. 16% of the respondents live in a large city with more than 500,000 inhabitants.

Chart 1. Gender



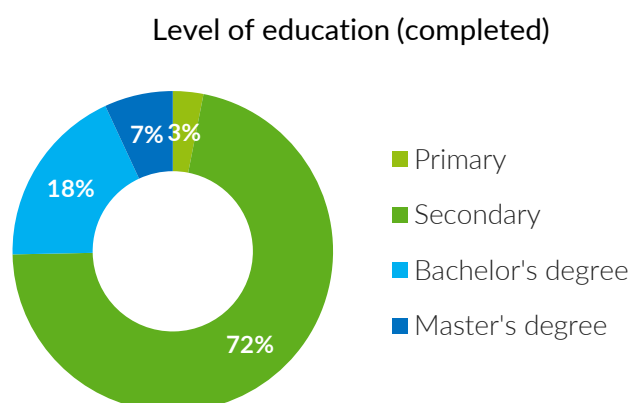
Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

Chart 2. Age



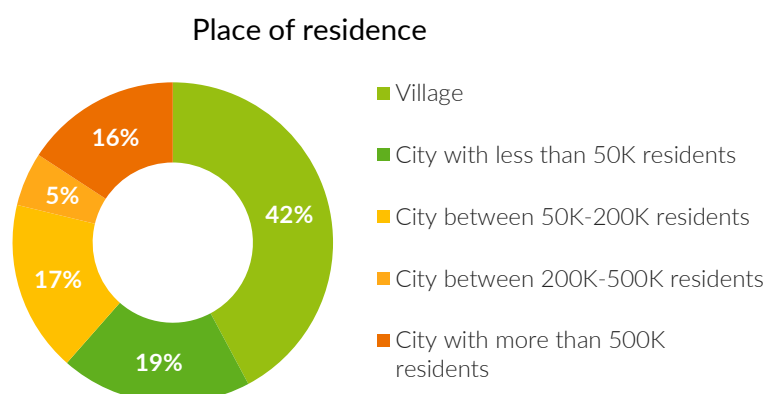
Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

Chart 3. Level of education



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

Chart 4. Place of residence



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

On average, **every fourth respondent (26%) declares liberal views**. Significantly fewer – only 11% – conservative views. **The largest group (45%) declares moderate views**, while almost every fifth respondent (18%) refused to answer this question.

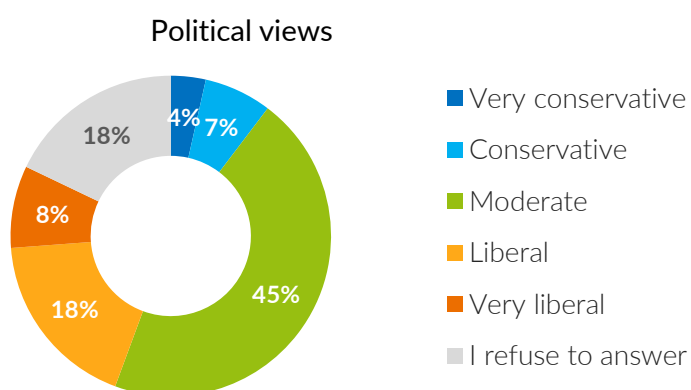
Conservative views are significantly more often declared by men (15% vs. 5% of women), as are moderate views (50% vs. 40% women). In turn, **liberal views are significantly more often declared by women (36% vs. 18% of men)**.

The largest percentage of people with liberal views (58%) occurs among that part of the young Croatian society that expresses a generally positive attitude towards the issue of migrants coming to Croatia. Only 4% of them are people with conservative views. Respondents who have a generally negative attitude towards the issue of migrants in Croatia most often declare moderate views (48%), 20% liberal, 13% conservative, and 19% did not answer this question.

The level of education also significantly differentiates the views of young Croatian men and women. Among graduates of master's degrees, as many as 46% declare liberal views, only 9% - conservative. Among bachelor's degrees, there is the highest percentage of conservatives (19%) vs. 28% liberals.

A high percentage of people with liberal views (41%) is also found in large cities (over 200,000 inhabitants). In turn, many conservatives (18%) come from small towns (less than 50,000 inhabitants).

Chart 5. Political views



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

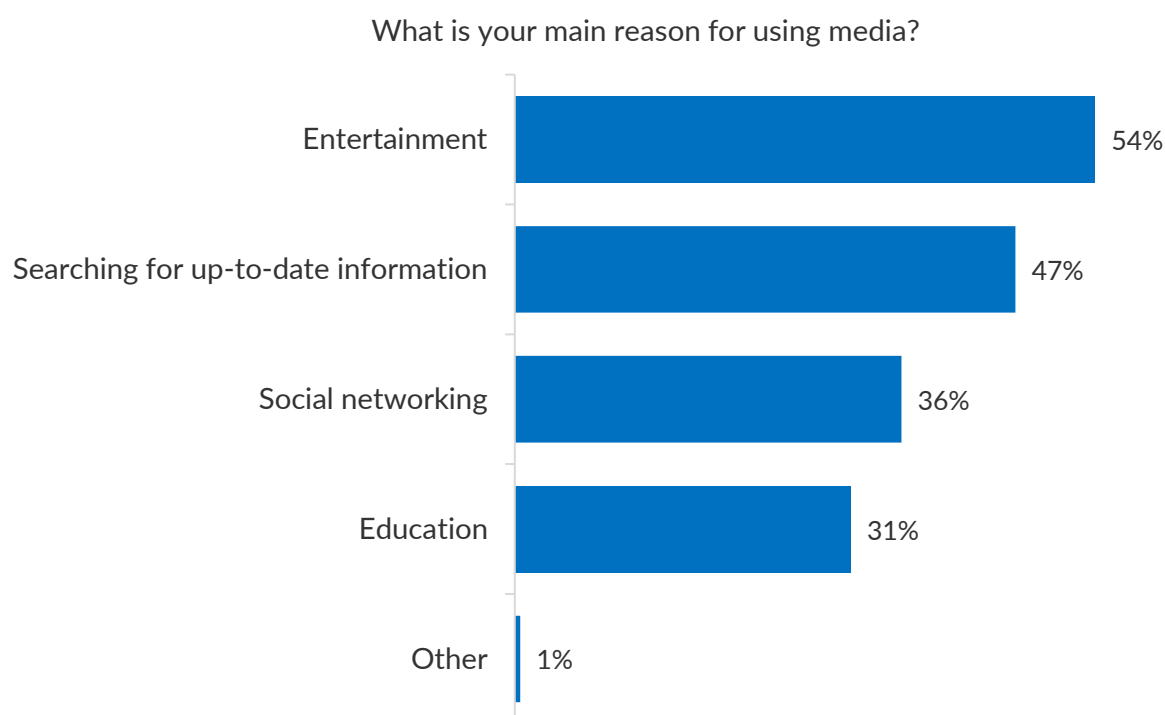
3.2. Media

3.2.1. Media consumption habits

Young people use media primarily for **entertainment** – this is what more than half (54%) of respondents declare. Slightly fewer (47% in total, including as many as 53% of the older which is significantly more than younger – 43%) **look for current information** in them, and 36% **establish relationships in social networks**. The **educational dimension** of using media is important for 31% of respondents.

Entertainment and social networking are more important for women than for men, while men use media for learning more often than women.

Chart 6. Motivators to use media



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

The most popular medium among the surveyed young Croats are **social media apps**. **63% of the surveyed Croats use them at least several times a week** (36% 5-7 times a week, 27% 3-4 times a week).

Social media are most frequently used by women, people from the older age group (26-30 years old), and people with the highest degree of education (master's degree).

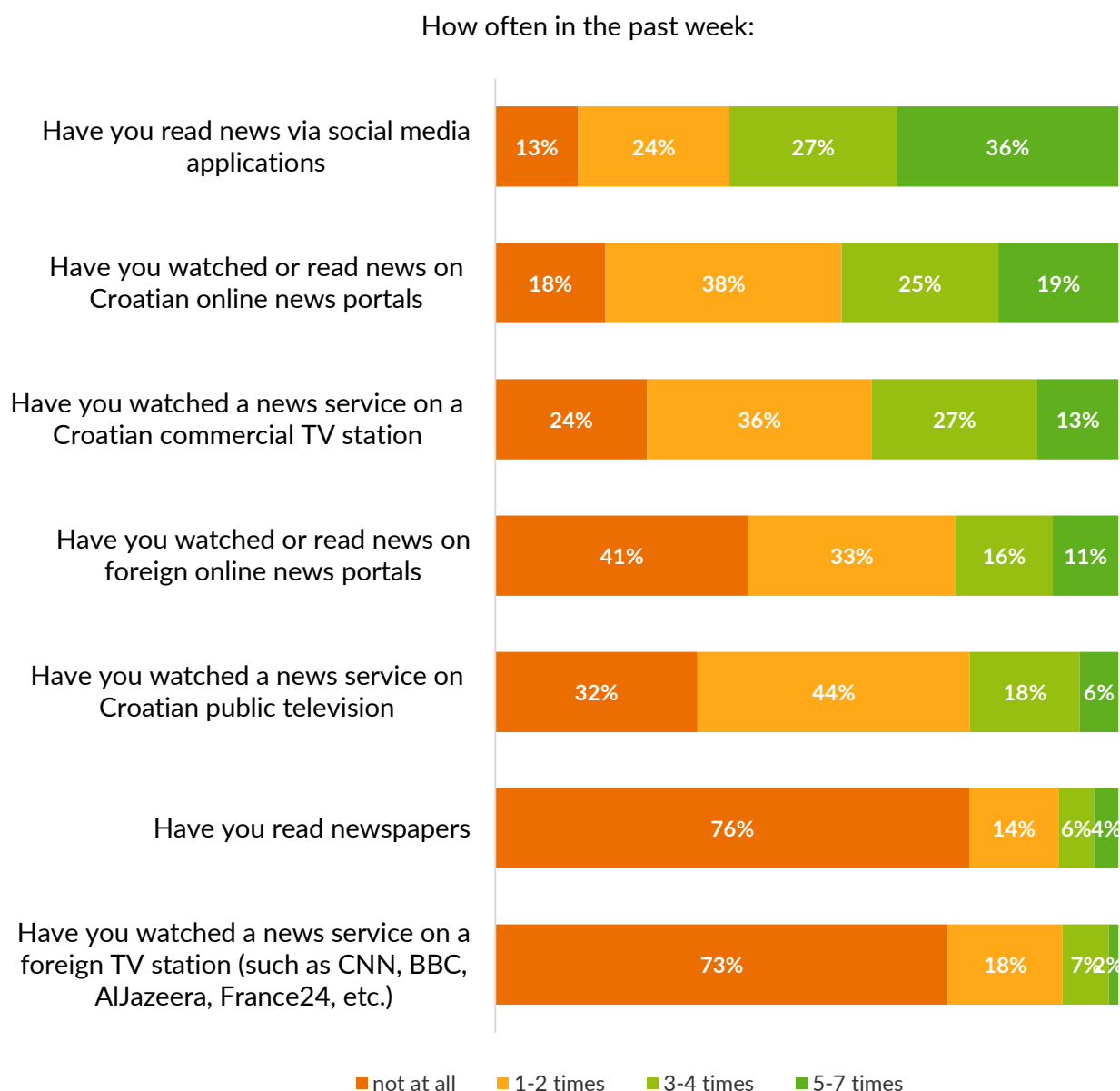


Young Croats use other sources and channels of information significantly less often:
Online information portals – In the form of text or videos – are used by 1/5 – 5-7 times a week, and 1/4 – 1-2 times a week. 18% of the surveyed do not use these channels at all.

Foreign online portals are definitely less popular among young Croats. 11% of the surveyed use them often (5-7 times a week), but as many as 41% do not visit them at all. The situation is similar with Croatian **public television** – Only 6% of respondents declare that they watch it frequently (5-7 times a week), and 1/3 do not use it at all.

The least popular media are **traditional newspapers** and **foreign news TV stations**. As many as 76% of surveyed young Croats do not read newspapers at all, and 73% have never watched foreign TV stations.

Chart 7. Media consumption



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

In the study, we asked respondents to list TV stations, online news outlets and other sources of information about current events in Croatia and the world.

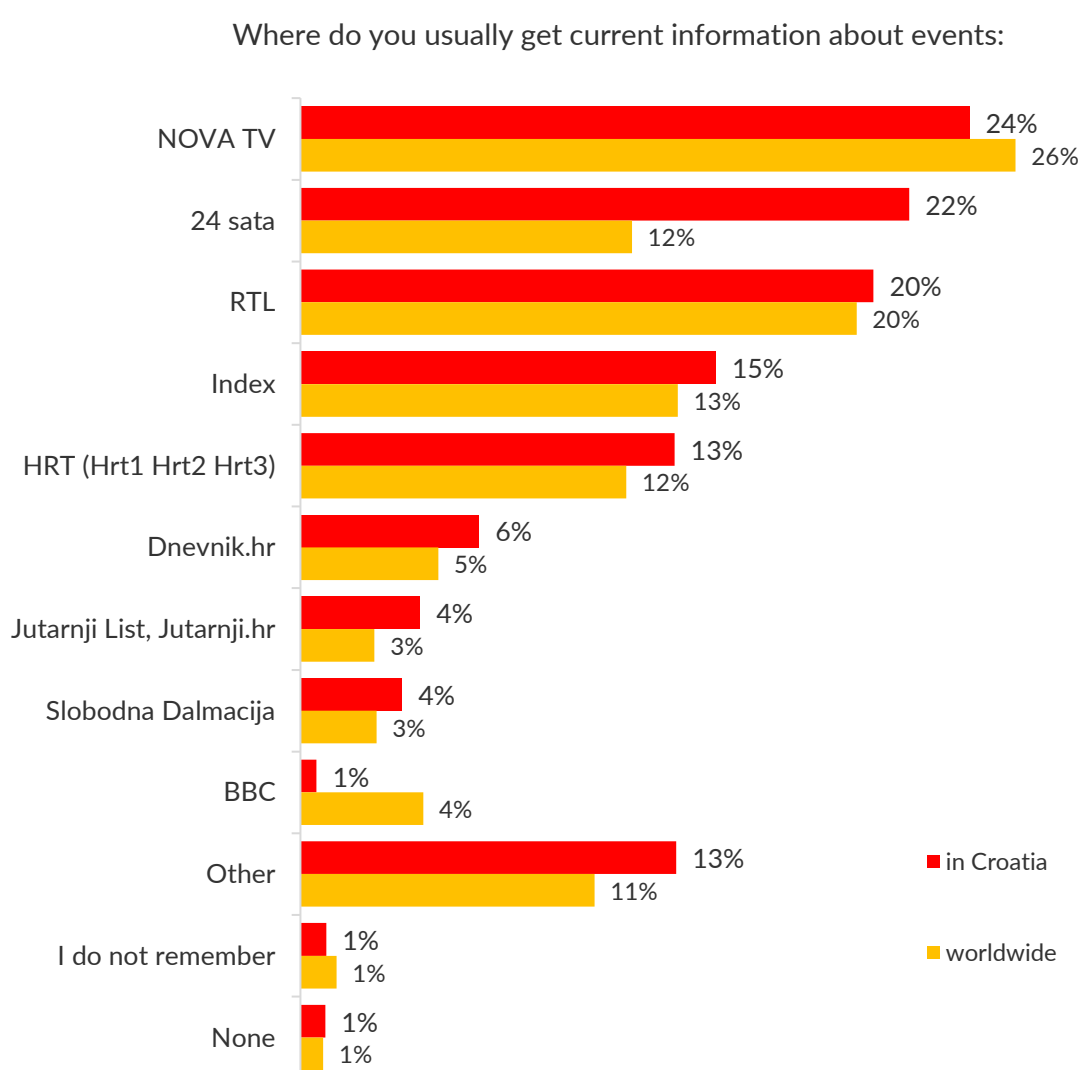
Regardless of whether it is about events in Croatia or the world, the most popular news channel is **NOVA TV**. About 1/4 of respondents use this medium to look for information about the latest events. This channel is slightly more popular among Croats with secondary education.

The next place in the ranking is **24 sata**. When looking for domestic information, it is used by 1/5 of young Croats. However, it is much less popular when it comes to information from the world - only 12% of respondents reach for this medium in search of international news.

RTL is followed by 20% of respondents - both for domestic and international news.

The next two places in the ranking of popularity of news channels are occupied by **Index.hr** and the channels of the **public television HRT**. 13-15% of young Croats declare that they use these sources for information about domestic events. Slightly fewer (12-13%) use these channels for international information.

Chart 8. Sources of information on Croatia and the world



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Innys Format

Keeping in mind the general picture of consumption of individual types of media, it is not surprising that in matters related to migration, **young Croatsians are also most likely to reach for news presented in social media.**

Daily use of social media in search of information on migration-related topics **is declared by 41% of respondents**, and another 23% claim that they do it several times a week. People with higher education and conservative views reach for social media significantly more often than others.

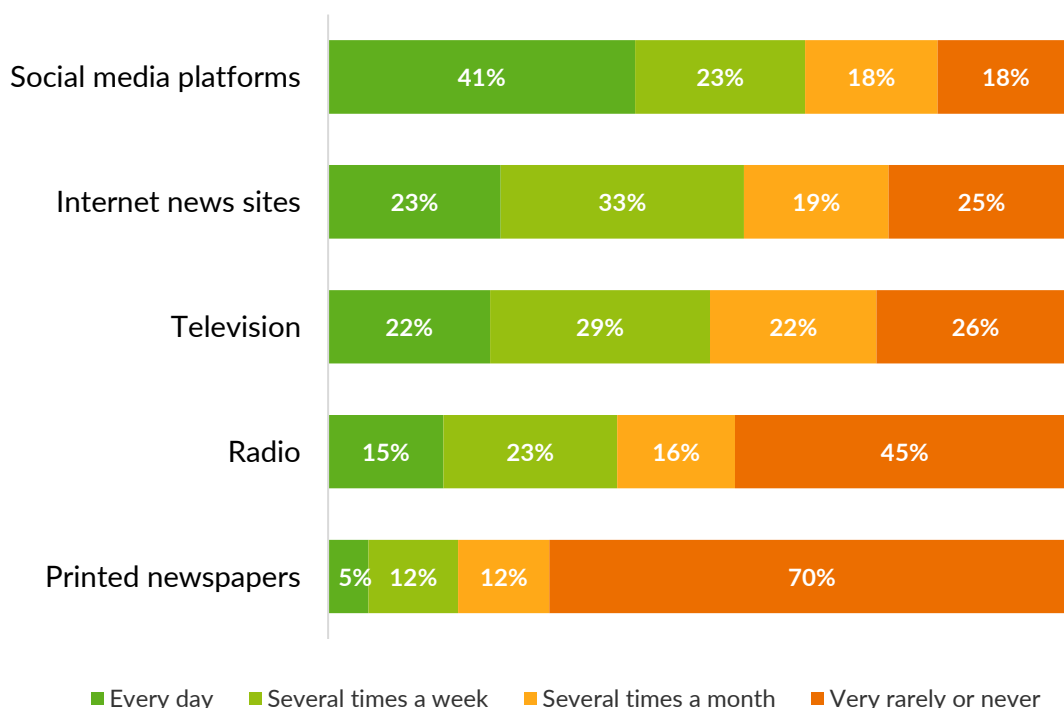
Online news services are slightly less popular – 56% of respondents get news on topics related to migration from them several times a week.

Television has a relatively strong position – third place in this ranking. 51% watch television news related to migration at least several times a week (22% daily, and 29% several times a week).

Traditional media, such as **radio** and – especially – **printed newspapers, have lost much of their significance.** More respondents declare that they use them occasionally or not at all than reach for them regularly.

Do Chart 9. Media usage concerning migration-related topics

How often do you use the following sources of news and information on migration-related topics?



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

When it comes to specific news channels where respondents obtain **information on migration topics**, **NOVA TV** once again comes first with almost a quarter of indications. This station is slightly more popular among men than women in this regard (27% vs. 21%).

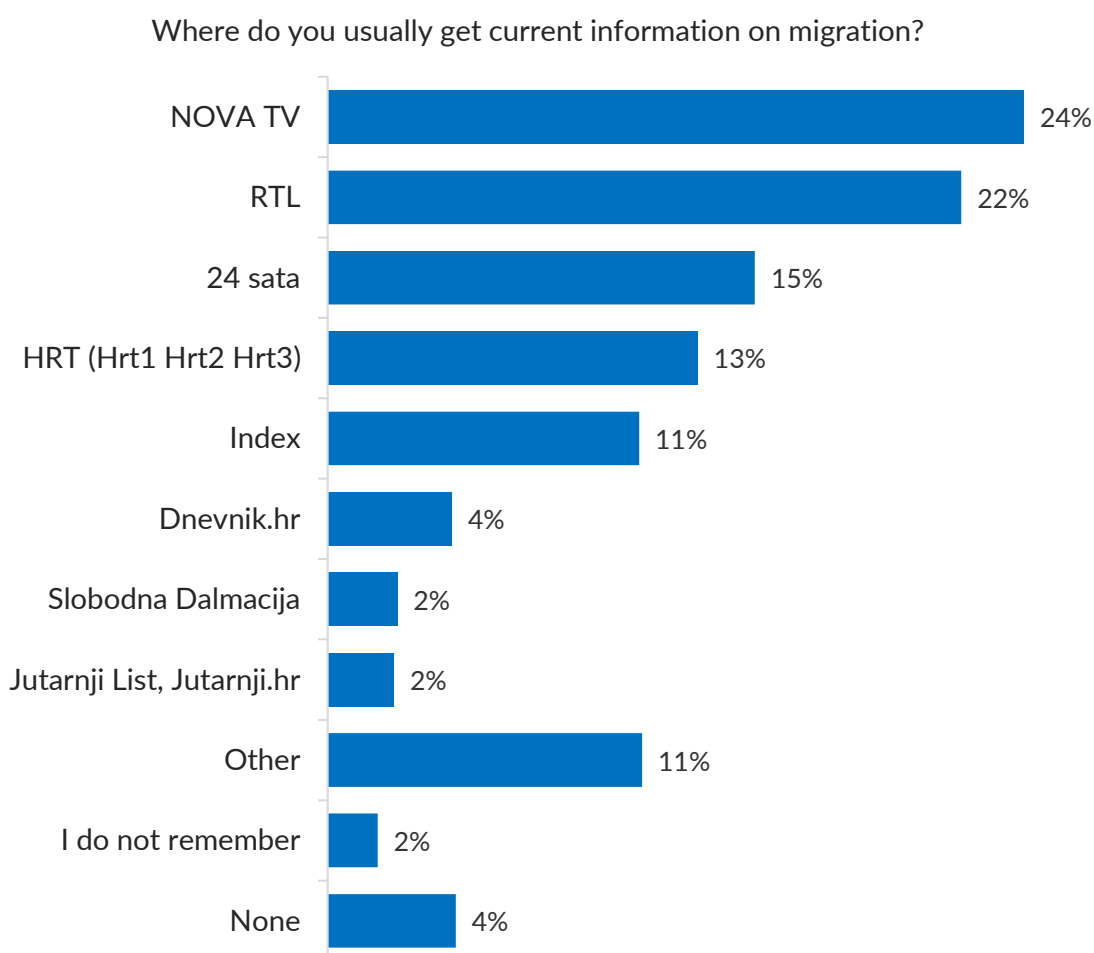
Another TV station – **RTL** - is only slightly less popular with 22% of indications.

The top 3 completes with online portal **24 sata**. It is used by 15% of respondents – more often by women than by men (20% vs. 11%).

The next two places in the ranking are occupied by the public television channels **HRT** (Hrt1, Hrt2, Hrt3) with 13% of indications and the online portal **Index** with 11%.

Public television is slightly more popular among men (15% vs. 10%), while **Index.hr** by women (14% vs. 8%).

Chart 10. Media sources on migration



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

3.2.2. Level of trust in the media

The vast majority of young Croats (70%) do not read printed newspapers at all, yet it is them that the respondents trust the most when it comes to providing information about current events. The difference with respect to other media (excluding radio) is statistically significant at the 0.05 level. Almost half of the respondents (48%) declare high or very high trust in newspapers. At the same time, 30% of the respondents have low trust or no trust in newspapers at all.

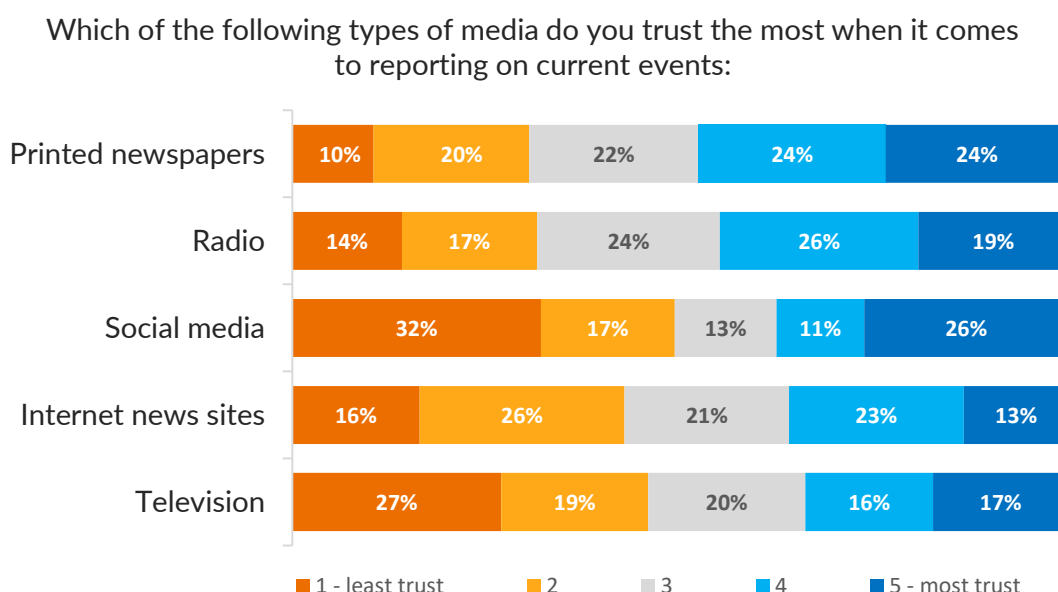
A very similar situation applies to the **radio**. 45% of the respondents claim that they do not listen to it at all, and a further 16% reach for it only a few times a month. However, it enjoys a similar level of trust to newspapers - 45% trust it to a high or very high degree, and 31% - to a low degree or not at all. The difference with respect to other media (excluding printed newspapers) is statistically significant at the 0.05 level.

On the opposite side of the trust continuum are social media, from which young people most often get current information. The results of the study indicate that almost half of the respondents do not trust them (49%, including as many as 32% who considered them the least trustworthy of other media), while slightly over 1/3 (37%) trust social media, including the highest percentage (as many as 26%) who consider them the most reliable source of information. Social media therefore evoke the most extreme attitudes among Croatian youth when it comes to trust in the media.

Online news sites are assessed relatively neutrally when it comes to young people's trust in the information they provide. 36% of the respondents trust these channels, and 42% do not (rather) trust them. Young people with higher education and people with liberal views have a higher level of trust in online news services.

When it comes to providing current information about the world, the quantitative research findings show that 46% of the respondents do not trust **television**, while 33% of the respondents have a trusting attitude.

Chart 11. Media coverage trust – current events



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

When it comes to reporting on migration two sources of information - **radio** and the **printed newspapers** - are the most trusted by young Croats. They are trusted by over 40% of respondents, while almost 1/3 have the opposite attitude.

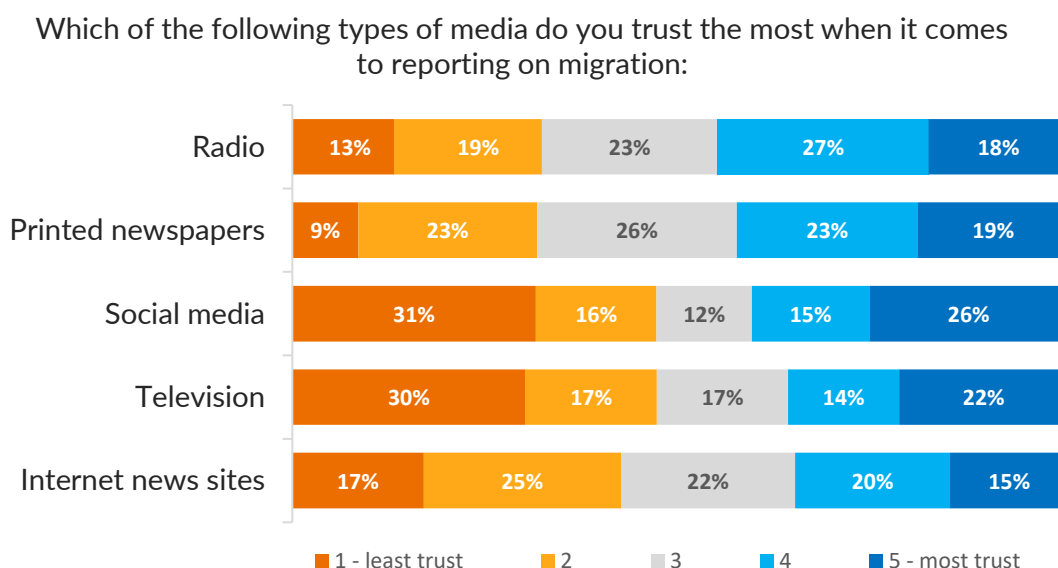
The level of trust in **social media** and **television** is **strongly polarized**. In the case of providing information on migration topics, almost half of the surveyed young Croats declare that they do not trust either of these media (47%).

Information on migration-related topics provided via **television** is trusted by 36% of respondents – slightly more often by women than men (33% vs. 27%) and by younger age group than by older one (33% vs. 26%).

Slightly more, 41% of respondents, trust information about migration obtained via **social media**. Men are slightly more likely to trust than women (34% vs. 28%), as well as the older age group in comparison to the younger one (34% vs. 30%).

35% of respondents trust information about migration published on **news portals**. The older age group is slightly more likely to trust than the younger age group (21% vs. 15%). The opposite attitude is presented by 42% of respondents.

Chart 12. Media coverage trust - migration



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

3.2.3. Influence and impact of media

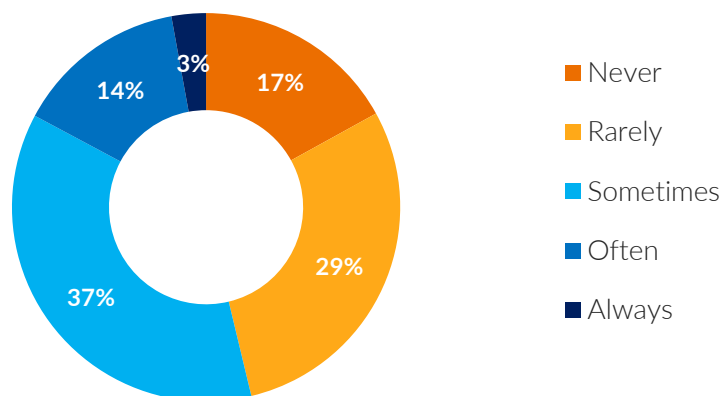
In general, **young people admit that they do not check the information presented in media before formulating their own opinion on migration or sharing it with others.**

Only 3% say that they always do so, and 14% say that they do it often – most often people representing liberal views, a positive attitude towards emigrants and those who have had personal contact with migrants.

46% of respondents admitted that they never or rarely verify information on migration presented by the media. Much more often – people from the younger group (18-25 years old), living in the rural areas, presenting a negative attitude towards migrants in Croatia and people who have not had personal contact with migrants – admit to such behaviour.

Chart 13. Fact-checking concerning media coverage in migration

How often do you check information about migration issues presented by media before forming your own opinion or sharing it with others?

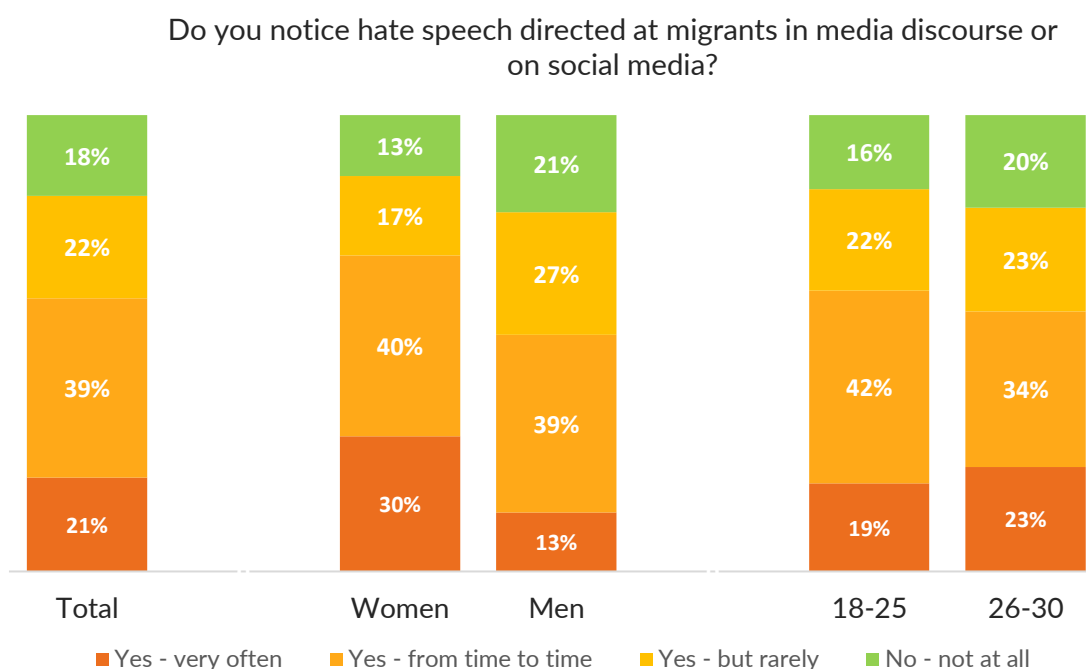


Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

The vast majority of young Croats – **82%** - notice hate speech aimed at migrants in media discourse or on social media.

Women are slightly more 'sensitive' to such messages (87% of women notice hate speech compared to 79% of men). Similarly – the younger age group, respondents with liberal views (91% vs. 83% of people with conservative views), people with a positive opinion about the arrival of migrants in Croatia (90% vs. 82 people with a negative opinion).

Chart 14. Hate speech perceived in the media discourse



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

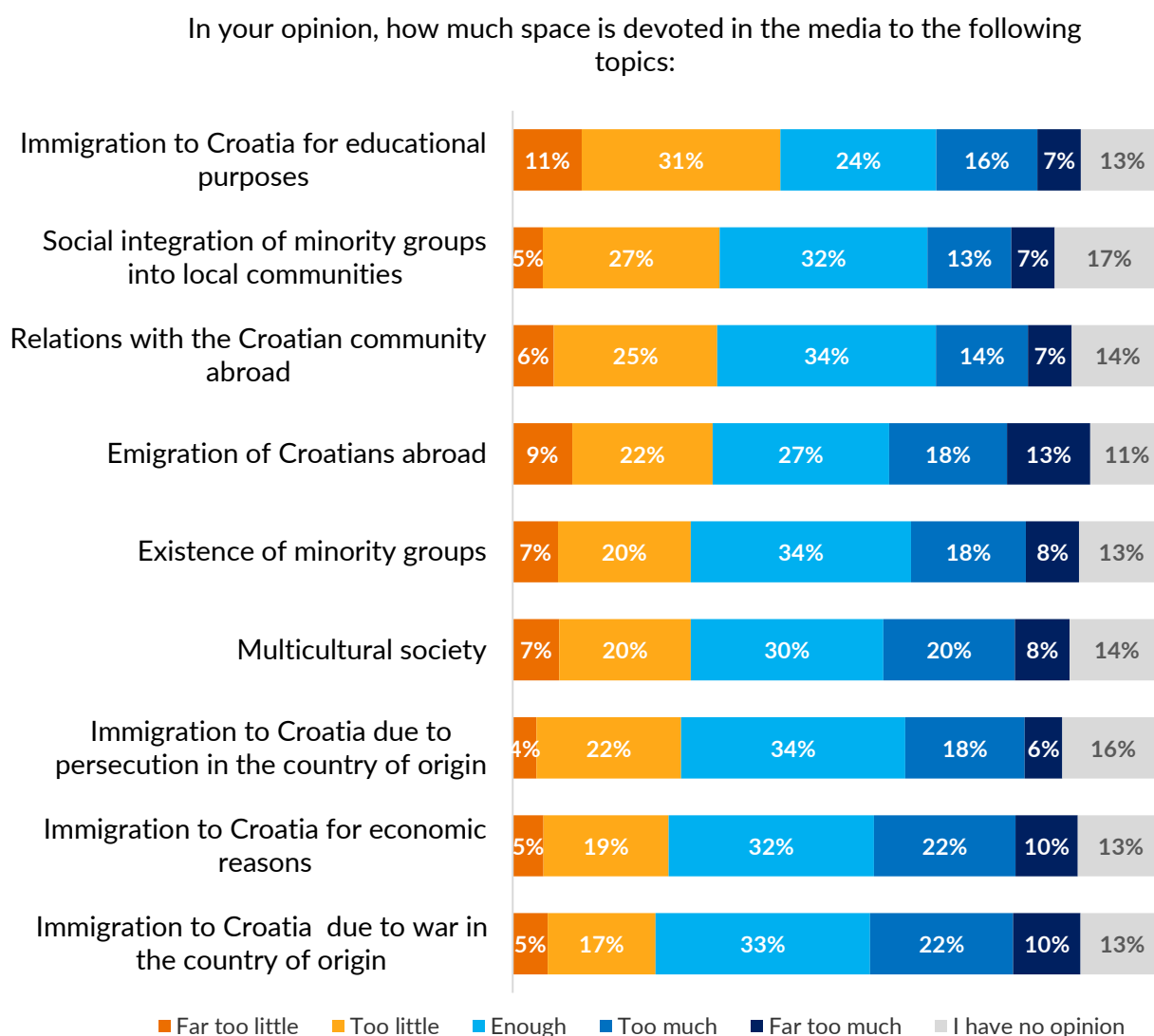
Young Croats report a lack of information rather than an excess of information related to migration topics. Although around 1/3 in total consider the amount of information on these topics in the media to be sufficient, and almost 15% have no opinion on this subject – apart from two exceptions – the remaining aspects examined were considered to be insufficiently covered in the media.

Young people most often report a scarcity of information related to **immigration to Croatia for educational purposes**. 42% of respondents consider the amount of information on this topic in the media to be too little, while 23% of respondents have the opposite opinion.

Young Croats also report a considerable deficit of information when it comes to news on the **social integration of minorities with local communities and in the case of information about the Croatian diaspora abroad**. In the case of both issues, almost 1/3 believe that there is too little such information, while 1/5 believe that there is too much.

Some young Croats report a certain shortage of information about **immigration to Croatia for economic reasons**, as well as related to **immigration due to war in the country of origin**. 1/3 of respondents claim that there is too much of such information in the media, while almost 1/4 – that there is still too little of it.

Chart 15. Migration-related topics – perceived media saturation



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

28% of young people believe that media presents migration in an unbiased and balanced way.

This opinion is expressed more often by men (32% vs. 22% of women), people with primary and secondary education (82% vs. 51% of people with higher education) and, above all, by people declaring a positive opinion about the arrival of migrants to Croatia (40% vs. 27% of people with a negative opinion).

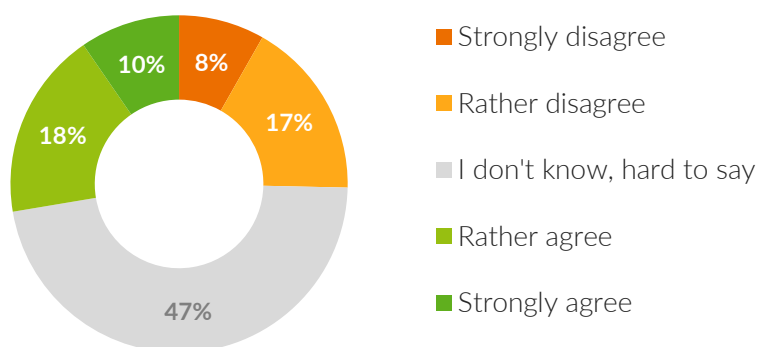
A quarter of surveyed Croats do not agree with the statement that media presents migration in a balanced and unbiased way. This opinion is expressed mainly by women (31% vs. 21% of men)

and people with higher education (43% of masters, 35% of bachelor's degrees vs. 21% of people with secondary education).

Almost half of the surveyed (47%) do not have a specific opinion on this subject. We observe more such undecided attitudes among respondents from the younger age group, people with secondary education, with moderate views (neither conservative nor liberal), living in villages and small towns, having a generally negative attitude towards the issue of migration in Croatia and having no personal experience with migrants.

Chart 16. Migration-related topics – perceived impartiality

To what extent do you agree or disagree with the following statement: "The media portray migration in a balanced and unbiased way"?



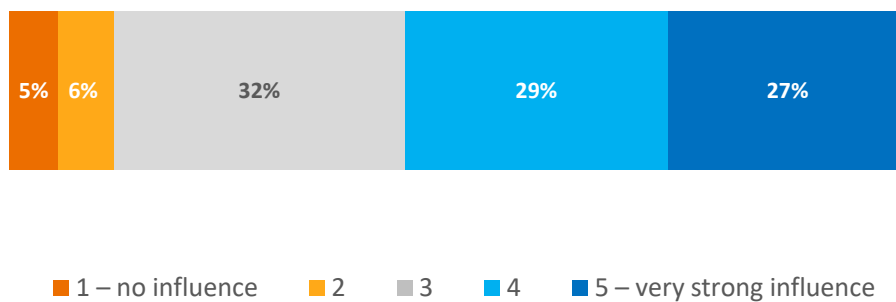
Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

More than half of young people in Croatia (56%) see a strong influence of the media on shaping opinions and attitudes towards migrants. The groups which statistically more often believe that the media have a significant influence are: women and those with liberal views.

11% of respondents have the opposite opinion – that is, they believe that the media have little or no influence. This is statistically more often stated by men, people with conservative views and those who have not personally encountered migrants.

Chart 17. Public opinion on migrants – perceived media influence

How much influence do you think the media reports on migration have on shaping public opinion and attitudes toward migrants?

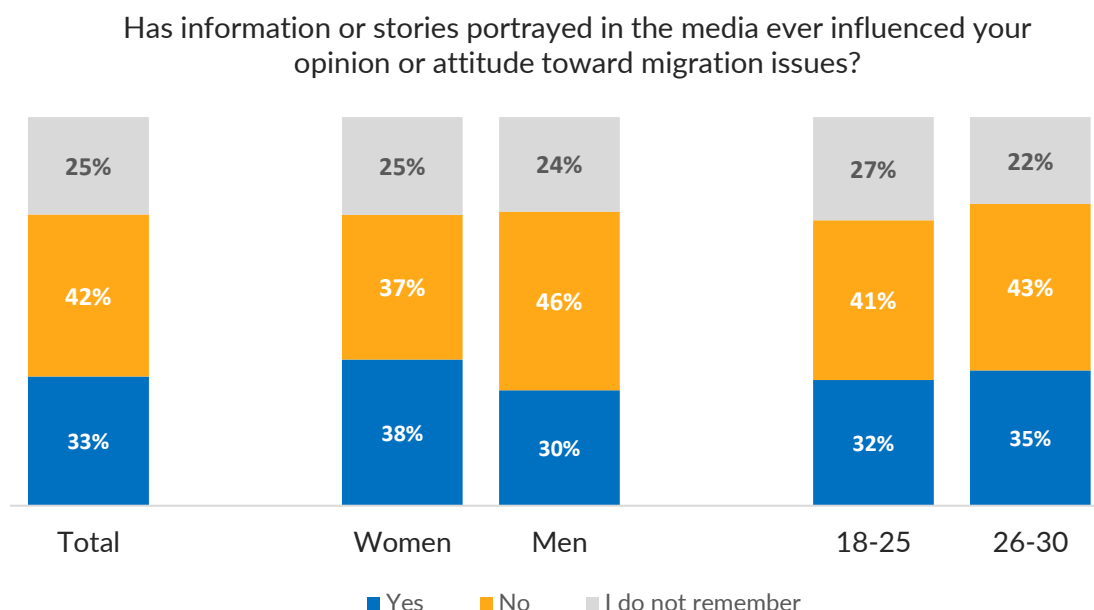


Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

1/3 of young Croats declare that **information or stories presented in the media have influenced their attitude to issues related to migration at least once.**

A little more, 42% of all respondents, including statistically more often men and people with no personal experiences with migrants, do not recall media information ever influencing their personal attitudes towards migrants or migration in general.

Chart 18. Media influence on attitudes and opinions towards migration

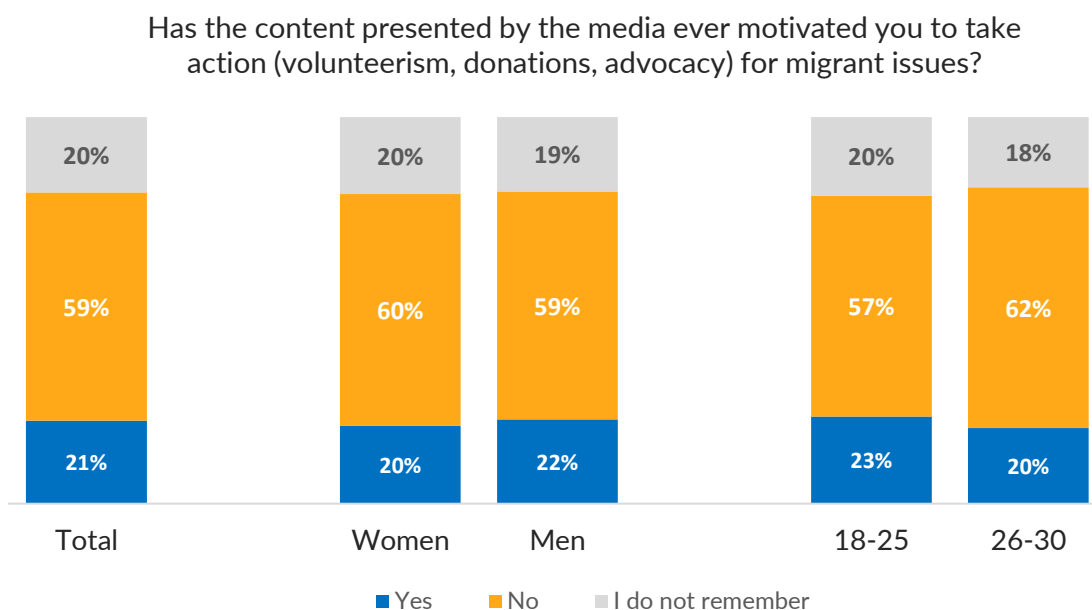


Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

Even fewer, only **1/5 of respondents**, declare that **media content motivated them to take any action (such as volunteering, donations, advocacy) on behalf of migrant-related issues**. These are mainly people who have a generally positive opinion about migrants coming to Croatia and those who have personal experience with migrants (e.g. they have such a person among their family/friends or have encountered strangers who are migrants).

59% admit that they have not taken any such action under the influence of media content. This attitude is much more often represented by people with negative opinions about migrants coming to Croatia.

Chart 19. Media influence on actions for migrant issues



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

3.3. Opinions on migration and migrants

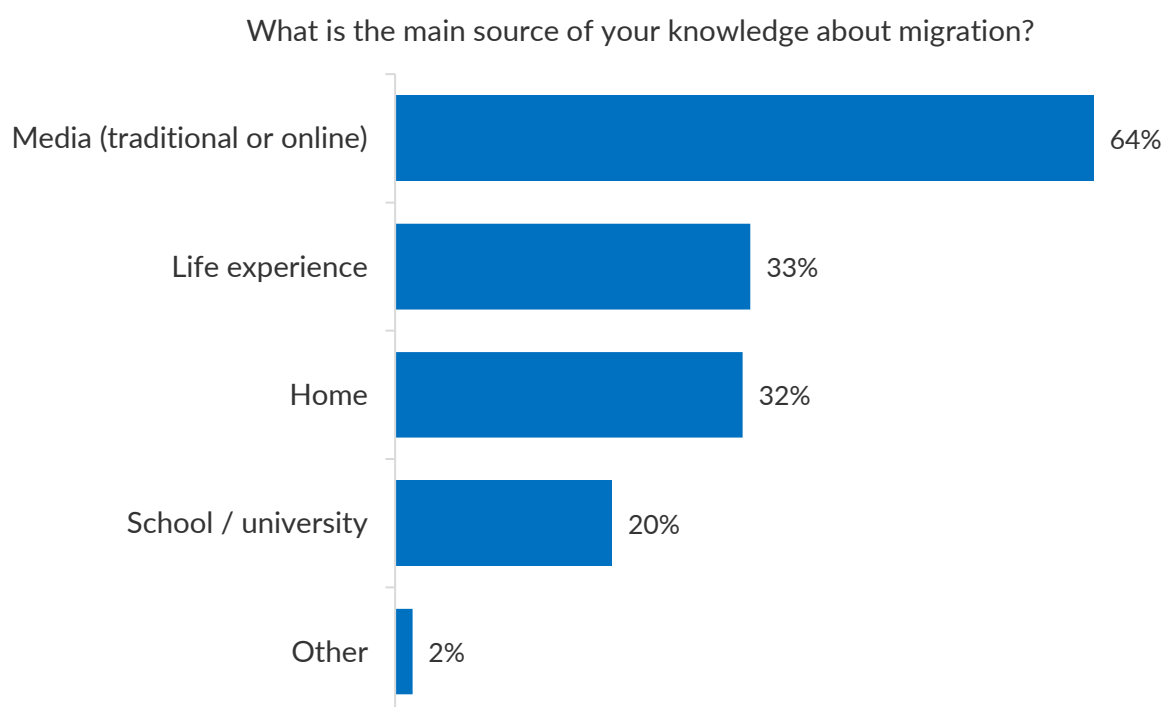
3.3.1. Knowledge about migration and migrants

Young people admit that their **main source of knowledge about migration is the media – both traditional and online**. Almost 2/3 of young Croatian men and women indicate them – mainly people with moderate views, women, as well as those who declare a negative opinion about the arrival of migrants to Croatia.

In second and third place ex aequo, indicated almost half as often (33% of indications) were: **one's own life experience** (mentioned slightly more often by men) and **home** (mentioned more often by people with conservative views and those who have not left the country for longer than 3 months).

1/5 of Croatian men and women gain such knowledge from **school or university**.

Chart 20. Sources of knowledge about migration



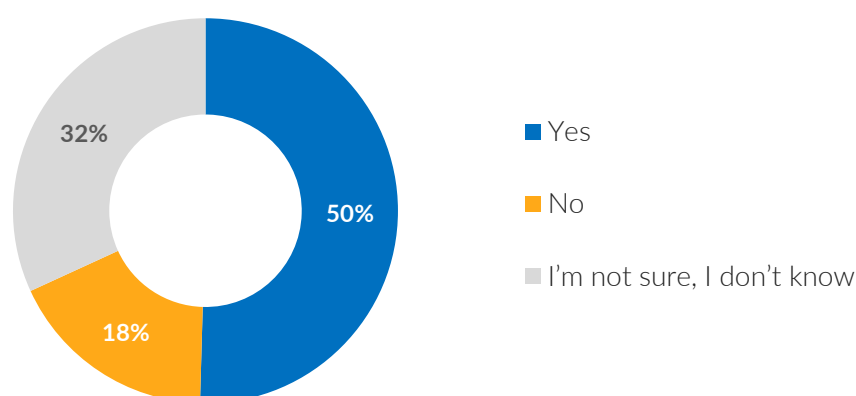
Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

Half of the surveyed young Croatian men and women declare that they know the difference between the terms 'migrant' and 'refugee'. Such declarations were made statistically more often by people from the older age group (26-30 years old) and those having personal contact with migrants.

Almost 1/5 of the surveyed (18%) admit that they cannot distinguish between these two terms. This is statistically more often admitted by men and people with basic education.

Chart 21. Distinguishing between migrants and refugees

To your knowledge, is there any difference between refugees and migrants?



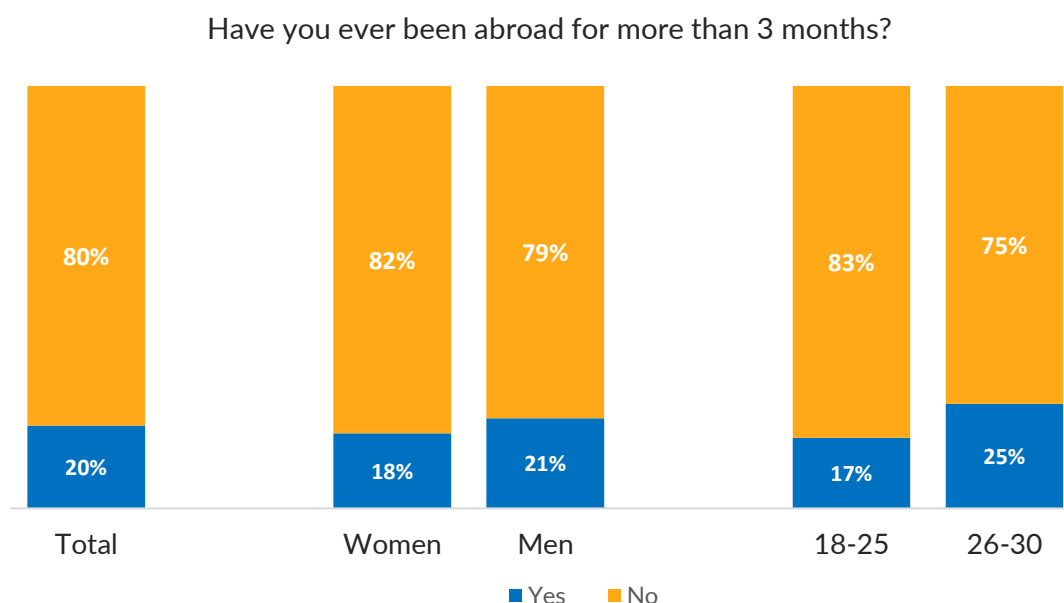
Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

3.3.2. Personal experiences with migration and migrants

In order to learn about the opinions and attitudes of young Croatian women and men towards migrants and the phenomenon of migration in general, it is worth taking a look at their personal experiences with this phenomenon.

Every fifth surveyed person declares that they have been abroad for more than 3 months at least once and therefore have personal migration experiences. More such experiences are declared by respondents from the older age group (25%), master's degree holders (28%) and people who have a migrant in their family or friends' circle (28%).

Chart 22. Experiences related to a longer stay abroad



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

A little over a quarter of the young generation have a migrant among their acquaintances, friends or family. This is stated more often by men than by women (29% vs. 24%), the older age group (31% vs. 25%), the most educated (Master's Degree – 33%), with specific views – especially liberal (36%), although also conservative (30% vs. only 23% among people with moderate views), living in large cities and the largest agglomerations (33-36% vs. 23% in villages and small towns), declaring a generally positive attitude towards the phenomenon of migration in Croatia (as many as 50% vs. 19% among those with a negative attitude towards this phenomenon), as well as those staying abroad for more than 3 months (38% vs. 24% in the group without personal migration experiences).

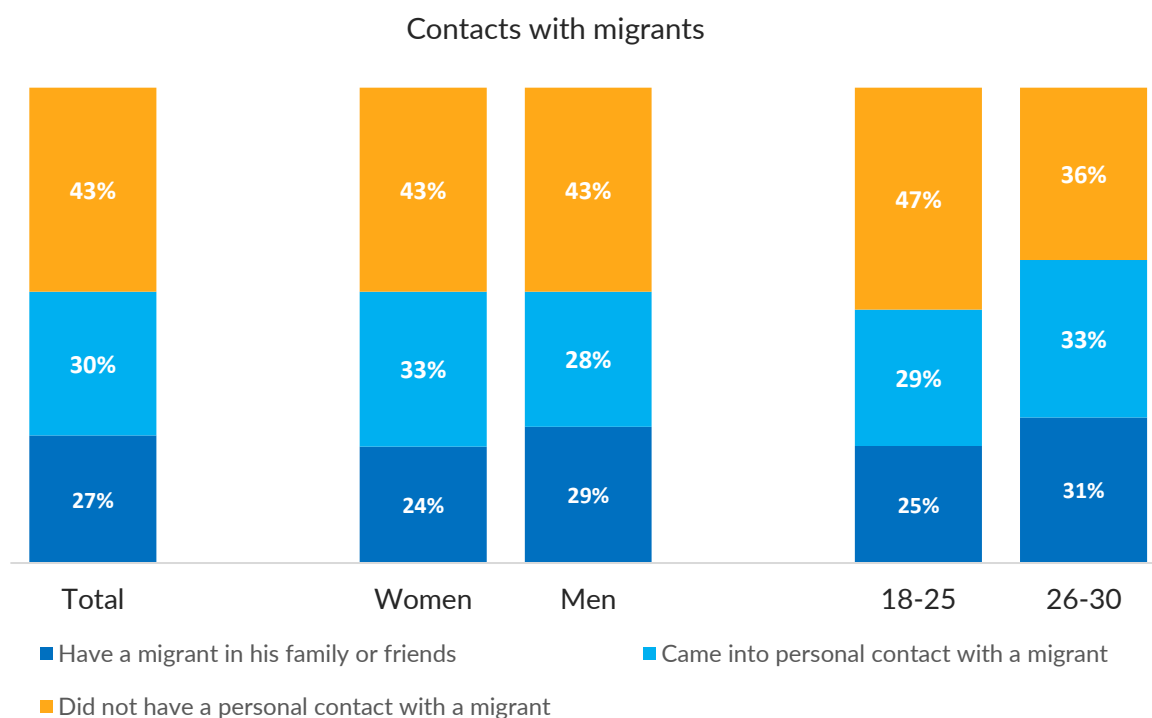
People who had no interactions with a migrant within a family or friends' circle, were asked **whether they had ever personally met or had contact with a migrant or refugee in Croatia.** 40% of this group, i.e. 30% of the entire research sample, answered affirmatively to this question. More often those from the older age group, with conservative views, living in the largest cities and with emigration experience.

A comparison of the two data described above shows that a little over half of young people had any contact with migrants or refugees in Croatia (57%, including 64% from the older age group vs. 53% from the younger age group), 63% of master's degree holders, around 70% of people with specific views - both liberal and conservative.

The percentage of people with any experience with migrants increases with the size of the place of residence (from 52% in villages to 67% in the largest cities). It is highest among people

with a generally positive attitude towards the issue of migrants coming to Croatia (as much as 75% vs. 55% among people with a negative attitude), as well as among Croatian emigrants (71% vs. 54% among those who have never left Croatia for a longer period).

Chart 23. Encounters with migrants



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

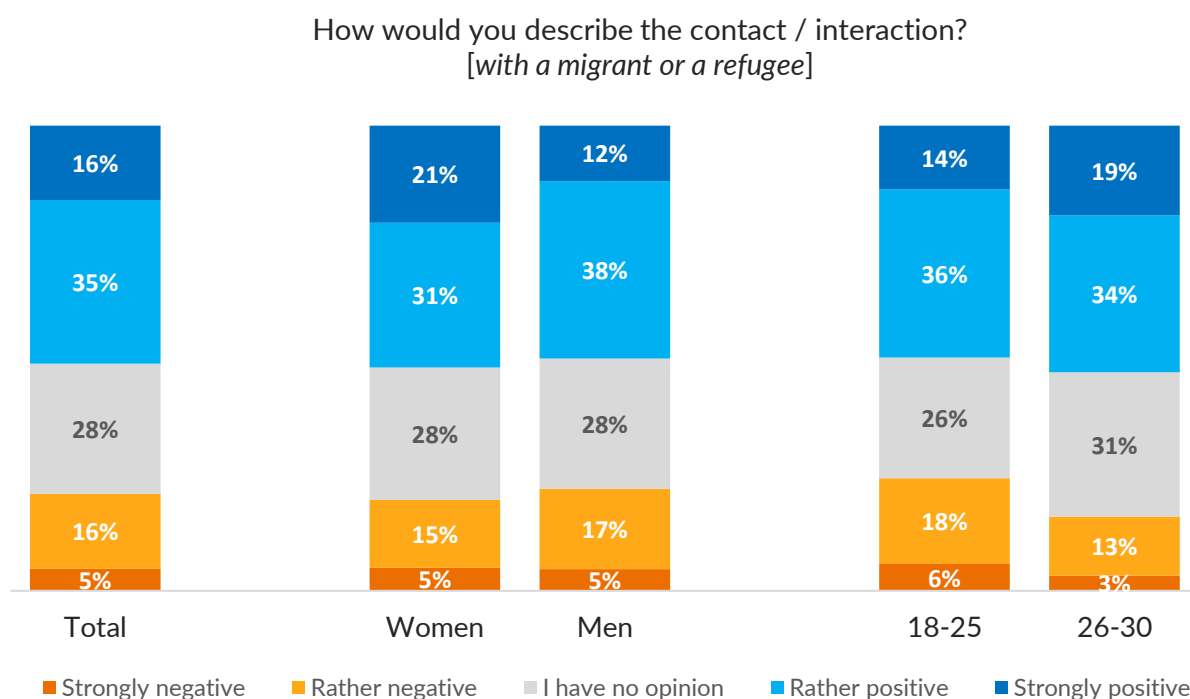
Those who had any contact with migrant or refugee, either among close friends or strangers (i.e. 57% of the entire research sample), were asked how they assessed this interaction. **Half of them** (16%+35%) **assessed contacts with migrants positively**, 1/5 negatively, and almost 30% neutrally.

More positive answers were given by: the people with highest level of education (Master's Degree – 66%), with liberal views (64% vs only 37% among conservatives), as well as from large and medium-sized cities (56-67% vs 45-46% in villages and small towns).

Assessment of personal relations with migrants correlates very highly with experiences in this area. People with a generally positive attitude towards the phenomenon of immigration in Croatia overwhelmingly assess their personal contacts with migrants or refugees positively (79% positive assessments vs only 7% negative assessments). On the other hand, respondents who generally present a negative attitude towards migration were divided into 3 almost equal parts: slightly over 1/3 assess these relations neutrally, 1/3 – positively, the same number – negatively.

The assessment of relations with migrants is also influenced by the degree of intimacy/closeness with them. If someone has a migrant or refugee among their friends or family, the majority (66%) assess this relationship positively, and only occasionally – negatively (8%). On the other hand, if they assess a contact with a migrant/refugee from outside the close circle is assessed, there are clearly fewer positive answers (38%), while positive and neutral – a similar number (30-32%).

Chart 24. Assessment of the contact with a migrant or a refugee



Source: Quantitative research CAWI, n=291, October-November 2024, Conducted by Inny Format

3.3.3. Perception of migration and migrants in Croatia

The quantitative research findings show that **more than half of young Croats (58%) admit that their general opinion on the arrival of migrants to Croatia is negative**, only 14% declare a positive attitude, and more than a quarter (28%) did not respond to the question. **If neutral opinions are excluded, the ratio of negative to positive votes is as much as 4 to 1.**

Statistical analysis showed that people with liberal views are significantly more favorable to immigrants than conservatives and moderates as well as city dwellers in comparison to inhabitants of rural areas.

Among those with a negative attitude towards migrants, 1/5 (i.e. 13% of the total) express a decidedly negative attitude. Aversion to migrants is mainly demonstrated by people from the younger age group (18-25 years), those with secondary education, residents of villages and small towns (up to 50 thousand inhabitants), people with moderate and – especially - with conservative views, as well as those who do not know any migrants closely or have not had any contact with migrants at all.

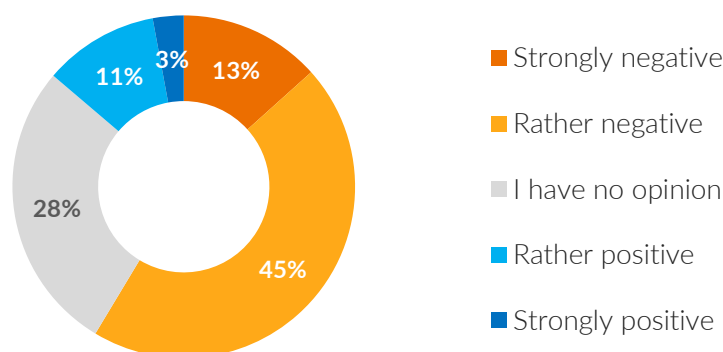
14% of respondents have a positive opinion about the arrival of emigrants in Croatia – more often representatives of the older age group (26-30 years), better educated (bachelor's, master's), residents of medium and large cities, and above all people with liberal views and those who have migrants in their circle of friends or family.

Personal experiences with migrants, whether from a close circle or strangers, significantly influence the general attitude towards the phenomenon of immigration to Croatia.

People who positively assess their personal experiences of contacts with migrants are much more likely to have a generally positive attitude towards migrants. On the other hand, those who recall interactions with migrants negatively or neutrally, generally have a negative attitude towards migrants coming to Croatia.

Chart 25. General opinion on arrival of migrants to Croatia

What is your opinion on the arrival of migrants to Croatia?



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

The attitudes of young Croatian women and men are significantly better when they are asked about specific situations that encourage migrants to come to their country. And so:

The highest level of 'acceptance' of migrants in Croatia can be seen in the context of their education in this country. More than half (58%) positively assess the fact that migrants settle in Croatia to study, only 14% perceive it negatively. A much more positive attitude is presented by people who have a generally positive attitude to the presence of migrants in Croatia (79% positive opinions), those who have positive personal experiences with migrants (73%), women (66%), as well as people with strong views - both liberal (68%) and conservative (66%).

Migrants who take up employment in Croatia are also assessed positively. This phenomenon is assessed positively by 55% of young people, and negatively by 19%. Similarly to the issue discussed above, immigration for employment purposes also finds greater acceptance among: people with a generally positive attitude towards the migration (87%), respondents with positive experiences in contacts with migrants (68%), liberals (65%) and those who have a migrant in their family or friends (61%).

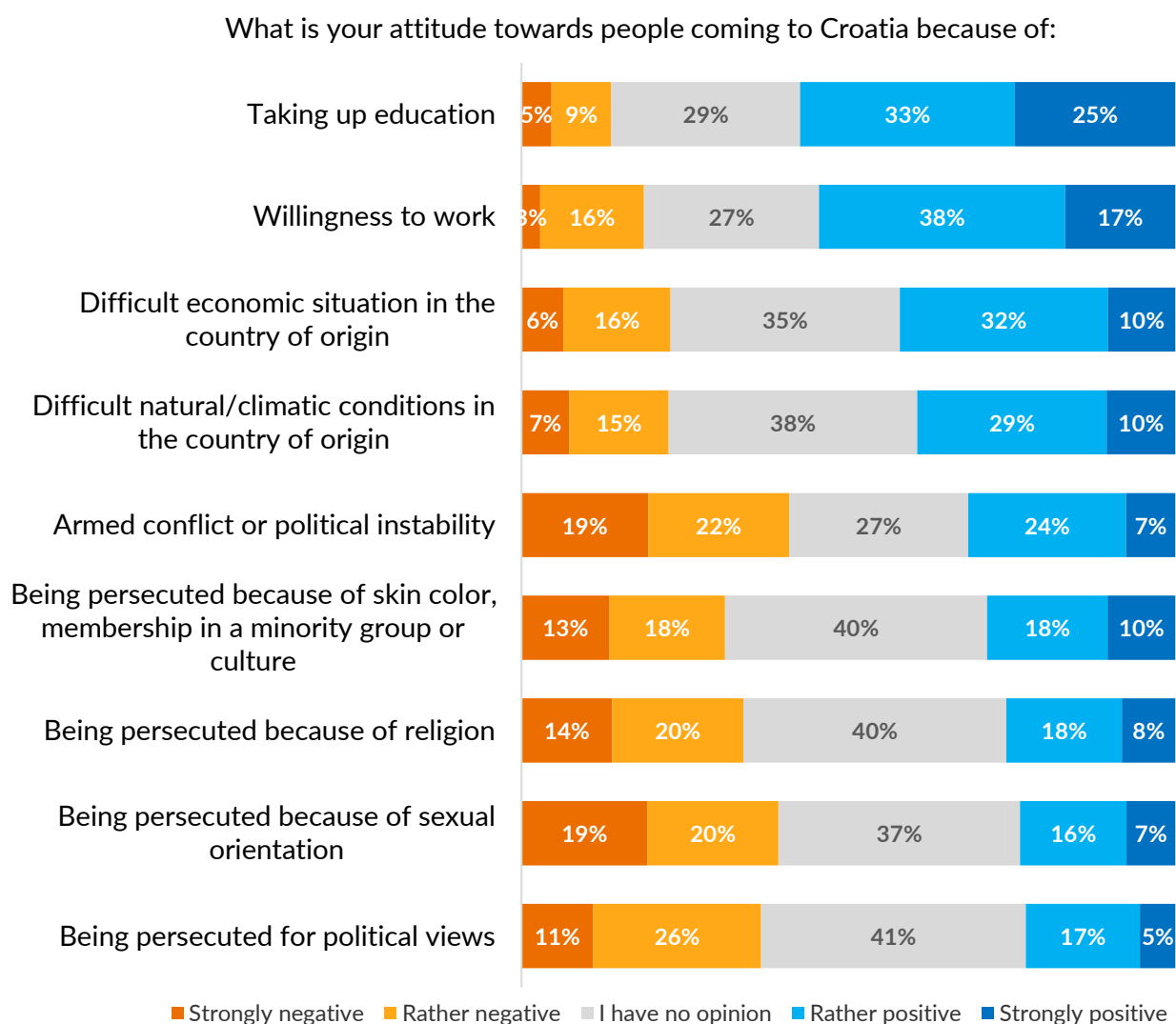
The acceptance among young Croats for immigration caused by a difficult economic situation and difficult natural/climatic conditions in the country of origin is also quite high (approximately 40% vs. 22% not accepting).

The respondents expressed the most negative opinions (approximately 40% vs. 20-30% positive) towards immigration to Croatia due to persecution for political views, sexual orientation and because of armed conflicts or an unstable political situation.

The remaining issues, i.e. immigration due to religious persecution and due to skin colour, belonging to a minority group or culture, are equally supported and opposed by young people –

approximately 30% each. The remaining 40% of respondents declare a neutral attitude towards the phenomena in question.

Chart 26. Opinions on migrants coming for a specific reason



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

The researchers were also interested in whether attitudes towards migrants differ depending on the country/region of their origin. The results of the study indicate that this is the case.

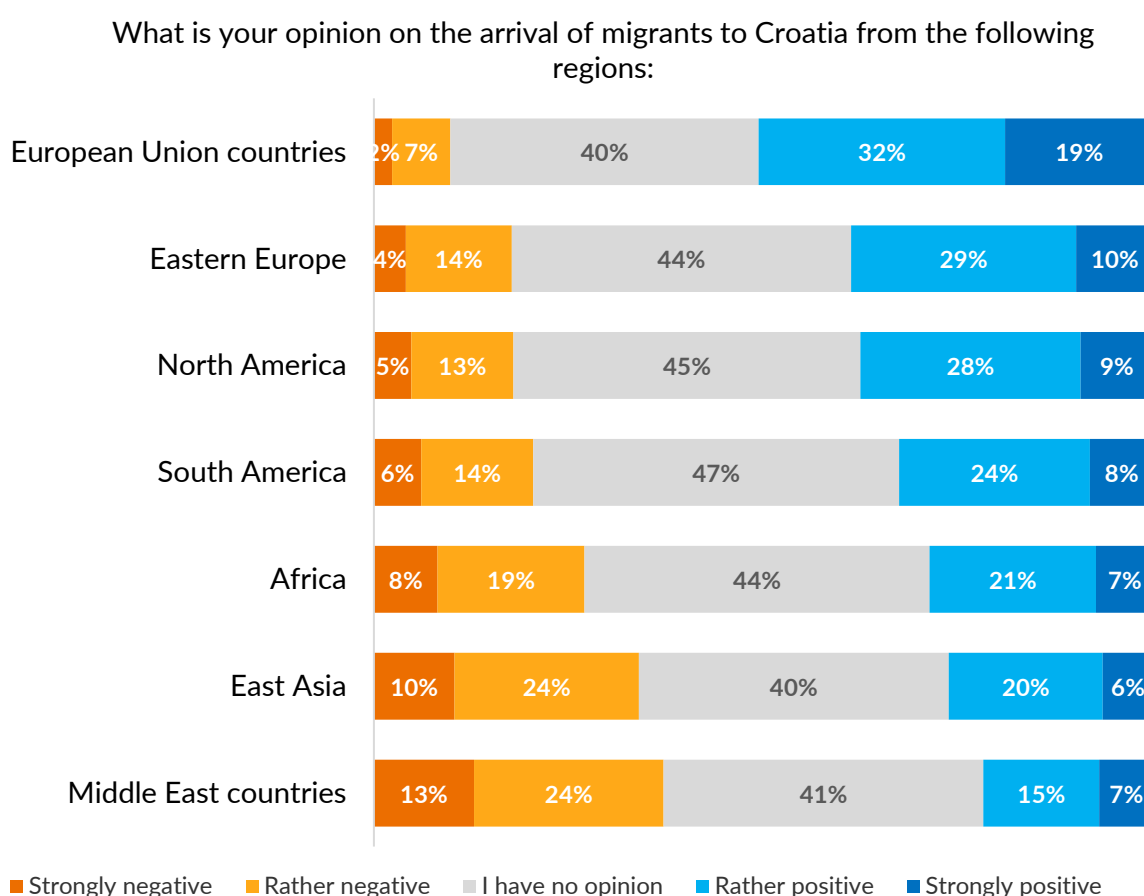
Young Croats have the most positive attitudes towards migrants from **European Union** countries – 51% of respondents assessed their arrival in Croatia positively, and only 9% negatively.

Croatian respondents also have more positive than negative opinions towards migrants from **Eastern Europe, North and South America** (almost 40% vs. almost 20% negative opinions).

Positive and negative attitudes are more or less balanced if we take into account migrants from **Africa** (27-29% each).

However, if we look at migrants from **East Asia**, and especially the **Middle East**, negative attitudes clearly prevail among Croatian youth (34-37% vs. 22-26% positive).

Chart 27. Opinions on migrants from specific regions

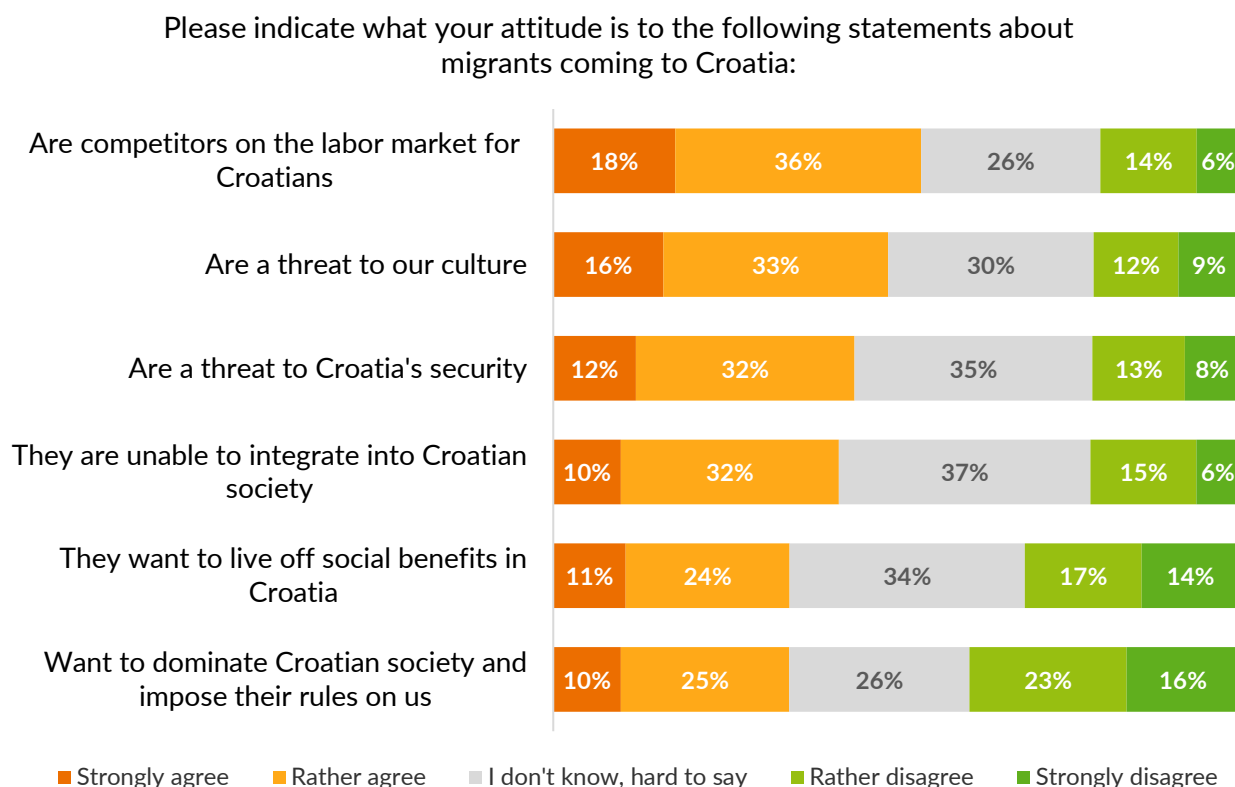


Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

More than half of Croatian youth believe that migrants are competition for Croats on the job market. Slightly fewer (42-49%) believe that migrants are a threat to Croatian culture, to the country's security, and that they are unable to integrate into Croatian society. Only one in five respondents holds the opposite view.

More than 1/3 (35%) expressed the opinion that migrants want to dominate Croatian society and impose their rules on it. Slightly more, 39% of respondents, held the opposite view.

Chart 28. Respondents' attitudes towards migrants' presence in Croatia [part 1]



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

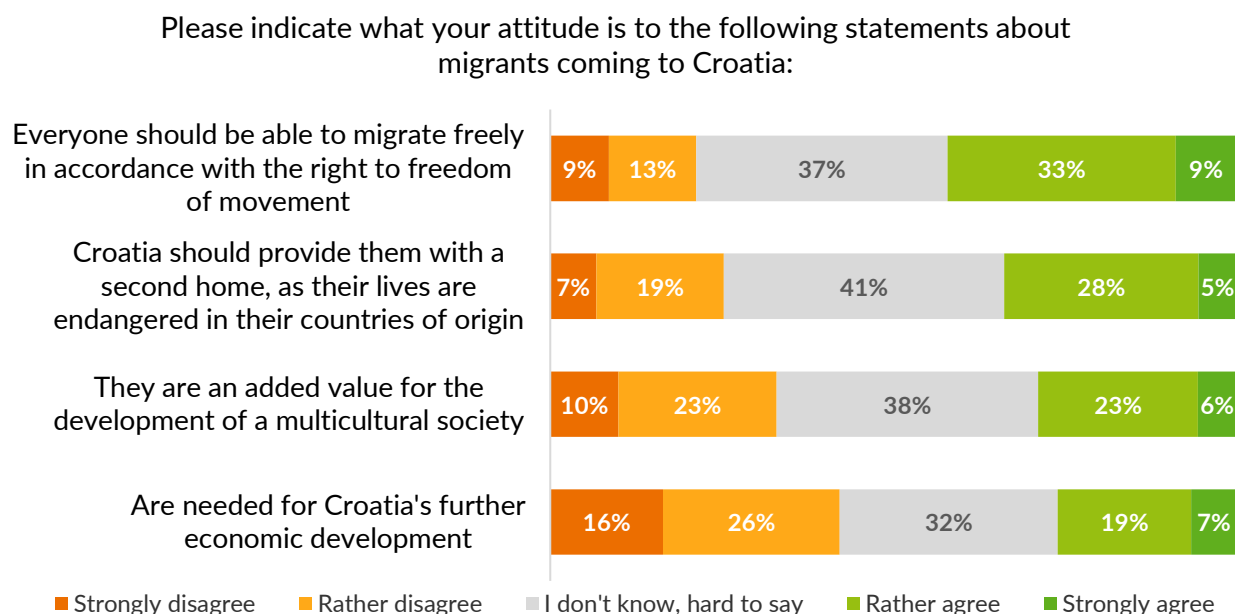
At the same time, **42% of all respondents expressed the opinion that everyone should have the opportunity to migrate freely in accordance with the right to freedom of movement.**

Every third young Croat expresses the belief that **Croatia should provide migrants with a second home**, because their lives are at risk in their countries of origin. Every fourth respondent has the opposite opinion.

A similar percentage of people (approximately 30% each) agree and disagree with the statement that **migrants constitute an added value for the development of a multicultural society.**

The smallest number respondents (only 1/4 – 26%) support the statement that **migrants are necessary for the further economic development of Croatia.** Over 40% of respondents have the opposite opinion.

Chart 29. Respondents' attitudes towards migrants' presence in Croatia [part 2]



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Inny Format

3.3.4. Migration situation in Croatia

Almost every second young person (49%) does not believe that the migration policy in Croatia is well-designed. Only 13% of respondents think so. Women, better educated people, with liberal views, who have their own migration experiences abroad and experiences with migrants in Croatia, but not in the circle of people close to them, are more critical of this issue.

Slightly less than half of Croatian youth (45%) believe that migration in Croatia is a matter of security in the country. This opinion is expressed most often by people with conservative views (62%), and more often by men, from the older age group (26-30 years old), better educated (bachelor's, master's), who have a negative general attitude towards migration and have personal experiences with migrants. 1/5 of respondents have the opposite opinion.

More than half of Croats believe that migrants have a negative impact on wages in Croatia, less than 1/5 disagree with this statement. The belief that migrants have a negative impact on Croats' wages is more common among men, respondents from the older age group, those from rural areas and smaller towns, those who generally have a negative attitude towards the issue of migration in Croatia, those who have their own emigration experiences and who have contact with migrants outside their close circle.

Every second surveyed person believes that more people still leave Croatia than come to it. More than half claim that it is not true that most migrants come to Croatia from European Union

member states. 30% assume that migrants do not stay in Croatia for too long, but treat it as a stopover on the way to other European countries. More than 1/3 of respondents disagree with this thesis, the same number do not know what the situation is like.

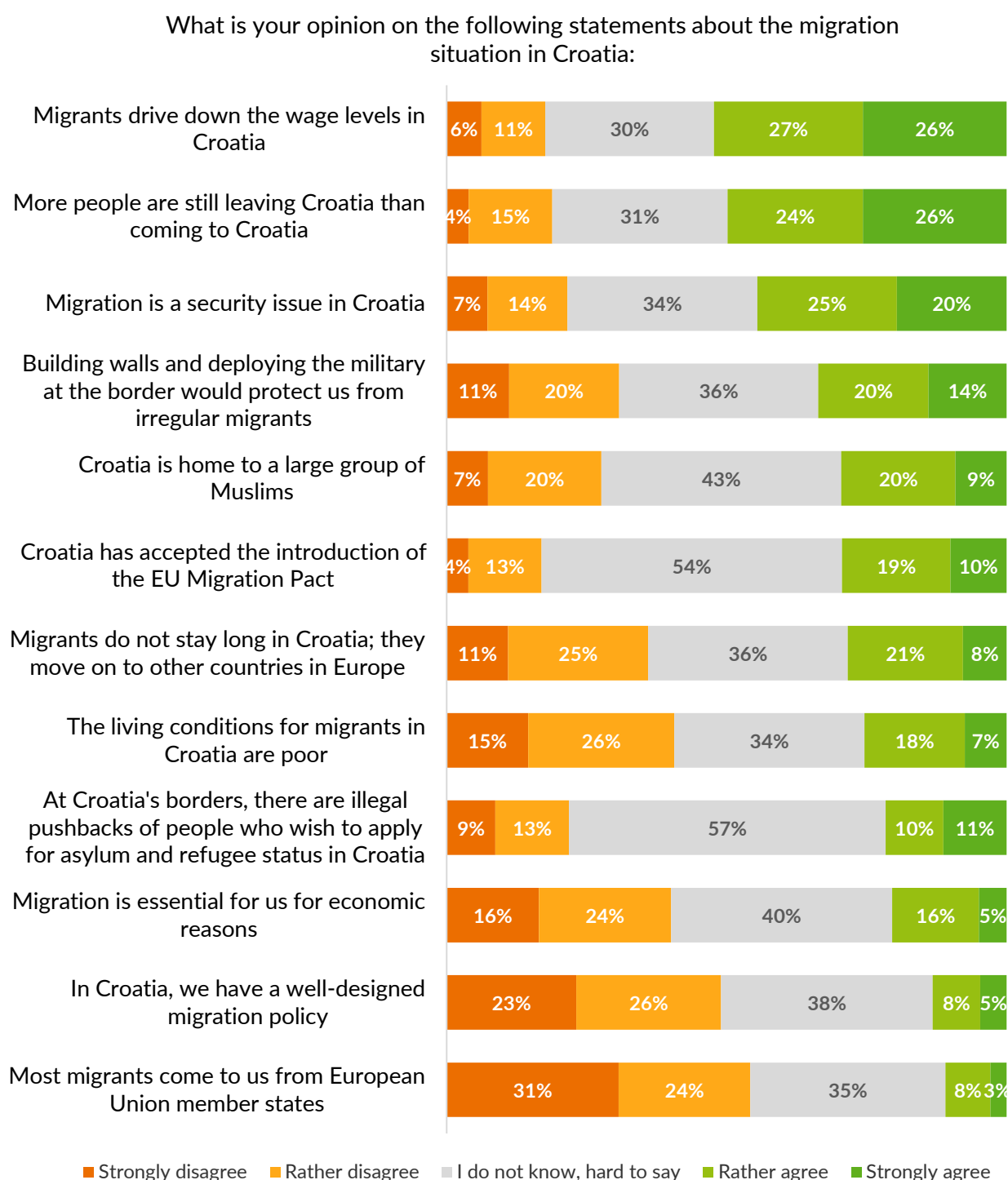
Every fifth young Croat believes that migration is necessary for Croatia for economic reasons. Twice as many voices express the opposite opinion, and the remaining 40% do not have an opinion on the matter. In favour are primarily people who generally support immigration to Croatia (44%), graduates of master's studies (35%) and those with liberal views (31%). Against – mainly conservatives (58%), opponents of migration (49%), those who themselves emigrated in the past (52%), as well as bachelor's degree holders (48%).

The level of knowledge about certain facts regarding the migration situation in Croatia is low. More than half of the respondents were unable to comment on the statement whether illegal push-backs of people who want to apply for asylum or refugee status in Croatia are taking place at the Croatian border. 1/5 think that this is true, the same number that it is not true.

Also, more than half of the sample does not know whether Croatia has accepted the adoption of the EU immigration pact. 30% think so, 17% - no.

The survey also included **several issues** on which the **surveyed group does not have a clear opinion on or these opinions are highly polarized**, i.e. a similar percentage agrees and disagrees with the statements proposed in the survey. For example, 1/3 believe that the army and a wall on the border will protect the country from undocumented migrants. The same number of people disagree with this statement, the remaining 1/3 were unable to comment on this issue. Similarly - almost 30% say that Croatia is home to a large group of Muslims. The same number of people disagree with this statement, and over 40% do not know how to answer.

Chart 30. Respondents' knowledge and opinions on current situation concerning migration in Croatia



Source: Quantitative research CAWI, n=501, October-November 2024, Conducted by Innys Format

4. Summary – conclusion of the key findings of the study

Media consumption and trust in media

Young Croats use the media mainly for entertainment and in search of current information. The most popular medium are the social media platforms – both in terms of obtaining general information about events in the world and on topics related to migration.

Traditional media – television (both public and commercial), radio and the newspapers have almost completely lost their importance in this group.

Although the vast majority of young people do not read newspapers, they are the ones that – alongside radio – enjoy the greatest trust when it comes to providing information about current events, including migration.

Media towards migration and migrants

Young people admit that they generally do not check the information presented in the media about issues related to migrants.

The vast majority of young Croats (over 80%) admit that they notice hate speech aimed at migrants in media discourse or on social media.

The greatest 'lack of information' is reported in relation to immigration to Croatia for educational purposes, the social integration of minorities with local communities and on the subject of the Croatian diaspora abroad.

Only two issues cause more feel of excess than deficiency of information in the respondents. We are talking about the issue of immigration to Croatia for economic reasons, and also because of the war in the country of origin.

A part of young Croats (1/4) questions the impartiality of the media in the context of presenting the phenomenon of migration. Practically the same number believe that the media present migration in a balanced and impartial way.

The influence of media on the attitudes of young Croats

More than half of the respondents see a strong influence of the media on shaping public opinion and attitudes towards migration.

1/3 of young people declare that information or stories presented in the media have influenced their opinion or attitude towards issues related to migration at least once in the past. 1/5, declare that the content presented by the media has motivated them to take any action (such as volunteering, donations, advocacy) for issues related to migrants.

Opinions on migration and migrants

The study shows the significant role and power of the media in shaping the opinions and attitudes of young Croats. They admit that the main source of information on migration issues for them is the media - both traditional and online.

The life experience of the respondents, their family home or educational institutions (school, university) are much less common sources of knowledge on migration.

At the declarative level, knowledge of basic migration-related issues is moderate. Exactly half of Croatian youth stated that the concepts of 'migrant' and 'refugee' are not the same.

Personal experiences with migration and migrants

Every fifth young person in Croatia has personal experience of emigration – i.e. they themselves have been abroad for more than 3 months. Almost 30% of the young Croatian generation has closer experiences with migrants – they have a migrant in their circle of friends or family. The same number had personal contact with a migrant or refugee in Croatia, who was a stranger to them. Over 40% of Croatian youth claim that they have never personally encountered a migrant or refugee in their country.

Those who had any contact with a migrant or refugee, i.e. over half of the entire research sample, were asked how they assessed this interaction, meeting. Almost half assessed it positively.

Perception of migration and migrants in Croatia

More than half of young Croats have a generally negative opinion on migrants coming to their country.

The attitude of Croatian youth is more favourable when we analyse the different reasons for immigration to Croatia. More than half positively assess the fact that migrants settle for education, as well as when it comes to finding a job in Croatia.

Attitudes towards migrants vary depending on their country/region of origin. Young Croats have the most positive attitudes towards migrants from the European Union, as well as Eastern Europe, North and South America. On the other hand, negative opinions dominate towards migrants from East Asia, and especially the Middle East.

The survey also shows a certain picture of the stereotypes of young Croats about migrants. More than half of the respondents believe that migrants are competition for Croats on the job market, that they pose a threat to Croatian culture, to the country's security and that they are unable to integrate into the society.

Despite these negative stereotypes, over 40% of respondents believe that everyone should be able to migrate freely in accordance with the right to freedom of movement.

Half of the respondents do not believe that migration policy in Croatia is well-designed. Many people believe that migration in Croatia is a matter of security in the country.

Knowledge of the current migration situation in Croatia is low among young Croats. More than half do not know whether Croatia has accepted the adoption of the EU immigration pact, or whether there are illegal push-backs at the Croatian border of people who want to apply for asylum or refugee status in Croatia.



5. Appendix

5.1. Questionnaire for the quantitative CAWI study

SURVEY QUESTIONNAIRE: INFLUENCE OF MEDIA ON PERCEPTION OF MIGRATION PROCESSES IN CROATIA



We invite you to participate in a study on the impact of media on the perception of migration. The study is part of the project "Migration Media(tor): Empowering voices of migrants", implemented by the Centre For Cultural Dialogue – CCD, Jagiellonian University in Krakow, the Association for the Development of Civil Society Pro Humanum, and the Emigration Museum in Gdynia. The project is financed by the European Union under the Citizens, Equality, Rights and Values Programme (CERV) - DZP.271.130.2024.

The study is anonymous and voluntary. The authors of the project will do everything to guarantee the security of the data collected. Any information you provide in this form will remain confidential. The results of this study will be used for research purposes only. If the results of this study are released to the public in any way, they will be in aggregate statistical reports.

The current situation of migrants in Croatia reflects a complex picture that includes different groups and reasons for migration. According to the available data, Croatia records a continuous increase in the number of migrants coming from different countries, especially from Bosnia and Herzegovina, Serbia, Ukraine and various Asian countries (such as Nepal, India, the Philippines, Bangladesh, Uzbekistan). Migrants come for a variety of reasons,

including economic opportunity, education, professional development, as well as escaping persecution, war or discrimination in their countries of origin.

I. Media consumption habits

1. How often in the past week:

	Not at all	1-2 times	3-4 times	5-7 times
1.1. Have you watched a news service on Croatian public television (<i>name</i>)?	1	2	3	4
1.2. Have you watched a news service on a Croatian commercial TV station (such as <i>name</i> , <i>name</i>)?	1	2	3	4
1.3. Have you watched a news service on a foreign TV station (such as CNN, BBC, AlJazeera, France24, etc.)?	1	2	3	4
1.4. Have you watched or read news on Croatian online news portals (<i>name</i> , <i>name</i> , etc.)?	1	2	3	4
1.5. Have you watched or read news on foreign online news portals?	1	2	3	4
1.6. Have you read newspapers?	1	2	3	4
1.7. Have you read news via social media applications?	1	2	3	4

2. Please provide the name of the TV station, online news portal and/or newspaper (Croatian or foreign) from which you most often get current information about Croatia. Enter at least one title/name.

.....

3. Please provide the name of the TV station, online news portal and/or newspaper (Croatian or foreign) from which you most often get current information about the world. Enter at least one title/name.

.....

4. What is your main reason for using the media? Indicate up to two answers.

1. searching for up-to-date information
2. entertainment
3. education
4. social networking
5. other:.....

5. How often do you use the following sources of news and information on migration-related topics?

	Every day	Several times a week	Several times a month	Very rarely or never
1.1. Television	1	2	3	4
1.2. Social media platforms	1	2	3	4
1.3. Internet news sites	1	2	3	4
1.4. Printed newspapers	1	2	3	4
1.5. Radio	1	2	3	4

6. Please name the TV station, online news portal and/or newspaper (Croatian or foreign) from which you most often get current information on migration. Enter at least one title/name.

.....

II. Perception of migration

7. What is your opinion on the arrival of migrants to Croatia?
1. strongly negative
 2. rather negative
 3. have no opinion
 4. rather positive
 5. strongly positive
8. What is the main source of your knowledge about migration? Indicate up to two answers.
1. school / university
 2. life experience
 3. home
 4. media (traditional or online)
 5. other...
9. What is your attitude towards people coming to Croatia because of:

	Strongly negative	Rather negative	Have no opinion	Rather positive	Strongly positive
9.1. Armed conflict or political instability	1	2	3	4	5
9.2. Willingness to work	1	2	3	4	5
9.3. Difficult economic situation in the country of origin	1	2	3	4	5

9.4. Difficult natural/climatic conditions in the country of origin	1	2	3	4	5
9.5. Being persecuted because of religion	1	2	3	4	5
9.6. Being persecuted for political views	1	2	3	4	5
9.7. Being persecuted because of sexual orientation	1	2	3	4	5
9.8. Being persecuted because of skin colour, membership in a minority group or culture	1	2	3	4	5
9.9. Taking up education	1	2	3	4	5

10. What is your opinion on the arrival of migrants to Croatia from the following regions:

	Strongly negative	Rather negative	Have no opinion	Rather positive	Strongly positive
10.1. European Union countries	1	2	3	4	5
10.2. Eastern Europe	1	2	3	4	5
10.3. Africa	1	2	3	4	5
10.4. Middle East countries	1	2	3	4	5
10.5. East Asia	1	2	3	4	5
10.6. South America	1	2	3	4	5
10.7. North America	1	2	3	4	5

11. Please indicate what your attitude is to the following statements about migrants coming to Croatia:

	Strongly disagree	Rather disagree	Don't know, hard to say	Rather agree	Strongly agree
11.1. Are competitors on the labour market for Croats	1	2	3	4	5
11.2. Are a threat to our culture	1	2	3	4	5
11.3. They are unable to integrate into Croatian society	1	2	3	4	5
11.4. Want to dominate Croatian society and impose their rules on us	1	2	3	4	5
11.5. Are a threat to Croatia's security	1	2	3	4	5
11.6. They want to live off social benefits in Croatia	1	2	3	4	5

11.7. Are needed for Croatia's further economic development	1	2	3	4	5
11.8. They are an added value for the development of a multicultural society	1	2	3	4	5
11.9. Croatia should provide them with a second home, as their lives are endangered in their countries of origin	1	2	3	4	5
11.10. Everyone should be able to migrate freely in accordance with the right to freedom of movement	1	2	3	4	5

12. Have you ever been abroad for more than 3 months?

1. Yes
2. No

13. Are there any foreigners among your acquaintances, friends or family?

1. Tak -> **Go to Q15**
2. Nie

14. **(IF Q13=2)** Have you ever personally met or had contact with a migrant or refugee in Croatia?

1. Yes
2. No -> **Go to Q16**

15. **(IF Q13=1 or Q14=1)** How would you describe this interaction?

1. Strongly negative
2. Rather negative
3. Have no opinion
4. Rather positive
5. Strongly positive

III. Media influence and impact

16. In your opinion, how much space is devoted in the media to the following topics:

	Far too little	Too little	Enough	Too much	Far too much	Have no opinion
16.1. Emigration of Croatians abroad	1	2	3	4	5	6
16.2. Immigration to Croatia for economic reasons	1	2	3	4	5	6
16.3. Immigration to Croatia due to war in the country of origin	1	2	3	4	5	6
16.4. Immigration to Croatia due to persecution in the country of origin	1	2	3	4	5	6
16.5. Immigration to Croatia for educational purposes	1	2	3	4	5	6
16.6. Multicultural society	1	2	3	4	5	6
16.7. Existence of minority groups	1	2	3	4	5	6
16.8. Relations with the Croatian community abroad	1	2	3	4	5	6
16.9. Social integration of minority groups into local communities	1	2	3	4	5	6

17. To what extent do you agree or disagree with the following statement: "The media portray migration in a balanced and unbiased way"?

1. Strongly disagree
2. Rather disagree
3. Don't know, hard to say
4. Rather agree
5. Strongly agree

18. How much influence do you think media reports on migration have on shaping public opinion and attitudes toward migrants?

Scale: 1 - No influence; 5 - Very strong influence

19. Has information or stories portrayed in the media ever influenced your opinion or attitude toward migration issues?

1. Yes
2. No
3. I don't remember

20. Has the content presented by the media ever motivated you to take action (volunteerism, donations, advocacy) for migrant issues?

1. Yes

2. No
3. I don't remember

IV. Trust in media

21. Which of the following types of media do you trust the most when it comes to reporting on current events? (Please rank from 1 to 5, where 1 means least trust and 5 means most trust)
1. Television
 2. Social media (e.g. Facebook, X, Instagram, influencers)
 3. Internet news sites
 4. Printed newspapers
 5. Radio
22. Which of the following types of media do you trust the most when it comes to reporting on migration? (Please rank from 1 to 5, where 1 means Least trust and 5 means Most trust)
1. Television
 2. Social media (e.g. Facebook, X, Instagram, influencers)
 3. Internet news sites
 4. Printed newspapers
 5. Radio
23. How often do you check information about migration issues presented by the media before forming your own opinion or sharing it with others?
1. Never
 2. Rarely
 3. Sometimes
 4. Often
 5. Always
24. Do you notice hate speech directed at migrants in media discourse or on social media?
1. Yes - very often
 2. Yes - from time to time
 3. Yes - but rarely
 4. No - not at all

V. Educational needs and gaps



25. To your knowledge, is there any difference between refugees and migrants?

1. Yes
2. No
3. I'm not sure, I don't know

26. What is your opinion on the following statements about the migration situation in Croatia:

	Strongly disagree	Rather disagree	Don't know, hard to say	Rather agree	Strongly agree
26.1. More people are still leaving Croatia than coming to Croatia.	1	2	3	4	5
26.2. In Croatia, we have a well-designed migration policy.	1	2	3	4	5
26.3. Most migrants come to us from European Union member states.	1	2	3	4	5
26.4. Building walls and deploying the military at the border would protect us from irregular migrants.	1	2	3	4	5
26.5. Croatia is home to a large group of Muslims.	1	2	3	4	5
26.6. Croatia has accepted the introduction of the EU Migration Pact.	1	2	3	4	5
26.7. At Croatia's borders, there are illegal pushbacks of people who wish to apply for asylum and refugee status in Croatia.	1	2	3	4	5
26.8. Migration is essential for us for economic reasons.	1	2	3	4	5
26.9. Migrants drive down the wage levels in Croatia.	1	2	3	4	5

26.10. The living conditions for migrants in Croatia are poor.	1	2	3	4	5
26.11. Migrants do not stay long in Croatia; they move on to other countries in Europe	1	2	3	4	5
26.12. Migration is a security issue in Croatia.	1	2	3	4	5

VI. Particulars

27. Age

1. 18-25 y.o.
2. 26-30 y.o.

28. Gender

1. Women
2. Men
3. Other
4. I refuse to answer

29. Place of residence:

1. Village
2. City with less than 50,000 residents
3. City between 50,000 – 200,000 residents
4. City between 200,000 – 500,000 residents
5. City with more than 500,000 residents

30. Highest level of education completed

1. Primary
2. Secondary
3. Bachelor's degree
4. Master's degree
5. Other:....

31. Political views:

1. Very conservative
2. Conservative
3. Moderate
4. Liberal
5. Very liberal
6. I refuse to answer this question



Thank you for participating in the survey. If you have any questions please contact center@ccd.hr

6. Biographical notes

Bartosz Chruścielski – graduate of sociology at the Faculty of Humanities of Nicolaus Copernicus University in Torun Poland and Postgraduate Public Relations Studies at SWPS University in Sopot Poland. He has been involved in research since 2006. He specializes in image research, social research, brand research and research supporting the development of new products and services, as well as in the issues of User Experience and User Centred Design. He is usually involved in all stages of the research process – from planning, preparation of research tools and recruitment, through fieldwork, data analysis, to presentation of results. He has worked both in large, multi-module studies for corporate clients and in small ad hoc projects for small and medium-sized enterprises, public institutions and non-governmental organizations. He also has experience in planning and implementing social consultations. He taught classes at Nicolaus Copernicus University in Torun Poland in the field of qualitative research in practice.

Ajla Čustović – project associate at the Center for Cultural Dialogue. She graduated journalism from Faculty of Political Science of Zagreb University where she also obtained master's degree in foreign Affairs and Diplomacy and Ph.D. in Political theory with special focus on universality of human rights. She is author of a book Islam and Human Rights published in 2022 and multiple scientific articles on human rights, multiculturalism and intercultural dialogue. She participated as a speaker and lecturer at numerous international conferences and seminars on the topic of human rights. As a project associate, she contributed to implementation of different projects aimed to improvement of integration process in Croatia and she was an advisor for practical integration manual in Croatia.

Katarzyna Weronika Górská –

Joanna Kulpińska –

Nejra Kadić Meškić – the CEO at the Center for Cultural Dialogue which builds intercultural societies and fights growing mistrust and polarization by strengthening intercultural and interreligious dialogue. She finished the School for Economics and Business of the University of Sarajevo and has fifteen years of experience as a program and campaign leader in the field of human rights, minority rights, migration and integration, culture of dialogue, youth and gender equality at the political and implementation level. Kadić Meškić is a trainer on teamwork and leadership in educational programs for youth. She has experience in project management, event management, public relations and marketing as well as public finances and budgeting – especially related to youth. She is familiar with the issues of human rights in Croatia and Bosnia and Herzegovina as she worked in the NGO sector in both countries. She is the author and co-author of strategic documents related to the improvement of human rights implementation. In 2013, Kadić Meškić received an award for her contribution in the achievement of gender equality by the Parliament of Bosnia and Herzegovina.

Joanna Michałowska – graduate of psychology at the Faculty of Social Sciences at the University of Gdansk, Poland. In the research industry for over 25 years. She has experience in all stages of the research process – from research design, methodology, research tools or negotiations with the client to implementation, analysis and interpretation of marketing and social research results. She specializes in intra-organizational research, social issues and the labour market. She also has many years of experience in FMCG research, especially in product testing, the energy, financial and insurance sectors. Several years ago, she added qualitative experience to the quantitative workshop, which is her specialization and professional passion, successfully implementing multidisciplinary research and consulting projects for clients from many industries. Over the many years of her professional work, she has recruited and trained many researchers, and together with her team, she also gave lectures on social research in practice for sociology students at the University of Gdansk, Poland.

Katarzyna Morawska – research specialist at the Emigration Museum in Gdynia Poland

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Rafał Raczynski – scholar, chief research specialist at the Emigration Museum in Gdynia Poland, doctor of social sciences in the field of political science with a specialization in international relations, graduate of political science at the University of Gdansk, Poland the European School at the Faculty of Management and Economics of the Gdansk University of Technology and personnel management at the University of Social Psychology. His scientific interests include migration issues, diaspora issues and issues related to the functioning of small states, in particular the Republic of Iceland. He is the author of two monographs, co-author of two multi-author monographs, editor of four collective works and author of over 40 chapters and scientific articles, published both in Poland and abroad. Editor-in-chief of the journal 'The Polish Migration Review', editor of the journal 'European Journal of Transformation Studies' and member of the scientific council of the journal 'Political Life'.

Sebastian Tyrakowski – cultural manager, economist by education. Associated with the public sector since 2003. Gained experience abroad in local government structures. Worked in the unit supervising the implementation of regional strategy and policy for the British county of Merseyside. Participated in the development and implementation of the 5-year celebration program for the city of Liverpool in connection with receiving the title of European Capital of Culture 2008. He was also a consultant for the city of Gdansk and co-author of the competition application for the title of European Capital of Culture 2016. Since 2012, he has been working at the Emigration Museum in Gdynia Poland. Participated in the creation of the facility and permanent exhibition, serves as deputy director.

