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HOW DATA JOURNALISM CHANGING NEWSROOMS IN KAZAKHSTAN

This study examines how data journalism Changing newsrooms in Kazakhstan. Internet plays a significant role as a modern communication tool in Kazakhstan. The analysis examines whether the process of changing and establishing newsrooms and media as an influence of the new informational technology. Key to this effort was establishing the Digital Journalism and Data Journalism as a revolution in communications technology is clearly changing the media style, and it has created a highly competitive environment for those who provide news and information to the public. At the time of independence an overwhelming majority of Kazakhstani media changed from traditional to online, which remains strong today. Interviews were conducted with key members of Kazakhstani media industry to learn the role of data journalism in establishing and changing the newsrooms. The author of this study are discussed in detail the utility and its implications of the role of data journalism in the modern newsrooms in Kazakhstan.

Key words: Internet, Data Journalism, Digital Journalism, communication technology, Kazakhstan.

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Қазақстанда деректер журналистикасы редакцияларды қалай өзгертуде

Бұл мақалада Қазақстандағы деректер журналистикасы ақпарат құралдары қызметін қалай өзгертетіні жайлы қарастырады. Қазақстанда Интернет заманауи коммуникациялық құрал ретінде маңызды рөлге ие. Зерттеуде жаңа ақпараттық технологиялар дамуының медиаға ықпалы талданады. Сандық және деректер журналистикасының қалыптасуы мен дамуына коммуникациялық технологиялардың әсері ақпарат тарату құралдары арасында жоғары әлеуетті бәсекелік ортаны қалыптастырудан көрінеді. Тәуелсіздік алған жылдардан бері қарай көптеген қазақстандық БАҚ дәстүрлі ақпарат тарату моделінен онлайндық жүйеге көшуді мақсат етуде. Зерттеуде қазақстандық медиаиндустрия жетекшілерімен деректер журналистикасының рөлі мен редакциялардың қызметін өзгерту жайлы білу үшін арнайы сұхбат жүргізілген. Мақала авторы Қазақстандағы заманауи редакциялардағы деректер журналистикасының рөлі мен маңызын жан-жақты талдайды.

Түйін сөздер: интернет, деректер журналистикасы, сандық журналистика, коммуникациялық технологиялар, Қазақстан.

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Как журналистика данных изменяет работу редакций в Казахстане

В исследовании рассматривается, как журналистика данных изменяет работу редакций в Казахстане. Интернет играет значительную роль как современное средство коммуникации в Казахстане. Анализируется процесс изменения и создания редакций и средств массовой информации в качестве влияния новой информационной технологии. Ключом к этим усилиям было создание цифровой журналистики и журналистики данных, поскольку революция в коммуникационных технологиях явно меняет стиль СМИ, и к тому же она создала высококонкурентную среду для тех, кто предоставляет новости и информацию общественности. Во время независи-

мости подавляющее большинство казахстанских СМИ изменилось с традиционного на онлайн, что остается и сегодня характерной чертой. Автор этого исследования подробно обсуждает полезность и значение роли журналистики данных в современных редакциях в Казахстане.

Ключевые слова: Интернет, журналистика данных, цифровая журналистика, коммуникационные технологии, Казахстан.

Introduction

In 1991 Kazakhstan became independent after the fall of the Soviet Union and began the process of changing and establishing newsrooms and media as an influence of the new informational technology. Key to this effort was establishing the Digital Journalism and Data Journalism as a revolution in communications technology is clearly changing the media style, and it has created a highly competitive environment for those who provide news and information to the public. At the time of independence an overwhelming majority of Kazakhstani media changed from traditional to online, which remains strong today. In order to accomplish this goal the new media requires that data journalism is used in at least 30% of all media takes the lead in this effort. Interviews were conducted with key members of Kazakhstani media industry to learn the role of data journalism in establishing and changing the newsrooms. Interviewees were passionate about changing the newsrooms through using data bases, but the dominance of traditional and regional media environment continue to present roadblocks. The number of Kazakhstani who go online has grown significantly in Kazakhstan over the past few years, increasing from a penetration rate of 18 percent in 2009 to almost 73 percent in 2015, according to the International Telecommunication Union (ITU) (<http://bit.ly/1cblxxY>). Official figures showed some variation. In September 2014, officials claimed that internet penetration had exceeded 75 percent (<http://bit.ly/1Zlc3Xf>), though in early 2016 the government's estimate stood at 72.9 per cent (<http://bit.ly/29IIP15>). The Ministry of Investments and Development reported that 82.2 percent of households had an internet connection as of January 2016. The number of mobile and fixed-line broadband connections reached 10.2 million and 2.1 million users respectively (<http://bit.ly/29xF7tX>).

The mobile phone penetration rate grew to 187 percent in 2015, according to the ITU (<http://bit.ly/1cblxxY>). According to Budde, a telecommunications research and consultancy site, overall mobile subscriber growth rates have declined due to market consolidation, reaching around 31 million subscribers in 2016. Mobile broadband penetration

rates reached 61 percent in the same period (bit.ly/1Qic4TS).

In the mass media, there are trends that are manifested in a sharp increase of information flows, the emergence of new independent media, media organizations, new members of the information process, the emergence of electronic newspapers, Web-publications in the formation of the new information markets and services. The information market in Kazakhstan is experiencing rapid growth in the development of communication technology. The rate of growth of a new communication mass media show how great the demand for information services. The cellular market is actively developing in the country, more 32 million users of mobile telephony (the population of Kazakhstan – 17 million).

There is a rapid growth of Internet users in Kazakhstan. Thus for the period from 2000 to 2003 years their number increased by 200% annually. From 2000 to 2009 the number of Internet users in Kazakhstan has increased from 70 thousand to 2.3 million people (an increase of 30 times). By the end of 2007 the number of Internet users reached 1 million 800 thousand people. By 2010, the number of Internet users has increased to 3.5 million people. According to the Ministry of Communication & Information of RK at the beginning of 2011 there were 4 300 000 million Internet users in the country. At the beginning of 2012 there were 8,7 million Internet users in Kazakhstan, at the end 2013 – more 10 million.

Now the new communication technology is rapidly developing and, in particular, social networks all over the world, and Kazakhstan is not an exception. According to Asset Uaissov, Head of Services' Automation Unit under Ministry for Information and Communication of the Republic of Kazakhstan, registration in the database provides an opportunity to use all the functions provided by m-Gov. In particular, m-Gov services are implied and Citizens' Mobile Database of Kazakhstan has 2 million users (http://egov.kz/cms/en/news/mobile_database).

According to J'son & Partners, at the end of 2013 the penetration of mobile Internet in the country was 69%. And by the end of 2014 already 72% of households had used one of the types of wireless access to the network, with 27% preferring high-

speed mobile communications. According to the research of the portal Kolesa.kz, up to 20% of users come to sites from mobile devices - smartphones or tablets. The distribution of operating systems is approximately equal - 42-43% for Apple and Android (<https://ru.sputniknews.kz/society>). Given this feature, it is important for brands to immediately plan the adaptation of advertising and sites for viewing from small but such numerous screens of tablets and telephones

As these new technologies have taken hold, providing many new avenues for obtaining news and information, the overall media landscape has been drastically altered. As a result, new patterns of news consumption are emerging and the core audiences for traditional news outlets are steadily diminishing.

In addition what interests the Kazakhstan users in the network? According to TNS media consumption analysis, the Internet is usually used to work with e-mail, search for information and view news. And among young people under the age of 25 and up to 35 this figure is even higher, in these age groups 91% and 85% of Kazakhstanis respectively use smartphones. On average, there is 2.1 connected to the Internet per one Kazakhstanian device. According to the results of the study, Kazakhstanis use their smartphones for different types of activities - the most popular are watching online video (47%), social networks (46%) and information retrieval (41%) (<https://ru.sputniknews.kz/society>).

The survey showed that 86% of Kazakh Internet users are on-line daily. In this indicator, age groups of up to 25 and up to 35 years are again leading. Among the participants in the study of online users under the age of 25, 93% use the Internet daily, 94% at the age of 25-34 (<https://ru.sputniknews.kz/society>). Men, women and people of all races are equally likely to use a cell phone in Kazakhstan.

According to the SimilarWeb rating, the most popular sites in Kazakhstan are social networks (Vkontakte, Odnoklassniki, Facebook), search engines (Google, Yandex), Mail.ru portal, and YouTube video hosting. However, in the top 10 favorite sites of the country include representatives of other categories. For example, the 8th place is occupied by the Chinese trading platform AliExpress, 9 - the local auto portal Kolesa.kz, a closes the rating of the service of exchange of photo and video content Instagram. While the Internet as a whole is used for leisure, but soon you should expect to add to the ranks of frequently used sites of personal services - from buying tickets to out-of-office banking.

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ble television network in the country was established in the late 1980s. Currently in the territory of the Republic there are 146 network operators of cable TV which offer services mainly in regional centers and major cities across the country. There is a rapid development of cable television system, where over 100 channels are given to users of this type of broadcasting. In March 2003, the Association of Cable TV operators was created in Kazakhstan.

According to experts, the market of pay-TV in Kazakhstan is growing annually by 15-20%.

Kazakhstan is actively implementing new information technologies in the media. The vast territory of the country also contributes to the development of satellite TV - television without borders. The Kazakhstan cosmodrome "Baikonur" - center for launching rockets is a great help in this direction. Thanks to satellite TV system "Zharyk" ("Light"), it became possible to transfer TV shows from the northern and southern capitals in all regions of Kazakhstan, as well as cover the part of Russia, Uzbekistan, China and Mongolia by the peripheral broadcasting. Also a new ground transmitting station, which increases the potential for commercial broadcasters in the coverage across the country, was established jointly with Australian firm in the republic. In July 2011, the second Kazakhstanian satellite "KazSat-2" was launched which will provide the republic with satellite communication and digital television and radio broadcasting. This satellite is intended for domestic broadcasting and telecommunication. And with the launch of "KazSat-3" in 2013, the republic will not depend on foreign communication operators. Kazakhstan will allocate 24 billion tenge for the establishment of the third satellite in 2011-2013 (*TRC Khabar*) (<http://www.eurasiamonitor.org/rus/>).

The program of formation of "electronic government" was approved by Presidential Decree in November 10, 2004. Its goal is the construction of enterprise information system across the country. In October 13, 2006 the Government approved the Programme for Bridging Digital Divide in Kazakhstan for 2007-2009. Currently, the state program "electronic government" is being implemented in Kazakhstan, which takes place in two stages: first - the information, the second - interactive. Web portal "e-government" was launched which brings together as a single window all the Internet resources of state agencies (<http://www.adilet.zan.kz/rus/docs/P070001355>).

In 2006, under the leadership of the Agency for Informatization and Communication, Kazakhstan launched the first information phase of electronic

government (EG). Web portal “EP” in three languages: Kazakh, Russian and English were launched in all the local administrations, government departments. A system of electronic record between government agencies was implemented. Currently, agencies have begun implementing the second phase of EP - interactive. Almost all the akimats and the Ministries have virtual reception of citizens. Visitors will be able to download the necessary documentation, to introduce with the legislative framework, to get addresses of various agencies.

Expanding media space refreshes the social climate in the society. So, the comparative analysis of the characteristics of media consumption in Kazakhstan, conducted by the Public Foundation “Strategy” (December 2010 - December 2011) under the “Eurasian Monitor” showed that the most popular media is the TV, it is in every house, 91% of respondents love to watch TV programs in Kazakhstan, 22% of respondents read the newspaper nearly every day. The high level of demand in the country are among mobile phones - 86% of respondents, the possession of computers (including laptops) - 52%, but the access to the Internet - 35% of respondents who have a computer, the connection rate to satellite TV - 29%, to a cable TV connected a third of the respondents. To the question: “What are the sources of information you would use to learn about developments in the political, economic and cultural life?” - 64% of Kazakhstani said that they would use domestic TV. 34% of Kazakh respondents more often look for information in local newspapers and magazines than people in the other countries of the CIS (Commonwealth of Independent States). But Kazakhstani are more active in the use of television channels than people in other post-Soviet countries (<http://www.adilet.zan.kz/rus/docs/P070001355>).

From a relatively new media, as the present opinion poll shows (sample 1.100 - 2.000 people) mobile phones have a high consumption. Computer and Internet have become quite popular types of media, but the rate of growth in consumption and the coverage are not yet significant. The tendency of growth is influenced by a range of factors, which include: the level of urbanization, the level of material well-being of the population, the level of telephones, and the general cultural level of development of the country, etc. National TV and print media are in the lead of media consumption, in the popularity rating of Kazakhstan media. In Kazakhstan, more than in other CIS countries, the foreign and the Russian mass media, especially television are in high demand. And also people are more interested in international events. Over

60% of respondents in the country insist that the main sources of information obtained by them are the domestic media. As noted by PF “Strategy”: “people of Kazakhstan showed a relatively high level of activity in cognitive processes, which is reflected in the high level of consumption of various media. Kazakhstani people can meet their interest through various modern communication tools, giving preference to those that are more common and economically acceptable to them. Priority in the selection was given to Kazakh media, foreign, mainly Russian mass media play rather complementary role (<http://www.eurasiamonitor.org/rus/>).

The growth of new media has seen over the last few years. There is a process of merging in the converged media holdings. New network publishers, new players of media market have appeared in the country. Recently, the ceremony of awarding the first reputation prize “Expert on-line – 2011” was held for the first time in the country, where the Institute for Media standards together with the Internet Association of Kazakhstan supported the idea of active promotion of experts in the Internet. Now research activity of experts in the field of new media will be annually held in the country.

The rapid spread of new media has influenced on the socio-cultural environment, changing the living environment of people. Information and communication technologies of XXI century led to a significant modification of the Internet, mobile telephony, which has strengthened their interactivity, engaging consumers directly in the cultural space. Contemporary cultural content is distributed through various media channels, which are characterized by a particular way of media production, migration of genres, formats, convergence, and the specifics of perception and consumption. Sometimes, this socio-cultural content is created not only by professional media, but the blogosphere, civil (public) journalism. The audience becomes complicit in cultural production, supplementing professional media field through efficiency, accessibility, interactivity, blurring the boundaries between production and consumption, between work and free time, between amateur and professional sphere.

According to Kazakhstan Ministry of Communication and Information created websites for regional print media reports Tengrinews.kz. “An ambitious goal of KazContent is to launch 150 or at least 100 websites by the end of this year. The main objective of the project is to increase the level of Kazakhstan citizens’ information awareness” said manager of KazContent Dinara Zhakudina (<https://en.tengrinews.kz/internet/>).

The spread of new media has led to the transformation of traditional and emergence of new forms of audio-visual and textual experience, new forms of communication, cultural, social, individual perception and consumption of information through new media. Now the Internet and its technologies have become space for everyday communication, space for social and cultural relations of the population, habitat of the modern citizen.

Currently, there is a qualitative change of the activity of media development in the country due to the rapid introduction of new data base, the increased competition from the Russian media, the emergence of new broadcasters, telecom operators in the country and the gradual transition to digital broadcasting standards.

New socio-economic and technological conditions required a new mechanism for the coordination of information development in the country. The state's role in this process increases as the organizing, governing and legislative body, with

the cooperation and increasing involvement of the private business sector, civil society organizations.

Kazakhstan has developed the communication model, the state programs of which, such as "E-government", "Information of Kazakhstan-2020", "Intellectual Kazakhstan-2020", "The intellectual potential of the country", "Programme for the development of digital broadcasting of RK for 2008-2015", "Development of IT industry in the country", and many others will be included in the national strategy "Kazakhstan-2050". The creation of information society, the society of knowledge in the country is based on the historical, social, cultural, intensive economic development under the influence of new generation of information and communication technologies (ICT), new mass communications, coupled with the globalization of markets and increased competition. Not only the material, but also information and cultural values, based on how to use data journalism are the driving force of the modern society development.

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