



requirements. The sample contained six Russian-language and five Hebrew Israeli news sites. Based on theoretical literature and earlier researchers in area of digital media evaluation, following criteria were set: authority, accuracy, objectivity, currency, coverage, interactivity, design, services and content distribution. Each criterion was examined by a set of parameters, which were tuned during the pre-test.

The evaluation of the parameters was performed in three ways:

- (1) Evaluation of criteria related to invariable aspects of the site (e.g. design, archive) was conducted several times during the research period. Due to the dynamic nature of internet sites, some properties were changed during that period. The final results reflect the state as it was at the end of the research;
- (2) Evaluation of criteria that require repeating examination of published content (e.g. currency, content distribution) was conducted by continuous monitoring sites' publications and random examination of titles and update times;
- (3) Evaluation of criteria that require comprehensive testing of published items (e.g. objectivity, accuracy, coverage) was accomplished by in-depth analysis of articles published by sites tested, following same event. The articles were copied and stored for future analysis and testing with automatic tools. To ensure credibility of the results, evaluation of parameters requiring subjective judgment (e.g. bias, coverage depth) was supported by second opinion of another examiner.

The results of evaluation show that for most parameters Israeli Hebrew sites are ahead of Russian-language sites. The most significant differences were found in criteria of coverage, currency and credibility of information and in interactivity of the sites. However, sites in both languages got similar grades in objectivity of reporting. Overall only in two criteria- design and additional services- the Russian sites received higher grades than the Hebrew ones, although the differences were rather in Hebrew sites, but not to a large extent, where the difference is mainly explained by higher percentage of international news in Russian- language sites.

The findings provide following answers to research questions:

1. There is a difference in coverage and currency of information published by news sites in the two languages. Russian- language sites issue smaller number of articles per day and provide less detailed and less current information.
2. No difference was found in the objectivity level of the Russian- language sites compared to Hebrew sites; nevertheless, the Hebrew sites were evaluated as more credible. That is mainly caused by insufficient disclosure of administrative information and goals of the sites, and lack of the mention of authors by Russian- language sites.
3. No significant difference was found in design patterns of the sites in the two languages, nonetheless Russian- language sites got higher grade due to more readable style of design. However, serious gaps were found between the levels of interactivity of Russian- language and Hebrew sites. Most Hebrew sites allow users to respond to publications and to communicate with reporters by e-mail, and manage forums and readers' blogs. Some Hebrew sites also allow users to add information. As for Russian- language, most of them don't allow readers to respond or to communicate through forums, and none of the sites allow users to add in information.
4. The share of news related to Israelis greater in Hebrew sites than in Russian- language ones, however the difference may be defined as insignificant. Most of news published by Russian- language sites, as by Hebrew ones, is related to Israel, and local affairs have a higher priority even in the sites which are more internationally-oriented.

It seems that the main cause of the differences between the Russian- language and the Hebrew sites, especially in the criteria of coverage, currency and interactivity, is financial problems of Russian- language sites. Monetary constraints prevent investment in development and maintenance of the sites. However, supplementary research is required to point out the additional causes to differences highlighted by present study.

The research hypotheses were partly supported:

1. In accordance with the first hypothesis, Russian- language sites present less detailed and less current information than Hebrew sites, however closer examination of publications in both languages show that the main news

