

Journalism cultures – institutional roles

Question: The following list describes some of the things the news media do or try to do. Please tell me on a scale of 1 to 5 how important is each of these things in your work. 5 means you find them extremely important, 4 means very important, 3 means somewhat important, 2 means little important, and 1 means not important at all.

	N	Australia	Austria	Brazil	Bulgaria	Chile	China	Egypt	Germany	Greece	Indonesia	Israel	Mexico	Pakistan	Portugal	Romania	Russia	Spain	Switzerland	Turkey	Uganda	USA	Total
To be an absolutely detached observer.	2071	3.88	4.79	4.42	3.36	4.24	4.16	4.81	4.55	4.25	3.71	3.67	4.48	4.17	4.48	4.40	3.95	4.32	4.47	4.50	4.02	4.22	4.24
		1.00	.50	.78	1.06	.84	.92	.49	.78	1.00	.99	1.09	.73	.93	.87	.91	1.10	1.01	.77	.93	1.02	.80	.96
To act as watchdog of the government.	2080	4.07	4.21	4.45	3.93	3.80	4.21	4.79	4.33	4.03	4.20	3.38	3.90	4.11	3.80	3.35	3.56	3.71	3.77	4.35	4.43	4.39	4.04
		1.19	.80	.74	1.12	1.05	.84	.50	.82	.85	.74	1.70	1.24	.97	1.05	1.17	1.23	1.16	1.04	.89	1.00	1.07	1.09
To provide citizens with the information they need to make political decisions.	2080	4.19	4.62	4.81	4.26	3.98	4.11	4.69	4.81	4.31	4.25	4.08	4.49	4.34	4.49	4.26	3.99	4.05	4.56	4.41	4.61	4.58	4.38
		1.16	.63	.46	.98	.96	.84	.75	.44	.76	.91	1.31	.81	.74	.80	.95	.92	1.13	.62	.90	.78	.79	.90
To concentrate mainly on news that will attract the widest possible audience.	2081	3.26	3.32	2.74	3.27	3.44	3.91	3.79	3.26	3.19	4.08	3.33	3.39	4.01	2.75	3.04	3.61	3.12	3.20	3.25	3.67	3.05	3.36
		1.06	.94	.99	1.22	.96	.95	1.39	1.05	1.09	.90	1.13	1.03	.86	1.05	1.14	.92	1.06	1.01	1.23	1.16	1.03	1.12
To set the political agenda.	2061	2.75	2.63	2.65	2.72	3.30	3.21	3.18	2.80	2.66	3.33	3.05	3.20	2.86	2.69	2.91	3.24	2.28	2.83	3.38	3.46	2.07	2.91
		1.19	.97	1.10	1.00	1.20	1.06	1.32	.94	1.10	1.11	1.20	1.04	1.15	1.02	1.05	1.08	1.15	.94	1.20	1.14	1.17	1.16
To convey a positive image of political and business leadership.	2066	1.85	2.07	1.43	1.56	2.01	2.65	1.75	1.68	2.34	2.33	1.41	1.70	3.21	1.68	1.71	2.74	1.69	2.08	1.42	2.73	1.38	1.97
		.98	.98	.79	.97	1.08	1.11	1.20	.91	1.22	1.00	.72	.73	1.31	.94	.97	1.37	1.00	.99	.86	1.30	.67	1.13
To provide the audience with the information that is most interesting.	2081	3.76	4.37	3.85	4.10	3.89	3.55	2.08	4.14	3.61	4.15	4.04	4.15	3.93	3.68	4.12	3.60	4.08	4.19	3.22	3.59	3.52	3.79
		1.00	.75	.91	1.00	.95	.94	1.37	.84	1.06	.93	.94	.99	.92	.99	.94	1.24	1.01	.86	1.26	1.04	.98	1.11
To influence public opinion.	2064	2.83	2.33	2.59	3.72	3.93	3.87	4.60	2.61	2.58	3.57	3.27	3.55	3.82	2.33	2.44	3.62	2.77	2.43	3.84	3.82	2.41	3.18
		1.13	1.05	1.26	.99	1.10	.80	.75	1.02	1.17	1.10	1.14	1.12	.93	1.12	1.16	.98	1.23	1.13	1.07	1.03	1.21	1.27
To support official policies to bring about prosperity and development.	2055	2.28	1.86	3.17	2.34	3.23	3.73	3.58	1.64	3.64	2.83	2.57	3.11	3.84	2.64	2.81	2.66	2.77	2.12	2.20	4.08	1.74	2.80
		1.11	.85	1.28	1.18	1.12	1.02	1.36	.84	1.11	1.09	1.26	1.25	1.08	1.19	1.34	1.23	1.23	1.17	1.33	.98	.90	1.34
To advocate for social change.	2046	2.98	2.97	3.49	2.91	3.25	3.71	4.50	2.59	3.40	3.83	3.31	3.89	4.24	2.63	3.43	3.03	3.16	2.80	4.09	4.25	2.50	3.38
		1.17	1.17	1.19	1.13	1.06	.97	.78	1.12	1.10	1.02	1.32	1.12	.94	1.21	1.09	1.04	1.21	1.15	1.03	.91	1.23	1.24
To act as watchdog of business elites.	2061	3.79	3.63	3.28	3.17	3.52	3.54	4.20	3.76	3.63	3.78	2.65	3.49	3.03	3.05	2.65	2.97	3.21	3.46	3.87	3.52	3.98	3.44
		1.20	1.10	1.44	1.10	1.16	1.07	1.24	1.05	1.05	1.12	1.65	1.28	1.25	1.32	1.24	1.22	1.27	1.10	1.07	1.23	1.32	1.28
To motivate people to participate in civic activity and political discussion.	2069	3.50	3.88	3.74	3.77	3.51	3.36	4.35	3.91	3.77	3.99	3.40	4.16	4.23	3.82	3.74	3.37	3.60	3.80	4.14	4.02	3.46	3.79
		1.12	.99	1.07	1.18	1.00	1.02	.93	.98	1.18	1.04	1.18	1.09	.87	1.00	1.25	1.03	1.12	.98	1.08	.94	1.24	1.10