

Worlds of Journalism Study

Master questionnaire, 2012-14

Version 2.5.1 consolidated

FOR BETTER ORIENTATION PLEASE PRINT THIS DOCUMENT WITH COLOR INK!

NOTES:

- Questions in black ink belong to the **core** (denoted C1, C2 etc.).
- Parts highlighted in blue are **optional** (denoted O1, O2 etc.), other questions
- Parts highlighted in red are **instructions** for interviewers/questionnaire programmers.
- Parts in *italic* should **not be read out** by the interviewer.

C1 Which of the following categories best describes your current position in your newsroom? (*Read list.*)

- 1 Editor in chief
 - 2 Managing editor
 - 3 Desk head or assignment editor
 - 4 Department head
 - 5 Senior editor
 - 6 Producer
 - 7 Reporter
 - 8 News writer
 - 9 Trainee
 - 10 Other, please specify:
- 777 *Don't know*
999 *Refused*

C2 Which of the following categories best describes your current employment: full-time, part-time, freelancer, or other?

- 1 *Full-time employment*
 - 2 *Part-time employment*
 - 3 *Freelancer* → **GO TO C3**
 - 4 *Other, please specify:*
- 777 *Don't know*
999 *Refused*

ASK ONLY IF C2 <> 3:

O1 Do you have a permanent position, or do you work on a temporary contract?

- 1 *Permanent*
 - 2 *Temporary*
- 777 *Don't know*
999 *Refused*

C3 For how many newsrooms do you work at present? Different news outlets produced by the same newsroom count as one.

-
- 777 *Don't know*
999 *Refused*

O2 For how many news outlets do you work?

.....
 777 *Don't know*
 999 *Refused*

C4 Besides working as a journalist, do you engage in any other paid activities?

1 Yes
 2 No
 777 *Don't know*
 999 *Refused*

C5 Do you belong to any organizations or associations that are primarily for people in journalism or the communications field??

1 Yes
 2 No
 777 *Don't know*
 999 *Refused*

C6 Do you usually work on or supervise a specific beat or subject area (such as politics, economy or sports), or do you usually work on or supervise various types of stories?

1 *Work on a specific beat*
 2 *Work on various topic and subjects* → GO TO O3/C8
 777 *Don't know*
 999 *Refused*

ASK ONLY IF C6 = 1:

C7 Which beat or area do you primarily supervise or work on? (*Do not read categories!*)

1 *News/current affairs*
 2 *Politics*
 3 *Foreign politics*
 4 *Domestic politics*
 5 *Economy*
 6 *Crime & law*
 7 *Culture*
 8 *Sports*
 9 *Health*
 10 *Entertainment*
 11 *Other, record verbatim:*
 777 *Don't know*
 999 *Refused*

O3 On average, how many news items do you produce and/or edit in a usual week?

.....
 777 *Don't know*
 999 *Refused*

C8 Please tell me, in your own words, what should be the three most important roles of journalists in [add country]?

.....

 777 *Don't know*
 999 *Refused*

C9 Thinking of your work overall, how much freedom do you personally have in selecting news stories you work on? 5 means complete freedom, 4 means a great deal of freedom, 3 means some freedom, 2 means little freedom, and 1 means no freedom at all.

5 *complete freedom*
 4 *a great deal of freedom*
 3 *some freedom*
 2 *little freedom*
 1 *no freedom at all*
 777 *Don't know*
 999 *Refused*

C10 How much freedom do you personally have in deciding which aspects of a story should be emphasized? Again, 5 means complete freedom, 4 means a great deal of freedom, 3 means some freedom, 2 means little freedom, and 1 means no freedom at all.

5 *complete freedom*
 4 *a great deal of freedom*
 3 *some freedom*
 2 *little freedom*
 1 *no freedom at all*
 777 *Don't know*
 999 *Refused*

C11 How often do you participate in editorial and newsroom coordination, such as attending editorial meetings or assigning reporters? 5 means always, 4 means very often, 3 means sometimes, 2 means rarely, and 1 means almost never.

5 *always*
 4 *very often*
 3 *sometimes*
 2 *rarely*
 1 *almost never*
 777 *Don't know*
 999 *Refused*

C12 Please tell me how important each of these things is in your work. 5 means you find them extremely important, 4 means very important, 3 means somewhat important, 2 means little importance, and 1 means unimportant.

5 *extremely important*
 4 *very important*
 3 *somewhat important*
 2 *little important*
 1 *unimportant*
 777 *Don't know*
 999 *Refused*

A	Be a detached observer.	5	4	3	2	1	777	999
B	Report things as they are.	5	4	3	2	1	777	999
C	Provide analysis of current affairs.	5	4	3	2	1	777	999
D	Monitor and scrutinize political leaders.	5	4	3	2	1	777	999
E	Monitor and scrutinize business.	5	4	3	2	1	777	999
F	Set the political agenda.	5	4	3	2	1	777	999
G	Influence public opinion.	5	4	3	2	1	777	999
H	Advocate for social change.	5	4	3	2	1	777	999
J	Be an adversary of the government.	5	4	3	2	1	777	999
K	Support national development.	5	4	3	2	1	777	999
L	Convey a positive image of political leadership.	5	4	3	2	1	777	999
M	Support government policy.	5	4	3	2	1	777	999
O	Provide entertainment and relaxation.	5	4	3	2	1	777	999
P	Provide the kind of news that attracts the largest audience.	5	4	3	2	1	777	999
R	Provide advice, orientation and direction for daily life.	5	4	3	2	1	777	999
S	Provide information people need to make political decisions.	5	4	3	2	1	777	999
T	Motivate people to participate in political activity.	5	4	3	2	1	777	999
U	Let people express their views.	5	4	3	2	1	777	999
W	Educate the audience.	5	4	3	2	1	777	999
X	Tell stories about the world.	5	4	3	2	1	777	999
Z	Promote tolerance and cultural diversity.	5	4	3	2	1	777	999

C13 The following statements describe different approaches to journalism. For each of them, please tell me how strongly you agree or disagree. 5 means you strongly agree, 4 means somewhat agree, 3 means undecided, 2 means somewhat disagree, and 1 means strongly disagree.

- 5 *strongly agree*
4 *somewhat agree*
3 *undecided*
2 *somewhat disagree*
1 *strongly disagree*
- 777 *Don't know*
999 *Refused*

A	Journalists should always adhere to codes of professional ethics, regardless of situation and context.	5	4	3	2	1	777	999
B	What is ethical in journalism depends on the specific situation.	5	4	3	2	1	777	999
C	What is ethical in journalism is a matter of personal judgment.	5	4	3	2	1	777	999
D	It is acceptable to set aside moral standards if extraordinary circumstances require it.	5	4	3	2	1	777	999

C14 Given an important story, which of the following, if any, do you think may be justified on occasion and which would you not approve of under any circumstances? 1 means it is always justified, 2 means it is justified on occasion, and 3 means you would not approve under any circumstances.

- 1 *always justified*
2 *justified on occasion*
3 *not approve under any circumstances*
- 777 *Don't know*
999 *Refused*

A	Paying people for confidential information	1	2	3	777	999
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B	Using confidential business or government documents without authorization	1	2	3	777	999
C	Claiming to be somebody else	1	2	3	777	999
D	Exerting pressure on unwilling informants to get a story	1	2	3	777	999
E	Making use of personal documents such as letters and pictures without permission	1	2	3	777	999
F	Getting employed in a firm or organization to gain inside information	1	2	3	777	999
G	Using hidden microphones or cameras	1	2	3	777	999
H	Using re-creations or dramatizations of news by actors	1	2	3	777	999
J	Publishing stories with unverified content	1	2	3	777	999
K	Accepting money from sources	1	2	3	777	999
L	Altering or fabricating quotes from sources	1	2	3	777	999
M	Altering photographs	1	2	3	777	999

C15 Here is a list of potential sources of influence. Please tell me how much influence each of the following has on your work. 5 means it is extremely influential, 4 means very influential, 3 means somewhat influential, 2 means little influential, and 1 means not influential. If a source is not relevant to your work, please choose 8.

- 5 *extremely influential*
4 *very influential*
3 *somewhat influential*
2 *little influential*
1 *not influential*
8 *not relevant to respondent's work*
777 *Don't know*
999 *Refused*

A	Your personal values and beliefs	5	4	3	2	1	8	777	999
B	Your peers on the staff	5	4	3	2	1	8	777	999
C	Your editorial supervisors and higher editors	5	4	3	2	1	8	777	999
D	The managers of your news organization	5	4	3	2	1	8	777	999
E	The owners of your news organization	5	4	3	2	1	8	777	999
F	Editorial policy	5	4	3	2	1	8	777	999
G	Advertising considerations	5	4	3	2	1	8	777	999
H	Profit expectations	5	4	3	2	1	8	777	999
J	Audience research and data	5	4	3	2	1	8	777	999
K	Availability of news-gathering resources	5	4	3	2	1	8	777	999
L	Time limits	5	4	3	2	1	8	777	999
M	Journalism ethics	5	4	3	2	1	8	777	999
N	Religious considerations	5	4	3	2	1	8	777	999

C16 Here is another list. Again, please tell me on a scale of 5 to 1 how influential each of the following is in your work.

- 5 *extremely influential*
4 *very influential*
3 *somewhat influential*
2 *little influential*
1 *not influential*
777 *Don't know*
999 *Refused*

A	Your friends, acquaintances and family	5	4	3	2	1	777	999
B	Colleagues in other media	5	4	3	2	1	777	999
C	Feedback from the audience	5	4	3	2	1	777	999
D	Competing news organizations	5	4	3	2	1	777	999

E	Media laws and regulation	5	4	3	2	1	777	999
F	Information access	5	4	3	2	1	777	999
G	Censorship	5	4	3	2	1	777	999
H	Government officials	5	4	3	2	1	777	999
J	Politicians	5	4	3	2	1	777	999
K	Pressure groups	5	4	3	2	1	777	999
L	Business people	5	4	3	2	1	777	999
M	Public relations	5	4	3	2	1	777	999
N	Relationships with news sources	5	4	3	2	1	777	999
O	The military, police and state security	5	4	3	2	1	777	999

C17 How many years have you been working in journalism?

..... IF < 5 years → GO TO O4/C20

777 Don't know → GO TO O4/C20

999 Refused → GO TO O4/C20

ASK ONLY IF C17 ≥ 5:

C18 The importance of some influences on journalism may have changed over time. Please tell me to what extent these influences have become stronger or weaker during the past five years in [add country]. 5 means they have strengthened a lot, 4 means they have somewhat strengthened, 3 means they did not change, 2 means they have somewhat weakened, and 1 means they have weakened a lot.

5 strengthened a lot
4 somewhat strengthened
3 did not change
2 somewhat weakened
1 weakened a lot

777 Don't know

999 Refused

A	Journalism education	5	4	3	2	1	777	999
B	Ethical standards	5	4	3	2	1	777	999
C	Competition	5	4	3	2	1	777	999
D	Advertising considerations	5	4	3	2	1	777	999
E	Profit making pressures	5	4	3	2	1	777	999
F	Public relations	5	4	3	2	1	777	999
G	Audience research	5	4	3	2	1	777	999
H	User-generated contents, such as blogs	5	4	3	2	1	777	999
J	Social media, such as [add 1 or 2 examples]	5	4	3	2	1	777	999
K	Audience involvement in news production	5	4	3	2	1	777	999
L	Audience feedback	5	4	3	2	1	777	999
M	Pressure toward sensational news	5	4	3	2	1	777	999
O	Western ways of practicing journalism	5	4	3	2	1	777	999

ASK ONLY IF C17 ≥ 5:

C19 Journalism is in a state of change. Please tell me whether you think there has been an increase or a decrease in the importance of following aspects of work in [add country]. 5 means they have increased a lot, 4 means they have somewhat increased, 3 means there has been no change, 2 means they have somewhat decreased, and 1 means they have decreased a lot.

5 increased a lot
4 somewhat increased
3 did not change
2 somewhat decreased

1 *decreased a lot*

777 *Don't know*

999 *Refused*

A	Journalists' freedom to make editorial decisions	5	4	3	2	1	777	999
B	Average working hours of journalists	5	4	3	2	1	777	999
C	Time available for researching stories	5	4	3	2	1	777	999
D	Interactions of journalists with their audiences	5	4	3	2	1	777	999
E	The importance of technical skills	5	4	3	2	1	777	999
F	The use of search engines	5	4	3	2	1	777	999
G	The importance of having a university degree	5	4	3	2	1	777	999
H	The importance of having a degree in journalism or a related field	5	4	3	2	1	777	999
J	The credibility of journalism	5	4	3	2	1	777	999
K	The relevance of journalism for society	5	4	3	2	1	777	999

O4 Please tell me on a scale of 5 to 1 how much you personally trust each of the following institutions. 5 means you have complete trust, 4 means you have a great deal of trust, 3 means have you some trust, 2 means you have little trust, and 1 means you have no trust at all.

5 *complete trust*

4 *a great deal of trust*

3 *some trust*

2 *little trust*

1 *no trust at all*

777 *Don't know*

999 *Refused*

A	The parliament [add name]	5	4	3	2	1	777	999
B	The government [add name]	5	4	3	2	1	777	999
C	Political parties	5	4	3	2	1	777	999
D	Politicians in general	5	4	3	2	1	777	999
E	The judiciary/the courts	5	4	3	2	1	777	999
F	The police	5	4	3	2	1	777	999
G	The military	5	4	3	2	1	777	999
H	Trade unions	5	4	3	2	1	777	999
J	Religious leaders	5	4	3	2	1	777	999
K	The news media	5	4	3	2	1	777	999

O5 Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?

1 *most people can be trusted*

2 *one cannot be too careful*

777 *Don't know*

999 *Refused*

O6 Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair?

1 *most people would try to take advantage of me*

2 *they would try to be fair*

777 *Don't know*

999 *Refused*

C20 What is the highest grade of school or level of education you have completed?
(Read list.)

- 1 Not completed high school → GO TO O7/C22
- 2 Completed high school → GO TO O7/C22
- 3 College/Bachelor's degree or equivalent
- 4 Master's degree or equivalent
- 5 Doctorate
- 6 Undertook some university studies, but no degree

777 *Don't know*
999 *Refused*

ASK ONLY IF C20 > 2:

C21 During your studies, did you specialize in journalism or another communication field?

- 1 *Yes, specialized in journalism*
 - 2 *Yes, specialized in other communication field*
 - 3 *Yes, specialized both in journalism and another communication field*
 - 4 *No, did not specialize in these fields*
- 777 *Don't know*
999 *Refused*

ASK ONLY IF C20 > 2 AND C6 = 1:

O7 During your studies did you specialize in a field that relates to your area of coverage?

- 1 *Yes, did specialize*
 - 2 *No, did not specialize*
- 777 *Don't know*
999 *Refused*

C22 What is your gender?

- 1 *Female*
 - 2 *Male*
- 777 *Don't know*
999 *Refused*

C23 In what year were you born?

.....
777 *Don't know*
999 *Refused*

O8 In political matters, people talk of "the left", "the right", and the "center". On a scale where 0 is left, 10 is right, and 5 is center, where would you place yourself?

.....
777 *Don't know*
999 *Refused*

O9 What is your ethnic group?

[Add a list of common ethnic groups in your country.]

- 20 Other, please specify:
- 777 *Don't know*
999 *Refused*

O10 How important is religion or religious belief to you? 5 means you find it extremely important, 4 means very important, 3 means somewhat important, 2 means it is of little importance, and 1 means unimportant.

- 5 extremely important
- 4 very important
- 3 somewhat important
- 2 little important
- 1 unimportant
- 777 Don't know
- 999 Refused

O11 Do you consider yourself as affiliated with any particular religion or religious denomination? If yes, which one? *(Do not read the list!)*

- 1 No religion or denomination
- 2 Buddhist
- 3 Christian: Protestant/Lutheran
- 4 Christian: Orthodox
- 5 Christian: Roman Catholic
- 6 Hindu
- 7 Jewish
- 8 Muslim
- 9 Other, record verbatim:
- 777 Don't know
- 999 Refused

O12 In which of the following categories does your monthly salary fall, after taxes?

[Add a list of 10 income brackets according to instructions.]

- 777 Don't know
- 999 Refused

TECHNICAL QUESTIONS (to be filled upon completion of the interview)

T1 Interview code

T2 Interview date (ddmmjj)

T3 Interviewer code

T4 Interview mode

- 1 Telephone
- 2 Face to face
- 3 Mail or E-mail
- 4 Online

T5 Rank of respondent

- 1 Senior/executive manager with strategic authority
- 2 "Junior" manager with operational authority
- 3 Rank-and-file journalist with limited authority

T6 Name of medium

T7 Type of medium

- 1 Daily newspaper
- 2 Weekly newspaper
- 3 Magazine
- 4 Television
- 5 Radio
- 6 News agency
- 7 Online outlet (stand-alone)
- 8 Online outlet (of offline outlet)

T8 Reach of medium

- 1 Local
- 2 Regional
- 3 National
- 4 Transnational

T9 Ownership of medium

- 1 Purely private ownership
- 2 Purely public ownership
- 3 Purely state ownership
- 4 Mixed ownership but mostly private
- 5 Mixed ownership but mostly public
- 6 Mixed ownership but mostly state-owned
- 777 No information*

T10 Notes

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