

Aggregated Data on Key Variables

Journalistic Roles: Be a detached observer

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	90.8%	4.31	.80	Italy	396	86.6%	4.47	.81
Argentina	353	52.1%	3.42	1.16	Japan	743	44.1%	3.37	.94
Australia	602	76.9%	4.07	.99	Kenya	310	61.0%	3.57	1.20
Austria	812	88.3%	4.41	.81	Kosovo	198	94.9%	4.67	.68
Bangladesh	305	47.9%	3.31	1.40	Latvia	336	96.4%	4.63	.58
Belgium	586	85.3%	4.34	.85	Malawi	151	70.9%	3.97	1.27
Bhutan	86	73.3%	3.93	1.16	Malaysia	355	71.5%	3.89	.89
Botswana	168	68.5%	3.86	1.34	Mexico	375	58.4%	3.47	1.29
Brazil	376	73.1%	4.13	1.02	Moldova	220	82.7%	4.30	.86
Bulgaria	263	89.0%	3.96	1.26	Netherlands	513	64.9%	3.76	.98
Canada	342	78.4%	4.12	1.02	New Zealand	530	71.5%	3.95	.99
Chile	458	54.4%	3.52	1.32	Norway	620	62.7%	3.64	1.03
China	637	64.4%	3.70	.93	Oman	257	89.5%	4.23	.83
Colombia	538	43.1%	3.19	1.33	Philippines	346	70.8%	3.88	.86
Croatia	551	83.1%	4.39	.94	Portugal	405	85.9%	4.42	.89
Cyprus	194	72.7%	4.21	.99	Qatar	357	53.2%	3.48	1.22
Czech Republic	289	91.0%	4.53	.77	Romania	340	85.6%	4.45	.85
Denmark	1340	63.2%	3.80	1.09	Russia	390	61.3%	3.81	.94
Ecuador	340	49.4%	3.19	1.39	Serbia	391	65.7%	3.79	1.26
Egypt	398	92.2%	4.65	.67	Sierra Leone	200	68.5%	3.89	1.15
El Salvador	236	52.1%	3.33	1.33	Singapore	94	42.6%	3.16	1.34
Estonia	274	91.2%	4.45	.69	South Africa	365	62.5%	3.78	1.24
Ethiopia	345	58.0%	3.51	1.36	South Korea	352	69.3%	3.80	.76
Finland	366	91.5%	4.51	.73	Spain	390	70.3%	3.92	1.00
France	223	77.6%	4.19	.94	Sudan	274	94.5%	4.72	.62
Germany	771	82.5%	4.27	.95	Sweden	585	90.4%	4.41	.76
Greece	395	70.4%	3.92	1.12	Switzerland	908	82.8%	4.26	.84
Hong Kong	460	58.7%	3.57	.82	Tanzania	272	26.5%	3.14	.71
Hungary	385	86.5%	4.38	.74	Thailand	369	82.1%	4.26	.84
Iceland	176	76.7%	4.09	.98	Turkey	94	91.5%	4.66	.80
India	501	76.0%	4.04	1.19	UAE	205	49.3%	3.45	1.28
Indonesia	628	64.0%	3.70	1.05	UK	694	76.8%	4.11	.89
Ireland	302	75.2%	4.05	.94	USA	413	75.5%	4.09	.94
Israel	332	50.9%	3.36	1.42					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Report things as they are

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	98.0%	4.57	.57	Italy	394	90.4%	4.60	.71
Argentina	360	91.1%	4.48	.75	Japan	744	65.1%	3.81	.95
Australia	600	94.7%	4.62	.65	Kenya	336	92.9%	4.46	.75
Austria	807	95.5%	4.63	.61	Kosovo	202	98.5%	4.83	.47
Bangladesh	327	76.8%	4.13	1.09	Latvia	340	99.4%	4.75	.47
Belgium	590	94.2%	4.59	.63	Malawi	175	96.6%	4.74	.65
Bhutan	89	79.8%	4.16	1.18	Malaysia	363	79.3%	4.13	.83
Botswana	186	96.2%	4.80	.51	Mexico	376	95.5%	4.69	.65
Brazil	376	89.4%	4.57	.75	Moldova	221	97.3%	4.79	.47
Bulgaria	263	98.8%	4.85	.41	Netherlands	518	92.9%	4.52	.68
Canada	351	96.9%	4.82	.49	New Zealand	532	94.0%	4.57	.64
Chile	476	88.2%	4.51	.90	Norway	625	87.8%	4.26	.90
China	642	83.8%	4.10	.75	Oman	257	63.4%	3.75	1.22
Colombia	547	92.5%	4.66	.74	Philippines	349	95.1%	4.49	.60
Croatia	553	96.0%	4.75	.55	Portugal	401	94.8%	4.71	.63
Cyprus	204	97.1%	4.84	.44	Qatar	365	54.5%	3.51	1.23
Czech Republic	289	98.3%	4.91	.38	Romania	337	95.0%	4.80	.55
Denmark	1345	90.9%	4.51	.69	Russia	390	78.7%	4.22	.82
Ecuador	365	88.8%	4.48	.91	Serbia	405	97.0%	4.79	.54
Egypt	398	85.4%	4.36	.80	Sierra Leone	216	94.9%	4.59	.67
El Salvador	250	93.2%	4.60	.72	Singapore	95	49.5%	3.21	1.66
Estonia	274	94.9%	4.70	.59	South Africa	371	92.5%	4.62	.73
Ethiopia	348	66.4%	3.84	1.28	South Korea	352	92.9%	4.55	.66
Finland	366	91.5%	4.55	.72	Spain	390	96.9%	4.79	.55
France	227	96.5%	4.73	.52	Sudan	272	90.4%	4.56	.76
Germany	765	90.7%	4.59	.73	Sweden	590	96.4%	4.59	.58
Greece	409	96.8%	4.75	.53	Switzerland	907	94.4%	4.53	.64
Hong Kong	465	79.8%	3.99	.75	Tanzania	272	87.9%	4.25	.66
Hungary	387	91.0%	4.50	.75	Thailand	371	88.7%	4.37	.69
Iceland	184	97.3%	4.76	.59	Turkey	94	97.9%	4.79	.57
India	518	88.4%	4.43	.81	UAE	219	71.2%	4.04	1.05
Indonesia	660	94.1%	4.51	.68	UK	697	93.0%	4.59	.63
Ireland	301	94.4%	4.63	.66	USA	412	98.3%	4.82	.48
Israel	339	92.9%	4.64	.74					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Provide analysis of current affairs

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	292	77.1%	3.94	.72	Italy	394	77.4%	4.13	.89
Argentina	358	79.6%	4.08	.87	Japan	743	84.7%	4.22	.73
Australia	601	56.6%	3.47	1.26	Kenya	334	81.7%	4.08	1.00
Austria	814	89.6%	4.44	.79	Kosovo	201	92.5%	4.50	.74
Bangladesh	329	78.4%	4.14	.89	Latvia	339	79.4%	4.19	.95
Belgium	582	70.4%	3.85	.95	Malawi	172	93.6%	4.51	.71
Bhutan	89	73.0%	4.04	1.10	Malaysia	362	69.9%	3.93	.83
Botswana	186	92.5%	4.55	.73	Mexico	377	86.5%	4.35	.90
Brazil	376	63.8%	3.85	.99	Moldova	221	77.8%	4.19	.90
Bulgaria	263	84.8%	4.40	.83	Netherlands	517	64.8%	3.81	1.05
Canada	349	78.4%	4.10	.94	New Zealand	526	67.9%	3.83	1.02
Chile	472	85.0%	4.40	.97	Norway	609	47.8%	3.30	1.15
China	640	70.8%	3.84	.88	Oman	257	71.6%	3.90	1.04
Colombia	543	91.0%	4.56	.77	Philippines	348	81.3%	4.15	.85
Croatia	552	90.4%	4.48	.72	Portugal	402	83.3%	4.22	.81
Cyprus	204	94.6%	4.68	.57	Qatar	366	40.4%	3.19	1.23
Czech Republic	287	66.9%	3.84	.97	Romania	338	79.3%	4.23	1.01
Denmark	1345	74.1%	3.99	.89	Russia	390	63.3%	3.83	1.01
Ecuador	363	89.3%	4.35	.84	Serbia	404	90.1%	4.53	.79
Egypt	398	79.4%	4.17	.86	Sierra Leone	214	91.6%	4.43	.76
El Salvador	240	67.5%	3.81	1.20	Singapore	94	45.7%	3.14	1.32
Estonia	274	73.4%	4.06	.90	South Africa	367	73.0%	3.97	1.22
Ethiopia	348	85.6%	4.25	.90	South Korea	352	88.6%	4.33	.69
Finland	366	85.8%	4.30	.79	Spain	389	87.9%	4.38	.76
France	220	77.7%	4.09	.84	Sudan	272	90.4%	4.56	.76
Germany	768	83.5%	4.31	.96	Sweden	587	77.3%	4.05	.92
Greece	404	80.2%	4.17	.95	Switzerland	906	84.0%	4.21	.81
Hong Kong	468	69.0%	3.80	.91	Tanzania	272	6.3%	2.63	.73
Hungary	385	76.9%	4.10	.99	Thailand	372	85.5%	4.23	.71
Iceland	183	88.5%	4.47	.84	Turkey	94	88.3%	4.31	.83
India	503	84.7%	4.31	.81	UAE	217	65.0%	3.82	1.14
Indonesia	655	72.8%	3.93	.88	UK	689	67.2%	3.81	1.14
Ireland	300	63.0%	3.71	1.13	USA	411	63.7%	3.79	1.00
Israel	332	77.4%	4.16	1.11					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Monitor and scrutinize political leaders

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	36.5%	3.02	1.19	Italy	391	44.0%	3.28	1.23
Argentina	350	71.7%	3.96	.96	Japan	743	90.8%	4.47	.69
Australia	604	60.4%	3.56	1.38	Kenya	333	55.9%	3.52	1.25
Austria	769	45.4%	3.18	1.38	Kosovo	197	63.5%	3.75	1.19
Bangladesh	321	63.2%	3.84	1.02	Latvia	335	51.9%	3.37	1.34
Belgium	565	55.0%	3.38	1.28	Malawi	170	74.7%	4.13	1.04
Bhutan	89	66.3%	3.87	.99	Malaysia	354	50.3%	3.55	.93
Botswana	185	75.7%	4.13	1.06	Mexico	374	86.9%	4.33	.90
Brazil	376	52.1%	3.56	1.11	Moldova	221	57.5%	3.52	1.33
Bulgaria	263	56.3%	3.63	1.17	Netherlands	508	28.1%	2.72	1.32
Canada	344	67.8%	3.85	1.32	New Zealand	521	61.6%	3.69	1.30
Chile	446	66.4%	3.87	1.27	Norway	599	38.6%	2.96	1.27
China	637	40.7%	3.14	1.11	Oman	257	33.5%	3.30	.88
Colombia	540	78.9%	4.19	1.06	Philippines	347	80.7%	4.18	.88
Croatia	550	88.4%	4.51	.79	Portugal	402	78.4%	4.14	1.03
Cyprus	203	64.0%	3.67	1.36	Qatar	360	29.7%	2.58	1.35
Czech Republic	285	51.9%	3.44	1.25	Romania	336	51.2%	3.40	1.36
Denmark	1342	80.4%	4.18	.89	Russia	390	28.5%	2.96	1.09
Ecuador	357	73.7%	4.01	1.07	Serbia	402	69.9%	3.93	1.20
Egypt	398	74.6%	4.05	1.00	Sierra Leone	218	79.8%	4.17	1.05
El Salvador	250	86.4%	4.28	.91	Singapore	89	50.6%	3.30	1.29
Estonia	274	53.3%	3.43	1.23	South Africa	366	63.4%	3.62	1.40
Ethiopia	341	47.5%	3.25	1.34	South Korea	350	86.0%	4.34	.78
Finland	365	63.8%	3.73	1.30	Spain	385	79.2%	4.17	1.04
France	221	56.1%	3.64	.92	Sudan	270	83.7%	4.39	.97
Germany	746	36.3%	2.79	1.46	Sweden	587	87.1%	4.35	.93
Greece	406	65.3%	3.82	1.25	Switzerland	907	46.6%	3.25	1.20
Hong Kong	465	80.0%	4.09	.91	Tanzania	272	90.8%	4.28	.62
Hungary	373	43.7%	3.12	1.45	Thailand	370	73.0%	4.05	.82
Iceland	183	42.6%	3.20	1.25	Turkey	93	86.0%	4.14	.92
India	511	62.8%	3.78	1.11	UAE	207	49.3%	3.37	1.36
Indonesia	650	56.0%	3.60	.91	UK	674	48.1%	3.26	1.48
Ireland	301	61.5%	3.66	1.26	USA	409	86.1%	4.33	.94
Israel	329	62.9%	3.66	1.44					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Monitor and scrutinize business

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	290	27.9%	2.74	1.13	Italy	389	44.2%	3.29	1.20
Argentina	345	59.4%	3.69	1.13	Japan	744	62.9%	3.82	.86
Australia	602	54.0%	3.43	1.22	Kenya	329	54.1%	3.47	1.22
Austria	773	39.8%	3.03	1.36	Kosovo	192	46.4%	3.36	1.23
Bangladesh	316	51.3%	3.52	1.20	Latvia	331	36.0%	2.95	1.30
Belgium	571	46.2%	3.25	1.25	Malawi	169	75.7%	4.10	.94
Bhutan	90	58.9%	3.78	1.00	Malaysia	351	48.7%	3.46	.91
Botswana	180	75.0%	4.17	1.04	Mexico	374	60.2%	3.72	1.11
Brazil	375	35.2%	3.10	1.18	Moldova	221	38.0%	3.04	1.26
Bulgaria	260	47.3%	3.47	1.23	Netherlands	513	30.0%	2.86	1.24
Canada	348	62.6%	3.72	1.29	New Zealand	523	57.6%	3.60	1.26
Chile	452	61.1%	3.72	1.30	Norway	600	34.2%	2.86	1.25
China	637	40.5%	3.19	1.03	Oman	257	54.5%	3.43	1.17
Colombia	538	67.8%	3.86	1.23	Philippines	346	72.8%	3.99	.94
Croatia	550	87.5%	4.50	.77	Portugal	406	75.1%	4.06	1.04
Cyprus	201	48.3%	3.43	1.32	Qatar	372	29.0%	2.61	1.34
Czech Republic	289	39.1%	3.14	1.21	Romania	336	38.1%	3.10	1.31
Denmark	1339	74.2%	4.03	.87	Russia	390	23.8%	2.83	1.11
Ecuador	354	52.5%	3.50	1.15	Serbia	398	69.3%	3.87	1.20
Egypt	398	53.8%	3.56	1.13	Sierra Leone	211	55.5%	3.50	1.13
El Salvador	248	64.1%	3.78	1.10	Singapore	93	35.5%	3.13	1.19
Estonia	274	47.8%	3.36	1.21	South Africa	367	61.3%	3.63	1.28
Ethiopia	346	58.4%	3.53	1.25	South Korea	349	88.3%	4.37	.74
Finland	364	55.8%	3.55	1.24	Spain	386	77.7%	4.14	1.08
France	222	45.0%	3.41	1.02	Sudan	273	81.7%	4.37	1.00
Germany	748	34.2%	2.80	1.39	Sweden	587	82.5%	4.20	.95
Greece	404	57.2%	3.61	1.25	Switzerland	907	38.1%	3.07	1.17
Hong Kong	468	75.4%	4.04	.90	Tanzania	272	6.3%	2.72	.64
Hungary	375	38.9%	3.03	1.35	Thailand	370	67.8%	3.90	.78
Iceland	182	48.4%	3.24	1.35	Turkey	93	63.4%	3.61	1.09
India	493	50.7%	3.43	1.19	UAE	210	30.5%	2.87	1.36
Indonesia	650	44.3%	3.40	.89	UK	681	58.6%	3.61	1.30
Ireland	300	50.7%	3.44	1.25	USA	410	69.3%	3.89	.97
Israel	335	57.3%	3.47	1.45					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Set the political agenda

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	290	19.7%	2.28	1.20	Italy	381	22.3%	2.54	1.20
Argentina	346	48.0%	3.38	1.12	Japan	746	60.5%	3.73	.88
Australia	602	18.9%	2.31	1.20	Kenya	330	48.2%	3.30	1.32
Austria	766	9.8%	2.22	1.01	Kosovo	186	38.2%	2.92	1.40
Bangladesh	296	40.2%	3.04	1.28	Latvia	327	27.8%	2.68	1.28
Belgium	561	26.7%	2.76	1.17	Malawi	163	65.6%	3.78	1.23
Bhutan	89	49.4%	3.40	1.16	Malaysia	346	33.2%	2.99	1.04
Botswana	178	41.6%	3.07	1.37	Mexico	375	70.7%	3.90	1.08
Brazil	376	20.5%	2.65	1.10	Moldova	217	34.1%	2.86	1.28
Bulgaria	263	24.3%	2.7	1.19	Netherlands	504	16.9%	2.41	1.10
Canada	339	23.4%	2.51	1.25	New Zealand	506	18.2%	2.42	1.18
Chile	440	50.5%	3.36	1.43	Norway	599	36.9%	2.95	1.20
China	635	29.0%	2.77	1.14	Oman	257	44.4%	3.19	1.08
Colombia	536	65.3%	3.82	1.20	Philippines	348	44.3%	3.29	1.10
Croatia	522	51.5%	3.47	1.19	Portugal	405	29.1%	2.86	1.11
Cyprus	183	29.5%	2.76	1.33	Qatar	352	36.4%	2.93	1.37
Czech Republic	288	31.6%	2.91	1.15	Romania	334	30.5%	2.75	1.34
Denmark	1338	30.0%	2.93	1.07	Russia	390	18.2%	2.43	1.14
Ecuador	355	59.4%	3.57	1.25	Serbia	392	43.1%	3.14	1.41
Egypt	398	56.0%	3.60	1.10	Sierra Leone	209	55.5%	3.49	1.22
El Salvador	247	68.8%	3.91	1.09	Singapore	87	44.8%	3.09	1.42
Estonia	273	43.6%	3.15	1.23	South Africa	344	17.4%	2.24	1.24
Ethiopia	339	45.7%	3.15	1.33	South Korea	350	66.0%	3.75	.89
Finland	353	15.0%	2.37	1.07	Spain	387	37.0%	3.13	1.13
France	214	15.0%	2.44	1.05	Sudan	271	53.5%	3.58	1.41
Germany	744	9.8%	2.10	1.06	Sweden	559	18.4%	2.50	1.14
Greece	399	16.0%	2.39	1.17	Switzerland	903	19.9%	2.59	1.07
Hong Kong	454	30.2%	2.99	1.00	Tanzania	272	90.1%	4.26	.63
Hungary	366	25.1%	2.61	1.29	Thailand	369	65.0%	3.78	.74
Iceland	172	2.9%	1.39	.78	Turkey	92	69.6%	3.74	1.15
India	497	38.4%	2.94	1.35	UAE	203	29.1%	2.63	1.45
Indonesia	633	28.3%	2.84	1.11	UK	669	15.1%	2.29	1.17
Ireland	303	20.5%	2.53	1.16	USA	407	11.3%	2.09	1.11
Israel	336	50.9%	3.34	1.49					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Influence public opinion

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	77.1%	4.02	1.00	Italy	386	23.6%	2.52	1.23
Argentina	356	49.4%	3.46	1.13	Japan	745	43.1%	3.33	1.06
Australia	601	22.1%	2.63	1.15	Kenya	331	67.7%	3.81	1.13
Austria	781	17.4%	2.59	1.06	Kosovo	192	74.5%	4.04	1.19
Bangladesh	312	59.3%	3.69	1.25	Latvia	334	62.3%	3.77	.94
Belgium	569	15.5%	2.48	1.06	Malawi	166	74.7%	4.07	1.10
Bhutan	88	42.0%	3.35	1.05	Malaysia	362	57.5%	3.57	1.00
Botswana	184	48.4%	3.36	1.38	Mexico	375	80.5%	4.21	1.05
Brazil	376	37.8%	3.22	1.17	Moldova	218	51.8%	3.49	1.23
Bulgaria	262	60.7%	3.72	1.10	Netherlands	505	23.4%	2.70	1.09
Canada	335	28.7%	2.81	1.20	New Zealand	515	27.8%	2.80	1.22
Chile	466	69.1%	3.93	1.17	Norway	591	28.1%	2.81	1.12
China	641	58.2%	3.58	.94	Oman	257	66.1%	3.75	1.09
Colombia	540	75.0%	4.08	1.05	Philippines	347	67.1%	3.80	.96
Croatia	543	68.0%	3.90	.99	Portugal	401	28.9%	2.82	1.15
Cyprus	197	42.6%	3.29	1.24	Qatar	375	57.9%	3.66	1.24
Czech Republic	283	22.3%	2.63	1.20	Romania	337	44.5%	3.30	1.26
Denmark	1337	23.7%	2.65	1.15	Russia	390	45.4%	3.42	1.11
Ecuador	361	62.9%	3.66	1.21	Serbia	399	74.2%	4.10	1.04
Egypt	398	78.9%	4.19	.95	Sierra Leone	204	68.1%	3.87	1.13
El Salvador	249	71.9%	4.06	1.06	Singapore	92	38.0%	3.13	1.07
Estonia	274	55.5%	3.60	1.02	South Africa	353	43.6%	3.27	1.23
Ethiopia	340	47.4%	3.17	1.44	South Korea	351	27.4%	3.02	.92
Finland	361	34.1%	3.12	.98	Spain	387	52.2%	3.50	1.09
France	208	15.4%	2.27	1.11	Sudan	269	91.4%	4.64	.72
Germany	752	22.6%	2.68	1.12	Sweden	560	25.0%	2.62	1.20
Greece	398	31.7%	2.87	1.26	Switzerland	894	17.3%	2.52	1.06
Hong Kong	464	39.9%	3.24	.94	Tanzania	272	87.1%	4.28	.71
Hungary	368	48.6%	3.35	1.24	Thailand	365	60.0%	3.74	.77
Iceland	175	5.7%	1.69	.92	Turkey	94	77.7%	4.07	1.12
India	506	61.3%	3.67	1.25	UAE	213	70.4%	3.85	1.23
Indonesia	650	49.5%	3.30	1.13	UK	684	23.7%	2.72	1.16
Ireland	297	25.6%	2.80	1.15	USA	406	19.0%	2.40	1.22
Israel	335	79.7%	4.24	1.04					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Advocate for social change

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	289	72.3%	3.88	1.02	Italy	392	46.9%	3.28	1.30
Argentina	353	69.7%	3.83	1.19	Japan	743	31.6%	3.06	1.01
Australia	600	37.8%	3.03	1.23	Kenya	335	78.8%	4.08	1.11
Austria	786	32.4%	2.96	1.17	Kosovo	195	72.3%	4.05	1.23
Bangladesh	323	79.6%	4.16	1.11	Latvia	336	68.2%	3.88	.96
Belgium	569	21.6%	2.59	1.15	Malawi	169	82.8%	4.30	.91
Bhutan	90	53.3%	3.44	1.29	Malaysia	363	61.7%	3.67	.95
Botswana	184	73.4%	4.08	1.16	Mexico	377	89.7%	4.50	.84
Brazil	376	64.1%	3.84	1.19	Moldova	218	72.9%	4.04	1.10
Bulgaria	263	69.6%	4.00	1.17	Netherlands	494	23.1%	2.66	1.08
Canada	347	35.7%	2.91	1.32	New Zealand	521	39.0%	3.07	1.25
Chile	458	61.1%	3.80	1.27	Norway	592	32.9%	2.96	1.14
China	637	45.2%	3.32	1.04	Oman	257	76.7%	4.03	1.01
Colombia	543	84.7%	4.40	.94	Philippines	347	85.3%	4.30	.84
Croatia	545	75.6%	4.08	1.03	Portugal	403	47.9%	3.35	1.19
Cyprus	204	70.6%	4.14	.91	Qatar	382	57.1%	3.64	1.19
Czech Republic	279	25.4%	2.71	1.28	Romania	337	70.9%	4.08	1.10
Denmark	1333	26.0%	2.69	1.18	Russia	390	66.2%	3.87	1.05
Ecuador	363	76.3%	4.04	1.10	Serbia	403	76.9%	4.13	1.08
Egypt	397	76.3%	4.17	.97	Sierra Leone	217	90.3%	4.52	.76
El Salvador	245	78.4%	4.26	.97	Singapore	93	41.9%	3.17	1.20
Estonia	273	54.9%	3.53	1.06	South Africa	367	55.9%	3.62	1.19
Ethiopia	346	79.8%	4.13	.98	South Korea	351	59.0%	3.70	.92
Finland	363	30.9%	2.98	1.04	Spain	387	69.5%	3.90	1.04
France	206	21.4%	2.51	1.22	Sudan	274	93.1%	4.72	.65
Germany	745	29.5%	2.77	1.21	Sweden	566	38.5%	2.98	1.24
Greece	405	68.4%	3.91	1.15	Switzerland	894	21.5%	2.60	1.16
Hong Kong	460	38.3%	3.17	1.04	Tanzania	272	93.4%	4.37	.61
Hungary	374	50.0%	3.45	1.15	Thailand	367	75.2%	4.02	.76
Iceland	166	12.0%	2.13	1.16	Turkey	93	81.7%	4.19	.94
India	505	74.5%	4.03	1.10	UAE	191	47.6%	3.23	1.47
Indonesia	653	81.0%	4.03	.78	UK	674	28.8%	2.77	1.29
Ireland	299	36.8%	3.08	1.22	USA	412	29.6%	2.72	1.32
Israel	338	80.2%	4.27	1.11					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Be an adversary of the government

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	291	64.9%	3.67	1.19	Italy	384	4.2%	1.52	.88
Argentina	351	11.7%	1.98	1.17	Japan	742	10.4%	2.24	.98
Australia	600	11.7%	1.96	1.11	Kenya	330	36.1%	2.76	1.44
Austria	752	20.3%	2.46	1.24	Kosovo	200	74.5%	4.09	1.08
Bangladesh	263	28.9%	2.54	1.52	Latvia	309	7.1%	1.84	1.00
Belgium	556	2.2%	1.45	.74	Malawi	157	47.1%	2.98	1.58
Bhutan	90	34.4%	3.04	1.35	Malaysia	353	45.6%	3.27	1.14
Botswana	170	28.2%	2.62	1.45	Mexico	370	21.1%	2.40	1.26
Brazil	376	7.2%	1.77	.99	Moldova	214	32.2%	2.72	1.41
Bulgaria	261	35.2%	3.01	1.29	Netherlands	513	46.2%	3.26	1.25
Canada	332	13.9%	2.04	1.22	New Zealand	494	11.9%	2.08	1.15
Chile	436	13.5%	2.05	1.22	Norway	594	23.4%	2.56	1.18
China	629	25.0%	2.44	1.32	Oman	257	20.2%	2.54	1.23
Colombia	540	19.8%	2.47	1.29	Philippines	349	26.1%	2.77	1.13
Croatia	521	18.4%	2.34	1.31	Portugal	–	–	–	–
Cyprus	195	23.6%	2.65	1.40	Qatar	315	16.5%	1.96	1.29
Czech Republic	275	1.8%	1.54	.85	Romania	333	14.4%	2.20	1.25
Denmark	1334	43.7%	3.25	1.23	Russia	390	17.2%	2.34	1.19
Ecuador	346	22.3%	2.23	1.42	Serbia	392	32.7%	2.89	1.36
Egypt	398	52.3%	3.57	1.14	Sierra Leone	197	32.5%	2.64	1.35
El Salvador	238	18.1%	2.20	1.28	Singapore	87	39.1%	2.92	1.53
Estonia	271	15.5%	2.45	1.15	South Africa	339	13.3%	2.05	1.21
Ethiopia	312	20.2%	2.27	1.36	South Korea	351	17.9%	2.71	.95
Finland	347	11.0%	2.08	1.09	Spain	381	18.1%	2.45	1.20
France	189	.5%	1.35	.64	Sudan	273	43.2%	3.12	1.62
Germany	739	19.9%	2.27	1.30	Sweden	572	36.0%	2.78	1.39
Greece	397	18.9%	2.24	1.31	Switzerland	895	22.2%	2.56	1.21
Hong Kong	450	14.4%	2.34	1.10	Tanzania	272	.0%	1.98	.67
Hungary	361	23.5%	2.42	1.35	Thailand	353	61.2%	3.74	1.01
Iceland	165	5.5%	1.78	1.02	Turkey	92	35.9%	3.00	1.47
India	491	34.0%	2.94	1.35	UAE	179	15.6%	1.73	1.28
Indonesia	647	10.5%	2.67	.94	UK	661	9.4%	1.93	1.09
Ireland	297	16.8%	2.31	1.21	USA	407	18.2%	2.30	1.28
Israel	326	42.9%	3.22	1.41					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Support national development

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	73.4%	3.85	1.13	Italy	385	1.6%	1.32	.67
Argentina	351	53.8%	3.35	1.30	Japan	742	45.6%	3.42	1.05
Australia	596	26.5%	2.62	1.27	Kenya	331	69.2%	3.79	1.24
Austria	747	13.4%	2.33	1.08	Kosovo	199	70.4%	4.01	1.10
Bangladesh	316	76.3%	4.19	1.08	Latvia	328	61.9%	3.77	1.16
Belgium	544	16.9%	2.38	1.14	Malawi	169	84.6%	4.37	.93
Bhutan	89	47.2%	3.21	1.48	Malaysia	358	66.8%	3.84	.97
Botswana	182	86.8%	4.54	.86	Mexico	375	82.7%	4.29	.96
Brazil	376	51.6%	3.56	1.21	Moldova	217	68.2%	3.89	1.28
Bulgaria	262	80.9%	4.23	1.00	Netherlands	499	10.6%	2.16	1.01
Canada	306	18.0%	2.30	1.23	New Zealand	502	24.5%	2.63	1.23
Chile	455	60.0%	3.70	1.28	Norway	584	24.1%	2.63	1.16
China	639	68.7%	3.90	.93	Oman	257	76.7%	4.04	1.14
Colombia	539	76.3%	4.14	1.10	Philippines	347	73.5%	4.01	.97
Croatia	540	71.9%	4.01	1.11	Portugal	403	54.8%	3.52	1.21
Cyprus	203	75.9%	4.26	1.05	Qatar	378	56.6%	3.58	1.19
Czech Republic	280	26.1%	2.65	1.25	Romania	336	71.7%	4.01	1.17
Denmark	1329	27.0%	2.75	1.14	Russia	389	51.9%	3.59	1.21
Ecuador	358	81.0%	4.16	1.04	Serbia	399	75.4%	4.18	1.16
Egypt	398	69.6%	4.04	1.10	Sierra Leone	219	91.3%	4.56	.77
El Salvador	250	80.8%	4.24	1.00	Singapore	94	41.5%	3.20	1.11
Estonia	272	51.8%	3.42	1.26	South Africa	362	52.2%	3.46	1.25
Ethiopia	345	86.7%	4.38	.95	South Korea	351	45.6%	3.39	.99
Finland	359	27.6%	2.94	1.02	Spain	385	56.1%	3.60	1.17
France	193	18.1%	2.43	1.25	Sudan	275	95.6%	4.79	.61
Germany	738	13.3%	2.14	1.15	Sweden	548	14.4%	2.10	1.17
Greece	400	54.8%	3.52	1.31	Switzerland	893	11.9%	2.26	1.05
Hong Kong	450	14.2%	2.31	1.08	Tanzania	272	94.5%	4.44	.60
Hungary	374	52.9%	3.49	1.25	Thailand	371	77.4%	4.12	.76
Iceland	157	22.9%	2.43	1.34	Turkey	90	56.7%	3.41	1.45
India	503	81.7%	4.22	1.06	UAE	208	76.4%	4.08	1.11
Indonesia	643	75.1%	3.96	.82	UK	663	20.2%	2.44	1.21
Ireland	294	24.5%	2.69	1.20	USA	372	13.7%	2.33	1.19
Israel	335	54.9%	3.50	1.46					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Convey a positive image of political leadership

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	290	18.6%	2.21	1.25	Italy	386	2.3%	1.37	.77
Argentina	349	7.4%	1.94	1.05	Japan	745	1.1%	1.60	.70
Australia	599	3.8%	1.59	.87	Kenya	327	31.8%	2.65	1.37
Austria	751	.7%	1.27	.58	Kosovo	190	25.3%	2.71	1.32
Bangladesh	295	37.3%	2.94	1.37	Latvia	310	4.5%	1.45	.87
Belgium	562	1.1%	1.50	.75	Malawi	160	40.6%	2.95	1.49
Bhutan	88	33.0%	2.91	1.40	Malaysia	350	44.3%	3.25	1.15
Botswana	183	21.9%	2.40	1.40	Mexico	371	14.8%	2.31	1.19
Brazil	376	5.6%	1.63	.98	Moldova	215	4.7%	1.68	.94
Bulgaria	262	2.7%	1.47	.79	Netherlands	497	1.0%	1.54	.64
Canada	342	.3%	1.26	.57	New Zealand	513	3.5%	1.46	.80
Chile	440	12.3%	2.01	1.17	Norway	587	2.4%	1.56	.78
China	644	48.8%	3.40	1.16	Oman	257	40.1%	3.35	.96
Colombia	541	18.7%	2.40	1.32	Philippines	347	15.6%	2.37	1.12
Croatia	537	13.2%	1.85	1.23	Portugal	403	4.7%	1.64	.94
Cyprus	192	18.2%	2.17	1.45	Qatar	379	48.8%	3.34	1.28
Czech Republic	281	4.3%	1.51	.90	Romania	338	3.8%	1.63	.93
Denmark	1348	.5%	1.23	.50	Russia	390	10.3%	2.01	1.05
Ecuador	352	34.7%	2.84	1.38	Serbia	398	12.6%	2.00	1.22
Egypt	398	21.4%	2.60	1.27	Sierra Leone	209	35.4%	2.77	1.38
El Salvador	245	22.0%	2.44	1.32	Singapore	87	40.2%	3.08	1.38
Estonia	272	2.2%	1.55	.78	South Africa	344	9.0%	1.77	1.11
Ethiopia	337	49.0%	3.30	1.37	South Korea	350	3.7%	1.99	.85
Finland	364	1.1%	1.25	.55	Spain	386	3.4%	1.85	.92
France	204	1.0%	1.21	.52	Sudan	275	34.2%	2.83	1.55
Germany	741	.7%	1.25	.57	Sweden	565	1.4%	1.37	.70
Greece	399	6.3%	1.68	1.03	Switzerland	898	.4%	1.29	.54
Hong Kong	459	8.1%	1.75	1.01	Tanzania	272	.0%	2.21	.59
Hungary	354	16.4%	2.08	1.27	Thailand	360	55.8%	3.68	.98
Iceland	178	.0%	1.12	.38	Turkey	93	11.8%	2.09	1.20
India	496	32.5%	2.82	1.38	UAE	203	75.4%	4.14	1.08
Indonesia	652	36.3%	3.15	1.06	UK	657	2.1%	1.43	.74
Ireland	300	3.0%	1.49	.79	USA	409	3.9%	1.51	.92
Israel	333	7.2%	1.70	1.07					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Support government policy

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	289	9.7%	2.06	1.07	Italy	386	1.0%	1.32	.65
Argentina	344	20.1%	2.51	1.18	Japan	744	.8%	1.69	.72
Australia	601	1.3%	1.55	.77	Kenya	327	45.9%	3.25	1.17
Austria	753	.9%	1.34	.65	Kosovo	185	13.0%	2.20	1.17
Bangladesh	279	28.7%	2.76	1.30	Latvia	304	6.9%	1.80	.95
Belgium	559	1.1%	1.49	.74	Malawi	166	53.0%	3.50	1.28
Bhutan	90	34.4%	2.96	1.31	Malaysia	358	51.7%	3.47	1.07
Botswana	183	39.3%	3.21	1.34	Mexico	372	35.8%	3.07	1.21
Brazil	376	7.4%	2.03	1.04	Moldova	213	8.9%	2.10	1.04
Bulgaria	260	3.5%	1.60	.91	Netherlands	502	2.0%	1.62	.72
Canada	340	.9%	1.24	.56	New Zealand	504	1.4%	1.37	.70
Chile	446	24.7%	2.57	1.33	Norway	586	.3%	1.31	.53
China	642	53.3%	3.54	1.00	Oman	257	47.9%	3.32	1.23
Colombia	537	32.2%	3.03	1.27	Philippines	346	24.9%	2.84	1.07
Croatia	526	12.0%	1.88	1.21	Portugal	402	1.7%	1.37	.72
Cyprus	192	7.3%	1.94	1.11	Qatar	375	49.1%	3.35	1.29
Czech Republic	279	1.4%	1.35	.71	Romania	337	5.3%	1.96	.97
Denmark	1348	.2%	1.11	.37	Russia	390	11.3%	2.03	1.06
Ecuador	352	46.3%	3.20	1.31	Serbia	395	8.9%	1.91	1.09
Egypt	398	22.1%	2.61	1.30	Sierra Leone	210	46.2%	3.25	1.22
El Salvador	245	35.9%	3.04	1.28	Singapore	90	36.7%	3.14	1.16
Estonia	271	3.3%	1.77	.90	South Africa	343	9.6%	1.95	1.07
Ethiopia	340	56.5%	3.51	1.31	South Korea	351	5.1%	2.15	.85
Finland	357	.0%	1.20	.45	Spain	382	9.4%	2.15	1.05
France	203	1.5%	1.26	.63	Sudan	266	34.6%	2.92	1.54
Germany	741	.4%	1.27	.58	Sweden	572	.0%	1.03	.20
Greece	396	2.8%	1.43	.79	Switzerland	898	.9%	1.50	.71
Hong Kong	458	8.1%	1.90	1.00	Tanzania	272	.0%	1.99	.67
Hungary	350	18.3%	2.20	1.31	Thailand	366	57.1%	3.63	.84
Iceland	178	.6%	1.08	.33	Turkey	93	6.5%	1.85	1.07
India	498	35.1%	3.01	1.28	UAE	211	78.2%	4.24	1.03
Indonesia	657	30.4%	3.26	.75	UK	655	1.2%	1.37	.66
Ireland	298	1.7%	1.38	.67	USA	411	3.6%	1.49	.88
Israel	327	6.4%	1.62	1.03					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Provide entertainment and relaxation

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	291	46.0%	3.24	1.19	Italy	389	22.9%	2.65	1.20
Argentina	353	30.6%	2.83	1.24	Japan	743	25.3%	3.01	.93
Australia	604	52.5%	3.52	1.18	Kenya	332	57.2%	3.48	1.23
Austria	812	46.7%	3.37	1.11	Kosovo	193	48.2%	3.26	1.33
Bangladesh	308	38.3%	3.16	1.23	Latvia	331	32.3%	2.85	1.29
Belgium	585	29.2%	2.78	1.19	Malawi	167	68.3%	3.89	1.15
Bhutan	90	46.7%	3.30	1.32	Malaysia	360	50.3%	3.47	1.00
Botswana	184	62.5%	3.73	1.25	Mexico	375	47.5%	3.29	1.25
Brazil	376	23.9%	2.69	1.25	Moldova	219	37.0%	3.02	1.37
Bulgaria	261	38.3%	3.09	1.33	Netherlands	516	45.9%	3.34	1.12
Canada	348	21.8%	2.54	1.21	New Zealand	530	36.6%	3.12	1.15
Chile	459	48.1%	3.30	1.39	Norway	525	32.0%	2.87	1.19
China	634	38.6%	3.17	1.05	Oman	257	54.1%	3.58	1.02
Colombia	540	66.3%	3.91	1.08	Philippines	348	27.9%	2.91	1.10
Croatia	543	25.0%	2.57	1.29	Portugal	402	17.2%	2.44	1.14
Cyprus	203	14.3%	2.19	1.25	Qatar	341	47.2%	3.33	1.27
Czech Republic	286	31.1%	2.96	1.12	Romania	336	46.4%	3.32	1.29
Denmark	1350	10.1%	2.29	.92	Russia	390	24.9%	2.74	1.20
Ecuador	345	40.9%	2.87	1.46	Serbia	401	36.4%	3.09	1.30
Egypt	398	35.2%	3.11	1.24	Sierra Leone	210	59.0%	3.60	1.22
El Salvador	247	42.9%	3.10	1.43	Singapore	93	33.3%	3.06	.99
Estonia	272	44.5%	3.22	1.25	South Africa	367	43.6%	3.27	1.27
Ethiopia	349	70.8%	3.98	1.03	South Korea	352	6.0%	2.17	.87
Finland	364	28.3%	2.99	1.07	Spain	388	40.7%	3.13	1.15
France	220	11.8%	2.26	1.06	Sudan	270	60.4%	3.71	1.36
Germany	768	51.4%	3.51	1.09	Sweden	579	15.4%	2.54	.98
Greece	400	25.5%	2.57	1.36	Switzerland	909	33.7%	3.13	1.04
Hong Kong	464	12.9%	2.46	1.02	Tanzania	272	22.1%	2.87	.75
Hungary	383	62.1%	3.79	1.18	Thailand	374	60.4%	3.76	.92
Iceland	184	38.0%	3.22	1.11	Turkey	93	32.3%	2.68	1.30
India	499	49.7%	3.43	1.21	UAE	218	50.9%	3.48	1.22
Indonesia	660	54.2%	3.59	.82	UK	692	49.9%	3.36	1.28
Ireland	299	36.8%	3.10	1.16	USA	411	29.0%	2.87	1.09
Israel	338	32.5%	2.83	1.44					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Provide the kind of news that attracts the largest audience

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	81.6%	4.14	.89	Italy	392	38.5%	3.09	1.26
Argentina	359	40.9%	3.16	1.23	Japan	743	39.2%	3.26	1.00
Australia	604	61.4%	3.70	1.12	Kenya	329	68.1%	3.78	1.30
Austria	815	60.7%	3.73	1.03	Kosovo	198	62.1%	3.80	1.18
Bangladesh	324	75.9%	4.16	1.03	Latvia	334	57.8%	3.53	1.16
Belgium	585	32.0%	2.90	1.22	Malawi	170	83.5%	4.28	1.00
Bhutan	90	58.9%	3.66	1.42	Malaysia	361	67.6%	3.88	.93
Botswana	184	71.7%	4.04	1.20	Mexico	376	74.2%	4.09	1.14
Brazil	376	43.9%	3.36	1.22	Moldova	218	60.1%	3.77	1.21
Bulgaria	263	54.0%	3.51	1.20	Netherlands	516	29.3%	2.85	1.15
Canada	348	24.7%	2.78	1.15	New Zealand	527	43.5%	3.27	1.19
Chile	466	57.7%	3.59	1.35	Norway	610	30.2%	2.96	1.07
China	641	62.4%	3.70	.95	Oman	257	69.3%	3.93	1.11
Colombia	544	65.4%	3.86	1.19	Philippines	348	52.3%	3.49	1.07
Croatia	548	38.5%	3.02	1.28	Portugal	403	24.6%	2.77	1.12
Cyprus	204	32.8%	2.71	1.26	Qatar	353	48.2%	3.38	1.23
Czech Republic	285	38.2%	3.09	1.24	Romania	335	62.4%	3.81	1.18
Denmark	1350	7.4%	2.20	.90	Russia	390	66.2%	3.94	1.05
Ecuador	356	70.8%	3.87	1.20	Serbia	403	49.1%	3.47	1.28
Egypt	397	62.7%	3.84	1.14	Sierra Leone	214	72.4%	4.01	1.29
El Salvador	248	62.9%	3.75	1.21	Singapore	95	38.9%	3.16	1.23
Estonia	273	80.6%	4.23	.91	South Africa	371	58.8%	3.68	1.19
Ethiopia	349	80.8%	4.25	1.02	South Korea	352	25.0%	2.91	.97
Finland	366	42.6%	3.34	1.01	Spain	389	33.4%	2.95	1.20
France	223	21.1%	2.67	1.15	Sudan	274	89.1%	4.52	.82
Germany	766	73.5%	4.00	.95	Sweden	577	5.4%	2.00	.91
Greece	399	30.6%	2.77	1.32	Switzerland	909	46.5%	3.34	1.04
Hong Kong	465	35.1%	3.14	.95	Tanzania	272	97.8%	4.58	.54
Hungary	383	61.9%	3.74	1.18	Thailand	374	73.8%	4.02	.78
Iceland	181	34.8%	3.17	1.10	Turkey	94	63.8%	3.65	1.33
India	509	69.7%	3.94	1.11	UAE	222	76.6%	4.11	1.07
Indonesia	660	76.2%	3.96	.73	UK	690	45.4%	3.30	1.16
Ireland	301	42.9%	3.37	1.10	USA	410	53.2%	3.52	1.13
Israel	336	56.8%	3.57	1.35					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Provide advice, orientation and direction for daily life

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	55.3%	3.50	1.07	Italy	392	28.8%	2.73	1.25
Argentina	357	33.6%	2.91	1.22	Japan	742	39.2%	3.25	.98
Australia	605	34.5%	3.02	1.17	Kenya	336	67.6%	3.83	1.06
Austria	813	63.3%	3.70	1.06	Kosovo	199	62.8%	3.76	1.16
Bangladesh	312	51.0%	3.45	1.16	Latvia	329	40.4%	3.10	1.23
Belgium	580	32.6%	2.96	1.11	Malawi	165	72.1%	3.95	1.10
Bhutan	90	58.9%	3.77	1.22	Malaysia	361	63.7%	3.74	.88
Botswana	185	71.4%	3.95	1.19	Mexico	376	63.8%	3.71	1.19
Brazil	376	36.7%	3.09	1.20	Moldova	216	35.6%	3.04	1.27
Bulgaria	263	48.3%	3.43	1.58	Netherlands	516	72.1%	3.91	.95
Canada	344	24.4%	2.62	1.22	New Zealand	522	26.1%	2.70	1.24
Chile	456	52.2%	3.44	1.31	Norway	604	22.5%	2.69	1.10
China	639	66.4%	3.77	.84	Oman	257	63.8%	3.76	.95
Colombia	544	57.0%	3.59	1.29	Philippines	349	45.6%	3.38	1.07
Croatia	550	49.5%	3.40	1.12	Portugal	403	31.3%	2.98	1.16
Cyprus	204	32.8%	2.63	1.59	Qatar	357	44.0%	3.23	1.27
Czech Republic	282	35.5%	2.93	1.28	Romania	339	41.9%	3.22	1.24
Denmark	1355	28.0%	2.92	1.01	Russia	390	66.4%	3.84	1.16
Ecuador	359	70.8%	3.92	1.08	Serbia	399	58.9%	3.69	1.18
Egypt	398	66.6%	3.90	.96	Sierra Leone	217	76.0%	4.07	.88
El Salvador	249	60.6%	3.62	1.19	Singapore	94	34.0%	3.05	1.10
Estonia	273	56.0%	3.55	1.14	South Africa	368	53.5%	3.49	1.24
Ethiopia	349	81.7%	4.23	1.03	South Korea	352	35.8%	3.11	.95
Finland	366	38.0%	3.22	1.02	Spain	387	38.0%	3.12	1.12
France	222	29.7%	2.96	1.06	Sudan	272	87.5%	4.51	.86
Germany	767	66.1%	3.82	1.06	Sweden	586	39.8%	3.23	.96
Greece	392	47.7%	3.28	1.26	Switzerland	906	39.2%	3.20	1.03
Hong Kong	468	37.6%	3.26	.88	Tanzania	272	19.5%	2.96	.72
Hungary	383	54.8%	3.58	1.14	Thailand	372	68.5%	3.92	.77
Iceland	172	24.4%	2.65	1.20	Turkey	93	41.9%	3.02	1.25
India	502	58.2%	3.63	1.24	UAE	215	68.4%	3.92	1.12
Indonesia	654	52.3%	3.48	.91	UK	674	25.8%	2.57	1.29
Ireland	302	25.8%	2.76	1.17	USA	411	26.0%	2.84	1.10
Israel	336	61.0%	3.63	1.29					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Provide information people need to make political decisions

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	292	51.7%	3.33	1.31	Italy	389	44.7%	3.15	1.33
Argentina	355	67.3%	3.76	1.16	Japan	743	83.0%	4.27	.81
Australia	600	64.8%	3.59	1.26	Kenya	324	65.7%	3.73	1.19
Austria	792	63.1%	3.67	1.26	Kosovo	192	50.5%	3.46	1.36
Bangladesh	314	60.5%	3.74	1.16	Latvia	331	58.0%	3.46	1.33
Belgium	573	58.5%	3.43	1.30	Malawi	169	85.2%	4.29	1.05
Bhutan	90	72.2%	4.10	1.06	Malaysia	361	64.8%	3.75	.97
Botswana	183	80.3%	4.24	1.10	Mexico	375	84.3%	4.37	.88
Brazil	376	59.8%	3.70	1.19	Moldova	216	57.9%	3.59	1.36
Bulgaria	263	68.8%	3.79	1.30	Netherlands	508	33.7%	2.82	1.22
Canada	347	73.5%	3.90	1.27	New Zealand	527	61.1%	3.54	1.29
Chile	447	62.4%	3.68	1.40	Norway	599	42.9%	3.10	1.29
China	642	46.3%	3.35	1.02	Oman	257	53.7%	3.59	.93
Colombia	542	74.9%	4.05	1.15	Philippines	348	81.0%	4.17	.91
Croatia	551	83.7%	4.27	.91	Portugal	405	62.7%	3.71	1.21
Cyprus	203	37.4%	3.11	1.47	Qatar	329	34.3%	2.78	1.40
Czech Republic	284	46.1%	3.17	1.32	Romania	338	53.6%	3.42	1.38
Denmark	1352	88.5%	4.42	.77	Russia	390	42.3%	3.18	1.27
Ecuador	359	67.1%	3.82	1.21	Serbia	398	65.8%	3.79	1.30
Egypt	398	82.7%	4.27	.91	Sierra Leone	213	79.8%	4.14	1.04
El Salvador	248	76.6%	4.06	1.08	Singapore	90	46.7%	3.20	1.26
Estonia	273	48.0%	3.29	1.25	South Africa	362	60.8%	3.63	1.35
Ethiopia	348	74.1%	4.03	1.11	South Korea	351	63.5%	3.68	.98
Finland	363	62.3%	3.61	1.25	Spain	387	72.4%	3.97	1.09
France	221	67.9%	3.88	1.17	Sudan	275	87.3%	4.49	.91
Germany	760	56.2%	3.36	1.45	Sweden	592	84.0%	4.23	.93
Greece	401	71.6%	3.98	1.14	Switzerland	907	68.9%	3.79	1.16
Hong Kong	464	49.6%	3.44	1.03	Tanzania	272	91.2%	4.30	.62
Hungary	374	48.1%	3.24	1.45	Thailand	370	70.5%	3.96	.84
Iceland	175	44.6%	3.12	1.45	Turkey	94	58.7%	3.96	1.09
India	502	62.9%	3.77	1.19	UAE	201	42.3%	3.42	1.45
Indonesia	657	70.9%	3.81	.80	UK	676	37.0%	2.83	1.45
Ireland	297	54.2%	3.42	1.28	USA	412	88.8%	4.41	.85
Israel	332	64.5%	3.73	1.39					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Motivate people to participate in political activity

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	292	13.0%	2.14	1.12	Italy	387	30.5%	2.72	1.33
Argentina	355	49.3%	3.28	1.26	Japan	744	48.7%	3.47	1.09
Australia	605	19.5%	2.45	1.20	Kenya	333	52.3%	3.39	1.26
Austria	789	49.3%	3.32	1.26	Kosovo	191	34.0%	2.88	1.45
Bangladesh	286	42.7%	3.09	1.36	Latvia	333	46.5%	3.29	1.32
Belgium	569	22.5%	2.52	1.24	Malawi	167	74.3%	4.02	1.12
Bhutan	90	66.7%	3.78	1.16	Malaysia	358	38.8%	3.17	1.08
Botswana	185	64.3%	3.81	1.29	Mexico	375	62.9%	3.71	1.22
Brazil	376	42.8%	3.19	1.30	Moldova	217	41.5%	2.97	1.45
Bulgaria	261	35.2%	2.97	1.35	Netherlands	509	22.0%	2.61	1.09
Canada	345	35.9%	2.93	1.33	New Zealand	518	31.3%	2.72	1.34
Chile	436	36.2%	2.92	1.40	Norway	595	31.1%	2.77	1.24
China	639	34.1%	3.05	1.09	Oman	257	40.5%	3.16	1.20
Colombia	541	59.5%	3.66	1.29	Philippines	349	68.5%	3.84	1.09
Croatia	551	72.1%	4.00	1.03	Portugal	401	33.4%	2.91	1.26
Cyprus	204	19.6%	2.69	1.15	Qatar	340	34.7%	2.78	1.41
Czech Republic	286	18.2%	2.32	1.23	Romania	338	31.4%	2.78	1.39
Denmark	1349	32.0%	2.94	1.12	Russia	390	39.2%	3.10	1.16
Ecuador	357	61.1%	3.67	1.28	Serbia	400	37.5%	3.06	1.33
Egypt	398	79.9%	4.21	.92	Sierra Leone	213	59.6%	3.59	1.28
El Salvador	247	60.7%	3.58	1.31	Singapore	89	38.2%	3.06	1.26
Estonia	273	34.1%	2.93	1.21	South Africa	358	29.6%	2.68	1.36
Ethiopia	345	67.8%	3.85	1.15	South Korea	351	56.7%	3.54	.97
Finland	365	20.8%	2.57	1.15	Spain	389	60.9%	3.71	1.04
France	213	39.9%	3.06	1.32	Sudan	275	70.5%	4.07	1.26
Germany	761	44.9%	3.10	1.42	Sweden	580	35.7%	2.92	1.20
Greece	402	42.0%	3.14	1.34	Switzerland	904	45.2%	3.24	1.15
Hong Kong	460	30.7%	2.98	1.09	Tanzania	272	79.0%	4.11	.72
Hungary	369	34.1%	2.85	1.42	Thailand	366	65.8%	3.89	.84
Iceland	168	12.5%	1.99	1.20	Turkey	93	34.4%	2.91	1.32
India	508	52.6%	3.42	1.35	UAE	193	38.9%	2.97	1.46
Indonesia	655	60.3%	3.59	.96	UK	663	18.1%	2.20	1.26
Ireland	299	22.7%	2.49	1.25	USA	411	46.0%	3.29	1.23
Israel	332	34.3%	2.74	1.48					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Let people express their views

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	292	80.1%	4.06	.83	Italy	389	64.5%	3.82	1.17
Argentina	360	71.9%	3.96	1.06	Japan	744	24.3%	2.83	1.04
Australia	602	75.7%	3.94	1.02	Kenya	333	81.1%	4.23	.89
Austria	799	51.1%	3.42	1.11	Kosovo	199	75.9%	4.15	1.14
Bangladesh	326	78.8%	4.21	.98	Latvia	281	70.1%	4.03	1.08
Belgium	584	53.1%	3.52	1.10	Malawi	174	92.0%	4.54	.72
Bhutan	90	76.7%	4.23	.89	Malaysia	362	71.8%	3.95	.88
Botswana	184	89.1%	4.51	.86	Mexico	376	88.8%	4.50	.81
Brazil	376	72.3%	4.08	1.08	Moldova	218	70.2%	4.00	1.11
Bulgaria	263	88.2%	4.46	.88	Netherlands	518	59.8%	3.63	1.03
Canada	339	67.0%	3.88	1.17	New Zealand	526	71.5%	3.96	.98
Chile	455	70.1%	3.96	1.26	Norway	608	62.0%	3.66	1.13
China	642	59.8%	3.66	1.00	Oman	257	63.4%	3.67	1.11
Colombia	544	81.4%	4.26	1.03	Philippines	349	83.4%	4.22	.81
Croatia	553	86.4%	4.42	.78	Portugal	406	71.7%	4.01	1.01
Cyprus	204	52.5%	3.88	.98	Qatar	347	36.3%	2.90	1.40
Czech Republic	287	66.6%	3.83	1.16	Romania	339	73.5%	4.06	1.09
Denmark	1354	50.5%	3.48	1.01	Russia	390	59.2%	3.73	1.13
Ecuador	361	82.5%	4.24	.98	Serbia	401	80.8%	4.27	.98
Egypt	398	82.2%	4.29	.89	Sierra Leone	216	95.4%	4.58	.65
El Salvador	249	83.5%	4.30	.83	Singapore	93	49.5%	3.35	1.24
Estonia	273	79.5%	4.06	.97	South Africa	371	84.6%	4.28	.91
Ethiopia	347	79.0%	4.14	1.09	South Korea	351	61.8%	3.65	.96
Finland	366	69.1%	3.84	1.01	Spain	389	88.4%	4.46	.76
France	222	72.1%	4.02	.98	Sudan	274	90.9%	4.59	.88
Germany	764	46.9%	3.27	1.24	Sweden	590	90.3%	4.41	.75
Greece	402	86.1%	4.41	.93	Switzerland	906	56.1%	3.54	1.06
Hong Kong	462	65.6%	3.82	1.01	Tanzania	272	92.6%	4.39	.62
Hungary	376	54.3%	3.59	1.15	Thailand	372	76.3%	4.25	.83
Iceland	177	65.0%	3.80	1.14	Turkey	94	87.2%	4.30	1.05
India	513	83.2%	4.28	.96	UAE	207	64.7%	3.76	1.19
Indonesia	661	85.6%	4.12	.66	UK	686	53.9%	3.43	1.23
Ireland	298	61.4%	3.70	1.12	USA	411	76.6%	4.21	1.03
Israel	334	69.5%	3.90	1.26					

¹ Percentage saying "extremely" and "very important"

Aggregated Data on Key Variables

Journalistic Roles: Educate the audience

Question: Please tell me how important each of these things is in your work. (Optional item)
Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	73.4%	3.98	1.00	Italy	–	–	–	–
Argentina	359	54.6%	3.45	1.27	Japan	–	–	–	–
Australia	603	87.1%	4.29	.78	Kenya	332	90.4%	4.50	.77
Austria	798	53.6%	3.55	1.04	Kosovo	199	74.9%	4.15	1.02
Bangladesh	328	77.4%	4.19	1.03	Latvia	340	75.6%	4.10	.98
Belgium	564	59.0%	3.71	1.20	Malawi	172	89.5%	4.48	.81
Bhutan	89	73.0%	4.08	1.11	Malaysia	358	81.8%	4.20	.83
Botswana	186	94.1%	4.70	.64	Mexico	376	75.3%	4.05	1.07
Brazil	376	44.4%	3.29	1.26	Moldova	220	77.7%	4.10	1.15
Bulgaria	263	89.7%	4.50	.79	Netherlands	512	40.0%	3.21	1.08
Canada	350	93.4%	4.62	.66	New Zealand	–	–	–	–
Chile	461	71.8%	4.04	1.18	Norway	624	82.7%	4.11	.87
China	–	–	–	–	Oman	–	–	–	–
Colombia	546	84.6%	4.39	.94	Philippines	349	95.1%	4.62	.63
Croatia	–	–	–	–	Portugal	406	51.7%	3.44	1.20
Cyprus	–	–	–	–	Qatar	–	–	–	–
Czech Republic	285	52.3%	3.49	1.08	Romania	338	79.9%	4.27	1.04
Denmark	1348	44.9%	3.26	1.18	Russia	390	75.4%	4.11	.92
Ecuador	360	82.2%	4.27	.91	Serbia	403	86.6%	4.47	.88
Egypt	–	–	–	–	Sierra Leone	217	95.9%	4.61	.63
El Salvador	250	85.6%	4.32	.85	Singapore	94	46.8%	3.17	1.44
Estonia	267	85.0%	4.25	.79	South Africa	371	86.8%	4.42	.83
Ethiopia	348	84.8%	4.32	.84	South Korea	352	23.0%	2.78	1.02
Finland	365	50.4%	3.46	.99	Spain	385	46.2%	3.35	1.19
France	–	–	–	–	Sudan	–	–	–	–
Germany	762	57.3%	3.60	1.10	Sweden	–	–	–	–
Greece	402	52.5%	3.42	1.32	Switzerland	899	36.7%	3.11	1.05
Hong Kong	–	–	–	–	Tanzania	272	94.9%	4.37	.58
Hungary	353	67.1%	3.80	1.07	Thailand	–	–	–	–
Iceland	183	83.1%	4.31	.94	Turkey	94	52.1%	3.30	1.38
India	504	85.5%	4.33	.94	UAE	219	85.4%	4.33	1.02
Indonesia	657	94.1%	4.36	.65	UK	694	78.7%	4.10	.92
Ireland	300	72.7%	3.93	1.01	USA	413	92.7%	4.55	.70
Israel	338	44.1%	3.12	1.43					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Tell stories about the world

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	292	49.3%	3.40	1.12	Italy	–	–	–	–
Argentina	358	52.8%	3.46	1.15	Japan	–	–	–	–
Australia	604	77.6%	4.08	1.06	Kenya	336	78.9%	4.09	.98
Austria	806	65.4%	3.78	1.06	Kosovo	201	65.2%	3.87	1.18
Bangladesh	315	68.9%	3.94	1.06	Latvia	340	68.8%	3.82	1.22
Belgium	566	69.3%	3.86	1.10	Malawi	173	73.4%	4.05	1.01
Bhutan	90	57.8%	3.56	1.25	Malaysia	356	75.3%	3.99	.79
Botswana	185	83.2%	4.30	.93	Mexico	376	75.5%	4.07	.96
Brazil	376	40.4%	3.22	1.22	Moldova	220	49.1%	3.37	1.24
Bulgaria	263	77.6%	4.14	.96	Netherlands	519	69.4%	3.88	1.05
Canada	346	80.6%	4.31	.95	New Zealand	–	–	–	–
Chile	456	65.6%	3.83	1.31	Norway	–	–	–	–
China	–	–	–	–	Oman	–	–	–	–
Colombia	544	79.0%	4.22	1.00	Philippines	–	–	–	–
Croatia	–	–	–	–	Portugal	403	69.0%	3.88	1.05
Cyprus	–	–	–	–	Qatar	–	–	–	–
Czech Republic	274	32.8%	2.72	1.42	Romania	339	59.3%	3.65	1.24
Denmark	–	–	–	–	Russia	390	61.8%	3.83	1.04
Ecuador	360	72.5%	3.99	1.03	Serbia	404	70.8%	3.96	1.02
Egypt	–	–	–	–	Sierra Leone	216	76.9%	4.12	.91
El Salvador	250	68.4%	3.91	1.01	Singapore	94	47.9%	3.12	1.44
Estonia	263	63.9%	3.80	1.18	South Africa	368	70.4%	3.98	1.05
Ethiopia	350	74.9%	4.09	.96	South Korea	352	45.2%	3.39	.86
Finland	364	76.9%	4.09	.87	Spain	385	82.6%	4.24	.90
France	–	–	–	–	Sudan	–	–	–	–
Germany	759	57.3%	3.56	1.18	Sweden	–	–	–	–
Greece	–	–	–	–	Switzerland	907	55.2%	3.48	1.14
Hong Kong	–	–	–	–	Tanzania	272	39.0%	3.26	.91
Hungary	355	74.1%	3.95	1.05	Thailand	–	–	–	–
Iceland	–	–	–	–	Turkey	92	46.7%	3.34	1.24
India	503	76.1%	4.08	1.01	UAE	216	68.1%	3.79	1.28
Indonesia	–	–	–	–	UK	686	64.9%	3.78	1.20
Ireland	299	67.9%	3.78	1.17	USA	–	–	–	–
Israel	334	56.3%	3.43	1.40					

¹ Percentage saying “extremely” and “very important”

Aggregated Data on Key Variables

Journalistic Roles: Promote tolerance and cultural diversity

Question: Please tell me how important each of these things is in your work.

Scale: 5 = extremely important; 4 = very important; 3 = somewhat important; 2 = little important; 1 = unimportant

	N	% ¹	Mean	SD		N	% ¹	Mean	SD
Albania	293	79.5%	4.07	.96	Italy	–	–	–	–
Argentina	359	79.9%	4.17	.97	Japan	–	–	–	–
Australia	605	60.2%	3.69	1.13	Kenya	335	85.1%	4.28	.88
Austria	806	65.0%	3.80	1.08	Kosovo	200	87.5%	4.51	.81
Bangladesh	323	87.0%	4.41	.89	Latvia	334	56.0%	3.61	1.27
Belgium	568	57.0%	3.59	1.17	Malawi	173	83.8%	4.28	.97
Bhutan	90	63.3%	3.68	1.32	Malaysia	355	78.9%	4.16	.86
Botswana	185	89.2%	4.54	.77	Mexico	377	92.8%	4.55	.78
Brazil	376	77.4%	4.25	1.09	Moldova	219	74.0%	4.11	1.09
Bulgaria	263	82.5%	4.35	.94	Netherlands	495	27.7%	2.77	1.14
Canada	348	60.9%	3.72	1.24	New Zealand	–	–	–	–
Chile	452	71.7%	4.01	1.24	Norway	–	–	–	–
China	–	–	–	–	Oman	–	–	–	–
Colombia	544	87.9%	4.49	.86	Philippines	349	81.1%	4.22	.86
Croatia	–	–	–	–	Portugal	406	75.6%	4.12	1.07
Cyprus	203	60.6%	3.96	.98	Qatar	–	–	–	–
Czech Republic	281	65.8%	3.84	1.12	Romania	339	74.6%	4.12	1.13
Denmark	–	–	–	–	Russia	390	58.2%	3.76	1.08
Ecuador	359	82.2%	4.28	.93	Serbia	403	89.6%	4.56	.81
Egypt	–	–	–	–	Sierra Leone	216	88.4%	4.39	.78
El Salvador	250	80.0%	4.24	.97	Singapore	92	44.6%	3.15	1.41
Estonia	266	77.4%	4.12	.97	South Africa	370	73.0%	4.05	1.11
Ethiopia	350	85.7%	4.41	.96	South Korea	352	66.5%	3.77	.91
Finland	363	67.5%	3.89	1.03	Spain	386	89.9%	4.52	.76
France	–	–	–	–	Sudan	–	–	–	–
Germany	765	66.7%	3.80	1.21	Sweden	589	75.4%	4.06	1.04
Greece	404	75.5%	4.07	1.20	Switzerland	904	50.4%	3.45	1.09
Hong Kong	–	–	–	–	Tanzania	272	98.5%	4.56	.53
Hungary	355	74.4%	4.05	1.01	Thailand	–	–	–	–
Iceland	168	50.0%	3.48	1.16	Turkey	93	77.4%	3.98	1.22
India	498	77.9%	4.16	1.05	UAE	222	83.3%	4.37	.95
Indonesia	617	91.9%	4.30	.65	UK	681	46.7%	3.22	1.40
Ireland	301	48.5%	3.42	1.22	USA	408	51.0%	3.43	1.21
Israel	336	71.1%	4.03	1.13					

¹ Percentage saying “extremely” and “very important”