

## Dear journalist,

New technology, commercial pressure and the evolving network society changes the conditions for journalism - but is it changing in the same way in different media systems? How are journalistic practices and journalistic values influenced by media development in different countries?

The purpose of the project "Journalism in change" is to study professional journalistic cultures in three countries: Sweden, Poland and Russia. These countries have a different historical and political legacy, the relations between media and political/economical power are quite different and there are big differences in media use. Our question is how media development is influenced by the different conditions, and how the professional journalistic cultures are changing in these three countries.

In the project researchers from Södertörn University in Sweden, Wroclaw University in Poland and Moscow State University in Russia are working together closely together to find some answers. One of the most important steps is this survey to 500 journalists in each country, a sample chosen to be representative for the journalistic population in the country.

We hope that you want to participate in the project by giving your answers to the questions in the survey. If you find any question difficult to answer, just leave it and answer the rest. Every answer is important to give us a reliable picture of how journalists perceive their daily work and professional values.

If you have any questions, don't hesitate to ask. Send us an e-mail and we will get back to you as soon as possible.

When you have filled in the survey, put it in the envelope and give it to the person distributing the surveys. All answers are anonymous, it will not be possible for neither the researches or anyone else to see who have given the single answers.

If you want to take part in coming interviews or get the results from the survey, please send us an e-mail. The first results are planned to be published during 2013.

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# Journalism in change 2012

## A: General questions

### 1. Your gender

- Female
- Male

### 2. What year were you born: .....

### 3. In what kind of media company are you working today?

(if you work for different kind of companies, please give the main option)

- National newspaper/big city newspaper
- Regional newspaper/local newspaper
- Free newspaper
- Popular/weekly magazine
- Specialized magazine
- Other newspaper/magazine
- Production company for print
- Online publishing company
- TV-channel – public service/state
- commercial
- Radio-channel– public service/state
- commercial
- Production company for radio/tv/film
- News agency
- Other, please specify.....

### 4. How many hours are you working as a journalist an average week? (one option)

- I work fulltime as a journalist, appr .....hours/week
- I work part time as a journalist appr .....hours/week, and part time with other kind of work.

### 5. What kind of main employment do you have today (one option)?

- Regular employment in the media company
- Temporary employment (filling in, project etc)
- Temporary job agency (like Manpower)
- Freelance/your own company (go to question 8)
- Other; please specify.....
-

**6. How many fulltime news and editorial people are employed at your organization (your place of work)**

.... number of fulltime journalists

**7. During the last five years, has the size of your editorial staff grown or shrunk?**

Shrunk much <input type="checkbox"/>	Shrunk a little <input type="checkbox"/>	The same <input type="checkbox"/>	Grown a little <input type="checkbox"/>	Grown much <input type="checkbox"/>	Don't know <input type="checkbox"/>
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Your comments.....

**8. Are you a member of any professional organisations for journalists?  
(you can choose many alternatives)**

a/Union of journalists

Name.....

b/Other kind of professional organisations

Name.....

Name.....

Name.....

**9. For how many years have you worked as a journalist?**

For..... years

**10. Where would you like to be working in five years from now? (one alternative)**

In the same media company as present

In some other media company

What kind of media?.....

In some other field than journalism

What other field?.....

I will be retired

Don't know

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**11. How important are a number of things in choosing jobs for you?**

	<i>Not important</i>		3	<i>Very important</i>		<i>Don't know</i>
	1	2		4	5	
Payment/salary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fringe benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The editorial policy of the organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The chance to develop a speciality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The atmosphere in the work place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To serve the public interest and to help people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of freedom in work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The chance to make a better career in journalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The chance to influence society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other; what:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comment, if you like to add.....

**B. Your daily work:**

**12. What are your main functions in your media organization (maximum three alternatives)?**

- Reporter/correspondent
- Copy editor/editor/layout
- Photographer/camera man
- Researcher
- Analyst/commentator
- Editorial writer/columnist
- Producer (radio/tv)
- Anchor person (radio/TV)
- Online publishing
- Editor/managing other journalists
- To work with advertisement
- Economical matters in the company
- Other, please specify.....

**13. Do you usually cover one particular subject area, or do you cover different things?**

I cover a particular area or subject   
(go to question 14)

I cover different topics and subjects   
(go to question 15)

**14. If you cover a specific topic or subject, in what area (only one alternative)?**

- Crime and law
- Culture
- Economy/business
- Entertainment/glamour
- Family/human stories
- Foreign news
- Lifestyle
- Politics
- Science
- Society and social issues
- Sports
- Other, please specify.....

**15. For what platforms are you producing/editing content an average week? (you can choose as many options as you need)**

- Print
- Television
- Radio
- Online
- Mobile devices

**16. If you have a good idea for a subject which you think is important and should be followed up, how often are you able to get the subject covered? (only one option)**

- Almost always
- More often than not
- Only occasionally
- I don't make such proposals
- Don't know

**17. Some questions about your daily work:**

	<i>No freedom at all</i>	<i>Only some freedom</i>	<i>A great deal of freedom</i>	<i>Almost complete freedom</i>	<i>Don't know</i>
How much freedom do you have in selecting the stories you work on?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much freedom do you usually have in deciding which aspects of a story should be emphasized?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much freedom do you have to manage your own time in your work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**18. Different factors influence *the selection of subjects* in the daily work of your media organisation. How could you evaluate the significance of the following factors in the work on your news organization? (give your answer on a scale 1-5)**

	<i>Insignificant</i>			<i>Very significant</i>		<i>Dont know</i>
	1	2	3	4	5	
Professional interest of journalist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The editorial policy of the media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The political connection (affiliation) of the media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong political actors outside the media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audience interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needs and interests of society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Those who advertise in the media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economical power outside the media company (big companies etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comment if you like to add.....

**19. Various methods are used to *influence journalists and the output* of media companies. How often do you deal with the following methods of influence at your working place? (give your answers on a scale 1 to 5)**

	<i>Never</i>			<i>Very often</i>		<i>Dont know</i>
	1	2	3	4	5	
Press material delivery, e.g., text and pictures/film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal information for journalists selected by the sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information from agents on behalf of a hidden source	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gifts to the journalists (also travels etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pressure and threats against an individual journalist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pressure and threats against the media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comment if you like to add.....

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**23. The need to verify and the need to publish news as fast as possible are two basic journalistic values that can be in conflict with each other. Do you agree or not agree with the following statements?**

	<i>Disagree</i>					<i>Fully agree</i>	<i>Dont know</i>
	1	2	3	4	5		
In my news organization, news are equally verified in all channels (print, online, radio, tv).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Incorrect facts are often published because of to less control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is better to publish unverified information than to be more slowly that our competitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The audience has lower demands on verification in online news than in our main channel (newspaper, TV or radio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online journalism is more of a process, and the verification can be done during the process and not before publishing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**24. “Multiskilling” or “multi-reporter” are some words often used to describe future journalists. It can mean both a journalist working in different channels and a journalist working with different parts of the process (photo-writing-editing)  
What is your opinion on the following statements?**

	<i>Disagree</i>					<i>Fully agree</i>	<i>Dont know</i>
	1	2	3	4	5		
I feel like a multi-skilled reporter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journalists in my media organization are expected to be multiskilled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiskilling means more space for creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiskilling will decrease the quality of journalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiskilling gives more power to the individual journalist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the future more journalists will be multiskilled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comments if you like to add:

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**34. What kind of future awaits journalism as a profession in XX in your opinion?**

(Only one alternative)

- The profession will flourish
- It will remain the same as today
- The profession will vanish step by step
- The profession will transform to another activity
- I don't know

Your comment if you like:

**D. Journalism and interactivity**

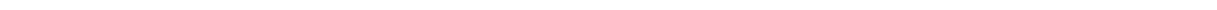
**35. How often do you communicate with readers/viewers/listeners?**

	<i>Never</i>	<i>Some- times</i>	<i>Every week</i>	<i>Every day</i>	<i>Many times a day</i>	<i>Don't know</i>
	1	2	3	4	5	
By telephone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By e-mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With comments on the media website/blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directly by meeting people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**36. Interactivity is often discussed in connection to media development. Do you agree or disagree with the following statements? (Give your answers on a scale 1-5)**

	<i>Disagree</i>			<i>Fully agree</i>		<i>Dont know</i>
	1	2	3	4	5	
Increased interactivity influence the selection of news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important to listen to the opinions of the audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased interactivity can improve the quality of journalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacts with audience take too much from the working time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A journalist should not listen too much to opinions among the audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comments:



**37. Social media and blogs is a growing part of the media landscape.**

**Do you use any type of social media in relation to your work (blogs, Facebook, Twitter or other communities)?**

- Yes (go to question 38)
- No (go too question 40)

**38. How often do you use different types of social media?**

	<i>Never</i>	<i>Some- times</i>	<i>Every week</i>	<i>Every day</i>	<i>Many times a day</i>	<i>Don't know</i>
	1	2	3	4	5	
Read blogs (not connected to media companies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write in my own personal blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write in a media blog on the website of a media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use other kinds of communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your comments if you like:

**39. For what purposes do you use different kind of social media?  
(you can choose as many options as you want)**

	<i>Facebook</i>	<i>Twitter</i>	<i>Blogs</i>
To get ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In research/investigation (to find information)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To have a dialogue with audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To keep in contact with colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Because it is expected from the editors that I should	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To publish content besides my regular work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get more readers/viewers, self promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To strengthen the trademark of my media company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For professional discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For making money by advertisement or PR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To discuss social and political questions in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other purpose, please specify...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**E. Some personal information**

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**40. What is the highest level of your education?**

- Primary school
- Secondary school
- University or other higher education

**41. Do you have a special education in journalism?**

- Yes, on academic level
- Yes, on non academic level
- Yes, professional training in the media company
- No

**42. What is the highest education of your parents?**

- My father: Primary school
- Secondary school
- University/higher education
- My mother: Primary school
- Secondary school
- University/higher education

**43. Is any of your relatives working (or has been working) as journalists?**

- Wife/husband
- Parents
- Children
- Other close relatives
- No

**44. Is it possible to manage on your income from journalism? (one alternative)**

- Yes, I can do well and provide extra things for me
- Yes, I can provide all necessary things
- Yes, I can survive
- No, I also have to get money from other jobs
- No, journalism is only a minor part of my income

**45. How much interested are you in politics and political questions in society?**

**(Give your answer on a scale 1-5)**

- |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not interested           |                          |                          |                          | Very interested          | Don't know               |
| 1                        | 2                        | 3                        | 4                        | 5                        |                          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



**46. Is it an alternative for you to be active in politics (voluntary or as employed)**

- |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|
| No                       | Perhaps                  | Yes                      | Don't know               |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**47. Where would you place yourself on a political scale from left to right?**

- |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Left                     | A bit left               | Center                   | A bit right              | Right                    | Don't know               |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

I choose not to answer

**If you have any other comments, please give them here:**

**Technical information:**

Number:.....  
Responsible for the form:.....  
Date for completing:.....  
Country.....

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