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 qui	estions		
1. Your gender			
Femal	le		
Male			
2. What year we	re you born:		
	of media company are		ain antion)
	nal newspaper/big city	panies, please give the m	am option)
	nal newspaper/local ne		
_	nar newspaper/local ne 1ewspaper	wspaper	
	ar/weekly magazine		
	alized magazine		
=	newspaper/magazine		
	iction company for print	t	
	e publishing company		
	annel – public servi	ice/state	
	- commercial		
Radio	-channel- public service	e/state	
	- commercial		
Produ	iction company for radio	o/tv/film	
	agency		
Other	, please specify		
4. How many hou	urs are you working a	s a journalist an average	week? (one option)
	I work fulltime as a jou	rnalist, apprhours/v	week
	I work part time as a jo	urnalist apprhours/	week, and part time with
oth	er kind of work.		
5. What kind of r	main employment do s	you have today (one optic	on)?
	ar employment in the m		
•	orary employment (filli	• •	
-	orary job agency (like M		
Freela	ance/your own compan	y (go to question 8)	
Other	; please specify		

number of fulltime journalists								
7. During the last five years, has the size of your editorial staff grown or shrunk? Shrunk Shrunk The same Grown much a little a little much Don't know \[\begin{array}{cccccccccccccccccccccccccccccccccccc								
Your commer	nts							
=	8. Are you a member of any professional organisations for journalists? (you can choose many alternatives)							
a/	Union of jour	nalists						
	Name							
b/Other kind of professional organisations								
Name								
	Name							
	Name							
9. For how m	any years ha	ve you worke	ed as a journa	alist?				
		For	ears/					
10. Where w	ould you like	to be workin	ıg in five yeaı	rs from now?	(one alternative)			
		dia company a nedia company	-					
	What kind	l of media?						
In		eld than journ						
		er field?						
	will be retired on't know	l						

6. How many fulltime news and editorial people are employed at your organization (your

place of work)

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

	Not				Very	Dont know
	importa		0	im 4	portant	
D / .]	1	2 □	3 _	4	5	
Payment/salary						
Fringe benefits						
The editorial policy of the organization						
Job security						
The chance to develop a speciality	_					
The atmosphere in the work place						
To serve the public interest and to help people						
The amount of freedom in work						
The chance to make a better career in journalism						
The chance to influence society						
Other; what:						
Your comment, if you like to add						
B. Your daily work: 12. What are your main functions in you (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	our media	a organ		n		
13. Do you usually cover one particular	r suhiact	area 4	or do v	nii covo	r differe	nt things?
I cover a particular area or	-		or ao y (Ju COVE	i unici C	ii uiiigsi
(go to question 14)	,	_				
I cover different topics and (go to question 15)	subjects	٥				

14. If you cover a specific top	ic or subje	ct, in what	area (only	one alternat	tive)?
Crime and law					
Culture					
Economy/busine	ess				
Entertainment/g					
Family/human s					
Foreign news					
Lifestyle					
Politics					
Science			_		
Society and socia	lissues				
Sports	1133463				
Other, please spe	cify				
Other, prease spe	:CIIy		_		
15. For what platforms are y	ou producii	ng/editing	content an	average wee	k? (you can
choose as many options as yo	ou need)				
Print					
Television					
Radio					
Online					
Mobile devices					
16. If you have a good idea fo	r a subject	which you	think is imp	ortant and	should be
followed up, how often are ye	ou able to g	et the subj	ect covered	? (only one o	option)
Almost always					
More often than i	not				
Only occasionally	7				
I don't make such					
Don't know	1 1				
17. Some questions about yo	ur daily wo	rk:			
	No	Only	A great	Almost	Don´t
	freedom	some	deal of	complete	know
	at alll	freedom	freedom	freedom	
How much freedom do you					
have in selecting the stories you					
work on?					
How much freedom do you					
usually have in deciding which					
aspects of a story should be					
emphasized?					
How much freedom do you have to manage your own time					П
in your work?					

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)

	Insignificant				Very	Dont
				sig	nificant	know
	1	2	3	4	5	
Professional interest of journalist						
The editorial policy of the media company						
The political connection (affiliation) of the media company Strong political actors outside the media						
company	_	_	_	_	_	_
Audience interest						
Needs and interests of society						
Those who advertise in the media						
Economical power outside the media						
company (big companies etc.)						
Other (please specify)						
Your comment if you like to add						
·						
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5)	ng meth	ods of		ce at yo	our work	ing place?
19. Various methods are used to <i>influer</i> How often do you deal with the followin	ng meth	ods of	influen	ce at yo	our work ry often	-
19. Various methods are used to <i>influer</i> How often do you deal with the followin	ng meth	ods of		ce at yo	our work	ing place?
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and	ng meth Never 1	ods of	influen 3	ce at yo	our work ry often 5	cing place? Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film	Never	ods of	influen 3 🖵	ve Ve 4	our work ry often 5 □	cing place? Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film Press conferences Personal information for journalists selected	Never	2 	3 -	Ver	our work ry often 5	Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film Press conferences Personal information for journalists selected by the sources Information from agents on behalf of a	Never 1	2	3 -	Ven	our work ry often 5	Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film Press conferences Personal information for journalists selected by the sources Information from agents on behalf of a hidden source	Never 1	2 -	3 - -	Ven	our work ry often 5	Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film Press conferences Personal information for journalists selected by the sources Information from agents on behalf of a hidden source Gifts to the journalists (also travels etc) Pressure and threats against an individual	Never 1	2 -	3 - - -	Vel	our work ry often 5	Dont know
19. Various methods are used to influent How often do you deal with the following (give your answers on a scale 1 to 5) Press material delivery, e.g., text and pictures/film Press conferences Personal information for journalists selected by the sources Information from agents on behalf of a hidden source Gifts to the journalists (also travels etc) Pressure and threats against an individual journalist Pressure and threats against the media	Never 1	2 -	3 - - -	Vel	our work ry often 5	Dont know

20. How often does your editor/chief	f change a	nything	g in wha	at you p	oroduce ((text, pictures
Almost always More often than not Only occasionally Almost never Don't know			 			
21. A journalist can face various obstooften do journalists at your media co (range your answers on a scale 1-5)	-	-	-	_	•	ast. How
(range your answers on a scale 1-3)	Never			Vei	ry often	Dont know
	1	2	3	4	5	
Limits in the editorial policy of the media						
company Political interests of the owners of the media company?	٥					
Economic interests of the media company						
Pressure from political actors outside the media company?						
Pressure from advertisers						
Pressure from the sources of information Other (please specify)						
Your comment if you like to add						
22. During the last 5-10 years the dai do you evaluate these changes in diff				_		
I don't have so long experience						
	Much I	ess		Muc	h more	Dont know
W. 1	1	2	3	4	5	
Work outside the newsroom Research and verification						
Writing/producing						
Editing/layout						
Contacts with the audience						
Cooperation in the newsroom						
The amount of production						_
Evaluation and discussion						
Photography						
Other, please specify						

23. The need to verify and the need to p journalistic values that can be in conflict the following statements?				-		
the following statements:	Disagr	ree		Fully agree	Dont know	
	1	2	3	4	5	
In my news organization, news are equally verified in all channels (print, online, radio, tv).						
Incorrect facts are often published because of to less control.						
It is better to publish unverified information than to be more slowly that our competitors.						
The audience has lower demands on verification in online news than in our main channel (newspaper, TV or radio)						
Online journalism is more of a process, and the verification can be done during the process and not before publishing.						
24. "Multiskilling" or "multi-reporter" a journalists. It can mean both a journalist working with different parts of the production on the following states.	st work cess (pl tateme	ing in d noto-wi nts?	lifferen	t chanı diting)	nels and	a journalist
	Disagr 1	<i>ee</i> 2	3	4	y agree 5	Dont know
I feel like a multi-skilled reporter	_			·		
Journalists in my media organization are expected to be multiskilled						
Multiskilling means more space for creativity						
Multiskilling will decrease the quality of journalism						
Multiskilling gives more power to the individual journalist						
In the future more journalists will be multiskilled						
Your comments if you like to add:						

. Digital technology has changed the daily journalistic work the last 10-15 years. What is your opinion on the following statements on the influence of technological changes?

New technologymakes the work process fastermakes the work more creativeincrease time pressure in daily workhas a positive potential not used in the daily workcreates a lot of technological problemsput focus more on form and production, than on the journalistic content 26. If you look back 5-10 years, how we media content in your news organizati	=	2 		4		Dont know
I don't have so long experience		the for	iowing	actor 3.	•	
	Decrea	nood		Inc	reased	Dont know
	1	aseu 2	3	4	5	DONE KNOW
Journalists	' 		ى 	4	5 □	
Other groups in the media company						
Media owners	_	_			_	
Politicians	_					
Audiences						
Interest groups						
Advertisers						
Private business						
Other						
27. Here are some statements about yo	our relat	ion to y	your pr	ofessio	n. Do yo	u agree or
disagree to the statements?	D:					D = t / =
	Disagr			-	y agree -	Dont know
	1	2	3	4	5	
I am proud to name myself journalist						
My profession is the mission in my life The main reason for working as a journalist						
is to get the salary						
My work means more for me than family and leisure time						
Working as a journalist is a step in my career to other areas						

28. Here are some statements on journ	alists, e	thics ar	nd polit	ics. Do	you agre	e or not?	
	Disagr	ee		Fully	y agree	Dont know	
	1	2	3	4	5		
A journalist cannot himself be active in politics during the same time as he is working as a journalist.							
It is no problem for a journalist to work with PR and information							
As a journalist, it is OK to receive gifts from sources as long as it not influence my professional work.							
It is very important to have common ethical rules among the journalists in the media company.							
As a journalist one has to accept political influence in the media company							
Your comments if you like to add:							
C. Journalists, journalism and society 29. How important are the following professional duties for a journalist in your country?							
	0163310	nai uut	162 101 6	a journ	anst m y	our country:	
(Give your opinion on a scale 1-5)	0163310	iiai uut	165 101 6	a jour ii	anst m y	our country:	
	Not importa		165 101 6		Very portant	Dont know	
(Give your opinion on a scale 1-5)	Not		3		Very		
(Give your opinion on a scale 1-5) Journalists should criticize injustice	Not importa 1	ant 2 □	3	im 4	Very portant 5 □	Dont know	
(Give your opinion on a scale 1-5) Journalists should	Not importa	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do well	Not importa 1	ant 2 □	3	im 4	Very portant 5 □	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporter	Not imports 1	ant 2 	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests	Not imports 1	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions	Not imports 1	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explain	Not imports 1	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinions	Not imports 1	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainment	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claims	Not importa	ant 2	3	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide entertainment	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide entertainment provide information objectively	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide information objectivelycontrol public authorities	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide entertainment provide information objectivelycontrol public authoritiesrepresent diverse social groups	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide entertainment provide information objectivelycontrol public authoritiesrepresent diverse social groupsmobilize people to act	Not imports 1	ant 2	300000000000000000000000000000000000000	im 4	Very portant 5	Dont know	
(Give your opinion on a scale 1-5) Journalists should criticize injusticetell the truth regardless of the consequencesensure that media business do wellbe a neutral reporterstand free of special interests bring forward various opinions simplify and explaininfluence public opinionsprovide entertainmentinvestigate government claimsprovide entertainment provide information objectivelycontrol public authoritiesrepresent diverse social groups	Not imports 1	ant 2	3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	im 4	Very portant 5	Dont know	

society? (society? (Give your answer on a scale 1-5)								
No 1 Your comm	2 3 eent if you'd like	4 e to add:	Yes 				on't know ⊐		
31. Do you last 5-10 y		el of press freed	lom in yo	ur cou	intry ha	s incre	eased or	decreased the	
Decreased	Cui 51	Stays the sam	e	Ir	icreased I			Don′t know □	
Your comm	ent if you'd like	e to add:							
32. Do you last 5-10 y Decreased □	-	Stays the sam	_		ncreased		ased or d	Don't know	
	ent if you'd like	e to add: f journalism ca	ın be inflı	ience	d by diff	ferent	factors. F	łow do you	
evaluate tl	ne influence of	f following fact		? (Give	e your op			•	
			No danger				A great danger	Dont know	
		_	1	2	3	4	5		
	demand for prof	its							
Increasing w	-								
Foreign own	•								
_	nst individual jo								
	ice (laws and ow								
	influence on con								
	uence in media c	ompanies							
_	sional ethics	a)							
Source activ	ity (PR/lobbyists	51							

 $30. \ Do\ you\ think\ that\ the\ journalists\ in\ your\ country\ fulfil\ their\ responsibilities\ towards$

34. What kind of future await (Only one alternative)	s journa	lism as a	professi	on in XX	in yo	ur opir	nion?
,	ill flouric	h					
The profession will flourish It will remain the same as today							
		-	on				
The profession will vanish step by step The profession will transform to another acitivity							
I don't know	iii ti aiisio	iiii to aiio	iller acit	ivity			
i don t know					_		
Your comment if you like:							
D. Journalism and interaction	_			(1°-1-			
35. How often do you commu	nicate w		•	•			
	Never	Some- times	Every week	Every day	ti	lany mes day	Don't know
	1	2	3	4		5	
By telephone							
By e-mail							
With comments on the media website/blog							
With social media							
Directly by meeting people							
Other:							
36. Interactivity is often discudisagree with the following st		s? (Give y	our ans		a sca	le 1-5)	
		Disagre			Fully	agree	Dont know
		1	2	3	4	5	
Increased interactivity influence the selection of news	ne						
It is important to listen to the opin audience							
Increased interactivity can improv quality of journalism	e the						
Contacts with audience take too m the working time	uch from						
A journalist should not listen too n opinions among the audience	nuch to						
Your comments:							

37. Social media and blogs Do you use any type of soc	_			-		k, Twitter or		
other communities)?	** 6 .	00						
	Yes (go to question 38)							
	No (go too q	uestion 40))					
38. How often do you use	different tyj	pes of soci	ial media	1?				
	Never	Some- times	Every week	Every day	Many times a day	Don´t know		
	1	2	3	4	5			
Read blogs (not connected to media companies)								
Write in my own personal blog	g 🚨							
Write in a media blog on the website of a media company								
Use Facebook								
Use Twitter								
Use other kinds of communities	es 🗖							
Your comments if you like:								
39. For what purposes do (you can choose as many o	-		d of soci	al media?				
				Facebook	Twitter	Blogs		
To get ideas						<i>⊒.</i> ege		
In research/investigation (to f	ind informatio	on)						
To have a dialogue with audien		, ₎						
To keep in contact with colleag								
Because it is expected from the		Lehould						
To publish content besides my						_		
•	-					_		
To get more readers/viewers,	_							
To strengthen the trademark of	n my media co	niipaily						
For professional discussions	amart - DD							
For making money by advertis								
To discuss social and political Other purpose, please specify.	_	eneral						

E. Some personal information

40. What is	the highest le	evel of your e	ducation?			
	Primary scho	ool				
	Secondary so	chool				
	University or	r other higher	education			
41. Do vou l	nave a special	l education in	n journalism?	•		
- 3	Yes, on acado					
	*	academic leve	1			
			in the media c	ompany		
	No			1 3		
42. What is	the highest e	ducation of y	our parents?			
	My father:	Primary sch	ool			
		Secondary s	chool			
		University/l	nigher educati	on		
	My mother:	Primary sch	ool			
		Secondary s	chool			
		University/l	nigher educati	on		
43. Is any o	f your relativ	es working (or has been v	vorking) as jo	urnalists?	
-	Wife/husbar					
	Parents					
	Children					
	Other close r	elatives				
	No					
44. Is it pos	sible to mana	ge on vour ir	ncome from ic	ournalism? (o	ne alternativ	e)
1 11 10 10 p 00.			vide extra thin	-		-,
		-		80 101 1110		
	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 mu	ch interested	l are vou in p	olitics and po	olitical questi	ons in society	?
	nswer on a s	-	•	•	,	
Not intereste		,		Very interest	ted	Don't know
1	2	3	4	5		

46. Is it an alternative for you to be active in politics (voluntary or as employed)								
No Perhaps Yes	S	Don't know						
47. Where would you place yourself on a political scale from left to right?								
Left A bit left Center A bit right Rig	ght	Don't know						
☐ I choose not to answer								
T Choose not to answer								
If you have any other comments, please give them here:								
Technical information:								
		er:						
	Responsible for the form Date for completing							
		try						