

Chapter 4

Media and Communications Questions

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4.1 Proposal for items to be included by Ken Newton

In writing this document it is assumed that it is not necessary to justify the need for questions on communications and mass media in a general social survey like the ESS. The great majority of social analysts agree that the media are important, and are rapidly becoming more important, not least because of the technological changes that are already transforming communications, and likely to revolutionise it in the next ten to twenty years. Presumably this is why the ESS is interested in a set of questions about the media in the first place.

The main question is not whether to ask about the media, but what questions to ask, and whether the ground can be adequately covered in eight questions. The last point is likely to raise the most difficult problems of choice and priorities. For example, the 1988 Pilot Study of the American National Election Study had a bank of 13 questions devoted to the media, and the British General Election Study of 1997 asked eleven media questions. Both were concerned only with elections, which simplified matters for them, and made it easier to cover their interests a few questions. The SCPR Survey of 1996 asked 12 media questions about the use of newspapers, TV, VCRs, and the cinema.

This document works from two opposite directions. First, it is based upon scanning a large number of social surveys for existing questions on communications and the mass media. These are listed in the Appendix 1, which is divided into two parts, international and national, and further sub-divided according to types of questions. The list is long though by no means complete, but it is useful because it tells us what is already covered in other surveys. It also shows what is less thoroughly studied and may need more attention. And, of course, it provides a large pool of possible questions for the ESS.

The brief asks for special attention to be paid to tried and tested questions used in cross-national comparative surveys, so these are listed in the first part of Appendix 1. However, relatively few comparative surveys ask about communications or the mass media, and those that do are generally selective and limited to few questions. The Eurobarometer is an exception, but often its questions are highly specialised and linked to a particular concern of the EU. There is much more material in the national surveys, but often these are concerned specifically with the political media (newspaper, radio and TV news), which makes them less useful for a general social survey.

The second approach is to try to think from scratch, *de novo*, about the media, its different forms, uses, and impacts. The point here is to try to ensure that no medium is overlooked by accident, and that all the possibly sub-topics related to the mass media are at least listed considered initially, even if some are eventually rejected for lack of space or interest.

At the outset it is useful to draw a simple distinction between the new mass media and the old. The old media are newspapers, magazines, radio, and TV; the new are integral parts of computer (email, the WWW,) TV (teletext, decoders) and phone (Fax, minitel) related communications. The two overlap a bit, and are likely to overlap even more in the future, but there are good reasons for drawing a distinction between them, especially for the purposes of survey research.

1. First, the old media are more or less settled in their form, whereas the new are in the process of rapid evolution, and it may be a good thing track their evolution and

development in their (still quite) early years. One of the great gaps in television research is that there are so few studies of TV in its earliest years to act as a baseline comparison for current research, when TV has achieved virtually total saturation. Hence early research on the very newest forms of communication might be very important. This might mean more questions about the new media than the old.

2. Second access to the old media is practically universal in West Europe (almost every household has a radio and TV) and it is necessary only to ask questions about their use. Access to the new media is not universal and quite a large proportion of those with access (to the WWW, for instance) seem not to use them. In other words, question about access to the old media are unnecessary, but might be useful for the new media.
3. Third, because the new media are still evolving, questions about them may need revision over time as question about new forms of communication are added and other dropped. This is certainly undesirable from the point of view of time series research, but it may be inevitable when technology is changing so fast. In which case, there is advantage in keeping new and old media questions separate, so that the old media questions, at least, have an unbroken time-series.
4. And fourth, given the rapid expansion of the new media, it might even be questioned whether one should bother about the old at all.

Assumptions:

1. That the intention of the ESS is both descriptive and analytic. That is, there is some merit in 'simply' describing and tracking trends in media use across Europe especially at a time when things are changing rapidly. But beyond that, of course, analysts will want to use the mass media as both dependent and independent variables; some will be interested in explaining what kinds of people use different forms of media for what kinds of purposes and why, while others will be more concerned to use the media to explain other trends.
2. That the central topic of interest is mass communication, not just mass political communications. That is, the survey should cover all forms of the media and their use for all sorts of purposes - not just the political media (newspapers, political magazines and news and current affairs on the TV and radio), but also entertainment TV, films, videos, the WWW, and magazines (books?).
3. That the field is mass communications (mainly newspapers, radio, TV, the WWW) not personal or small group communications. The line between mass and non - mass is an arbitrary one, and it is increasingly difficult to draw as the distinction between broadcasting and narrowcasting becomes more blurred. At one time communication by letter was a personal act, now we have mass impersonal mail shots dressed up as individual letters. Email can be used for one-on-one messages, or it may be used for mail circulars, and when tens and hundreds of thousands of voters communicate with political leaders by email then the accumulation of individual messages turn into a form of mass communication. There is still a division to be made in principle between communications with relatively large and impersonal audiences, and individualised personal communication by phone, letter, email, conversation, or meeting, but the distinction will be more and more difficult to draw in the future.

Should the survey concentrate on the new media or the new and the old?

Perhaps the first decision to make is how to weigh the importance of the new and the old forms of communication. If TV is driving out radio and the printed word, and if, in their turn, the newest digital multi-media communications are likely to further diminish the importance of newspapers, radio, and conventional TV, then there is little point in wasting time on the old media. If, in a few years time, most people are surfing the web for information about anything from buying a house or a car to looking up local cinema times and the weather forecast, then local radio and newspapers are already all but dead. And if a large proportion of the population is on the web for business and private reasons, then advertising money is likely to follow them, so bringing about even more rapid change. The political impact of email and the web may be just as large. Within 24 hours of winning the New Hampshire Primary Senator John McCain is reputed to have raised almost a million dollars in campaign contribution *on his website*. Where is this likely to leave political spot advertising, mass mail shots, and campaigning by phone? Is there any need to bother much about the old media?

The clear and simple answer is that no matter how much emphasis is given to new forms communication, it would be a great mistake to ignore the old. The old media (radio and newspapers) are still heavily used, even if they are well past their prime. According to the Eurobarometer survey of 1999 (Table 1) some 41% of the EU 15 population still reads a paper daily, and the same percentage still listens to radio news daily. British figures suggest that the Eurobarometer may over-estimate media usage, but this does not touch the point that most surveys show that a large minority (at least) in the western world still make regular use of both newspapers and radio as a source of news. TV patterns have also changed and will continue to change in that audiences will be increasingly taken from the few, old, terrestrial national channels and divided between many more cable and satellite channels, local and international, probably with a variety of decoder and pay-as-you watch devices. Narrowcasting by cable and satellite is likely to take a larger share of the terrestrial broadcasting market. But the new forms of communication will almost certainly not drive out old TV channels, any more than radio has driven out newspapers, or TV has driven out radio. Any survey of the mass media must cover the old media alongside the new.

Table 1
USE OF THE NEWS MEDIA IN EUROPEAN UNION COUNTRIES, 1999

	Watch TV News Daily	Read Paper Daily	Listen to Radio News Daily
Finland	83	70	49
Greece	82	16	17
Italy	82	29	23
The Netherlands	75	59	58
Denmark	74	54	64

Luxembourg	74	54	62
United Kingdom	72	50	46
Germany	70	58	55
Spain	70	28	33
Ireland	68	43	65
Sweden	67	60	48
Belgium	67	30	41
Austria	65	56	67
Portugal	63	17	29
France	59	28	37
EU15	71	41	41

Source: Standard Eurobarometer, 51: Figs. 2.10a-2.10c

Surveys also show that the old media are important as sources of information. Newspapers and radio are usually less important than TV, but newspapers and radio are still heavily used by large minorities, and these three easily outstrip all other sources of information. On some topics newspapers seem to be more important sources of information than TV. For example, the Eurobarometer asks where people would look first for information about the EU. In nine of the EU 15 newspapers were the first port of call, with TV a close second, and all other sources straggling a long way behind (Table 2)

Table 2
SOURCES OF INFORMATION ABOUT THE EU

	EU 15
Newspapers	45
TV	43
Radio	12
Magazines	9
Discussions	8
Public library	6
Books	5
All other sources mentioned	22
Not interested in more information	8

Do not know where to look

11

(When you are looking for more information about the European Union, its policies, its institutions, where do you look first?) Source: EB 43 (1995) Table 6.6

Finally, it is worth while asking questions about radio use, not only because large minorities listen to radio news every day, but also because it is a trusted source of news. In most of the EU 15 member states radio and television are the most trusted, and in 6 of the 15 radio comes out ahead of television, with the press a clear third.

Table 3
TRUST IN THE MEDIA

	EU 15
The Press	49
Radio	66
Television	67

(I would like to ask you a question about how much trust you have in certain institutions For each of the following institutions please tell me whether you tend to trust it or tend not to trust it? The Press/ Radio/ Television.' EB, 1996-8)

The conclusion, therefore, is that even the most modern surveys, including those trying their best to look into the future, must ask questions about the old media, especially newspapers, radio, and television. In the sample questionnaires suggested at the bottom of this document, two options are offered. The first deals in greater detail than the second with the old media.

The Amount of Media Use

Probably the basis of all empirical research on the mass media - whether the purpose is simply to track and describe trends over time, or whether the media are the subject of analytical research that treats them either as a dependent or an independent variable - is accurate measurement of how much people use different media. The first priority must be, therefore, a set of questions asking what media people use, and how much they use them. Such questions are likely to be the foundation of all other work on the subject, and it is not surprisingly, therefore, that they are asked in almost all surveys, and in quite of them they are the only questions asked. Questions about media use outnumber all others in Appendix 1.

There is a continuum of media use, along the following lines:

_____Quantitative _____ _____Qualitative_____

Access to various Approximate Refined measures of Attention to,

media → measures of media use (number of times per week, Hours per day) → media use (mins per day → concentration upon Particular programmes, or items of news.

Logically it makes sense to ask whether people have access to a particular medium before going on to ask whether they actually make use of it. Some surveys do this, or else they mix access to and use of in the same question (Eurobarometer for instance). There are several reasons why 'access to' questions might be omitted in the ESS.

1. First, most people have access to all the old media, and there is no difference between access and use.
2. Second, though some may have access to new media that they do not use, this is likely to be a minority (e.g. where the children but not the parents in a household use the WWW).
3. And third, the really important information is whether people use a medium, and the issue of whether they make no use of media they have access to is secondary.

Quantitative questions on media use range from approximate measures ('How often in an average week do you read a paper?', 'How many hours in an average day do you watch TV?') to more precise and refined ones ('How many minutes did you spend reading the paper yesterday?'). Almost all surveys ask the approximate questions. There are three reasons why more precise questions on media use may be dispensable.

1. First, they have greater the room for error. Most people can probably report accurately how many times a week on average they read a paper, but not how many minutes they spend with their paper on an average day. For many, I suspect this varies a good deal.
2. Second, the number of questions needed to get even a rough measure of media use leaves not many from the total of 8 for anything else.
3. Third, the more refined measures do not add a great deal more to the more approximate ones. That is, knowing how many times a week someone reads a paper, and what kind of paper it is, probably tells us most of what we need to know, and having figures for how many minutes a day probably does not add a great deal more.

The same might be said of other measures of attention to or concentration upon different media - questions such as 'In general, how much attention did you pay to news about ...[the campaigns for election to Congress/TV commercials/news about economic affairs]'. There is a certainly a big difference between sinking or skimming the news, but whether there is sense in using up valuable questions to tap this is a different matter. Besides, there is the danger that the qualitative measures are unreliable and to lend a spurious objectivity to subjective judgements - one persons 'very much attention' may be another's passing interest. For what it is worth, my attempt to build in a measure of how much attention people paid to political or economic news added little to whether people read a paper or watched TV news at all.

I suggest therefore, a small number of questions designed to find out what media people use, and the frequency or amount of use in general terms. There are any number of detailed problems to resolve here: whether to include all newspapers (national, local, daily, weekly, morning evening, etc), whether to cover only week day TV viewing, or just evening weekday viewing, or to include the larger number of week-end TV viewing hours.

Having said all this, the next problem is that there is no suitable question or set of questions on the old media in any international survey that seems to fit, even approximately, the requirements of the ESS. Either questions are tied to political matters (watching TV news, reading papers), or they cover only (national or daily) newspapers and TV, or they use up most or all of the questions available doing nothing but measuring newspaper, TV, and radio use (Times Mirror). The same is true of many national surveys.

Two courses of action suggest themselves: one is direct but takes short cuts, and the other lays the foundations more carefully. The longer way round involves a set of five questions (each with follow-ups) dealing separately with the newspapers, television, and radio, then with cinema, video, books and magazines, and finishing with an EB question on the new electronic media, as follows:

Questions

1. *Do you normally read a newspaper?*

If 'Yes', what newspaper do you normally read? (list all major newspapers in each country, allow a space for local papers or weeklies)

About how many days in the week do you read a newspaper?

2. *How many hours of television do you normally watch on an ordinary day or evening during the week, that is Monday to Friday?*

And how many times a week do you normally watch TV news?

3. *How many hours of radio do you normally listen to on an ordinary day or evening during the week, that is Monday to Friday?*

And how many times a week do you normally listen to radio news?

4. *How often do you normally*

Go to the cinema

Watch a video

Read a book

Read a magazine

(Sources for questions 1-4 - adapted from British Social Attitudes.)

5. *Do you have access to, or do you use (SHOW CARD)*

A video recorder

A fax

A satellite dish to pick up TV programmes

A decoder for pay-TV programmes, such as...

A television fitted with teletext
A minitel or other videotext system working without a television set
A computer
A CD-ROM or CDI reader
A modem
The internet or the World Wide Web
None of these (SPONTANEOUS)
Don't know

(Source: EB)

The second more direct approach is adapted from the Swedish Citizenship survey which saves time and questions by going straight to the heart of the matter and collects an awful lot of essential material with one multi-part question.

Question

Roughly how many minutes a day do you, on average, spend on the following activities:

- A. Reading about politics and society in a morning broadsheet paper*
- B. Reading about politics and society in an evening tabloid paper*
- C. Listen to or watching the news on radio or TV*
- D. Listening to or watching programmes about politics and society on radio or TV*
- E. Using a computer*
- F. Using the Internet*

This question can be easily adapted -

'Roughly how many minutes, if any, did you spend yesterday [on Friday if the interview is on a Monday] on the following?

- 1. reading a newspaper*
- 2. watching the television*
- 3. watching TV news and current affairs programmes*
- 4. listening to the radio*
- 5. listening to radio news and current affairs programmes*
- 6. reading a book or a magazine*

(the list could be extended, as required, to cover the new media)

Given the wide disparity between mass market tabloids and up-market broadsheets, a follow-up question should ask which paper the respondent reads, with a question drawn from the European Values Survey:

Question

'Which newspaper or newspapers do you generally read?' (list all major weekly and Sunday newspapers for each country, include options for local and weekly papers).

Source: European Values, 1992

As before the electronic media could be handled with the EB question:

Question

Do you have access to, or do you use (SHOW CARD)

A video recorder
A fax

A satellite dish to pick up TV programmes
A decoder for pay-TV programmes, such as...
A television fitted with teletext
A minitel or other videotext system working without a television set
A computer
A CD-ROM or CDI reader
A modem
The internet or the World Wide Web
None of these (SPONTANEOUS)
Don't know
 Source: EB

The Purposes of Media Use

Most forms of the mass media may be used for a wide variety of different purposes. In fact few are like the cinema that have only one dominant purpose - entertainment. The rest - certainly papers, TV, radio, and the web - cover almost every area of human activity - news and current affairs, sport, leisure, arts, education, information, science, business, entertainment, gossip about public figures, and so on. Having established whether and roughly how much people use different media, the next major task is to find out what they use it for. There is little point in knowing how much television people watch without knowing what they watch; little to be gained from knowing they read a paper without knowing what paper they read. This is the point of the follow up question about newspapers (Question 2 above). No less important, do people watch TV soap operas and game shows, or news and high minded educational programmes? Do they use the web for pornography (currently its main use) or do they use it for learning and information? Do they listen to country and western on the radio or to news, science, and arts programmes? Do they read *Hello! Magazine* or *The New York Review of Books*? In short, a comprehensive survey should reveal how much people use different media and what they use them for.

One whole school of thought - video-malaise or media malaise theory - attaches great importance either to the form of the media (TV versus the written word) or to the content of the media (entertainment versus news and information). It argues that the modern entertainment media, especially TV, is responsible for a wide variety of modern ills, including (to name just a few) illiteracy and poor educational attainment, the privatisation of society, social and political apathy, loss of community and national unity, fear of crime, loss of social and political trust, political alienation, loss of faith in government and democracy, and the decline of social capital. The only way to test these arguments is to collect information about what people use the media for.

However, very few surveys indeed ask this sort of question, a notable and mysterious omission. Quite a few ask how much or how often people watch the news on TV, or read about election campaigns in their paper, but this is because they are specialist surveys about political media and not general surveys about all media. Some of the most recent surveys on newest media ask what they are used for, or what people would like to use them for (MORI Polls), but they generally limit themselves to commercial uses - paying bills, buying and selling, banking, and so on.

One reason for the absence of questions on what the media are used for is that it is not easy to know how to frame them. Open-ended questions are the best, but also the most time

consuming and expensive. A close-ended multiple-choice questions would have to create a list of the most important uses, such as: entertainment, business, politics and current affairs, hobbies, education, sport, arts, shopping. The list would have to be long enough to cover all the major uses to which the mass media are put, the categories would overlap quite a bit, and it would have to ask about every form of mass media that respondents used. All of this poses problems, and there is no guidance in the existing surveys.

Perhaps one observation that might simplify matters a little is that the list of different uses could exclude commercial uses, for the simple reason that they should be, and actually are, covered by commercial polling agencies. For example, MORI surveys on The New Media and IT Research ask whether people use, or would like to use, the new media for shopping, banking, paying bills, and voting). There is no reason why a basic research survey such as the ESS should use valuable resources on questions best left to commercial interests.

In sum, it seems to me that a question on what the media are used for is important, perhaps essential, but there is nothing I can find in the literature to act as a guide, so it would have to be made up from scratch. If ESS does not want to do this, it will have to pass over the matter. If it thinks it is important enough to merit one of the eight questions, then it will have to frame a question with a grid something like the following.

Question

When you think of the time you spend with your newspaper, TV, radio, and magazines, what are the main sorts of things you use them for (choose as many things as you want for each)

	<i>TV</i>	<i>Radio</i>	<i>News- paper</i>	<i>Magazi- nes</i>	<i>WWW</i>	<i>Teletext Minitel</i>	<i>CD- ROM</i>	<i>Other</i>
<i>Entertainment</i>								
<i>Business</i>								
<i>Politics</i>								
<i>Hobbies</i>								
<i>Education</i>								
<i>Sport</i>								
<i>Arts</i>								
<i>Shopping /holidays</i>								

The Mass Media as a Source of Information

A third set of questions in the surveys ask about what sources people turn to for information, usually of a specific nature. Questions about media use (the one suggested immediately above) start from the media and ask what people use them for. Questions about the media as a sources of information turn the question around, starting from a

particular topic, and asking people where they would go for information about it. Many questions of this kind have been asked in the Eurobarometer and they are invariably attached to the specific matter of where people get their information about the EU, or about particular matters of interest to the EU such as environmental issues, European elections, or various EU institutions.

Questions about the mass media as a source of information must, of course, relate to specific matters, and are generally asked in surveys on particular topics. A general question such as 'In general which media are the most useful source of information?' will inevitably provoke the reply 'It all depends on what sort of information about what sort of matter'. It would seem sensible, therefore, that the ESS should avoid this sort of general question. It might, however, consider asking a specific question about sources of political news and information. Although ESS is a general social survey, not a political one, it is of general importance for democracy to know where citizens get most of their political news and current affairs information. Therefore a useful question would be

Question

In general, which do you rely on most for news about politics and current events [affairs]: television, newspapers, magazines, or radio

Source: USA, NES, Continuity Guide, 1953-93.

Analysis of the survey results can then link responses to this question back to the particular newspapers people read, and to whether TV and radio news in their country is restrained by public service laws about political fairness and impartiality, or whether it is an unconstrained free market system.

Trust, Confidence in the Media

A fourth major aspect of the mass media concerns how much trust or confidence they engender in the population. The matter of trust, confidence, or fairness is of interest to a general social survey because the more confidence or trust people place in a particular medium the more likely they are to use it in general, and to turn to it for information about particular matters, and because democracy requires that citizens feel adequately supplied with accurate and reliable information. Various key words are used in this context - trust, confidence, truth, satisfaction or dissatisfaction, bias, reliability - and sometimes they are used in combination. Trust is often a word reserved for inter-personal relations, and confidence for feelings about institutions, although in terms of questionnaire wording for a mass survey the distinction is irrelevant because it will not be understood by the great majority of people. The survey should use whatever word is best understood by the population and most closely conveys the idea of what medium is most likely to be believed. In most West European countries, but not all, television and radio are the most trusted sources of information with newspapers in a clear third place. This may be because newspapers are more likely to be partisan whereas TV and radio, especially in countries with a tradition of public service broadcasting, are more likely to be impartial. It would be interesting to see if there are any differences between the commercial and public service broadcasting in this respect.

There is a good choice of questions on trust/confidence/bias/reliability. The question can either be built into a more general one on trust and confidence in a wide range of institutions, such as World Values does. The advantages of this is that it enables trust in the

media to be compared directly with trust in other institutions, and because including the media in a general trust/confidence question enables the survey to kill many birds with one stone. :

Question

Please look at this card, and tell for each item listed, how much confidence you have in them, is it a great deal, quite a lot, not very much, not very much at all?

The Press (included in a list of major institutions)

Source: World Values

However, if the trust/confidence question in the media is included in a longer list of institutions, then it is important from the mass media point of view to ask about newspapers, television, and radio separately.

Question

I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions please tell me whether you tend to trust it or tend not to trust it?

The Press,

Radio

Television.

Source EB 1996-98.

Another good alternative presents a real-world conflict between the believability of different media.:

Question

Suppose you saw or heard conflicting or different reports of the same story on radio, television and in the [paper respondent reads] . Which of the three versions do you think you would be most likely to believe?

Source: British Election Study 1984.

Sample Questionnaire 1

1. Do you normally read a newspaper?

If 'Yes', what newspaper do you normally read? (list all major newspapers in each country, allow a space for local papers or weeklies)

About how many days in the week do you read a newspaper?

2. How many hours of television do you normally watch on an ordinary day or evening during the week, that is Monday to Friday?

And how many times a week do you normally watch TV news?

3. How many hours of radio do you normally listen to on an ordinary day or evening during the week, that is Monday to Friday?

And how many times a week do you normally listen to radio news?

Sources for questions 1-4 - adapted from British Social Attitudes.

4. How often do you normally
 Go to the cinema
 Watch a video
 Read a book
 Read a magazine

Source: adapted from BSA

5. Do you have access to, or do you use (SHOW CARD)

A video recorder

A fax

A satellite dish to pick up TV programmes

A decoder for pay-TV programmes, such as...

A television fitted with teletext

A minitel or other videotext system working without a television set

A computer

A CD-ROM or CDI reader

A modem

The internet or the World Wide Web

None of these (SPONTANEOUS)

Don't know

Source: EB

6. When you think of the time you spend with your newspaper, TV, radio, and magazines, etc what are the main sorts of things you use them for (chose as many things as you want for each)?

	TV	Radio	News- paper	Magaz- ines	WWW	Teletext	Other
Entertainment							
Business							
Politics							
Hobbies							
Education							
Sport							
Arts							
Shopping /holiday information							

New question

7. In general, which do you rely on most for news about politics and current events [affairs]: television, newspapers, magazines, or radio

Source: USA NES, Continuity Guide, 1953-93.

8. Suppose you saw or heard conflicting or different reports of the same story on radio, television and in the [paper respondent reads]. Which of the three versions do you think you would be most likely to believe?

Source: British Election Study 1984.

- Or Please look at this card, and tell for each item listed, how much confidence you have in them, is it a great deal, quite a lot, not very much, not very much at all?

The Press (included in a list of major institutions - parliament, education, courts, church, business, trade unions, etc etc)

Source: World Values

Adapt to

The Newspaper you read

TV

Radio

Included in a list of other institutions

Sample Questionnaire 2

1. 'Roughly how many minutes, if any, did you spend yesterday [on Friday if the interview was on a Monday] on the following?
1. reading a newspaper
 2. watching the television
 3. watching TV news and current affairs programmes
 4. listening to the radio

5. listening to radio news and current affairs programmes
6. reading a book or a magazine
(the list could be extended as required to cover the new media)

Source: Swedish Citizenship Survey

2. 'Which newspaper or newspapers do you generally read?' (list all major weekly and Sunday newspapers for each country, include options for local and weekly papers).

Source: European Values

3. Do you have access to, or do you use (SHOW CARD)

A video recorder

A fax

A satellite dish to pick up TV programmes

A decoder for pay-TV programmes, such as...

A television fitted with teletext

A minitel or other videotext system working without a television set

A computer

A CD-ROM or CDI reader

A modem

The internet or the World Wide Web

None of these (SPONTANEOUS)

Don't know

Source: EB

4. When you think of the time you spend with your newspaper, TV, radio, and magazines, etc what are the main sorts of things you use them for (chose as many things as you want for each)

	TV	Radio	News- paper	Magaz- ines	WWW	Teletext	Other
Entertainment							
Business							
Politics							
Hobbies							
Education							
Sport							
Arts							
Shopping /holidays							

New question

5. In general, which do you rely on most for news about politics and current events [affairs]: television, newspapers, magazines, or radio

Source: USA NES, Continuity Guide, 1953-93.

6. Suppose you saw or heard conflicting or different reports of the same story on radio, television and in the [paper respondent reads] . Which of the three versions do you think you would be most likely to believe?

Source: British Election Study 1984.

4.1.1 *Media questions in existing surveys*

International surveys

Amount of media use

How often did you watch any television programmes or television news about the European election campaign during the two or three weeks before the election? Every day/almost every day/from time to time/not at all.

Source: Eurobarometer (henceforth EB), Summer 1989

About how often these days do you...

Look at news or current affairs programmes on TV?

Read about political news in the daily newspaper?

Listen to news or current affairs on the radio?

1. every day
2. several times a week
3. once or twice a week
4. less often
5. never
6. DK, NA

Source: EBs

Which national daily newspaper do you read on a regular basis, that is at least four issues out of every six)?

(Please code all those that apply below)

- 1 The Daily Telegraph
- 1 The Times
- 1 The Guardian
- 1 The independent
- 1 The Financial Times
- 1 The Daily Mail
- 1 The Daily Express
- 1 Today
- 1 The Sun
- 1 The Mirror
- 1 The Daily Star
- 1 Other
- 1 None

Thinking now of the typical week when you watch TV. On about how many days do you watch? It doesn't matter where.

(Code One)

One
Two
Three
Four
Five
Six
Seven
None
Don't know

(All who ever watch TV)

And thinking of the typical day in a week when you do watch TV. For about how many hours do you watch? It doesn't matter where. (Code One)

One hour or less
Over 1 hour and up to 2
Over 2 hours and up to 3
Over 3 hours and up to 4
Over 4 hours and up to 5
Over 5 hours and up to 6
Over 6 hours and up to 7
Over 7 hours
Don't know

Source: European Values Systems Study Group (EVSSG)1992

About how often do you watch the news on television?
About how often do you read the news in daily papers?
About how often do you listen to the news on the radio?

Source: - EB 43 (1996-98)

Do you regularly read a daily newspaper? That is, at least four out of every six issues?
Yes/No

Could you estimate how many hours you spend on an average weekday, that is from Monday to Friday, watching the TV? Is it: (read out)

less than an hour
between 1 - 2 hours
between 2 - 3 hours
between 3 - 4 hours
more than 4 hours
never watch TV

Source:Times Mirror Surveys

Which of the following things have you done in the last week? [Show card. Multiple answers possible]

Watched TV/Video

Gone to the cinema/ theatre/ concert

Read a newspaper/magazine

Read a book

(plus a dozen activities including gardening, shopping, voluntary work, church, etc]

Source:EB, 1993-4.

What about newspapers (radio or television, magazines)? Do you follow (listen to, read about) public affairs in newspapers (radio or television, magazines) nearly every day, about once a week, from time to time, or never?

in newspapers at least weekly

on radio or television at least weekly

in magazine (ever)

Source: Almond and Verba. *The Civic Culture*,1963: p.56.

Do you happen to read any daily newspapers or newspaper regularly, or not?

(in Britain the question asked was) Which daily national newspaper do you read on a regular basis, that is at least four issues out of every six?

Do you happen to watch any TV news programmes regularly or not?

Did you get a chance to read a daily newspaper yesterday (weekday before the interview. Friday if interview on Monday)?

Did you watch the news or news program on television (weekday before the interview)?

About how much time did you spend reading a daily newspaper (the weekday before the interview) (Less than 5 mins; 5-10, 10-15, 15-20, 20-30, 30 - 60 mins, more than an hour).

About how much time did you spend watching a news or news program on television on (weekday before interview) (Less than 5 mins; 5-10, 10-15, 15-20, 20-30, 30 - 60 mins, more than an hour).

Source: Times Mirror Survey, 1994

Do you have access to, or do you use (SHOW CARD)

A video recorder

A fax

A satellite dish to pick up TV programmes

- A decoder for pay-TV programmes, such as...
- A television fitted with teletext
- A minitel or other videotext system working without a television set
- A computer
- A CD-ROM or CDI reader
- A modem
- The internet or the World Wide Web
- None of these (SPONTANEOUS)
- Don't know

Source; Eurobarometer 1996-9

The Purpose of Media Use

If the services were available, would you be interested in carrying out the following tasks through your television or PC?

- Voting
- Paying bills
- Buying lottery tickets
- Banking
- Buying shares
- Non-grocery shopping
- Grocery shopping

Have you bought online?

Which of the following have you bought online?

- Computers
- Books
- Flights/Hotels
- CD/Video
- Cinema
- Specialist Retail
- Clothes
- Other

Source: MORI Polls

Sources of Information

How have you been getting most of your news about national and international issues...from TV, from newspapers, from radio, or from magazines?

Source: Times Mirror Survey 1994.

When you are looking for more information about the European Union, its policies, its institutions, where do you look first?

- Newspapers
- TV
- Radio
- Magazines
- Discussions
- Public library
- Books
- All other sources mentioned
- Not interested in more information
- Do not know where to look

Source EB, 1995

If you are looking for information about the European Union, its policies, its institutions, how do you get it? (SEVERAL ANSWERS POSSIBLE - DO NOT READ OUT - PROBE FULLY) How else?

- Discussion with friends, relatives, colleagues
- Daily newspapers
- Other newspapers, magazines
- TV
- Radio
- Internet
- Books, brochures, information leaflets
- European information in notice boards in libraries, town halls, stations, post offices
- EU-information offices, Euro-Info Centres, Euro-Info-Points, Euro-libraries etc
- Specialised national or regional government information centres
- Trade Unions or professional associations
- Other organisations (e.g. consumer organisations)
- Contact a member of the European parliament or a member of (national parliament)
- Other
- Never looked for such information/ not interested
- Don't know

Source: EB, 1986-9

Where did you hear or read about ... (e.g. European year of the environment]

- Newspapers
- Local radio
- National Radio
- Local(or regional) television
- National television
- Conversations with other people
- Activities you have taken part in

Advertising
Specialist magazines or newsletters.

Source: EB, Spring 1988

Where do you mainly learn what you know about the European Community and the problems it has to deal with? Please tell me with the help of this card.

Daily newspapers
Magazines and periodicals
Special publications (professional, trade, trade union, etc)
TV
Radio
Talking with other people.
Other ways

Source:EB Spring 1980

Trust, Confidence, Satisfaction, Bias, Reliability

Do you think that the amount of coverage given to European Union affairs is far too much, too much, about right, too little, far too little in the news on (NATIONALITY) television?
(repeat for daily papers and radio)

Source: EB: 1996-8

How fairly do you think the (NATIONALITY) media cover European Union affairs
(Very fairly/ quite fairly/not very fairly/ not at all fairly/dont know)

Source: EB 1996-8

Are you fairly satisfied or fairly dissatisfied with the way the following people or institutions deal with Europe in [our country]. List of ten including:

Television
The Press

Source:EB Spring 1992

Please look at this card, and tell for each item listed, how much confidence you have in them, is it a great deal, quite a lot, not very much, not very much at all?

The Press (included in a list of 13 major institutions in the 1981 survey)

Source:World Values

Now I would like to ask you which sources of information in your opinion, tell the truth about the state of the environment.

List of eleven including
The media

Source: EB Spring 1992

I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions please tell me whether you tend to trust it or tend not to trust it?

The Press,
Radio
Television.

Source EB 1996-98.

Information about the European Community, its policies, its institutions, can come from different sources. For each of the following sources could you tell me whether you tend to trust it or tend not to trust it, regarding information about the European Community.

List of eleven including
The Press
Radio
Television

Source: EB Spring 1993

Other Questions

Which of the following sources of information do you consider to be the most helpful for making up your mind at the time of the [European] election?

Newspapers and news magazines
The radio
The television
Polls
Personal discussions
Other
None

Source: EB 1989

Thinking especially about how the campaign was covered on television, which of these statements would you say you most agree with? [Mark all mentioned]

It helped me make up my mind how to vote

It didn't tell me about the advantages and disadvantages of [country] being in Europe

It didn't tell me why I should care about the European Parliament

It brought out well the differences between the parties on European matters

It told me how the European Community is run

It all seemed rather boring

It helped me to think more about the future of Europe

It left me feeling rather confused

It told me about the relationship between [country's] parties and those in other European countries.

Source:EB, Summer 1989

I will now ask you opinion on a number of items. Will you please for each item select on this list [show card] the answer which best describes your own opinion?

A list of 27 items including:

Television treats us as idiots

Source: EB Spring 1984

National surveys

Amount of media use

Do you normally read any daily **morning** newspaper at least 3 times a week?

Yes – No – DK – Refusal

(IF YES) Which one do you normally read?

(If more than one) Which one do you read most frequently?

And did you read any **daily** morning newspaper yesterday? (if interviewed on Monday:) on Saturday?

Yes – no - DK – refusal

Which one did you read?

(if more than one ask:) Which one did you read **most** of?

When you read the newspaper yesterday, how much attention did you pay to stories about the economy: a great deal, quite a bit, some a little, or none?

And how much attention did you pay to stories about politics: a great deal, quite a bit, some a little, or none?

How many hours of television do you normally watch on an ordinary day or evening **during the week**, that is, Monday to Friday?

How many hours of television do you normally watch on an ordinary day or evening **at the weekend**?

Do you have a satellite dish or are you connected to a cable network in your own home?

Do you have a video recorder in your own home?

How often nowadays do you personally watch a rented or bought video?

How often do you go to the cinema nowadays?

Once a week or more - once a month - once a year - less than once a year – DK - refusal.

Source: British Social Attitudes, 1997

Now, just a few questions about your own reading, viewing and listening habits.

Some people are so busy that they don't get to read a newspaper every day. How about you – do you get a chance to read a newspaper just about every day or not?

We're interested in how often people watch the major TV network evening news programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening

News with Dan Rather and NBC Nightly News with Tom Brokaw. Do you happen to watch network TV evening news programs *regularly* or not?

Do you *sometimes* watch network TV evening news programs or do you *hardly ever* watch them? (*Based on those who do not regularly watch network TV evening news*)

Which one of these do you rely on most for information on national affairs? (READ)

- your daily newspaper
- television
- magazines
- radio
- none (VOLUNTEERED)
- DK

Source: Times/Mirror Study of the American Electorate conducted by Gallup September 1987.

Do you read a daily newspaper...

Regularly, occasionally, seldom, never

Do you read the political section of the newspaper...

Regularly, occasionally, seldom, never

How many hours a day do you watch TV?

Do you watch political programmes on TV?

Regularly, occasionally, seldom, never

Source: Politisches Interesse, Engagement und Betroffenheit (van Deth 1996)

Which newspaper do you read...

Regularly, Occasionally:

How much time do you spend in front of the television?

---hours ---minutes

How much time do you listen to the radio?

---hours ---minutes

Source: 'Civil Society' 1998 (Fessel-GFK-Institut, Vienna)

Roughly how many minutes a day do you, on average, spend on the following activities:

- E. Reading about politics and society in a morning broadsheet paper
- F. Reading about politics and society in an evening tabloid paper
- G. Listen to or watching the news on radio or TV
- H. Listening to or watching programmes about politics and society on radio or TV
- E. Using a computer
- F. Using the Internet

How often do you usually use the Internet to obtain information about politics and society?
Do you usually do it very often, fairly often, fairly seldom, very seldom or never?

Very often, fairly often, fairly seldom, very seldom, never

During the past year, have you ever used the Internet in connection with some activity intended to bring about some improvements or resist deterioration in society?

Source: Citizenship Survey 1997 (Uppsala Universitet et al. 1997)

Which of the newspapers and neighbourhood papers shown (show card) do you read on a regular basis (at least half of the issues that are published)?

- 1..doesn't read papers
- 2..only national
- 3. only regional
- 4. only neighbourhood
- 5. national and regional
- 6. national and neighbourhood
- 7. regional and neighbourhood
- 8. all three
- NA

Source: Local Democracy and Administrative Renewal in Seven Dutch Municipalities (Steinmetz Archive)

The next few questions are about the media. First: Do you have either cable or satellite television? Yes – no – DK – refused

How many times in the past week did you read a daily newspaper?
Number – none – DK - refused

Did you read about the campaign in any newspaper? Yes – no – DK - refused

How much attention did you pay to newspaper articles about the campaign for Governor of [RESTORE QB] – a great deal, quite a bit, some very little, or none?

How many days in the past week did you watch the local TV news, for example, Eyewitness News or Action News?

How much attention did you pay to new on local new shows about the campaign for Governor – a great deal, quite a bit, some, very little, or none?

Do you listen to or watch talk shows on radio or TV where people call into voice their opinion?

On a typical weekday, about how many hours of television do you watch during the morning and afternoon?

About how many hours of television do you watch on a typical weekday evening?

On a typical WEEKEND day, about how many hours of television do you watch during the morning and afternoon?

When you're watching television, do you always pay attention to the commercials, usually pay attention, sometimes pay attention, or never pay attention to television commercials?

Source: 1998 NES Pilot Study, USA

Do you regularly read a daily newspaper? That is, at least four out of every six issues?
Yes, no.

Could you estimate how many hours you spend on an average weekday, that is from Monday to Friday, watching TV? Is it: (*read out*)

- Less than an hour
- Between 1 - 2 hours
- Between 2 - 3 hours
- Between 3 - 4 hours
- More than 4 hours
- Never watch TV

Source: Social Surveys (Gallup Poll) Limited S.2131 March 1981

Do you regularly read one or more daily morning newspapers?

Which daily morning newspaper do you read most often

About how often do you read [paper mentioned]

People pay attention to different parts of newspapers. When you read [paper named] how much attention do you pay to stories about the economy?

How much attention do you pay to stories about politics?

About how often, if at all, do you read a morning, evening, or weekly local paper.

On average about how many days a week do you watch all or part of any national news programmes on any television channel?

On average, how many days a week you watch or listen to all or part of any local news programmes on radio or television?

People pay attention to different parts of the television news. When you watch the news on television how much attention do you pay to stories about the economy?

And how much attention do you pay to stories about politics?

Source: British Election Study 1997.

How many days in the past week did you watch the national network news on TV?

(IF ANY DAYS) (RB, page1) How much attention did you pay to news on national news shows about the campaign for President – a great deal, quite a bit, some, very little, or none?

How many days in the past week did you watch the local TV news, for example, “Eyewitness News” or “Action News”?

(IF ANY DAYS) (RB, page1) How much attention did you pay to news on local news shows about the campaign for President – a great deal, quite a bit, some, very little, or none?

How many days in the past week did you read a daily newspaper?

(IF ANY DAYS) Did you read about the campaign in any newspaper?

(RB, page1) How much attention did you pay to newspaper articles about the campaign for President – a great deal, quite a bit, some, very little, or none?

Do you recall seeing any ads for political candidates on television this fall? (A 14)

(IF YES) I’d like you to think for a moment about the one ad you remember best. Do you happen to recall which candidate sponsored that ad?

(IF YES TO A14) Do you remember anything the ad said or showed?

Source: NES USA, 1996, Pre-Election Survey

The Purpose of Media Use

If the service were available, would you be interested in carrying out the following tasks through your television or PC?

- Voting
- Paying bills
- Buying lottery tickets
- Banking
- Buying shares
- Non-grocery shopping
- Grocery shopping

Have you bought online? Yes - No

Which of the following have you bought online?

- Computers
- Books
- Flights/Hotels
- CD/Video
- Cinema
- Specialist Retail
- Clothes
- Other

Source: MORI New Media and IT Research

Did you watch any programs about the campaign on television?

(IF YES) Would you say you watched a good many, several, or just one or two?

How many times in the last week have you watched "Jeopardy" or "Wheel of Fortune"? 1-20 NUMBER OF TIMES 96 NEVER, NOT AT ALL

How many times in the last week have you watched a sports event on TV?

Do you watch "E.R." every week, most weeks, only occasionally, or not at all?

Do you watch "Frazier" every week, most weeks, only occasionally, or not at all?

How about "Dr. Quinn, Medicine Woman"? (Do you watch that show every week, most weeks, only occasionally, or not at all?)

Do you watch the show "Friends" every week, most weeks, only occasionally, or not at all?

How about "Prime Time Live"? (Do you watch this show every week, most weeks, only occasionally, or not at all?)

There are a number of programs on radio in which people call in to voice their opinions about politics. Do you ever listen to political talk radio programs of this type?

(IF YES) How often do you listen to those programs – every day, most days, once or twice a week, or only occasionally?

Some people listen carefully to these talk radio programs while others just keep them on in the background while they do other things. How about you? When you turn on a political talk radio program, would you say you pay very close attention, fairly close attention, occasional attention, or very little attention?

Do you ever listen to the Rush Limbaugh Show?

(IF YES) How often do you listen to the Rush Limbaugh – every day, most days, once or twice a week, or only occasionally?

Do you have access to the Internet or to the World Wide Web?

Have you seen any information about this election campaign on the internet or the Web?

We're interested in how much people learn about television news personalities. Take Tom Brokaw. Do you happen to know which network he works for – is it CBS, CNN or which?

What about Peter Jennings? (Do you happen to know what network he works for?)

What about Dan Rather? (Do you happen to know what network he works for?)

What about Bernard Shaw? (Do you happen to know what network he works for?)

Which of the network programs do you watch most often – “World News Tonight” on ABC, “NBC Nightly News,” “The CBS Evening News,” or some other network news program?

Did you watch the first televised presidential debate held on October 6, 1996 between Bill Clinton and Bob Dole?

(IF YES to Q7) Did you watch the entire debate or just part of it?

Did you watch the second televised presidential debate held on October 16, 1996 between Bill Clinton and Bob Dole?

(IF YES to Q8) Did you watch the entire debate or just part of it?

Q9. Did you read about the campaign in any magazines?

(IF YES) [RB, P. 11] Looking at p. 11 in the booklet: How much attention did you pay to magazine articles about the campaign for President – a great deal, quite a bit, some very little, or none?

Did you listen to any speeches or discussions about the campaign on the radio?

(IF YES) Would you say you listened to a good many, several, or just one or two?

Looking again at p. 11 in the booklet: In general, how much attention did you pay to news about the campaign for President – a great deal, quite a bit, some, very little, or none?

In general, how much attention did you pay to news about the campaigns for election to Congress – that is, the House of Representatives in Washington – a great deal, quite a bit, some, very little, or none?

Source: NES, Post-Elections, 1996

Sources of Information

Of all the ways of following the campaign, which one did R get the most information from: Newspapers, radio, television or magazines

Magazines

Did R read about the campaign in any magazines ([IF YES] Did R read quite a lot or not much; [IF YES] How many magazine articles about the campaign did R read: A good many, several, or just one or two?)

- Which Magazines did R read
- Are there any magazines R reads regularly about Politics?
- How much attention did R pay to magazine articles about the campaign for President?

During the past week, did R read a weekly magazine such as Time, Newsweek, U.S. News and World Report, or some other weekly magazine?

Newspapers

Did R read anything about the campaign in any newspaper?

[IF YES] Did R read quite a lot or not much?

- How much did R read newspaper articles about the election, regularly, often, from time to time, or just one in a great while?
- How many newspaper articles did R read?
- What paper did R read most for news about politics?
 - did this paper take sides either for or against one of the candidates or parties or did it not take sides?
 - (if yes, took sides) Who was the newspaper for/against?
- How much attention did R pay to newspaper articles?

How many days in the past week did R read a daily newspaper?

Did R read about the campaign in any newspaper(s)?

(IF YES) How much attention did R pay to newspaper articles about the campaign

Does R feel the newspapers were equally fair to both sides or not. (IF NOT) Which candidate (Presidential) or party did they favor?

Did R read anything about the 'most important problem' in newspapers shortly before election day?

What was the most important thing R read about during the recent campaigns?

Radio

Did R listen to any speeches or discussions about the campaign on the radio?

[IF YES] Did R listen quite a lot or not much?

[IF YES] How many programs about the campaign did R listen to on the radio, a good many, several or just one or two?

Did the radio reporting take sides for or against one of the candidates of parties or did it not take sides?

On the afternoon and evening of election day, did R listen to the radio or TV to hear how the election was coming out?

TV

Did R watch the first televised 1984 Presidential debate?

Did R watch the second televised 1984 Presidential debate?

Did R watch the televised 1984 Vice-Presidential debate?

Does R recall seeing any Presidential campaign advertisements on television?

Did R watch any programs about the campaign on television?

[IF YES] Did R watch quite a lot or not much;

[IF YES] How many television programs about the campaign did R watch, a good many, several, or just one or two?

How much attention did R pay to news on TV about the campaign: a great deal, quite a bit, some, very little or none?

Did the television reporting R watched take sides either for or against one of the candidates or parties or did it not take sides?

How much attention did R pay to news on TV about the campaign: a great deal, quite a bit, some, very little, or none?

How many days in the past week did R watch the news?

How much attention did R pay to news on TV about the campaign for President: a great deal, quite a bit, some, very little, or none?

Did R see anything about the 'most important problem' on television shortly before election day?

(if yes) Which problem did R see program about?

On the afternoon and evening of election day, did R listen to the radio or TV to hear how the election was coming out?

General

In general, which does R rely on most for news about politics and current events: television, newspapers, magazines or radio?

How does R feel about the information and entertainment R gets from TV, newspapers, radio and magazines: delighted, pleased, mostly satisfied, mixed, mostly dissatisfied, unhappy, terrible?

Newspapers

Does R read a daily newspaper?

- (if yes) Which one(s)?
- when R reads the papers, how much attention does R generally pay to news about government and politics: a great deal, some, or not much?
- How often does R read stories about sports?
- About national politics?
- About state and local politics?
- About things people in R's community do?
- International affairs?
- About home and gardening and hobbies?
- About crime and accidents?
- Read editorials and opinion columns?

How fair and accurate does R find television news reporting: usually fair and accurate, sometimes fair and accurate, or rarely fair and accurate?

How good a job is being done for the country as a whole by national TV news (9-Point Scale)

How much influence and power should the national TV news have in our society: much less, less, same as now, a little more, more, much more?

Source: NES, USA, Continuity Guide, 1952-93.

Note: the questions above are the most important ones taken from 15 pages of print-out.

Have you personally used the Internet for the following purposes, or not? Have you used the Internet ... ? (RANDOM ORDER)

- A. To look up information about the presidential candidates
- B. To follow the news about the presidential campaign
- C. To donate money to a presidential candidate

Have you personally been to a presidential candidate's web site on the Internet, or not?

All in all, do you think that the Internet is helping you be a better voter this year, or has it made little difference?

Source; Gallup Poll, USA

If you want to inform yourself about the political events in (Germany). How important are newspapers, radio, television, discussions or visits of political events?

- Are newspapers important?
- And political magazines?
- And the radio?
- And television?
- And personal discussions with others?
- And the visit of political events?
- And discussions with politicians?

1 very important, 2 quite important, 3 not very important, 4 not at all important

Source: Politisches Interesse, Engagement und Betroffenheit (van Deth 1996)

Please indicate whether the things mentioned below are very important, rather important, not very important, or unimportant for you to develop some opinion on important societal and political matters:

1. radio and television programmes
2. speaking with other people
3. things you read (newspaper, magazines and books)

Source: Hoofdonderzoek Civil Society en vrijwilligerswerk (SCP, Dekker/de Hart 1996)

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There are several ways in which you can get informed about what the municipal government does. (Show card) Would you please indicate for each of these whether they are very important for you to get informed, important, not very important, or unimportant?

Importance of free local papers
 Importance of neighbourhood papers
 Importance of municipal information paper
 Importance of information centre
 Importance of local radio
 Importance of local TV
 Importance of TV-cable papers
 Importance of political parties
 Importance of family of friends
 Importance of organisations
 Importance of work place

Source: Local Democracy and Administrative Renewal in Seven Dutch
 Municipalities (Steinmetz Archive): (V218 - V229)

Now, I would like to ask you some questions about the media. As you know, people get their news and information from many different sources, and I would like to ask you where you get YOUR news and information. I will read a list of sources, and for each one, please tell me how often you get your news from that source: every day, several times a week, occasionally, or never. First, how often do you get your news from

Newspapers
 Local newspapers
 Nat'l newspapers
 Nightly network news programs on ABC, CBS or NBC
 Morning news and interview programs on the national TV networks
 CNN News or CNN Headline News
 Cable news other than CNN - such as CNBC, MSNBC, Fox News Channel
 C-SPAN
 Public television news
 Local television news from TV stations in your area
 National Public Radio
 Local radio news from radio stations in your area
 National network news on radio - other than National Public Radio
 Radio talk shows
 Television talk shows
 Discussions with your friends or family
 Half-hour TV entertainment news programs, like Hard Copy, Entertainment Tonight, and others
 News on computer using the internet or an on-line computer service

And how often do you get your news from each of the following WEEKLY sources of news: every week, several times a month, occasionally, or never. First, how often do you get your news from

Weekly news magazines
 Television news programs on Sunday mornings
 TV news magazine shows during the evenings - such as 60 Minutes, 20-20, Prime Time Live, Dateline, and others

Source: Gallup, USA

Trust, Confidence, Bias

How much of the time do you think you can trust the media to report the news fairly? Just about always, most of the time, only some of the time, or almost never?

Source: NES, Post-Elections, 1996

Overall, would you say the media in this country has been biased in favor of Bill Clinton or biased against Bill Clinton?

Source: Gallup, USA

Now, apart from how FREQUENTLY you use them as sources of news, we'd like to know whether or not you can trust the accuracy of the news and information you get from each of the following news sources. First, do you feel you can trust the accuracy of the news and information you get from

(Yes, No, mixed, no opinion)

Local newspapers in your area

National newspapers (such as the New York Times, the Wall Street Journal and USA Today

Nightly network news programs (ABC, CBS or NBC)

Morning news and interview programs on the national TV networks

CNN News or CNN Headline News

Cable news other than CNN - (such as CNBC, MSNBC, Fox News Channel)

C-SPAN

Public television news

Local television news from TV stations in your area

National Public Radio

Local radio news from radio stations in your area

National network news on radio - other than National Public Radio

Radio talk shows

Television talk shows

Discussions with your friends or family

Half-hour TV entertainment news programs (like Hard Copy, Entertainment Tonight, and

other)

News on the computer using internet or an on-line computer service

Weekly news magazines

Television news programs on Sunday morning
 TV news magazines shows during the evenings (such as 60 Minutes, 20-20, Prime Time Live
 or Dateline, and others)

Source; Gallup Poll, USA

In general, do you think news organizations get the facts straight, or do you think that their
 stories and reports are often inaccurate?

Source; Gallup, USA

Suppose you saw or heard conflicting or different reports of the same story on radio,
 television and in the [paper respondent reads] . Which of the three versions do you think
 you would be most likely to believe?

Source:British Election Study 1984.

Which political party do you think [named paper] favoured in this election, or did it not
 favour any one political party?

Source:British Election Study 1997.

Other Questions

Now we would like to ask you some questions about programs seen on the major television
 networks, CBS, NBC, ABC, Fox, WB and UPN. When watching shows on these networks,
 which of the following bothers you the most: violence; sexual situations (or); lewd and
 profane language?

When watching series or made-for-TV movies on these networks, have you ever been
 shocked by something you saw, or not?

Are you aware of a device called v-chips installed in some television sets, that allow you to
 block objectionable material from being viewed, or have you not heard of that?

Do you use such a v-chip in any television in your household?

Do you think the media are out of touch with average Americans, or are they generally in
 touch?

Source: Gallup, USA

Do you believe that the internet will be essential for communication in the future?
(Yes - No - DK)

Source: MORI New Media and IT Research

4.1.2 *Forms of mass media, access and usage*

Old

Newspapers - National, local
 - Daily, weekly
 - Morning, evening

Magazines - Weekly, monthly +
 - Type - there are so many that it is impossible to list them

Books

Radio - National, local
 - Public, private (commercial)

TV - Terrestrial, satellite, cable
 - International, national, local
 - Public service, commercial
 (Note: few surveys ask about public service/commercial TV, but the question could be important insofar as the public service news is thought to be more trustworthy than commercial news programmes)

Cinema

New

Computer related - Computer - desk top - laptop
 - CD Rom
 - Modem
 - Internet - email
 - WWW - web

TV Related - VCR
 - Teletext
 - TV decoder

Phone related - Fax
 - Minitel/ Videotext

Place of use

Home
 Work/educational institutions
 Other (e.g. library, cyber cafe, friends)

Access to, use of, amount of use, and attention paid to.

A single continuum from access, to use, to amount of use (time), to intensity of use (attention paid to or concentration upon, say, the news or particular types of news items, or commercials).

Purpose of Use

Occupational/work - for input purposes e.g. business information from web
 - for output purposes e.g. Mailshots, producing documents, e-commerce

Private

- Information (e.g. train times, weather reports, research on hobbies)
- Entertainment (films, soaps, comedy, game shows, music)
- Sport
- Education/cultural (including distance learning)
- Science, nature
- Politics/current affairs
- Shopping (from groceries and books to houses and cars)
- Home affairs - Banking, share dealing, email communication.
- Chat rooms
- Lesiure/holidays.

Note: Some surveys distinguish between use of TV for news/current affairs and general entertainment, but few systematically cover the use of all the media. Since different media are used for very different purposes, any question must go through each medium used by the respondent in turn.

The other approach to this may be to start from a particular theme such as leisure, or education, or work, or politics, or family life (whatever is the theme of the optional module in a particular survey) , and ask how important different media are for one of them.

Some media have a limited range of uses (the cinema for entertainment), while others have a broad range. The broadest range of all will probably be offered by the new digital electronic media - music, film, business, information, entertainment, news, shopping, games, and so on.

Most Important Source of Information

Where do people get most of their information - radio, newspapers, TV, the WWW, magazines - and how are these patterns changing? Since each medium is used in a different way for different purposes , it is difficult to ask a general question (e.g. In general what do you find the most useful source of information - the answer will often be 'It all depends.'). the solution may be to attach the question to the particular field of study in the optional module.

Trust/confidence in the media

Do citizens have trust in, believe in, place reliance in the fairness and accuracy of news and information? The impact of any given medium depends on who is using it, and how much they trust it to provide accurate and fair information and opinion. Democracy requires that its citizens have accurate, balanced and reasonably complete information about their society and its public affairs.

4.2 Evaluation and improvement of the questions

Media use and purpose

Ken Newton makes the argument that one should know:

1. roughly how much time is spent on the mass media
2. for what purpose these media are used

In order to collect this information, he suggests a set of questions about the amount of time and a matrix to ask the purpose of each use. This was a new question. Therefore the CCT felt to have the freedom to look for an optimal approach preserving the purposes of the questions.

The CCT considered first of all the possibility to use a combined approach of these two questions using the following approach:

Use the Media card

Media can be used for different purposes , see the Media card. Can you estimate for how many minutes you use the (TV, Radio...) on a normal day for these different purposes ?

<p>Media Card</p> <p>Different purposes of use of the media:</p> <ul style="list-style-type: none"> - entertainment = quizzes, lotteries, games, shows etc. - politics = news, actuality, political discussions - business = financial information, business information - sport = reports about sport events or previews - hobbies = gardening , home improvement, panting, holidays, etc - education = educational programs, science and technology - arts = movies, music , discussions about it <p>Transformation of hours in minutes</p> <p>1 hour = 60 minutes</p> <p>2 hours = 120 minutes</p> <p>3 hours = 180 minutes</p> <p>4 hours = 240 minutes</p> <p>5 hours = 300 minutes</p> <p>6 hours = 360 minutes</p> <p>7 hours = 420 minutes</p> <p>8 hours = 480 minutes</p>

The question could be asked for the following media: TV, radio. Newspaper, magazine, Internet or the WEB, Teletex, video text or minitel

The responses could be registered in the following matrix.

	Entertainment	politics	business	sport	hobbies	education	the arts
TV							
Radio							
Newspaper							
Magazine							
Internet							
Teletext							
Videotex							

This approach is attractive because adding up the answers in a row one would get **the media use** of a person. This is the information needed for objective 1.

The cells in each row also give the **relative importance of the different purposes of use of each medium** (objective 2).

This information could be used for trend analysis and for analysis at an individual level.

But adding the answers in the columns one also gets **the use of the media for different purposes at an individual level**.

Again this can be used for trend analysis and individual analysis. In the last case one can use the absolute values or the proportion of the media use for different purposes. This information may be relevant for many other analyses. For example Zaller discussed the relationship between political interest (relative frequent use of the media for politics and the strength, stability and thus the effect of information on political opinions (Zaller 1992). Similar relationships will probably exist for interest in the arts or entertainment and opinions about them.

Ken Newton's reply was: This is an ingenious solution that combines two questions into one. Of course, it will take roughly the same amount of time to answer.

The use of the new media

The question about **use of new media** to be included is :

Do you use occasionally (SHOW CARD): *yes/no*

1 *video recorder*

2 *fax*

3 *a satellite dish for TV programmes*

4 *pay tv*

5 *teletext*

6 *minitel/videotext*

7 *a computer*

8 *a CD ROM*

9 *Internet or World Wide Web*

Trust in the media

The CCT suggested that **trust in the media** can be expected to be expressed according to the amount of time spend on the medium.

Ken Newton replied: I see that you use the length of time spent with a medium as a surrogate for trust in that medium. In Britain people spend a fair amount of time with their tabloid papers (The Sun), but they don't trust them. So this is not such a good idea.

In reflecting on the balance of media questions to other questions in the questionnaire, we have to take account of the overall length of the face to face core module, which is restricted to 120 items. The original allocation given for the media section was 6 to 8 items. The proposals above amount to around 58 items! This calculation is based on the premise that all questions asked need answers recorded – whether positive or negative. Otherwise we would not be able to tell whether they have actually been asked or whether they are just missing values.

Our revised proposals therefore involve cutting out several 'peripheral' media and all media uses which are by and large unrelated to either the core or rotating modules (such as entertainment, sport, etc.). On the other hand, we should still be able to calculate total 'non-political' consumption of television, radio and newspapers by subtracting the hours recorded in Qs.2,4 and 6 below from the hours recorded in Qs 1,3 and 5 below. On this basis, we come up with seven items as follows.

Q1 *On an average weekday, how much time in total do you generally spend watching television?*
RECORD in HOURS/MINUTES

(filter if watch no television)

Q2 *And again on an average weekday how much of your time watching television is generally spent watching news or programmes about **politics and current affairs**?*
RECORD in HOURS/MINUTES

Q3 *On an average weekday, how much time in total do you generally spend listening to the radio?*
RECORD in HOURS/MINUTES

(filter if do not listen to radio)

Q4 *And again on an average weekday, how much of your time listening to the radio is generally spent listening to news or programmes about **politics and current affairs**?*
RECORD in HOURS/MINUTES

Q5 *On an average weekday, how much time in total do you generally spend reading the newspapers?*
RECORD in HOURS/MINUTES

(filter if do not read newspapers)

Q6 *And how much of this time is generally spent reading about **politics and current affairs**?*
RECORD in HOURS/MINUTES

Q7 *CARD How often do you use the internet, e-mail or the World Wide Web – whether at home or at work - for your **personal** use?*

Daily
Several times a week
Once a week
Several times a month
Once a month
Less often
Never

The proposed question on trust in the media was omitted since it was felt to be too difficult to answer and of little analytical value without further, more detailed questions.

4.2.1 Central Co-ordinating Team selection of items for pilot

In order to determine the relative amount of time calculations are necessary that require numeric measures should be obtained. Therefore in the main questionnaire an open question asking a response in hours and minutes for media use (b1-b8) was used. In the drop off form a category scale was used with verbal categories (n7,n8,n9) and one with clearly specified numeric categories (n10,n11,n12). For the exact formulation we refer to the questionnaires.

The results of this study are rather disappointing with respect to the open question (open/metric in the table below). First of all many responses had to be dropped for each question because people specified amounts like 10 till 24 hours per day watching TV.

Secondly, looking at the responses one can see that only very few people specified the media use in more detail than in half hours. This means that the precision was not better than for the category scale with numeric labels. Thirdly, while the validities were approximately the same and high (.95 and higher) for all three forms there are considerable differences in the reliabilities between the different measures as the table below shows.

Reliabilities Method	TV		Radio		Newspaper	
	NL	GB	NL	GB	NL	GB
Open/metric	.73	.85	.82	.87	.43	.87
Verbal 7 cat	.84	.72	.93	.89	.76	.78
Numeric 7 cat	.94	.96	.96	.99	.83	.82

This table shows that for all three topics the reliability of the category scales with numeric labels was the best in both countries while also the reliability is quite similar in that case in both countries. The open question in hours and minutes is clearly the worst in both countries for all three topics. This result suggest the use of the numeric 7 points category scale for the measure of media use.

Before we draw this conclusion let us look more precisely at these measures. In the next table we show the link between the mean proportion of time spend on different media to get political information for different subgroups with respect to political interest.

Political interest	mean proportion of time spend on politics and current affairs					
	TV		Radio		Newspaper	
Political interest	NL	GB	NL	GB	NL	GB
Very interested	.54	.41	.36	.36	.73	.46
Quite interested	.42	.27	.31	.21	.70	.18
Hardly interested	.28	.16	.12	.06	.50	.03
Not at all	.09	.08	.11	.05	.25	.08

The table shows clearly the relationship between media use for political news and political interest. Similar relationships can be found between media use for political news and interest in other organizations than the government. These results show that these questions measure indeed what they are supposed to measure.

Conclusion: It was decided that in the main questionnaire the question with the 7 categories specifying the categories in numeric ways using half hour categories (n11-n13) should be

used. In this way we get the information people can provide about media use with not too much error and the use of the media for information about politics and current affairs can also be estimated.

4.3 Final selection of items for Round 1

On the basis of the above presented arguments the following set of questions has been chosen for measurement of media use in the main questionnaire.

B1 CARD B1 *On an average weekday, how much time, in total, do you generally spend watching television?*

(None)	0	GO TO B3
Less than ½ hour	1	
½ hour to 1 hour	2	
more than 1 hour, up to 1½ hours	3	
more than 1½ hours up to 2 hours	4	
more than 2 hours, up to 2½ hours	5	
more than 2½ hours, up to 3 hours	6	
more than 3 hours	7	
(Don't know)	8	

B2 CARD B1 *And again on an average weekday, how much of your time watching television is generally spent watching news or programmes about **politics and current affairs**?*

(None)	0
Less than ½ hour	1
½ hour to 1 hour	2
more than 1 hour, up to 1½ hours	3
more than 1½ hours up to 2 hours	4
more than 2 hours, up to 2½ hours	5
more than 2½ hours, up to 3 hours	6
more than 3 hours	7
(Don't know)	8

ASK ALL

B3 CARD B1 *On an average weekday, how much time, in total, do you generally spend listening to the radio?*

(None)	0	GO TO B5
Less than ½ hour	1	
½ hour to 1 hour	2	
more than 1 hour, up to 1½ hours	3	
more than 1½ hours up to 2 hours	4	
more than 2 hours, up to 2½ hours	5	
more than 2½ hours, up to 3 hours	6	
more than 3 hours	7	
(Don't know)	8	

B4 CARD B1 *And again on an average weekday, how much of your time listening to the radio is generally spent listening to news or programmes about **politics and current affairs**?*

(None)	0
Less than ½ hour	1
½ hour to 1 hour	2
more than 1 hour, up to 1½ hours	3
more than 1½ hours up to 2 hours	4
more than 2 hours, up to 2½ hours	5
more than 2½ hours, up to 3 hours	6
more than 3 hours	7
(Don't know)	8

ASK ALL

B5 CARD B1 *On an average weekday, how much time, in total, do you generally spend reading the newspapers?*

(None)	0	GO TO B7
Less than ½ hour	1	
½ hour to 1 hour	2	
more than 1 hour, up to 1½ hours	3	
more than 1½ hours up to 2 hours	4	
more than 2 hours, up to 2½ hours	5	
more than 2½ hours, up to 3 hours	6	
more than 3 hours	7	
(Don't know)	8	

B6 CARD B1 *And how much of this time is generally spent reading about **politics and current affairs**?*

(None)	0
Less than ½ hour	1
½ hour to 1 hour	2
more than 1 hour, up to 1½ hours	3
more than 1½ hours up to 2 hours	4
more than 2 hours, up to 2½ hours	5
more than 2½ hours, up to 3 hours	6
more than 3 hours	7
(Don't know)	8

ASK ALL

B7 CARD B2 *Using this card, how often do you use the internet, e-mail or the World Wide Web – whether at home or at work – for your **personal** use?*

No access at home or work	0
Never	1
Less than once a month	2
Once a month	3

<i>Several times a month</i>	4
<i>Once a week</i>	5
<i>Several times a week</i>	6
<i>Every day</i>	7
<i>(Don't know)</i>	8