



Political Communication Cultures in Western Europe

Technical Report: Sweden

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1. The Research Project in Brief

The objective of the international study Political Communication Cultures in Western Europe is to analyse the attitudes, norms, and values that drive the relationship between political actors and journalists and thereby detect the underlying patterns of political communication behaviours in Western democracies. Taken together, these orientations can be summarised under the term “Political Communication Culture” of a country.

Nine countries have been under study: Austria, Denmark, Finland, France, Germany, Slovenia, Spain, Sweden and Switzerland. By surveying 300 members of the political and media elite in each country, the study aims to systematically map out the existing types of political communication cultures in Western Europe and detect similarities and differences across countries.

The project is carried out under the auspices of the European Science Foundation EUROCORES ECRP 2006 Programme. The Swedish part of the project is funded by Vetenskapsrådet (Swedish Research Council), and has been carried out at Halmstad University with Dr Nicklas Håkansson as principal investigator. Further information on the project can be found at www.communication-cultures.eu.

2. Target Groups and Sample

Regarding sampling, the aim of the Swedish part of the project has been to survey 300 individuals belonging to the national media and political elite, as well as political spokespersons as a group in between the former. Within the three major elite groups, several subgroups were selected for inclusion in the study, from which individuals were sampled (see details in appendix 1).

3. Survey Institutes

The surveys were done in collaboration with two external partners. Markör AB carried out CATI (computer assisted telephone interviews) during the first field period (see below). Markör AB was chosen among three companies bidding for the offer submitted by Halmstad University. During the second field period the telephone appointments and the interviews were carried out by the project research assistants, Lilli Weber and Jonas Öhlin. This effort was aided with a software application provided by Quicksearch Sweden AB, which also provided all web surveys in the project.

4. Way of Approaching Respondents

The target group members were approached by personal letters. The recipients were asked to participate in a telephone survey, and were informed that Markör AB would contact them in about a week's time with this request. Markör AB assumed responsibility for further contacts with the selected individuals, including reminding calls/emails, appointments for telephone interviews. All individuals who declined the telephone interview were asked whether they would instead fill in a web survey.

5. Field Period

The first fieldwork took place from early May until mid June 2008. The second group of parliamentary elite (see appendix 1) was approached with a personal letter in early October 2008, and the survey was made between mid October and mid November.

6. Questionnaire

The questionnaire was issued in three versions, as a number of items were specific for each elite group. A pretest with three selected interviewees with experience in journalism and/or politics was carried out. The experiences from the test interviews were discussed with the European research group before finalizing the questionnaire.

Number of questions:

Journalists: 86

Politicians: 81

Spokespersons: 79

The questionnaire (with dual English/Swedish text) is attached as appendix 3.

7. Modes of Interviews

In the introductory letter, respondents were asked to participate in a telephone interview. Respondents declining participation were given the option to fill in an online survey. The final distribution of completed surveys is as follows:

Computer assisted telephone interviews (CATI): 340 (96 percent)

Web surveys: 14 (4 percent)

Duration of interviews (CATI)*:

mean: 24.0 min

minimum: 12.0 min

maximum: 47.5 min

std dev: 6.7

* refers to completed interviews

8. Response Rate

Total sample: 609

Total respondents: 353

Overall response rate: 58 percent

For more details: see appendix 2.

9. Data Quality

- no answer + don't know: 0.5 – 3.0 percent, generally
- drop outs : 7
- open ended questions: 26-79 percent no answer
- two items not used in swe: boostissuesspec, reasonsconfspec

Appendix 1 Target groups and samples

Table 1a. Political elite actors sampled for the study.

POLITICAL ELITE	Description English	Swedish
Government elite	Cabinet ministers including prime minister State secretaries	Statsråden inklusive statsministern Statssekreterare i departementen
Parliamentary elite	The Speaker of the parliament Vice speakers Leaders of party parliamentary groups Chairs+ vice chairs of standing committees* Parliamentarians with particular responsibility for issue areas *	Riksdagens talman Vice talmännen Partiernas gruppledare Ordf + vice ordf i riksdagens utskott Partiernas talespersoner i specifika sakfrågor
Party elite	Party leaders/chairpersons + 1-3 deputy leaders Secretaries-general of the parties Members of executive committees/presidia of the parties' executive boards	Partiledarna (inkl MP-språkrören) + 1-3 vice ordföranden (motsv) Partisekreterarna Medlemmar av partistyrelsernas exekutivkommitteer (motsv)
Interest group elite	Chair + vice chairs for three major trade unions + major employers' organisation Board members of main union and employers organisations	Ordföranden + vice ordf för LO, TCO, SACO, Svenskt Näringsliv Styrelseledamöter i LO, TCO, SACO, Svenskt Näringsliv
<i>*interviewed in second field period</i>		

Table 1b. Spokespersons and think tank members sampled for the study.

SPOKESPERSONS/ THINK TANKS	Description English	Swedish
Government spokespersons	Press secretaries of prime minister + other cabinet ministers Head of the government information agency	Pressekreterare till statsministern + övriga statsråd Chef för information Rosenbad
Parliamentary spokespersons	Press secretaries to the parties' parliamentary groups	Pressansvariga för partiernas riksdagsgrupper
Party spokespersons	Press secretaries to the party chairs/executive committees	Pressansvariga hos partiledare/partiledningen
Interest group spokespersons	Press officers of the leadership and/or head of media relations of the organisation	Pressekreterare till ledningen i organisationerna
Think tank	Editors, press officers and communication functions	Redaktörer, presstalespersoner samt kommunikationsansvariga

Appendix 1 contd

Table 1c Media elite actors sampled for the study

MEDIA ELITE	Description English	Swedish
Newspapers	Editors in chief of major newspapers	Chefredaktörer för storstadspress + större regionala tidningar
	Heads of political/current affairs sections of major newspapers	Redaktionssekreterare samt chefer för politiksektioner (motsv)
	Editors in chief of free newspapers Metro, Punkt.se, City.	Chefredaktörer för gratistidningarna Metro, Punkt.se samt City.
	Political/current affairs (domestic) reporters + commentators of abovementioned newspapers	Politiska reportrar + kommentatorer (motsv) i ovanstående tidningar
	Editors in chief of additional 25 regional newspapers	Chefredaktörer för 25 landsortstidningar
Television	Heads of news desks of public service channel SVT 1 (Aktuellt), SVT 2 (Rapport)	Chefer för nyhetsredaktioner i SVT (Aktuellt, Rapport)
	Head of news desk of private channel TV4 (Nyhetererna)	Chef för nyhetsredaktion TV 4 (Nyhetererna)
	Political/current affairs (domestic) reporters + commentators of abovementioned news outlets	Politik- /sambhällsreportrar + kommentatorer (motsv) i ovannämnda nyhetsredaktioner
Radio	Heads of news desks of public service channel SR (Ekot),	Chef för nyhetsredaktion SR (Ekot)
	Political/current affairs (domestic) reporters + commentators of public service channel SR (Ekot)	Politik- /sambhällsreportrar + kommentatorer (motsv) , SR/Ekot
	Reporters + commentators of current affairs programmes of public service channel SR	Politik- /sambhällsreportrar + kommentatorer (motsv) i samhällsredaktioner SR (Studio Ett, God morgon Världen)
News agencies	Director of major national news agency (TT)	Chef för nyhetsbyrå TT
	Reporters (domestic politics/current affairs) of major national news agency (TT)	Politik- /sambhällsreportrar TT
Online media	Editor in chief of online news outlet Aftonbladet.se	Chefredaktör för Aftonbladet.se
	Reporters + commentators of current affairs programmes of online news outlet Aftonbladet.se	Politik- /sambhällsreportrar, Aftonbladet.se

Appendix 2. Sample sizes and response rates

Table 2 a-b. Sample sizes and response rates for Swedish political elites: politicians and spokespersons.

Sweden:	sample		responses		
POLITICIANS	sample n	share of sample (percent)	responses n	share of responses (percent)	reponse rate within group (percent)
government elite	58	24.3	13	10.4	22.4
parliament elite	127	53.4	82	65.6	64.5
party elite	38	16.0	22	17.6	57.9
<i>administration</i>	0	0.0	0	0.0	0.0
<i>interest groups</i>	15	6.3	8	6.4	53.3
All	238	100.0	125	100.0	52.5
<i>shaded= group not included in Swe. sample</i>					

Sweden:	sample		responses		
SPOKESPERSONS	sample n	share of sample (percent)	responses n	share of responses (percent)	reponse rate within group (percent)
spokespeople government	34	34.3	26	38.8	76.5
spokespeople parliament	6	6.1	4	6.0	66.7
spokespeople parties	33	33.3	21	31.3	63.6
<i>spokespeople administration</i>	0	0.0	0	0.0	0.0
<i>spokespeople interest groups</i>	8	8.1	6	9.0	75.0
<i>think tank</i>	18	18.2	10	14.9	55.6
All	99	100.0	67	100.0	67.7
<i>shaded= group not included in Swe. sample</i>					

Table 2 c. Sample sizes and response rates for Swedish media elites: journalists and editors.

Sweden	sample		responses		response rate within group
MEDIA ELITE	sample n	share of sample (percent)	responses n	share of responses (percent)	
press journalists	56	20.6	35	21.7	62.5
press chief editors	76	27.9	48	29.8	63.2
television journalists	71	26.1	41	25.5	57.7
television chief editors	13	4.8	10	6.2	76.9
radio journalists	33	12.1	17	10.6	51.5
radio chief editors	9	3.3	7	4.4	77.8
news agencies journalists	6	2.2	1	0.6	16.7
news agencies chief editors	3	1.1	0	0.0	0.0
online journalists	0	0.0	0	0.0	0.0
online chief editors	5	1.8	2	1.2	40.0
All	272	100.0	161	100.0	59.2
chief editors	106	39.0	67	41.6	63.2
journalists	166	61.0	94	58.4	56.6
	272	100.0	161	100.0	59.2
Press	132	48.6	83	51.8	62.9
Broadcast media (radio+TV)	126	46.3	75	46.3	59.5
Other	14	5.1	3	1.9	21.4
	272	100.0	161	100.0	59.2
<i>shaded= group not included in Swe. sample</i>					

Table 2 d. Sample sizes and response rates for Swedish political communication elites by professional group and gender.

Sweden:					
ALL PARTICIPANTS	sample n	sample share of total sample (percent)	responses n	responses share of total responses (percent)	reponse rate within group (percent)
Political decision makers	238	39.1	125	35.3	52.5
- women	105		53		50.5
- men	133		72		54.1
Spokespersons + think tank	99	16.2	67	18.9	67.7
- women	54		28		51.8
- men	45		39		86.7
Media elite	272	44.7	161	45.8	59.2
- women	116		68		58.6
- men	156		93		59.6
All	609	100.0	353	100.0	58.0
Women	275	45.2	149	42.2	54.2
Men	334	54.8	204	57.8	61.1
All	609	100.0	353	100.0	58.0

Table 2e. Sample sizes and response rates among political elites by party membership.

Sweden						
Total (politicians + spokespersons)	sample n	sample share of sample (percent)	responses n	responses share of responses (percent)	response rate within group	
Left party	28	9.7	23	14.1	81.4	
Social Democrat	36	12.4	10	6.1	27.8	
Centre Party	49	16.9	33	20.2	67.3	
Liberal Party	40	13.8	18	11.1	45.0	
Conservative Party	69	23.8	33	20.2	47.8	
Christian Democrat	39	13.4	28	17.2	71.8	
Green Party	29	10.0	18	11.1	62.1	
All	290	100.0	163	100.0	56.2	
Politicians only	sample n	share of sample (percent)	responses n	share of responses (percent)	response rate within group	
Left party	22	9.8	19	16.2	86.4	
Social Democrat	28	12.5	8	6.8	28.6	
Centre Party	37	16.5	23	19.7	62.1	
Liberal Party	34	15.2	14	12.0	41.2	
Conservative Party	47	21.0	17	14.5	36.2	
Christian Democrat	33	14.7	23	19.7	69.7	
Green Party	23	10.3	13	11.1	56.5	
All	224	100.0	117	100.0	52.2	
Spokespersons only	sample n	share of sample (percent)	responses n	share of responses (percent)	response rate within group	
Left party	6	9.1	4	8.7	66.7	
Social Democrat	8	12.1	2	4.4	25.0	
Centre Party	12	18.2	10	21.7	83.3	
Liberal Party	6	9.1	5	10.8	83.3	
Conservative Party	22	33.3	16	34.8	72.7	
Christian Democrat	6	9.1	5	10.8	83.3	
Green Party	6	9.1	5	10.8	83.3	
All	66	100.0	46	100.0	66.7	

*only political elite actors *with* party labels are included in this table. Interest group elites (within the 'politicians' group) as well as Think tank members and Interest group spokespersons (within the 'spokespersons' group) do not have party labels.

Appendix 3 Codebook

with survey questions and variables/values in English. (Swedish version in separate questionnaire).

Question English	Variable name	Values
[Respondent number]	respnum	Number of respondent
[Case number]	casenum	Number of respondent within country
[Country]	country	1 ,Austria' 2 ,Denmark' 3 ,Finland' 4 ,France' 5 ,Germany' 6 ,Spain' 7 ,Sweden' 8 ,Switzerland' 9 ,Slovenia'
[Professional group]	group	1 ,politicians' 2 ,journalists' 3 ,spokespeople'
[Type of elite]	typeelite	1 ,Government elite' 2 ,Government spokesperson' 3 ,Parliament elite 31 'high ranking MP' 32 'rank and file MP' 4 ,Parliament spokesperson' 5 ,Party elite' 6 ,Party spokesperson' 7 'Administration elite' 8 'Administration spokesperson' 9 'Intrest groupe elite' 10 'Intrest groupe spokesperson' 11 'Think tank elite' 12 'Think tank spokesperson' 13 'Newspaper editorial board' 14 'Newspaper Journalist' 15 'Magazine Editorial Board' 16 'Magazine Journalist' 17 'News Agency Editorial Board' 18 'News Agency Journalist' 19 'Online editorial board' 20 'Online journalist' 21 'Radio editorial board' 22 'Radio journalist' 23 'Television editorial board' 24 'Television journalist'
Please specify the type of medium you are mainly working for.	medtype	1 ,Newspaper' 2 'Magazine' 3 ,Television' 4 ,Radio' 5 ,Online'

		8 'News agency' 9 no answer
[Type of newspaper]	typepress	1 'yellow press' 2 'quality press' 3 'not applicable'
[Original or extended sample]	sample	1 'original' 2 'extended'
[Mode of interview]	interview	1 'telephone' 2 'by mail' 3 'personal interview' 4 'online'
Let's start with the national quality press. How high would you say is its political influence?	qualitypress	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 other missing value
In your opinion, how influential are tabloids on politics?	tabloids	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 other missing value
How high do you think is the influence of public service television on politics?	publicserv	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 other missing value
And what would you say about commercial television channels? How high is their political influence?	commercial	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 other missing value

How high would you rate the political influence of online media like <i>[country example]</i> ?	online	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 other missing value
Generally speaking, do you think citizens in <i>[country]</i> have trust in the media?	trust	1 ,not trust them at all' 2 ,rather not trust' 3 ,neither nor' 4 ,rather trust' 5 ,trust them completely' 8 don't know 9 no answer 98 not applicable 99 other missing value
When thinking about the media landscape in <i>[country]</i> , would you say that individual media reflect particular political positions?	politpsns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
And would you say that the media landscape leans more toward one side of the political spectrum?	bias	1 left 2 3 4 5 6 7 right 8 don't know 9 no answer 98 not applicable 99 other missing value
How would you say the media in <i>[country]</i> are informing citizens on political matters?	informctzns	1 ,not well at all' 2 ,rather not well' 3 ,neither low nor high' 4 ,rather well' 5 ,very well' 8 don't know 9 no answer 98 not applicable 99 other missing value
Now I would like to have your opinion on the media's impact on how well democracy functions in this country.	impactdmcrcy	1 ,very negative' 2 ,somewhat negative' 3 ,neither low nor high'

		4 ,somewhat positive' 5 ,very positive' 8 don't know 9 no answer 98 not applicable 99 other missing value
Do you think the current media coverage rather contributes to an increase or a decrease in political trust?	mediacov	1 ,clearly a decrease' 2 ,rather a decrease' 3 ,neither low nor high' 4 ,rather an increase' 5 ,clearly an increase' 8 don't know 9 no answer 98 not applicable 99 other missing value
Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree?	opinion	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]?	commpress	1 ,very weak' 2 'rather weak' 3 ,neither strong nor weak 4 ,rather strong' 5 ,very strong' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how strong would you say is the impact of political pressures on media coverage in [country]?	politpress	1 ,very weak' 2 'rather weak' 3 ,neither strong nor weak 4 ,rather strong' 5 ,very strong' 8 don't know 9 no answer 98 not applicable 99 other missing value
The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country].	rangeopnns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable

		99 other missing value
The public in <i>[country]</i> was better informed about politics before <i>private (commercial) television (adapt wording in each country)</i> was introduced.	betterinform	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
The power of the mass media is overrated.	poweroverr	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
The media decide which issues are important in politics while politicians have little impact on this matter.	decideissues	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Mass media make and break politicians.	makeptens	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in <i>[country]</i> ?	pollsgen	1 ,very low influence' 2 'rather low influence' 3 ,neither low nor high' 4 ,rather high influence' 5 ,very high influence' 8 don't know 9 no answer 98 not applicable 99 other missing value
It is a good thing for a democracy that opinion polls are covered regularly in the media.	pollsdmrcy	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree'

		4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Polls misrepresent the population's true opinions.	pollspop	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer
Politicians cannot succeed in implementing a policy if it is opposed by polls.	pollspolicy	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Politicians lose standing in their own political party when polls assign a poor rating to their performance.	pollsstand	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Journalists are more credible when they refer to opinion polls in their reporting.	pollscred	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Opinion polls have a great influence on voting behaviour.	pollsvot	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value

How effective are speeches in parliament?	speeches	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 other missing value
How effective are appearances in talk shows?	talkshows	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 other missing value
What about the effectiveness of leaking stories to selected journalists?	leaking	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 other missing value
How effective is it when politicians gear political issues toward conflict or drama?	conflict	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 other missing value
Can you think of other ways you find particularly effective for politicians to get journalists' attention?	otherstrategies	1 ,yes' 2 ,now' 8 'don't know' 9 ,no answer' 98 not applicable 99 other missing value
Please specify:	stratspec	<i>open question</i>
Some people say that politicians prefer to pass information to journalists with similar political orientations.	orientations	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know

		9 no answer 98 not applicable 99 other missing value
In your opinion, how legitimate is it for journalists to publish confidential political information without approval?	confidinf	1 ,not letigimate' 2 'rather not letigimate' 3 ,neither nor' 4 ,rather letigimate' 5 ,letigimate in most cases' 8 don't know 9 no answer 98 not applicable 99 other missing value
In your opinion, how successful are politicians in influencing the public agenda?	politiciansagnd	1 ,not successful at all' 2 'rather not successful' 3 ,neither agree nor disagree' 4 ,rather successful' 5 ,very successful' 8 don't know 9 no answer 98 not applicable 99 other missing value
Can you describe briefly what politicians need to do to successfully bring issues onto the public agenda that have not been noticed before?	agendaspec	<i>open</i>
And what would they have to do differently to boost issues in the public that have only received little awareness before?	boost	<i>open</i>
And what would politicians need to do to shift public awareness away from issues or even to prevent issues from becoming public altogether?	shift	<i>open</i>
Journalists increasingly avoid reporting broadly on complex issues and debates.	trend1	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
The media increasingly portrays politicians in a negative way.	trend2	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer
The media reports less and less on politics.	trend3	1 ,strongly disagree'

		2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Politics is increasingly portrayed as entertainment and show by the media.	trend4	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Journalists increasingly focus more on the private lives of politicians.	trend5	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Journalists are more interested in the tactical aspects of politics than in the substance.	trend6	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
In general, how satisfied you are with the way democracy works in [country].	satisfieddem	1 ,very dissatisfied' 2 'rather dissatisfied' 3 ,neither nor' 4 ,rather satisfied' 5 ,very satisfied' 8 don't know 9 no answer 98 not applicable 99 other missing value
In a democracy, the media has to represent the different groups in society in accordance to their importance.	representgrps	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know

		<p>9 no answer 98 not applicable 99 other missing value</p>
<p>In a democracy the media has to put citizens in a position to be able to participate themselves in the political process.</p>	<p>participatectzns</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>In a democracy, the media has to make political decisions transparent to citizens.</p>	<p>decisionstrans</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>It is crucial for a democracy that people exert direct influence on political decision-making, e.g. through referendums.</p>	<p>exertinflnc</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>When covering politics, how important is it to you to give equal voice to all sides?</p>	<p>jequalvoice</p>	<p>1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>How important is it to you to provide citizens with information they need to make informed decisions about politics?</p>	<p>jprovideinf</p>	<p>1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>And how important is it to you to produce content</p>	<p>jreachaudnc</p>	<p>1 ,not important at all'</p>

of interest to a large audience?		2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
To you as a journalist, what is the importance of voicing particular views on political developments?	jownvoice	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how important is it to investigate claims made by politicians and serve as a watchdog of political elites?	jinvestigate	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how important is it to you to get information to the public fast?	jinformfst	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
When covering politics, Journalists aim to give equal voice to all sides.	pcequalvoice	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Journalists report on politics to provide citizens with information they need to make informed decisions about politics.	pcprovideinf	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know

		<p>9 no answer 98 not applicable 99 other missing value</p>
<p>When covering politics, Journalists mainly aim to produce content of interest to a large audience.</p>	<p>pcreachaudnc</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>Journalists cover political issues to voice particular views on political developments.</p>	<p>pcownvoice</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>When covering politics, journalists aim to serve as a watchdog of political elites?</p>	<p>pcinvestigate</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>The main goal of journalists when covering politics is to get information to the public fast.</p>	<p>pcinformfst</p>	<p>1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>How often do you personally contact journalists to talk to them to outline your political views?</p>	<p>politentct</p>	<p>1 ,at least once a day' 2 'several times a week' 3 ,several times a month' 4 ,only in excep. situations' 5 ,never' 8 don't know 9 no answer 98 not applicable 99 other missing value</p>
<p>And how often do pr-officers and spokespersons of</p>	<p>prcontact</p>	<p>1 ,at least once a day'</p>

yours contact journalists to talk to them to outline political views?		2 'several times a week' 3 ,several times a month' 4 ,only in excep. situations' 5 ,never' 8 don't know 9 no answer 98 not applicable 99 other missing value
How often do you meet a politician/journalist for lunch, dinner (<i>or coffee</i>)?	meetpolit	1 'several times a week' 2 'several times a month' 3 ,a few times a year and less' 4 ,never' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how often do you talk to journalists at receptions and other social events?	talkpolit	1 'several times a week' 2 'several times a month' 3 ,a few times a year and less' 4 ,never' 8 don't know 9 no answer 98 not applicable 99 other missing value
And about how many politicians would you describe as friends (<i>adapt to country specifics</i>)?	friends	<i>open</i>
Generally speaking: As how harmonious or conflictual would you describe you relationship with politicians/journalists?	relationship	1 ,very conflictual' 2 'somewhat conflictual' 3 ,neither nor' 4 ,rather harmonious' 5 ,very harmonious' 8 don't know 9 no answer 98 not applicable 99 other missing value
How strongly do the political convictions of journalists/politicians affect your professional interaction with them?	politicalenvct	1 ,not at all' 2 'rather not' 3 ,neither nor' 4 ,rather strongly' 5 ,very strongly' 8 don't know 9 no answer 98 not applicable 99 other missing value
How often do conflicts arise because journalists report information incorrectly?	conf1	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent'

		8 don't know 9 no answer 98 not applicable 99 other missing value
How frequently are conflicts because journalists/politicians do not comply with met agreements?	conf2	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 other missing value
How often does conflict arise because journalists treat politicians unfairly?	conf3	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how frequently are conflicts because journalists lack respect for politicians?	conf4	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 other missing value
How frequently does conflict occur as the result of the diverging professional interests?	conf5	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 other missing value
Can you think of other reasons which frequently lead to a conflict between journalists and politicians?	confspec	<i>open</i>
Politicians primarily appear in the media to deliver information to the public.	jcdeliverinfo	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know

		9 no answer 98 not applicable 99 other missing value
Politicians mainly communicate through the media to influence political decision-making	jcinfluencedcsns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
How strongly would you agree that politicians primarily appear in the media to promote their party's political position?	jcpartypostn	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Politicians mainly appear in the media to demonstrate personal knowledge and experience.	jcknowledge	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 other missing value
Can you think of other reasons why politicians strive to appear in the media?	jcappear	1 ,yes' 2 ,now' 8 'don't know' 9 ,no answer' 98 not applicable 99 other missing value
Please, specify:	jcappearspec	<i>open</i>
How important is it to you to deliver information to the public, when communicating through the media?	pdeliverinfo	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how important is it to influence political decision-making when communicating through the	pinfluencedcsns	1 ,not important at all' 2 'rather unimportant'

media		3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
How important is it to you to promote your party's political position when communicating through the media?	ppartypostn	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
And how important is it to you to demonstrate personal knowledge and experience when communicating through the media?	pknowledge	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 other missing value
Can you think of other reasons why you would try to appear in the media?	pappear	1 ,yes' 2 ,now' 8 'don't know' 9 ,no answer' 98 not applicable 99 other missing value
Please, specify:	pappearspec	<i>open</i>
What is your news organization's form of ownership?	ownership	1 ,private owned' 2 ,state owned' 3 ,private chain or group owned' 4 ,private family owned' 8 don't know 9 no answer 98 not applicable 99 other missing value
For how many years have you been working as a journalist/has your primary occupation been in politics?	workexp	<i>open</i>
What is your current position in the (media) organisation you are working for?	currentpsn	<i>open</i>
For how many years have you been occupying this position?	exppsn	<i>open</i>

Have you also had professional experience in journalism/in any political organization?	expother	1 ,yes' 2 ,now' 8 'don't know' 9 ,no answer' 98 not applicable 99 other missing value
Can you tell me your year of birth, please?	age	19_ _
Is interviewee male or female?	gender	1 ,male' 2 ,female'
In political matters, people talk of "left" and "right". Generally speaking, how would you place your views on this scale, when 1 is the left end and 9 the right end of the scale?	leftright	1 left 2 3 4 5 6 7 right 8 don't know 9 no answer 98 not applicable 99 other missing value
Which political party are you a member of?	party	<i>open</i>

Prefixes indicating that an item is posed only to particular group(s):

j = journalists

p = politicians

c = consultants/spokespeople

Value labels:

6 = don't know

7 = no answer (exc. country, group, sector, typeelite, interview, bias, friends, workexp, exppsn, age, leftright, partymembership and strings)