ZA5101

Political Communication Cultures in Western Europe

- Codebuch -
<table>
<thead>
<tr>
<th>Question</th>
<th>Variable name</th>
<th>Values</th>
</tr>
</thead>
</table>
| Country variable | country | 1.'Austria’  
  2.'Denmark’  
  3.'Finland’  
  4.'France’  
  5.'Germany’  
  6.'Spain’  
  7.'Sweden’  
  8.'Switzerland’  
  9.'Slovenia’ |
| Group variable | group | 1.'politicians’  
  2.'journalists’  
  3.'spokespersons’ |
| What type of elite? | typeelite | 1.'Government elite’  
  2.'Government spokespeople’  
  3.'Parliament elite’  
  31.'high ranking MP’  
  32.'rank and file MP’  
  4.'Parliament spokespeople’  
  5.'Party elite’  
  6.'Party spokespeople’  
  7.'Administration elite’  
  8.'Administration spokespeople’  
  9.'Intrest groupe elite’  
  10.'Intrest groupe spokespeople’  
  11.'Think tank elite’  
  12.'Think tank spokespeople’  
  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.’TV’  
  4.’Radio’  
  5.’online’  
  6.’News Agency’  
  7.’Other’  
  98.’not applicable’  
  99.’no answer/missing’ |
| What is your news organization’s form of ownership? | privpub | 1.’public owned’  
  2.’private owned’  
  3.’other’  
  99.’missing’ |
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
</table>
| What kind of newspaper?                                                 | typepress | 1 ‘yellow press’  
|                                                                        |         | 2 ‘quality press’  
|                                                                        |         | 3 ‘not applicable’ |
| Original or extended sample?                                            | sample | 1 ‘original’  
|                                                                        |         | 2 ‘extended’ |
| What mode of interview?                                                 | interview | 1 ‘CATI’  
|                                                                        |         | 2 ‘by mail’  
|                                                                        |         | 3 ‘personal interview’  
|                                                                        |         | 4 ‘online’ |
| Let’s start with the national quality press. How high would you say is  | qualitypress | 1 ‘very low’  
| its political influence?                                                |         | 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 missing |
| 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 missing |
| How high do you think is the influence of public service television on  | publicserv | 1 ‘very low’  
| politics?                                                               |         | 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 missing |
| And what would you say about commercial television channels? How high   | commercial | 1 ‘very low’  
| is their political influence?                                           |         | 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 missing |
| How high would you rate the political influence of online media like [ | online | 1 ‘very low’  
| country example]?                                                       |         | 2 ‘somewhat low’  
|                                                                        |         | 3 ‘neither low nor high’  
|                                                                        |         | 4 ‘somewhat high’  
|                                                                        |         | 5 ‘very high’  
|                                                                        |         | 8 don’t know  
|                                                                        |         | 9 no answer  
|                                                                        |         | 98 not applicable  
<p>|                                                                        |         | 99 missing |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Rating Options</th>
</tr>
</thead>
</table>
| Generally speaking, do you think citizens in [country] have trust in the media? | 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 missing |
| When thinking about the media landscape in [country], would you say that individual media reflect particular political positions? | 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 missing |
| And would you say that the media landscape leans more toward one side of the political spectrum? | 1 left  
2  
3  
4  
5  
6  
7 right  
8 don’t know  
9 no answer  
98 not applicable  
99 missing |
| How would you say the media in [country] are informing citizens on political matters? | 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 missing |
| Now I would like to have your opinion on the media’s impact on how well democracy functions in this country. | 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 missing |
| Do you think the current media coverage rather contributes to an increase or a decrease in political trust? | 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 missing |
<table>
<thead>
<tr>
<th>Sometexth</th>
<th>response</th>
<th>possible</th>
<th>response</th>
<th>possible</th>
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<th>response</th>
<th>possible</th>
<th>response</th>
<th>possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree?</td>
<td>opinion</td>
<td>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 missing</td>
<td></td>
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<tr>
<td>Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]?</td>
<td>commpress</td>
<td>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 missing</td>
<td></td>
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<tr>
<td>And how strong would you say is the impact of political pressures on media coverage in [country]?</td>
<td>politpress</td>
<td>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 missing</td>
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<tr>
<td>The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country].</td>
<td>rangeopns</td>
<td>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 missing</td>
<td></td>
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</tr>
<tr>
<td>The public in [country] was better informed about politics before private (commercial) television (adapt wording in each country) was introduced.</td>
<td>betterinform</td>
<td>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 missing</td>
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<tr>
<td>The power of the mass media is overrated.</td>
<td>poweroverr</td>
<td>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 missing</td>
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<tr>
<td>The media decide which issues are</td>
<td>decideissues</td>
<td>1 ,strongly disagree’</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>
important in politics while politicians have little impact on this matter.

<table>
<thead>
<tr>
<th>Mass media make and break politicians.</th>
<th>makepltcns</th>
</tr>
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<tbody>
<tr>
<td>1 'strongly disagree’</td>
<td></td>
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<tr>
<td>2 ‘rather disagree’</td>
<td></td>
</tr>
<tr>
<td>3 ,neither agree nor disagree’</td>
<td></td>
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<tr>
<td>4 ,rather agree’</td>
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<tr>
<td>5 ,strongly agree’</td>
<td></td>
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<tr>
<td>8 don’t know</td>
<td></td>
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<tr>
<td>9 no answer</td>
<td></td>
</tr>
<tr>
<td>98 not applicable</td>
<td></td>
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<tr>
<td>99 missing</td>
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</tbody>
</table>

In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in [country]?

<table>
<thead>
<tr>
<th>Polls misrepresent the population’s true opinions.</th>
<th>pollspop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 'strongly disagree’</td>
<td></td>
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<tr>
<td>2 ‘rather disagree’</td>
<td></td>
</tr>
<tr>
<td>3 ,neither agree nor disagree’</td>
<td></td>
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<tr>
<td>4 ,rather agree’</td>
<td></td>
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<td>5 ,strongly agree’</td>
<td></td>
</tr>
<tr>
<td>8 don’t know</td>
<td></td>
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<tr>
<td>9 no answer</td>
<td></td>
</tr>
<tr>
<td>98 not applicable</td>
<td></td>
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<tr>
<td>99 missing</td>
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</table>

It is a good thing for a democracy that opinion polls are covered regularly in the media.

<table>
<thead>
<tr>
<th>It is a good thing for a democracy that opinion polls are covered regularly in the media.</th>
<th>polsdcercy</th>
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<tbody>
<tr>
<td>1 ,very low influence’</td>
<td></td>
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<tr>
<td>2 ‘rather low influence’</td>
<td></td>
</tr>
<tr>
<td>3 ,neither low nor high’</td>
<td></td>
</tr>
<tr>
<td>4 ,rather high influence’</td>
<td></td>
</tr>
<tr>
<td>5 ,very high influence’</td>
<td></td>
</tr>
<tr>
<td>8 don’t know</td>
<td></td>
</tr>
<tr>
<td>9 no answer</td>
<td></td>
</tr>
<tr>
<td>98 not applicable</td>
<td></td>
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<tr>
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</table>

Politicians cannot succeed in implementing a policy if it is opposed by polls.

<table>
<thead>
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<th>Politicians cannot succeed in implementing a policy if it is opposed by polls.</th>
<th>pollspolicy</th>
</tr>
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<tbody>
<tr>
<td>1 'strongly disagree’</td>
<td></td>
</tr>
<tr>
<td>2 ‘rather disagree’</td>
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</tr>
<tr>
<td>3 ,neither agree nor disagree’</td>
<td></td>
</tr>
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<td>4 ,rather agree’</td>
<td></td>
</tr>
<tr>
<td>5 ,strongly agree’</td>
<td></td>
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<tr>
<td>8 don’t know</td>
<td></td>
</tr>
<tr>
<td>9 no answer</td>
<td></td>
</tr>
<tr>
<td>98 not applicable</td>
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</table>

Politicians lose standing in their own political party when polls assign a poor

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<th>pollsstand</th>
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<tbody>
<tr>
<td>1 'strongly disagree’</td>
<td></td>
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<tr>
<td>2 ‘rather disagree’</td>
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</tr>
<tr>
<td>Question</td>
<td>Rating</td>
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<tr>
<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Journalists are more credible when they refer to opinion polls in their reporting.</td>
<td>pollscred</td>
</tr>
<tr>
<td>Opinion polls have a great influence on voting behaviour.</td>
<td>polsvot</td>
</tr>
<tr>
<td>How effective are speeches in parliament?</td>
<td>speeches</td>
</tr>
<tr>
<td>How effective are appearances in talk shows?</td>
<td>talkshows</td>
</tr>
<tr>
<td>What about the effectiveness of leaking stories to selected journalists?</td>
<td>leaking</td>
</tr>
<tr>
<td>How effective is it when politicians gear political issues toward conflict or drama?</td>
<td>conflict</td>
</tr>
</tbody>
</table>

1. strongly disagree’
2. neither agree nor disagree’
3. rather disagree’
4. rather agree’
5. strongly agree’
8. don’t know
9. no answer
98. not applicable
99. missing
Can you think of other ways you find particularly effective for politicians to get journalists’ attention?

<table>
<thead>
<tr>
<th>otherstrategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 'yes’</td>
</tr>
<tr>
<td>2 ‘now’</td>
</tr>
<tr>
<td>8 ‘don’t know’</td>
</tr>
<tr>
<td>9 ‘no answer’</td>
</tr>
</tbody>
</table>

Please specify:  stratspec  open question

Some people say that politicians prefer to pass information to journalists with similar political orientations.

<table>
<thead>
<tr>
<th>orientations</th>
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<tbody>
<tr>
<td>1 'strongly disagree’</td>
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<tr>
<td>2 ‘rather disagree’</td>
</tr>
<tr>
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</tr>
<tr>
<td>4 ,rather agree’</td>
</tr>
<tr>
<td>5 ,strongly agree’</td>
</tr>
<tr>
<td>8 don’t know</td>
</tr>
<tr>
<td>9 no answer</td>
</tr>
<tr>
<td>98 not applicable</td>
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<td>99 missing</td>
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</table>

In your opinion, how legitimate is it for journalists to publish confidential political information without approval?

<table>
<thead>
<tr>
<th>confidinf</th>
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<tbody>
<tr>
<td>1 ‘not legitimate’</td>
</tr>
<tr>
<td>2 ‘rather not legitimate’</td>
</tr>
<tr>
<td>3 ,neither nor’</td>
</tr>
<tr>
<td>4 ,rather legitimate’</td>
</tr>
<tr>
<td>5 ,legitimate in most cases’</td>
</tr>
<tr>
<td>8 don’t know</td>
</tr>
<tr>
<td>9 no answer</td>
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<tr>
<td>98 not applicable</td>
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<td>99 missing</td>
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</table>

In your opinion, how successful are politicians in influencing the public agenda?

<table>
<thead>
<tr>
<th>politiciansagnd</th>
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<tbody>
<tr>
<td>1 ‘not successful at all’</td>
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<tr>
<td>2 ‘rather not successful’</td>
</tr>
<tr>
<td>3 ,neither agree nor disagree’</td>
</tr>
<tr>
<td>4 ,rather successful’</td>
</tr>
<tr>
<td>5 ,very successful’</td>
</tr>
<tr>
<td>8 don’t know</td>
</tr>
<tr>
<td>9 no answer</td>
</tr>
<tr>
<td>98 not applicable</td>
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</table>

Can you describe briefly what politicians need to do to successfully bring issues onto the public agenda that have not been noticed before?

<table>
<thead>
<tr>
<th>agendaspec</th>
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<td>open (available on request)</td>
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</table>

And what would they have to do differently to boost issues in the public that have only received little awareness before?

<table>
<thead>
<tr>
<th>boost</th>
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And what would politicians need to do to shift public awareness away from issues or even to prevent issues from becoming public altogether?

<table>
<thead>
<tr>
<th>shift</th>
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Journalists increasingly avoid reporting broadly on complex issues and debates.

<table>
<thead>
<tr>
<th>trend1</th>
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<tbody>
<tr>
<td>1 ‘strongly disagree’</td>
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<tr>
<td>2 ‘rather disagree’</td>
</tr>
<tr>
<td>Trend</td>
</tr>
<tr>
<td>---------------</td>
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</tbody>
</table>
| 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  
|               | 98 not applicable  
|               | 99 missing  
| 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 missing  
| 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 missing  
| 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 missing  
| 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 missing  
| satisfieddem  | 1 ,very dissatisfied’  
|               | 2 ‘rather dissatisfied’  
|               | 3 ,neither nor’  
|               | 8 do not know  
|               | 9 no answer  
|               | 98 not applicable  
|               | 99 missing  

The media increasingly portrays politicians in a negative way.

The media reports less and less on politics.

Politics is increasingly portrayed as entertainment and show by the media.

Journalists increasingly focus more on the private lives of politicians.

Journalists are more interested in the tactical aspects of politics than in the substance.

In general, how satisfied you are with the way democracy works in [country].
<table>
<thead>
<tr>
<th>Question</th>
<th>Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a democracy, the media has to represent the different groups in society in accordance to their importance.</td>
<td>representgrps 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 missing</td>
</tr>
<tr>
<td>In a democracy the media has to put citizens in a position to be able to participate themselves in the political process.</td>
<td>participatectzs 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 missing</td>
</tr>
<tr>
<td>In a democracy, the media has to make political decisions transparent to citizens.</td>
<td>decisionstrans 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 missing</td>
</tr>
<tr>
<td>It is crucial for a democracy that people exert direct influence on political decision-making, e.g. through referendums.</td>
<td>exertinflnc 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 missing</td>
</tr>
<tr>
<td>When covering politics, how important is it to you to give equal voice to all sides?</td>
<td>jequalvoice 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 missing</td>
</tr>
<tr>
<td>How important is it to you to provide citizens with information they need to make informed decisions about politics?</td>
<td>jprovideinf 1 'not important at all’ 2 ‘rather not important’ 3 ‘neither nor’</td>
</tr>
<tr>
<td>Question</td>
<td>Code</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>And how important is it to you to produce content of interest to a large audience?</td>
<td>jreachaudnc</td>
</tr>
<tr>
<td>To you as a journalist, what is the importance of voicing particular views on political developments?</td>
<td>jownvoice</td>
</tr>
<tr>
<td>And how important is it to investigate claims made by politicians and serve as a watchdog of political elites?</td>
<td>jinvestigate</td>
</tr>
<tr>
<td>And how important is it to you to get information to the public fast?</td>
<td>jinformfst</td>
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<tr>
<td>When covering politics, Journalists aim to give equal voice to all sides.</td>
<td>pcequalvoice</td>
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<tr>
<td>Journalists report on politics to provide citizens with information they need to make informed decisions about politics.</td>
<td>pceprovideinf</td>
</tr>
<tr>
<td>Question</td>
<td>Code</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>When covering politics, Journalists mainly aim to produce content of interest to a large audience.</td>
<td>pceachaudnc</td>
</tr>
<tr>
<td>Journalists cover political issues to voice particular views on political developments.</td>
<td>pcownvoice</td>
</tr>
<tr>
<td>When covering politics, journalists aim to serve as a watchdog of political elites?</td>
<td>pcinvestigate</td>
</tr>
<tr>
<td>The main goal of journalists when covering politics is to get information to the public fast.</td>
<td>pcinformfst</td>
</tr>
<tr>
<td>How often do you personally contact journalists to talk to them to outline your political views?</td>
<td>politentet</td>
</tr>
<tr>
<td>And how often do pr-officers and spokespersons of yours contact journalists to talk to them to outline political views?</td>
<td>prcontact</td>
</tr>
<tr>
<td>Question</td>
<td>Code</td>
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| How often do you meet a politician/journalist for lunch or dinner?     | meetpol| 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 missing                                                               |
| And how often do you talk to journalists at receptions and other social events? | talkpol| 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 missing                                                               |
| And about how many politicians would you describe as friends *(adapt to country specifics)*? | friends| 998 don’t know
|                                                                         |        | 999 no answer
|                                                                         |        | 9998 not applicable                                                      |
| Generally speaking: As how harmonious or conflictual would you describe your 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 missing                                                               |
| How strongly do the political convictions of journalists/politicians affect your professional interaction with them? | politicalcnvct| 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 missing                                                               |
| 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 missing                                                               |
| How frequently are conflicts because journalists/politicians do not comply with met agreements? | conf2| 1 'very infrequent'
|                                                                         |        | 2 'rather infrequent'
|                                                                         |        | 3 'neither nor’
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<th>Options</th>
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</table>
| 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 missing |
| 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 missing |
| 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 missing |
| Can you think of other reasons which frequently lead to a conflict between journalists and politicians? | confspec | open |
| 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 missing |
| 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 missing |
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</table>
| How strongly would you agree that politicians primarily appear in the media to promote their party’s political position? | jpartypostn | 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. ‘missing’ |
| 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. ‘missing’ |
| 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. ‘missing’ |
| Please, specify:                                                        | jcappearspec | open |
| 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. ‘missing’ |
| And how important is it to influence political decision-making when communicating through the media | pinfluencedcsns | 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. ‘missing’ |
| 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. ‘missing’ |
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</table>
| 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. missing |
| 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. missing |
| Please, specify:                                                        | pappearspec | open |
| For how many years have you been working as a journalist/has your primary occupation been in politics? | workexp | 98. don’t know  
99. no answer  
99998. not applicable |
| What is your current position in the (media) organisation you are working for? | currentpsn | open |
| For how many years have you been occupying this position?               | exppsn | 98. don’t know  
99. no answer |
| Have you also had professional experience in journalism/in any political organization? | expother | 1. ‘yes’  
2. ‘now’  
99. ‘missing’ |
| Can you tell me your year of birth, please?                             | age | 19 –  
99999. no answer |
| Is interviewee male or female?                                          | gender | 1. male’  
2. female’  
99. missing |
| 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 7 the right end of the scale? | leftright | 1 left  
2  
3  
4  
5  
6  
7 right  
9. no answer  
99. missing |
| Are you a member of a political party? (spokespersons only)              | cpartymember | 1. ‘yes’  
2. ‘now’  
9. no answer  
98. not applicable  
99. missing |
| Which political party are you a member of?                              | party | 99. no answer |
| European party codes | party_eu | 1 ‘Socialists’  
2 ‘Greens’  
3 ‘Social Democrats’  
4 ‘Liberals’  
5 ‘Christian Democrats/Conservatives’  
6 ‘Conservative Populists’  
7 ‘Other’ |
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<tr>
<td>Weight according to original sampling scheme (150 j – 100 p – 50 c)</td>
<td>weight_equal</td>
<td></td>
</tr>
</tbody>
</table>

Prefixes j, p, c indicate that an item is posed to a particular group:

- j = journalists
- p = politicians
- c = consultants/spokespersons