ZA5101

Political Communication Cultures in Western Europe

- Questionnaire -
**Questionnaire for Politicians**

**SYS01**
Different media types may vary in their impact on politics in comparison to other types of media. How high do you think is the influence on politics of the following media types? For your answer, please use a scale from 1 to 5, where the value 1 stands for a very low influence and 5 for a very high influence. With the values in between you can grade your opinion.

**SYS01a** Let's start with the national quality press. How high would you say is its political influence? *[give national examples if needed]*

1 very low 2 3 4 5 very high
6 DK
7 NA

**SYS01b** In your opinion, how influential are tabloids on politics?

1 very low 2 3 4 5 very high
6 DK
7 NA

**SYS01c** How high do you think is the influence of public service television on politics?

1 very low 2 3 4 5 very high
6 DK
7 NA

**SYS01d** And what would you say about commercial television channels? How high is their political influence?

1 very low 2 3 4 5 very high
6 DK
7 NA

**SYS01e** How high would you rate the political influence of online media like *[country example]*?

1 very low 2 3 4 5 very high
6 DK
7 NA
SYS02
Generally speaking, do you think citizens in [country] have trust in the media? Again, please use a scale from 1 to 5, where 1 means “citizens do not trust the media at all” and 5 that “citizens trust the media completely”.

1 not trust them at all  2  3  4  5 trust them completely
6 DK
7 NA

SYS03a
When thinking about the media landscape in [country], would you say that individual media reflect particular political positions? For your answer, please use a scale from 1 to 5, where 1 means you “strongly disagree” and 5 you “strongly agree”.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

SYS03b
And would you say that the media landscape leans more toward one side of the political spectrum? Please indicate on a scale from 1 to 7, where 1 is the left end and 7 the right end of the scale.

1 left  2  3  4  5  6  7 right

SYS04
How would you say the media in [country] are informing citizens on political matters? Please use a scale from 1 to 5, where 1 means “not well at all” and 5 “very well”.

1 not well at all  2  3  4  5 very well
6 DK
7 NA

SYS05
Now I would like to have your opinion on the media’s impact on how well democracy functions in this country. For your answer, please use a scale from 1 to 5 where 1 means its effect on democracy is “very negative”, and 5 that its effect is “very positive”.

1 very negative  2  3  4  5 very positive
6 DK
7 NA
SYS06
Do you think the current media coverage rather contributes to an increase or a decrease in political trust? Please use a scale from 1 to 5, where 1 means it “clearly contributes to a decrease in political distrust” and 5 “clearly to an increase in political trust”.

1 clearly to an increase in political trust
2
3
4
5 clearly to a decrease in political trust

6 DK
7 NA

SYS07
Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree? Please use a scale from 1 to 5, where 1 means you “strongly disagree” and 5 you “strongly agree”.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

SYS08a
Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]? Please use a scale from 1 to 5, where 1 means “not strong at all” and 5 “very strong”.

1 not strong at all 2 3 4 5 very strong

6 DK
7 NA

SYS08b
And how strong would you say is the impact of political pressures on media coverage in [country]?

1 not strong at all 2 3 4 5 very strong

6 DK
7 NA
I am now going to read out a number of statements. Please tell me for each of them how strongly you agree. Again, please use a scale from 1 to 5, where 1 means you strongly disagree and 5 you strongly agree.

**SYS09a** The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country].

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<td>NA</td>
<td>7</td>
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</table>

**SYS09b** The public in [country] was better informed about politics before private (commercial) television (adapt wording in each country) was introduced.

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**SYS11a** The power of the mass media is overrated.

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**SYS11b** The media decide which issues are important in politics while politicians have little impact on this matter.

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<th>3</th>
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**SYS11c** Mass media make and break politicians.

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</table>
IN01
In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in [country]? Once again, please tell me on a scale from 1 to 5 where 1 indicates a “very low influence” and 5 a “very high influence”.

1 very low influence 2 3 4 5 very high influence

6 DK
7 NA

Again, I am going to read out a number of statements. Please tell me how strongly you agree with each of them, using a scale from 1 to 5, where 1 indicates you “strongly disagree” and 5 you “strongly agree”.

IN02a It is a good thing for a democracy that opinion polls are covered regularly in the media.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

IN02b Polls misrepresent the population’s true opinions.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

IN02c Politicians cannot succeed in implementing a policy if it is opposed by polls.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

IN02d Politicians lose standing in their own political party when polls assign a poor rating to their performance. (not in Switzerland)

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA
IN02e Journalists are more credible they refer to opinion polls in their reporting.
1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA

IN02f Opinion polls have a great influence on voting behaviour.
1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA

OUT01 There are several ways how politicians can attract public attention. I am now going to read several possible ways. Please tell me from your view, how effective you think they are. Again, please use a scale from 1 to 5, where 1 means “not effective at all” and 5 “very effective”.

OUT01a How effective are speeches in parliament?
1 not effective at all 2 3 4 5 very effective
6 DK
7 NA

OUT_01b How effective are appearances in talk shows?
1 not effective at all 2 3 4 5 very effective
6 DK
7 NA

OUT_01c What about the effectiveness of leaking stories to selected journalists?
1 not effective at all 2 3 4 5 very effective
6 DK
7 NA

OUT_01d How effective is it when politicians gear political issues toward conflict or drama?
1 not effective at all 2 3 4 5 very effective
6 DK
7 NA
OUT_01e Can you think of other ways you find particularly effective for politicians to get journalists’ attention?

1 yes
2 no
3 DK
(If yes) Which ones?

OUT02

Some people say that politicians prefer to pass information to journalists with similar political orientations. How strongly would you agree with that? Please indicate on a scale from 1 to 5, where 1 means you "strongly disagree" and 5 means you “strongly agree”.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

OUT03

In your opinion, how legitimate is it for journalists to publish confidential political information without approval? Please use a scale from 1 to 5 where 1 means “not legitimate at all” and 5 “legitimate in most cases”.

1 not legitimate at all 2 3 4 5 legitimate in most cases

6 DK
7 NA

OUT04

In your opinion, how successful are politicians in influencing the public agenda? Please tell me on a scale from 1 to 5, where 1 means “not successful at all” and 5 “very successful”.

1 not successful at all 2 3 4 5 very successful

6 DK
7 NA
**OUT04a** Can you describe briefly what politicians need to do to successfully bring issues onto the public agenda that have not been noticed before?

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**OUT04b** And what would they have to do differently to boost issues in the public that have only received little awareness before?

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**OUT04c** And what would politicians need to do to shift public awareness away from issues or even to prevent issues from becoming public altogether?

-------------------------

**OUT04d** And how can politicians succeed in having journalists accept their patterns of interpretation and conventions of speech?

-------------------------

**OUT05**

There is a vivid debate about different trends associated with political journalism. I am now going to read you a number of statements on some of these trends. On a scale from 1 to 5, please tell me how strongly you agree with each of them, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

**OUT05a** Journalists increasingly avoid reporting broadly on complex issues and debates.

<table>
<thead>
<tr>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 DK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 NA</td>
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</table>

**OUT05b** The media increasingly portrays politicians in a negative way.

<table>
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<tr>
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<th>4</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 DK</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7 NA</td>
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</table>

**OUT05c** The media reports less and less on politics.

<table>
<thead>
<tr>
<th>1 strongly disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 DK</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>7 NA</td>
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</table>
OUT05d Politics is increasingly portrayed as entertainment and show by the media.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA

OUT05e Journalists increasingly focus more on the private lives of politicians.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA

OUT05f Journalists are more interested in the tactical aspects of politics than in the substance.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA

SYS10
Let’s talk about politics itself now. In general, how satisfied you are with the way democracy works in [country]. Again please indicate your answer on a scale from 1 to 5, where 1 means you are very dissatisfied and 5 you are very satisfied.

1 very dissatisfied  2   3   4   5 very satisfied

6 DK
7 NA
SELF01 How strongly do you agree with the following statements? Please tell me again on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

SELF01a In a democracy, the media has to represent the different groups in society in accordance to their importance.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

SELF01d In a democracy the media has to put citizens in a position to be able to participate themselves in the political process.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

SELF01c In a democracy, the media has to make political decisions transparent to citizens.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

SELF01b It is crucial for a democracy that people exert direct influence on political decision-making, e.g. through referendums.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA
(politicians only)

Now I would like to turn to your understanding of your work as a politician, when communicating through the media. For your answer, please use a scale from 1 to 5, where 1 means “important at all” and 5 “very important”.

SELF08a How important is it to you to deliver information to the public, when communicating through the media?

1 not important at all  2 3 4 5 not important at all
6 DK
7 NA

SELF08b And how important is it to influence political decision-making when communicating through the media?

1 not important at all  2 3 4 5 not important at all
6 DK
7 NA

SELF08c How important is it to you to promote your party’s political position when communicating through the media?

1 not important at all  2 3 4 5 not important at all
6 DK
7 NA

SELF08d And how important is it to you to demonstrate personal knowledge and experience when communicating through the media?

1 not important at all  2 3 4 5 not important at all
6 DK
7 NA

SELF08e Can you think of other reasons why you would try to appear in the media?

1 yes
2 no
3 DK

(if yes) Can you describe them briefly?

..................
I am now going to read a couple of statements about why politicians communicate through the media. Please tell me for each of them, how strongly you agree with them. Again, please tell me on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

**SELF08a** Politicians primarily appear in the media to deliver information to the public.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

**SELF08b** Politicians mainly communicate through the media to influence political decision-making (through the media).

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

**SELF08c** How strongly would you agree that politicians primarily appear in the media to promote their party’s political position?

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

**SELF08d** Politicians mainly appear in the media to demonstrate personal knowledge and experience.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

**SELF08e** Can you think of other reasons why politicians strive to appear in the media?

1 yes
2 no
3 DK

(if yes) Can you describe them briefly?

.....................
The next questions concern your personal experience and interaction with politicians.

**SELF03a** How often do you personally contact journalists to talk to them to outline your political views? Does this happen “at least once a day”, “several times a week”, “several times a month”, “only in exceptional situations” or “never”?

1 at least once a day  
2 several times a week  
3 several times a month  
4 only in exceptional situations  
5 never  
6 DK  
7 NA

*(politicians only)*  
**SELF_03b** And how often do pr-officers and spokespersons of yours contact journalists to talk to them to outline political views?

1 at least once a day  
2 several times a week  
3 several times a month  
4 only in exceptional situations  
5 never  
6 DK  
7 NA

**SELF04a** How often do you meet a journalist lunch, dinner *(or coffee)*? Several times a week, several times a month, a few times a year and less or never?

1 several times a week  
2 several times a month  
3 a few times a year and less  
4 never  
6 DK/ varies  
7 NA

**SELF04b** And how often do you talk to journalists at receptions and other social events?

1 several times a week  
2 several times a month  
3 a few times a year and less  
4 never  
5 DK/ varies  
7 NA
SELF04c And about how many politicians would you describe as friends *(adapt to country specifics)*?

…………………………

SELF05
Generally speaking: As how harmonious or conflictual would you describe you relationship with journalists. Please indicate on a scale from 1 to 5, where 1 means “very conflictual” and 5 “very harmonious”.

1 very conflictual    2    3    4    5 very harmonious

6 DK
7 NA

SELF06
How strongly do the political convictions of journalists affect your professional interaction with them? Please indicate on a scale from 1 to 5 where 1 means the political position “does not affect the interaction at all” and 5 that it “very strongly affects the interaction”.

1 affects not at all    2    3    4    5 affects very strongly

6 DK
7 NA

SELF07
Tensions between journalists and politicians can have many reasons. Would you please tell me for each of the following reasons how frequent they are in your opinion. Please use a scale from 1 to 5, where 1 means “very infrequent” and 5 “very frequent”.

SELF07a How often do conflicts arise because journalists report information incorrectly?

1 very infrequent    2    3    4    5 very frequent

6 DK
7 NA

SELF07b How frequently are conflicts because journalists do not comply with met agreements?

1 very infrequent    2    3    4    5 very frequent

6 DK
7 NA
SELF07c How often does conflict arise because journalists treat politicians unfairly?

1 very infrequent  2  3  4  5 very frequent

6 DK
7 NA

SELF07d And how frequently are conflicts because journalists lack respect for politicians?

1 very infrequent  2  3  4  5 very frequent

6 DK
7 NA

SELF07e How frequently does conflict occur as the result of the diverging professional interests (interv. prompt journalists and politicians).

1 very infrequent  2  3  4  5 very frequent

6 DK
7 NA

SELF07f Can you think of other reasons which frequently lead to a conflict between journalists and politicians?

SELF02
I am now going to read a couple of statements about journalists covering politics in [country]. Please tell me for each of them, how strongly you agree with them. Again, please tell me on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

SELF02a When covering politics, Journalists aim to give equal voice to all sides.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

SELF02b Journalists report on politics to provide citizens with information they need to make informed decisions about politics.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA
**SELF02c** When covering politics, journalists mainly aim to produce content of interest to a large audience.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

**SELF02d** Journalists cover political issues to voice particular views on political developments.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

**SELF02e** When covering politics, journalists aim to serve as a watchdog of political elites?

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA

**SELF02f** The main goal of journalists when covering politics is to get information to the public fast.

1 strongly disagree  2  3  4  5 strongly agree
6 DK
7 NA
The interview is concluded with some questions about yourself. (Interviewer prompt: We ensure you that your answers will be treated strictly confidential)

(only when needed)
DEM10

DEM10a (spokespeople only) Are you a member of a political party?

1 yes
2 no
3 NA

(If answer is yes)
DEM10b Which political party are you a member of?

1 party
2 party
3 party
4 party
5 party
6 NA

DEM3
For how many years has your primary occupation been in politics now?

..........................

(only when needed)
DEM4
What is your current position in the organisation you are working for?

..........................

DEM5
How many years have you been occupying this position?

..........................

DEM6 (eliminated)

DEM7
Have you also had professional experience in journalism?

1 yes
2 no
3 NA

DEM8
Can you tell me your year of birth, please?

......................

DEM9 Please indicate accordingly
1 Male
2 Female

CLOSE1 Do you wish to get a summary of the results of this project?
1 yes
2 no
3 maybe/don’t know yet

If yes: Where should we send them to?

..................................................
..................................................
..................................................

Thank you very much for your cooperation!
Questionnaire for Journalists

SYS01
Different media types may vary in their impact on politics in comparison to other types of media. How high do you think is the influence on politics of the following media types? For your answer, please use a scale from 1 to 5, where the value 1 stands for a very low influence and 5 for a very high influence. With the values in between you can gradeate your opinion.

SYS01a Let’s start with the national quality press. How high would you say is its political influence? [give national examples if needed]

1 very low  2  3  4  5 very high
6 DK
7 NA

SYS01b In your opinion, how influential are tabloids on politics? (not in Spain)

1 very low  2  3  4  5 very high
6 DK
7 NA

SYS01c How high do you think is the influence of public service television on politics?

1 very low  2  3  4  5 very high
6 DK
7 NA

SYS01d And what would you say about commercial television channels? How high is their political influence?

1 very low  2  3  4  5 very high
6 DK
7 NA

SYS01e How high would you rate the political influence of online media like [country example]?

1 very low  2  3  4  5 very high
6 DK
7 NA
SYS02
Generally speaking, do you think citizens in [country] have trust in the media? Again, please use a scale from 1 to 5, where 1 means “citizens do not trust the media at all” and 5 that “citizens trust the media completely”.

1 not trust them at all  2  3  4  5 trust them completely

6 DK
7 NA

SYS03a
When thinking about the media landscape in [country], would you say that individual media reflect particular political positions? For your answer, please use a scale from 1 to 5, where 1 means you “strongly disagree” and 5 you “strongly agree”.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

SYS03b
And would you say that the media landscape leans more toward one side of the political spectrum? Please indicate on a scale from 1 to 7, where 1 is the left end and 7 the right end of the scale.

1 left  2  3  4  5  6  7 right

SYS04
How would you say the media in [country] are informing citizens on political matters? Please use a scale from 1 to 5, where 1 means “not well at all” and 5 “very well”.

1 not well at all  2  3  4  5 very well

6 DK
7 NA

SYS05
Now I would like to have your opinion on the media’s impact on how well democracy functions in this country. For your answer, please use a scale from 1 to 5 where 1 means its effect on democracy is “very negative”, and 5 that its effect is “very positive”.

1 very negative  2  3  4  5 very positive

6 DK
7 NA
SYS06
Do you think the current media coverage rather contributes to an increase or a decrease in political trust? Please use a scale from 1 to 5, where 1 means it “clearly contributes to a decrease in political trust” and 5 “clearly to an increase in political trust”.

1 clearly to a decrease in political trust
2
3
4
5 clearly to an increase in political trust

6 DK
7 NA

SYS07
Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree? Please use a scale from 1 to 5, where 1 means you “strongly disagree” and 5 you “strongly agree”.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

SYS08a
Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]? Please use a scale from 1 to 5, where 1 means “not strong at all” and 5 “very strong”.

1 not strong at all  2  3  4  5 very strong

6 DK
7 NA

SYS08b
And how strong would you say is the impact of political pressures on media coverage in [country]?

1 not strong at all  2  3  4  5 very strong

6 DK
7 NA
I am now going to read out a number of statements. Please tell me for each of them how strongly you agree. Again, please use a scale from 1 to 5, where 1 means you strongly disagree and 5 you strongly agree.

**SYS09a** The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country].

1 strongly disagree  2  3  4  5 strongly agree

6  DK  
7  NA

**SYS09b** The public in [country] was better informed about politics before private (commercial) television (adapt wording in each country) was introduced.

1 strongly disagree  2  3  4  5 strongly agree

6  DK  
7  NA

**SYS11a** The power of the mass media is overrated.

1 strongly disagree  2  3  4  5 strongly agree

6  DK  
7  NA

**SYS11b** The media decide which issues are important in politics while politicians have little impact on this matter.

1 strongly disagree  2  3  4  5 strongly agree

6  DK  
7  NA

**SYS11c** Mass media make and break politicians.

1 strongly disagree  2  3  4  5 strongly agree

6  DK  
7  NA
**IN01**
In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in [country]? Once again, please tell me on a scale from 1 to 5 where 1 indicates a “very low influence” and 5 a “very high influence”.

1 very low influence 2 3 4 5 very high influence

6 DK
7 NA

Again, I am going to read out a number of statements. Please tell me how strongly you agree with each of them, using a scale from 1 to 5, where 1 indicates you “strongly disagree” and 5 you “strongly agree”.

**IN02a** It is a good thing for a democracy that opinion polls are covered regularly in the media.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**IN02b** Polls misrepresent the population’s true opinions.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**IN02c** Politicians cannot succeed in implementing a policy if it is opposed by polls.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**IN02d** Politicians lose standing in their own political party when polls assign a poor rating to their performance. (not in Switzerland)

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA
**IN02e** Journalists are more credible when they refer to opinion polls in their reporting.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**IN02f** Opinion polls have a great influence on voting behaviour.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**OUT01**

Politicians may use various ways to get public attention. I am now going to read several possible ways. Please tell me from your view as a journalist, how effective you think they are. Again, please use a scale from 1 to 5, where 1 means “not effective at all” and 5 “very effective”.

**OUT01a** How effective are speeches in parliament?

1 not effective at all 2 3 4 5 very effective

6 DK
7 NA

**OUT_01b** How effective are appearances in talk shows?

1 not effective at all 2 3 4 5 very effective

6 DK
7 NA

**OUT_01c** What about the effectiveness of leaking stories to selected journalists?

1 not effective at all 2 3 4 5 very effective

6 DK
7 NA

**OUT_01d** How effective is it when politicians gear political issues toward conflict or drama?

1 not effective at all 2 3 4 5 very effective

6 DK
7 NA
**OUT_01e** Can you think of other ways you find particularly effective for politicians to get journalists’ attention?

1 yes
2 no
3 DK

*(If yes) Which ones?*

…………………………..

---

**OUT02**

Some people say that politicians prefer to pass information to journalists with similar political orientations. How strongly would you agree with that? Please indicate on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

---

**OUT03**

In your opinion, how legitimate is it for journalists to publish confidential political information without approval? Please use a scale from 1 to 5 where 1 means “not legitimate at all” and 5 “legitimate in most cases”.

1 not legitimate at all 2 3 4 5 legitimate in most cases

6 DK
7 NA

---

**OUT04**

In your opinion, how successful are politicians in influencing the public agenda? Please tell me on a scale from 1 to 5, where 1 means “not successful at all” and 5 “very successful”.

1 not successful at all 2 3 4 5 very successful

6 DK
7 NA
OUT04a Can you describe briefly what politicians need to do to successfully bring issues onto the public agenda that have not been noticed before?


OUT04b And what would they have to do differently to boost issues in the public that have only received little awareness before?


OUT04c And what would politicians need to do to shift public awareness away from issues or even to prevent issues from becoming public altogether?


OUT04d And how can politicians succeed in having journalists accept their patterns of interpretation and conventions of speech?


OUT05 There is a vivid debate about different trends associated with political journalism. I am now going to read you a number of statements on some of these trends. On a scale from 1 to 5, please tell me how strongly you agree with each of them, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

OUT05a Journalists increasingly avoid reporting broadly on complex issues and debates.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA

OUT05b The media increasingly portrays politicians in a negative way.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA

OUT05c The media reports less and less on politics.

1 strongly disagree  2   3   4   5 strongly agree

6 DK
7 NA
OUT05d Politics is increasingly portrayed as entertainment and show by the media.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

OUT05e Journalists increasingly focus more on the private lives of politicians.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

OUT05f Journalists are more interested in the tactical aspects of politics than in the substance.

1 strongly disagree  2  3  4  5 strongly agree

6 DK
7 NA

SYS10
Let’s talk about politics itself now. In general, how satisfied you are with the way democracy works in [country]. Again please indicate your answer on a scale from 1 to 5, where 1 means you are very dissatisfied and 5 you are very satisfied.

1 very dissatisfied  2  3  4  5 very satisfied

6 DK
7 NA
SELF01 How strongly do you agree with the following statements? Please tell me again on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

SELF01a In a democracy, the media has to represent the different groups in society in accordance to their importance.

1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA

SELF01d In a democracy the media has to put citizens in a position to be able to participate themselves in the political process.

1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA

SELF01c In a democracy, the media has to make political decisions transparent to citizens.

1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA

SELF01b It is crucial for a democracy that people exert direct influence on political decision-making, e.g. through referendums.

1 strongly disagree 2 3 4 5 strongly agree
6 DK
7 NA
Now I would like to turn to your understanding of your work as a journalist.

SELF02a When covering politics, how important is it to you to give equal voice to all sides?

Please tell me on a scale from 1 to 5, where 1 means “not important at all” and 5 “very important”.

1 not important at all  2  3  4  5 very important
6 DK
7 NA

SELF02b How important is it to you to provide citizens with information they need to make informed decisions about politics?

1 not important at all  2  3  4  5 very important
6 DK
7 NA

SELF02c And how important is it to you to produce content of interest to a large audience?

1 not important at all  2  3  4  5 very important
6 DK
7 NA

SELF02d To you as a journalist, what is the importance of voicing particular views on political developments?

1 not important at all  2  3  4  5 very important
6 DK
7 NA

SELF02e. And how important is it to investigate claims made by politicians and serve as a watchdog of political elites?

1 not important at all  2  3  4  5 very important
6 DK
7 NA
**SELF02f** And how important is it to you to get information to the public fast?

1 not important at all   2 3 4 5 very important

6 DK
7 NA

The next questions concern your personal experience and interaction with politicians.

**SELF03a** How often do politicians contact you personally to talk to you to outline their political views? Does this happen “at least once a day”, “several times a week”, “several times a month”, “only in exceptional situations” or “never”?

1 at least once a day
2 several times a week
3 several times a month
4 only in exceptional situations
5 never

6 DK
7 NA

**SELF_03b** And how often do pr-officers and spokespersons contact you to talk to you to outline their political views?

1 at least once a day
2 several times a week
3 several times a month
4 only in exceptional situations
5 never

6 DK
7 NA

**SELF04a** How often do you meet a politician for lunch, dinner (or coffee in AUT)? Several times a week, several times a month, a few times a year and less or never?

1 several times a week
2 several times a month
3 a few times a year and less
4 never
5 DK/ varies
6 NA
SELF04b And how often do you talk to politicians at receptions and other social events?

1. several times a week
2. several times a month
3. a few times a year and less
4. never
5. DK/ varies
6. NA

SELF04c And about how many politicians would you describe as friends *(adapt to country specifics)*?

………………………

SELF05 Generally speaking: As how harmonious or conflictual would you describe you relationship with politicians. Please indicate on a scale from 1 to 5, where 1 means “very conflictual” and 5 “very harmonious”.

1. very conflictual 2 3 4 5 very harmonious
6. DK
7. NA

SELF06 How strongly do the political convictions of politicians affect your professional interaction with them? Please indicate on a scale from 1 to 5 where 1 means the political position “does not affect the interaction at all” and 5 that it “very strongly affects the interaction”.

1. affects not at all 2 3 4 5 affects very strongly
6. DK
7. NA
Tensions between journalists and politicians can have many reasons. Would you please tell me for each of the following reasons how frequent they are in your opinion. Please indicate your answer on a scale from 1 to 5, where 1 means “very infrequent” and 5 means “very frequent”.

**SELF07a** How often do conflicts arise because the information provided by politicians proves to be incorrect?

<table>
<thead>
<tr>
<th>1 very infrequent</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 very frequent</th>
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</thead>
<tbody>
<tr>
<td>6 DK</td>
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<tr>
<td>7 NA</td>
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**SELF07b** How frequently are conflicts because politicians do not comply with met agreements?

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<th>1 very infrequent</th>
<th>2</th>
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<th>5 very frequent</th>
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<tbody>
<tr>
<td>6 DK</td>
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<td>7 NA</td>
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</table>

**SELF07c** How often does conflict arise because politicians treat journalists unfairly?

<table>
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<th>1 very infrequent</th>
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<th>5 very frequent</th>
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</thead>
<tbody>
<tr>
<td>6 DK</td>
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<td>7 NA</td>
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</table>

**SELF07d** And how frequently are conflicts because politicians lack respect for journalists?

<table>
<thead>
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<th>1 very infrequent</th>
<th>2</th>
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<th>4</th>
<th>5 very frequent</th>
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</thead>
<tbody>
<tr>
<td>6 DK</td>
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<tr>
<td>7 NA</td>
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**SELF07e** How frequently does conflict occur as the result of the diverging professional interests (*interv. prompt:of journalists and politicians*).

<table>
<thead>
<tr>
<th>1 very infrequent</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 very frequent</th>
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</thead>
<tbody>
<tr>
<td>6 DK</td>
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<tr>
<td>7 NA</td>
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</table>

**SELF07f** Can you think of other reasons which frequently lead to a conflict between journalists and politicians?
I am now going to read a couple of statements about why politicians communicate through the media. Please tell me for each of them, how strongly you agree with them. Again, please tell me on a scale from 1 to 5, where 1 means you “strongly disagree” and 5 means you “strongly agree”.

**SELF08a** Politicians primarily appear in the media to deliver information to the public.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**SELF08b** Politicians mainly communicate through the media to influence political decision-making *(through the media)*.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**SELF08c** How strongly would you agree that politicians primarily appear in the media to promote their party’s political position?

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**SELF08d** Politicians mainly appear in the media to demonstrate personal knowledge and experience.

1 strongly disagree 2 3 4 5 strongly agree

6 DK
7 NA

**SELF08e** Can you think of other reasons why politicians strive to appear in the media?

1 yes
2 no
3 DK

*(if yes)* Can you describe them briefly?

..................
The interview is concluded with some questions about yourself. *(Interviewer prompt: We ensure you that your answers will be treated strictly confidential)*

*(only when needed)*

**DEM1** What is your news organization’s form of ownership?

1. Public owned  
2. State owned  
3. Private, chain or group owned  
4. Private, family owned  
5. Other  
6. NA

*(only when needed)*

**DEM2** Please specify the type of medium you are mainly working for.

1. Newspaper  
2. Magazine  
3. Television  
4. Radio  
5. Online  
6. News agency  
7. Other  
8. NA

**DEM3** For how many years have you been working as a journalist?

.................................

*(only when needed)*

**DEM4** What is your current position in the media organisation you are working for?

.................................

**DEM5** For how many years have you been occupied in this position?

.................................

**DEM6 (eliminated)**

**DEM7** Have you also had professional experience in any political organisation?

1. yes  
2. no
DEM8 Can you tell me your year of birth, please?

............... 

DEM9 Please indicate accordingly
1 Male
2 Female

DEM10 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?

<table>
<thead>
<tr>
<th>Left</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Right</th>
</tr>
</thead>
</table>

CLOSE1 Do you wish to get a summary of the results of this project?

1 yes
2 no
3 maybe/don’t know yet

If yes: Where should we send them to?

.......................................................... 

.......................................................... 

..........................................................

Thank you very much for your cooperation!