



EUROPEAN MEDIA SYSTEMS SURVEY 2010: RESULTS AND DOCUMENTATION

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Downloadable from www.mediasystemsineurope.org

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Executive summary

The European Media Systems Survey (EMSS) provides an assessment of national media landscapes in 34 European media systems on dimensions that are particularly relevant for political democracy. It does so via averaging the opinion of scores of specialist experts of each national media system in the sample. The survey specifically focused on media attributes for which no other cross-nationally comparable indicators exist and the data are made publicly available. Thus, the EMSS is an essential complement to previously existing data available from other sources on the legal, financial, organizational, political, programming and audience characteristics of mass media in Europe.

The 2010 EMSS study focused on both media content and structural characteristics, as well as the links between the two.

The main topics focus on:

- information quality, i.e., accuracy, argument quality, depth, and contextualization in public affairs coverage;
- media partisanship;
- the pluralism of political viewpoints appearing within and across media outlets, i.e., internal and external diversity;
- structural influences on editorial content;
- journalistic professionalism;
- particularities of public television and online news; and
- overall expert evaluations of media credibility, influence and performance in the given national contexts.

The data were collected from several hundred academic specialists of national media systems with a cross-nationally standardized online questionnaire, and are made publicly available through the www.mediasystemsineurope.org website in a variety of formats.

The remainder of part I of this report presents the data dissemination plan; part II explains the methodological choices of the study and provides details on implementation; while part III discusses the types of measures and visual displays developed and part IV assesses the reliability and validity of the data collected. A separately downloadable technical appendix presents the questionnaire; the list of the 289 media outlets covered by the survey; the coding of national political parties at the media partisanship question of the EMSS survey; and descriptive statistics and reliability estimates for all questionnaire items and composite measures obtained.

How to obtain the data

We make publicly available all country- and media outlet-level data stemming from the study in a variety of formats via the study's website at www.mediasystemsineurope.org.

Users are also encouraged to use the visual displays shown in this report in their own presentations or publications. Electronic copies of nearly-identical images can be found on the study website in Portable Network Graphics format. Users who wish to use these charts but with the text appearing in a different language than English should send an email specifying their request and providing accurate translation of all text in the given charts into the language of their choice to Gabor Toka at tokag@ceu.hu, and enter “request for EMSS 2010 charts” in the subject line. Users who would like to create their own tables about cross-national differences on individual variables can download from the same website an Excel file that contains country-by-country descriptive statistics (national mean, minimum, maximum, standard deviation) for all study variables.

Users who wish to undertake their

own statistical analyses of the data can download the complete country- and media outlet-level data sets from the same website in SPSS and STATA format. We make these graphics and data freely available for both reproduction and further analysis in any publication on condition of the proper acknowledgement of the source (see the How to cite section below).

The SPSS and STATA data files provide the number of valid responses and their mean value and estimated population standard deviation for each question and composite measure in each of the 34 national contexts. Users can obtain the standard error of the mean values by dividing the estimated population standard deviation of a variable by the square root of the number of valid responses.

We provide separate data files about (A) the questions that asked the respondents to assess the entire

national media system of a particular country; and (B) those that asked the respondents to assess particular media outlets like, say, BBC1 or The Sun.

Conditions of use

We authorize users to reproduce in their own publications any part of the raw data, any visual display, or any user-computed statistics from the 2010 EMSS survey on condition that they acknowledge their source of data as shown below.

How to cite

Users of the SPSS, STATA or Excel files downloadable from our website are kindly requested to identify their source as:

Marina Popescu, Tania Gosselin and Jose Santana Pereira. 2010. “European Media Systems Survey 2010.” Dataset. Colchester, UK: Department of Government, University of Essex. URL: www.mediasystemsineurope.org

Citations of this report and users of our charts are requested to contain a reference to:

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Objectives and method

The 2010 European Media Systems Survey (EMSS) aimed at filling a gap in existing comparative cross-national information on national media landscapes. While a substantial amount of more or less comparable information is available about media law, regulations, relevant organizations, media finances and audience characteristics in some advanced democracies, relatively little is known about how content characteristics of political and public affairs coverage compare across nations, especially if we move beyond the largest and most visible national media markets in Europe and North America. This hiatus is a strong limitation to informed analyses of, for instance, how much information and diversity of viewpoints mass media provide in particular countries; whether cross-national differences in the above make any difference in citizen engagement with politics; how public service broad-

casting lives up to its mission in the contemporary world; or the conditions under which the internet can be expected to transform political coverage in media.

Probably the most important reason for the existence of this major gap in the information basis of contemporary debates about mass media is the difficulty of generating cross-nationally comparable indicators of relevant concepts, such as information quality, political balance and diversity, entertainment value, owner influence, credibility, political impact, and so forth. The first, 2010 wave of the EMSS aimed at addressing this problem by a simple method that economists, policy analysts and social scientists have employed with increasing frequency to tackle cumbersome measurement problems, for instance, in comparative studies of corruption, good governance, electoral clientelism, policy preferences, causes of economic growth, prime

ministerial powers, and party competition (see Arvanidis et al. 2009; Benoit and Laver 2006; Kitschelt et al. 2009; Mair 2001; O'Malley 2007; Schakel 2009). The method gained credibility in a range of disciplines from studies of transportation and education through bibliometrics to medical care and information technology, to name just a few (Karrer and Roetting 2007; Jerant et al. 2010; Masuoka et al. 2007; Serenko and Dohan 2011). The key methodological idea behind these academic studies as well as such well-known initiatives as Transparency International's Corruption Index is to substitute hard-to-obtain and cross-nationally often incomparable sets of indicators with directly comparable data on perceptions among experts whose holistic assessment of how a country fares according to some abstract criteria can be easily recorded on quantitative scales.

The method is certainly not flawless (see, e.g., Budge 2000; Ho 2010;

Serenko and Dohan 2011), and this report will have more to say about the quality of the data obtained in the 2010 EMSS study in particular. But interviewing recognized experts is, in principle, a very reasonable means to significantly extend knowledge under certain conditions, and often generates data of demonstrably high reliability and validity (Hooghe et al. 2010; Kitschelt et al. 2009; O'Malley 2007; Steenbergen and Marks 2007; Whitefield et al. 2007). These conditions include the existence of an epistemic community of recognizable, knowledgeable specialists on the subject matter who share certain standards in evaluating what is, say, “low” or “high” on a given scale.

Another condition is that we put forward questions that these experts can answer more accurately and reliably than the lay public. If the hitherto dispersed private knowledge of these experts on such questions is aggregated into new, publicly

available information, then the reliability and accuracy of these aggregated data are bound to exceed the accuracy of what individual experts – or members of the lay public – think about the matter in the absence of such aggregation.

The 2010 EMSS study attempted to achieve this aggregation via a survey of several hundred specialists of media and politics in 33 European countries, using a strictly standardized, English-language self-completion questionnaire and the Qualtrics on-line survey facility (see <http://www.qualtrics.com/>). The remainder of Part II presents key technical details while part III discusses variable types and part IV assesses data quality in the 2010 survey.

Country selection criteria

The 34 national contexts covered by the 2010 EMSS study were Austria, Flemish- and French-speaking Belgium, Bulgaria, Croatia, Cyprus,

Czech Republic, Denmark, Estonia, France, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Macedonia, Malta, Moldova, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, the United Kingdom and the Ukraine.

The goal was to include as many European countries as possible, prioritizing EU member states and countries with a national public broadcaster. Luxemburg was dropped from the sample because it does not have a public broadcasting entity of its own and the national TV station RTL Lëtzebuerg is private. Belgium has two different media systems catering for her main linguistic communities, and thus separate samples of experts and survey questionnaires were developed for Flemish-speaking and Francophone Belgium. A similar but even more pronounced complexity prevented us from including Switzerland in the 2010 survey.

Finally, Albania, Bosnia-Herzegovina, Iceland, Montenegro and Turkey were excluded because of difficulties in compiling a database of experts.

For the future waves of the study we have already made steps to include Albania, Iceland, Switzerland and Turkey. We welcome any help from users to expand our data base of potential respondents in these or other countries.

Respondent selection criteria

We aim to achieve the highest number of qualified respondents for each country, coming from a diverse range of fields related to the topics covered by our survey, and irrespective of methodological orientation or position. Therefore, we selected people whose work – either in research, teaching or consultancy – requires extensive knowledge of the mass media landscape and of mediated social and political phenomena in one of the 34 systems

covered. We included experts from academic institutions in political science, communication, media studies, journalism, European studies, sociology, and, to the extent possible, non-academic specialists in media monitoring, media economics analysis, media consultancy, or media/journalism training. We have put together a database comprising 1826 experts for the 34 national contexts covered in the current survey.

Due to this strategy we incorporate a more diverse range of scholarly views and methodological orientations than those available in international academic outlets in the main languages of international communication. We draw on the knowledge and assessment of the widest range of those who study these phenomena by including those whose output, due to professional circumstances, is in their native language. Thus the survey provides a more systematic and consistent aggregation of expert

views on the topics of interest than any systematic coding of existing descriptive materials on national media systems would be.

Questionnaire design

The questionnaire focused on basic media characteristics that are deemed essential for the democratic roles of mass media. These concern both the content and the structural characteristics of the media, and refer to attributes like political independence, accuracy, and argument diversity. These have been cherished by quality professional journalism in modern democracies, whilst public policy, at least at one point in time or another, tried to promote them via legal norms. Our approach fits Williams and Delli Carpini's (2011) advice not to focus specifically on how such ideals are reflected in news programs but rather meant to gauge their pre-sence throughout all the “democratically relevant” attributes

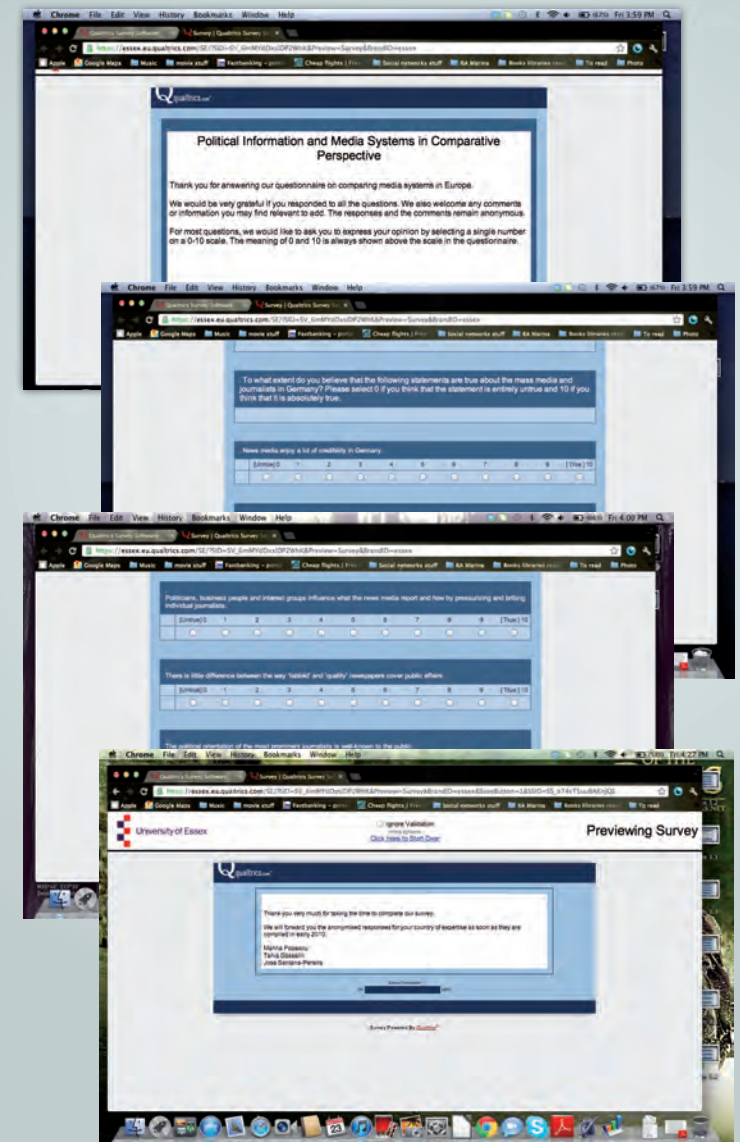
of information and information environments. The main topics of the survey were thus information quality, media partisanship, internal and external diversity, structural influences over editorial content, journalistic professionalism, particularities of public television and online news, expert evaluations of media credibility, influence and performance.

A key consideration in formulating the questions was cross-national comparability. Therefore the questions were framed in a very general way that was expected to have as nearly identical meaning across the widest possible range of European countries as possible, and all respondents were presented with the English language version of the

questionnaire, rather than its translation to multiple languages. ⁽²⁾

For mundane reasons of limited funds we presented the respondents with a self-administered questionnaire. An online instrument was preferred to a conventional mail survey also because recent evidence suggests that the former can achieve a higher response rate among PhD holders (Barrios et al. 2011). The limited length of the questionnaire was dictated by the same consideration. The implementation of the survey was assisted by the Qualtrics (www.qualtrics.com) software for online surveys used both by academics and major corporations. An illustration of the visual layout followed by all questionnaire items is shown in the screenshot below.

⁽²⁾ In one instance though, we did provide a French translation to a respondent who asked for it citing problems of comprehension as the reason for stopping in filling the questionnaire when half way through.



Media channels covered in the survey

The 2010 European Media Systems Survey (EMSS) aimed, above all, at generating quantitative indicators of differences and similarities in political coverage between national media systems across Europe. The media system of any given country is, however, made up of dozens, hundreds or even thousands of different media outlets. No expert is likely to be familiar with the content of more than a few of these, and in the case of subject area specialists these few likely include all the most widely read and watched sources of political coverage in the country. Therefore, it would not have been feasible and would not have provided particularly reliable in-depth information if we had solicited evaluations of several dozen media outlets from the same respondents in the survey. Instead, most questions referred to “the

media”, “journalists”, “the internet”, “public television”, etc. in the given country as a whole, while a shorter battery of six questions was asked about a pre-defined slate of the most widely read or watched media outlets.

The questionnaire items where individual media are rated were always repeated for each of the three to five most widely circulated/watched newspapers and television channels in the given country that provide some public affairs content daily. Irrespective of their status or audience, the (main or only) public television channel was always included. The precise number of outlets evaluated in each country was chosen depending on the fragmentation of the newspaper and television markets. Bearing in mind the aim to cover the fullest possible spectrum of media choices while respecting the time constraints of respondents, this number was

never let to drop below seven and never exceeded ten.

We deliberately decided not to include radio channels or internet sites since it would have been difficult both to set up authoritative country-specific lists of which of these are the most important players on the political news market in each of 34 national contexts, and to find respondents who could reasonably be expected to have substantial first-hand knowledge of all or at least most of these media.

The full list of media outlets covered in each country is shown both in the electronic datasets and the technical appendix that can be downloaded separately from the study website.

The coding of media partisanship

An important aim of the project was to ascertain the degree and direction of political colouring in public affairs coverage.

This question is important both because of the role that news media play in political communications and because of the resulting importance of politically motivated audiences, advertisers, journalists and owners for the development of national media scenes. The questionnaire items on media partisanship, i.e. the political colour of the specific outlets covered, ask respondents first to “select for each media which political party it agrees with most often”, and then to give an indication of the intensity of partisan (“How far is the political coverage of each of the following media outlets influenced by a party or parties to which it is close?”) and ideological (“To what extent does each advocate particular views and policies?”) commitments in each media. This allows a differentiation between outlets that are partisan but rather indifferent towards policies, outlets that are into policy advocacy

but are not particularly partisan, and media that are both of neither. The substantive direction of political commitments is, however, only recorded via the first question in the battery (“select for each media which political party it agrees with most often”). This is so because asking the respondents to place media outlets on specific ideological scales (like left and right, nationalist vs. cosmopolitan, etc.) would have produced data of questionable cross-national validity and comparability. In contrast, linking media outlets to party sympathies is common and natural in everyday parlance, and retains very specific and multidimensional information about whether a media outlet is pro-governmental or pro-oppositional, and what substantive direction of public policies it may sympathize with.

At the question on “select for each media which political party it agrees with most often”, the respondents

were asked to pick one party from a pre-set list. This eliminated coding costs and possible coding errors. The number of parties on the pre-set list varied across countries depending on party system fragmentation, but always included all parties with a separate faction in parliament as well as any significant extra-parliamentary party that the country experts whom we consulted suggested for inclusion. The full list of parties on the showcard in each national context is shown in the technical appendix that can be downloaded separately from the study website.

Data collection and response rates

The first invitation to the respondents was sent by email on 15 December 2009, with further reminders arriving in their mailboxes in mid and late January and for some countries in early May.

Fieldwork for Serbia and Macedonia started only in January and May 2010, respectively, because of difficulties in compiling lists of possible respondents, but followed the same pattern of four reminders sent out at approximately two week intervals. The invitations were personal and could not be used to enter responses in our system if forwarded to another email address. All the data were collected digitally and all responses, including partial ones, were archived. The Qualtrics software enabled us to only send reminders to those who did not yet fill in the questionnaire or did not finish filling it at the first try. In Cyprus, the Czech Republic and Ireland, additional respondents were added to the sample at the time of the third reminders because of the small size of the initial pool of respondents and help that we obtained to extend it after the fieldwork already started.

Thanks, presumably, to the

interest of the respondents in the topic, we achieved generally very reasonable response rates by the standards of survey research, ranging from a low of 18.5 per cent in Russia to 70 per cent in Malta and 61.5 per cent in Croatia (see details in the table below). In fact, we obtained more responses per country than in similar expert evaluations of, for instance, party systems and political competition that are widely used in political science. Even in the smallest countries in the sample we secured 7 and 9 respondents – in Malta and Cyprus, respectively –, which, given the strict criteria followed in selecting potential respondents, must be sufficient to capture whatever major variation exists in expert evaluations of the given media systems.

The most common reason for not responding was that the initial invitation was not opened at all, probably because the selected

respondent did not actively use the given mailbox, or automatically ignored messages from unknown senders. In the Czech Republic, France and the Ukraine, about half of those who read the invitation fully completed the questionnaire, while in all other countries the great majority of these invitees did so. As the first row of the table shows, in Austria, for instance, we sent out 56 invitations, of which only 43 were opened, but 34 (over 80 percent!) of the experts who read the invitation fully completed the questionnaire.

Illustration 2: Response rates by national context to the 2010 EMSS survey

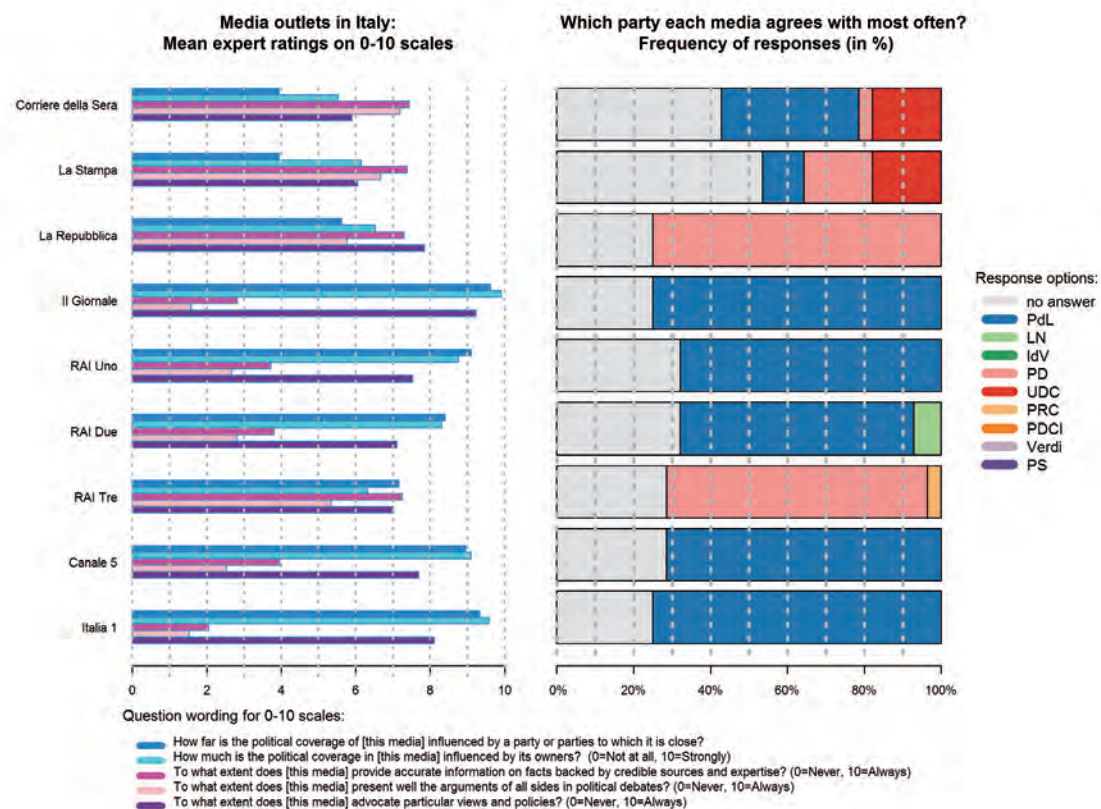
Country	Invited		Read invitation		Answered	
	N		N	%	N	%
Austria	56		24	43	19	34
Belgium (Dutch-speaking)	67		35	52	23	34
Belgium (Francophone)	51		19	37	12	24
Bulgaria	45		14	31	11	24
Croatia	26		19	73	16	62
Cyprus	21		9	43	9	43
Czech Republic	42		22	52	13	31
Denmark	67		26	39	21	31
Estonia	38		23	61	17	45
Finland	65		32	49	30	46
France	92		25	27	18	20
Germany	89		41	46	35	39
Greece	68		26	38	17	25
Hungary	55		25	45	23	42
Ireland	33		17	52	14	42
Italy	78		28	36	23	29
Latvia	30		12	40	10	33

Country	Invited		Read invitation		Answered	
	N		N	%	N	%
Lithuania	41		28	68	23	56
Macedonia	30		15	50	13	43
Malta	10		8	80	7	70
Moldova	34		17	50	13	38
Netherlands	61		27	44	22	36
Norway	50		30	60	24	48
Poland	43		23	53	15	35
Portugal	70		25	36	22	31
Romania	71		48	68	38	54
Russia	65		17	26	12	18
Serbia	43		23	53	20	47
Slovakia	40		19	48	13	33
Slovenia	37		22	59	18	49
Spain	78		41	53	33	42
Sweden	77		43	56	35	45
UK	96		32	33	25	26
Ukraine	57		23	40	15	26

Single questions about individual media outlets

As we saw above, six questions in the 2010 EMSS survey asked the respondents to assess specific media outlets. Full descriptive statistics about the responses obtained regarding each of the 289 media outlets are available via our outlet-level data set released through the <http://www.mediasystemsineurope.org/emss/download.htm> page. A summary of the key results are shown in a series of charts available as part of the pack that can be downloaded through <http://www.mediasystemsineurope.org/emss/results.htm>. These country profile charts, exemplified by Illustration 3 below, facilitate within-country comparisons both across media outlets and across the six questions by displaying key descriptive statistics for all media outlets covered in a given country. The charts also give the exact question wording for the six questionnaire items that generated these data.

Illustration 3: Outlet-level data on Italy from the 2010 EMSS survey



Single questions about national media in general

The rest of the data from the EMSS 2010 study are contained in our country-level data sets, Excel tables and charts, which are also available through the same webpages as above. Numbered variables (v11a, v11b, ... v12a, ... v25b) in the data set and charts bearing their names show country-by-country descriptive statistics for all questionnaire items but the above mentioned six in the 2010 survey. These single item variables concern media in general, referring to the 'news media', or 'journalists', or how politicians or the public relate to media, or how a certain type of media fares in the given country. For instance, the expert respondents were asked to

tell how true such varied statements were (zero indicating 'untrue' and ten 'true') as:

- "News media enjoy a lot of credibility in [COUNTRY]";
- "There is little difference between the way 'tabloid' and 'quality' newspapers cover public affairs";
- "The internet has significantly broadened the range of actors who can influence public opinion";
- "The political orientation of the most prominent journalists is well-known to the public";
- "Journalists in [COUNTRY] agree on the criteria for judging excellence in their profession regardless of their political orientations"; or
- "Public television in [COUNTRY], compared to private television channels, provides more boring

programmes for the average viewer"; or

- Media coverage of public affairs has a lot of influence in political and policy circles in [COUNTRY].

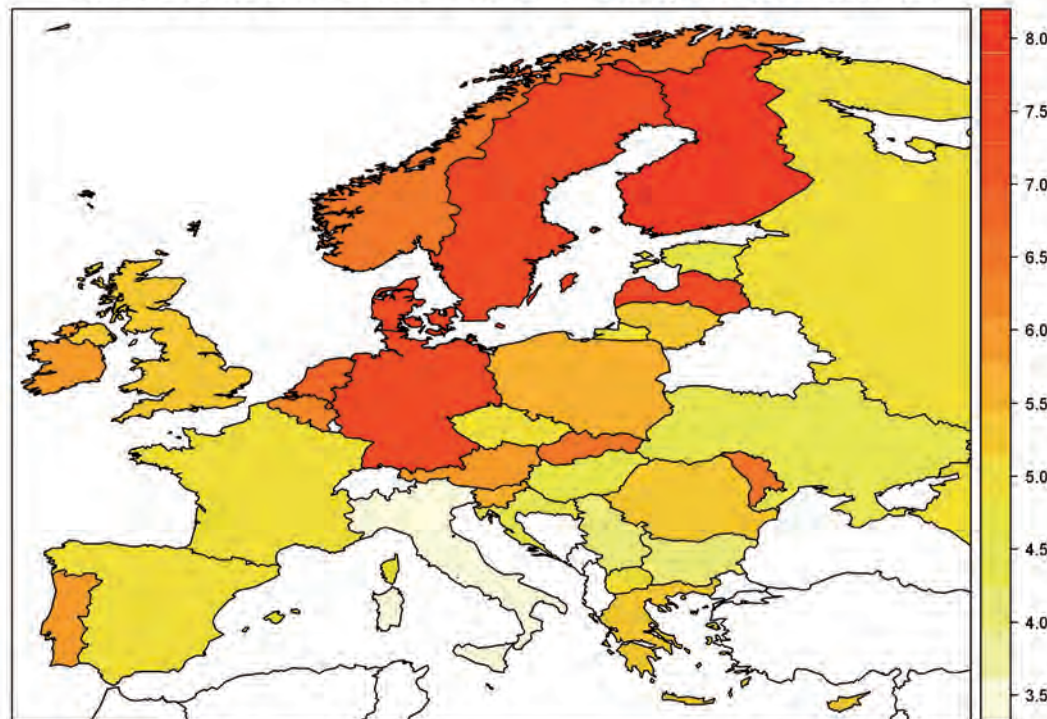
The 2010 EMSS survey featured 42 questions of this sort and each generates three variables in the country-level data set – the average value of expert responses by nation, plus the standard deviation and number of valid responses by national context –, and two charts in the downloadable pack of visual displays. The latter are exemplified by Illustrations 4 and 5 below. The first is a map that facilitates the quick identification of patterns in the data, with countries not covered by the 2010 EMSS survey appearing with plain white in the chart. ⁽³⁾

(3) The countries concerned are Belarus, Switzerland, Bosnia-Herzegovina, Montenegro, Albania, and Turkey from Europe as well as Morocco, Tunisia, Libya on the bottom left and Syria on the bottom right of the chart.

Illustration 4: Mapping broad trends

Question: News media enjoy a lot of credibility in [COUNTRY]

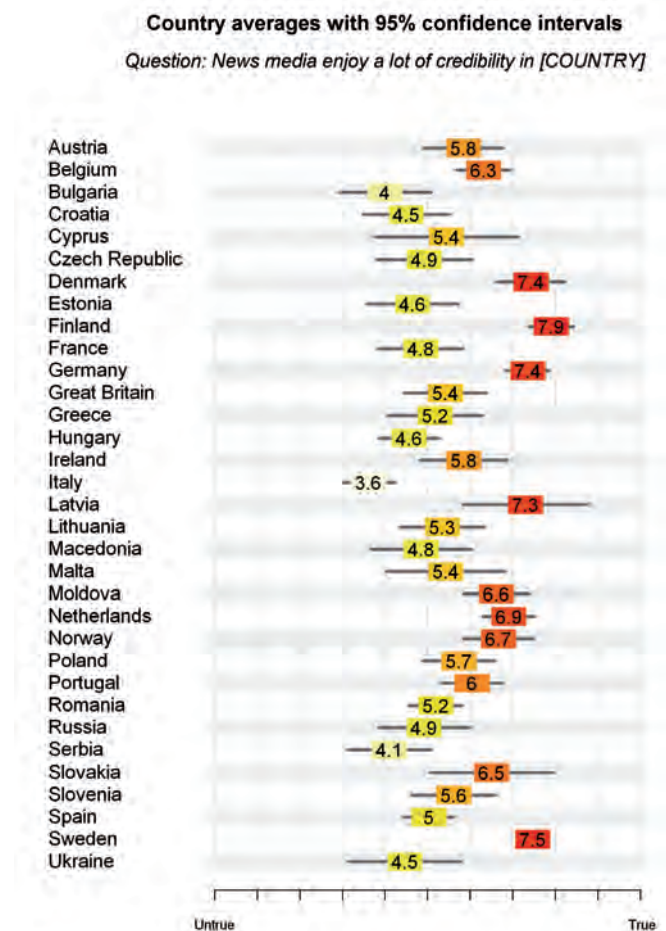
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al. 2010 European Media Systems Survey
© EuroGeographics for administrative boundaries

In Illustration 4, for instance, we can see that, as of 2010, news media had the highest credibility in Finland, Sweden, Latvia, Denmark and Germany, and the lowest in Italy, Serbia and Bulgaria.

Illustration 5: Displaying country means with the margin of error



Data: Marina Popescu et al. 2010 European Media Systems Survey

The second chart type for these items provides richer and more precise descriptive information, displaying not only the mean value of the responses for each country but also its margin of error, i.e., the 95% confidence interval of the mean alongside the names of the countries listed in alphabetic order (see Illustration 5).

**Composite measures:
Weighted averages and
multiple-item indices**

The country-level EMSS data and the kind of charts exemplified by the last two illustrations cover not only directly measured variables, each based on responses to just a single question, but also two kinds of composite measures. The first type, only available for questions assessing individual media outlets,

shows audience-weighted averages of responses regarding several media outlets. These weighted averages highlight cross-country differences in how public affairs are covered – in terms of accuracy, argument diversity, party political bias, policy advocacy and the owner's influence on political aspects of coverage – in leading national newspapers, commercial television channels, public television

channels, and in all of these combined. The weighting of the outlets was necessary since a widely watched or read outlet would obviously have more influence on what is typical in a national context than an outlet with fewer followers. The weights are thus based on relative audience sizes, which are included in the outlet-level datasets downloadable from the study website. ⁽⁴⁾

(4) These weights were derived in three steps. First, separate estimates of audience sizes were obtained for individual television channels (percentage share of each channel in the total television audience as reported in European Audiovisual Observatory (2010)) and newspapers (adult readers per 1000 people in the population as reported in Zenith (2010)). Missing values for Argumenty i Fakty, Moskovskiy Komsomolets and Trud in Russia were substituted with data on circulation per 1000 people from the same source. Missing values for RTBF La Trois in Belgium, HirTV in Hungary, Bergens Tidende in Norway, Novaya Gazeta in Russia, Danas in Serbia and Vechernie Vesti and Silski Visti in the Ukraine were substituted with the lowest otherwise available estimate in the given country. Missing values for all television outlets in Moldova, Serbia and Ukraine and for all newspapers in Cyprus, Macedonia, Malta, Moldova, were replaced with 1. To complete step one, the weight of each media outlet within a national context was linearly transformed so the resulting weights for both newspapers and television channels sum up to 1 within each national context. Second, an estimate of the percentage of adult citizens who watch any television news bulletin every day, and the percentage of adult citizens who read any newspaper every day was obtained for each EU member states from the 2009 European Election Study mass survey (see www.piredeu.eu). Missing data for Norway and Croatia were substituted with the Swedish and Slovenian figures, respectively; and the missing data for Macedonia, Russia, Serbia and Ukraine with the Bulgarian figures. Third, these country-level data were used to bring the audience-proportional weights of newspapers and television channels to a common denominator for the calculation of weighted averages of all media outlets combined. Namely, the weights of individual newspapers obtained in step one was multiplied by the percentage of adult citizens who read any newspaper every day and divided by the sum of the percentage of adult citizens who watch any television news bulletin every day and the percentage of adult citizens who read any newspaper every day. Similarly, the weights of individual television channels obtained in step one was multiplied by the percentage of adult citizens who watch any television news bulletin every day and divided by the sum of the percentage of adult citizens who watch any television news bulletin every day and the percentage of adult citizens who read any newspaper every day.

The second type of composite measures in the EMSS study aggregates information from multiple questions tapping into the same or related phenomena. The purpose of these indices is to broaden the conceptual coverage of the EMSS variables and to increase the robustness of the available indicators. A full list of these 37 variables and information about their content and construction is provided by Illustrations 6 and 7 below.

The one key difference between the composite measures listed in Illustrations 6 and those in Illustration 7 is that the latter are each based on summing up two weighted average measures. The logic behind is that by summing up “factual accuracy” and “argument diversity” we obtain a more comprehensive and abstract concept, namely the extent to which a given group of media outlets in a national context show commitment to information quality. Similarly, by

summing up “party influence” and “policy advocacy” scores, we obtain a measure of the overall political commitment among a given group of media outlets in a national context. To indicate that these measures aim at more comprehensive concepts than others in the data set, they were constructed as 0-20 scales rather than conforming to the 0-10 scale range of all other variables from the survey.

Illustration 6: Composite measures in the EMSS 2010 country-level data sets based on various recodes and averages of elementary indicators

Variable name	Content domain	Construction	SPSS code for creating the variable
pers	Personalization of Politics	Original responses to v21 recoded into 0=low or enough 10=too much	recode v21c (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)
sensat	Sensationalism about Politics	Original responses to v21 recoded into 0=low or enough 10=too much	recode v21f (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)
polgame	Gamification of Politics	Original responses to v21 recoded into 0=low or enough 10=too much	recode v21g (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)
econiss	Information about Economic Issues	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21a (5 thru 10 = 10) (4=8) (3=6) (2=4)(1=2) (0=0)
internat	Information about International Affairs	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21b (5 thru 10 = 10) (4=8) (3=6) (2=4)(1=2) (0=0)
policy	Information about Policy	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21d (5 thru 10 = 10) (4=8) (3=6) (2=4)(1=2) (0=0)
investig	Investigative Journalism	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21r (5 thru 10 = 10) (4=8) (3=6) (2=4)(1=2) (0=0)
infoqual	Overall Information Quality index (alternative A)	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v15, v16, v17, v18, v19, v20, v21e)
richness	Overall Information Quality index (alternative B)	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v17, v18, v19, v20)
depth	Overall Information Quality index (alternative C)	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v17, v18, v21e)
infocomm	Commercialization of Political Coverage index	Average of multiple indicators for the same concept (0-10 scale)	mean (pers, sensat, polgame)
infosubs	Amount of Politics and Economics Coverage Index	Average of multiple indicators for the same concept (0-10 scale)	mean (econiss, internat, policy)
extdiv	Overall Political Diversity index	Average of multiple indicators for the same concept (0-10 scale)	mean (v13, v14)

Variable name	Content domain	Construction	SPSS code for creating the variable
jprof	Journalistic Professionalism index	Average of multiple indicators for the same concept (0-10 scale)	mean (v23b, v23c)
jindep	Journalistic Independence index	Average of multiple indicators for the same concept (0-10 scale)	mean ((10 - v11d), v23a)
jrcult	Journalistic Culture index	Average of multiple indicators for the same concept (0-10 scale)	mean (jprof, jindep)
pbtvq	Public Television Quality index (alternative A)	Average of multiple indicators for the same concept (0-10 scale)	mean (v23d, v22a, v22b, v22d, v22e, v22f, v22g)
pbtvqall	Public Television Quality index (alternative B)	Average of multiple indicators for the same concept (0-10 scale)	mean (v23d, v22a, v22b, v22d, v22e, v22f, v22g, (10 - v22c))
intern_t	Internet Significance index	Average of multiple indicators for the same concept (0-10 scale)	10 - v12c
intern_p	Internet Added Value index	Average of multiple indicators for the same concept (0-10 scale)	mean (v12a, v12b)
internet	Overall Internet Contribution index	Average of multiple indicators for the same concept (0-10 scale)	mean (internetpos, internet_tradm)
medinf	Media Influence index	Average of multiple indicators for the same concept (0-10 scale)	mean (v11g, v25a, v25b)
medper	Media Performance index	Average of multiple indicators for the same concept (0-10 scale)	mean (v24a, v24b, v24c, v24d)
ac_all	Factual Accuracy in News Media - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (accall, mean(v15, v16))
ac_tv	Factual Accuracy on TV - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (acctv, v16)
ac_news	Factual Accuracy in Newspapers - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (accnews, v15)
ow_all	Pressure-induced Political Bias - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (oinfall, v11d)

Illustration 7: Composite measures in the EMSS 2010 country-level data sets based on summing up two weighted averages

Variable name	Content domain	SPSS code
qualtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for All TV Channels	acctv + argtv
parttv	Party Influence plus Policy Advocacy – Sum of Two Weighted Averages for All TV Channels	biastv + advtv
qualpbtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Public TV Channels	accpbtv + argpbtv
partpbtv	Party Influence plus Policy Advocacy – Sum of Two Weighted Averages for Public TV Channels	biaspbtv + advpbtv
qualprtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Private TV Channels	accprtv + argprtv
partprtv	Party Influence plus Policy Advocacy – Sum of Two Weighted Averages for Private TV Channels	biasprtv + advprtv
qualnews	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Newspapers	accnews + argnews
partnews	Party Influence plus Policy Advocacy – Sum of Two Weighted Averages for Newspapers	biasnews + advnews
qualall	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Newspapers and TV Channels Combined	accall + argall
partall	Party Influence plus Policy Advocacy – Sum of Two Weighted Averages for Newspapers and TV Channels Combined	biasall + advall

Since no previous study collected data about media outlets and media systems with a similar method, questions of data validity and reliability in the EMSS 2010 study are of particular interest. Below we approach these questions with standard procedures applied in quantitative social and medical research.

Tests of data validity

Validity is a concern in any empirical data collection: do the indicators really measure what they are meant to? After all, abstract concepts like “freedom from governmental interference”, “accuracy” or “partisanship”, have no unambiguously precise observable indicators. The cross-national equivalence of measures is another pressing concern: do, for instance,

different groups of experts about the Swedish, Italian, Russian – etc. – media apply the same standards and benchmarks in answering with a 0-10 scale to a question about whether “The journalistic content of public television in [COUNTRY] is entirely free from governmental political interference”? If not, then their answers will still reflect to what extent local expectations are met in the local context. But the cross-national comparability of national averages in the responses will be limited if they really apply different standards.

The only way to evaluate the validity of empirical data is to see how it compares with other data or observations about the same matter. But exactly because the EMSS data refer to phenomena that were hardly the subject of cross-

nationally comparative measurement before, we have hardly any explicit and authoritative benchmarks available. In fact, the only prior attempts at making quantitative comparisons between countries regarding political coverage in their mass media concerned press freedom in general, or more narrowly the freedom of public television from governmental interference. Hence this is what we can compare the EMSS data with to see if it provides a valid assessment of cross-national differences.

The Freedom House organization asks small panels of area specialists to evaluate many aspects of press freedom to derive overall scores for each country every year. ⁽⁵⁾

(5) See <http://www.freedomhouse.org/report-types/freedom-press>.

Political scientist Chris Hanretty (2010), in contrast, derived an indicator of public television independence with a method similar to the one used to measure central bank independence and coded factual information about formal rules on guarantees of independence as well as the actual tenure of public television CEOs. The EMSS survey, in turn, asked a single question from a group of experts regarding each country about whether “The journalistic content of public television in [COUNTRY] is entirely free from governmental political interference”, and another question about the extent to which “coverage” on various media outlets, including public television channels, “is influenced by owners”.

Calculating pairwise correlations between the scores obtained with these four different measures can determine whether our measurement protocol (asking a single question

from different experts re each country) provides as good data as coding indirect factual measures or relying on detailed evaluations of each country by small, overlapping panels of area specialists. The correlation between Hanretty’s score of public television independence and the 2010 Freedom House score of overall press freedom is 0.56 across the countries in our analysis. In contrast, our two measures correlate more strongly (at 0.64 for independence and -0.78 for owner influence) with either Hanretty’s measure, to which they are conceptually closer, or (at 0.54 and -0.59) the Freedom House measure. The stronger correlations suggest that our measures have as strong or even stronger predictive validity regarding the underlying concepts than these previous attempts.

Once again, the absence of existing benchmarks prevents us from

examining the validity of other variables in the EMSS data set. Yet if, in spite of how different the meaning of political inference may be in Russia than in Sweden, the responses from multiple groups of country specialists to the EMSS survey provide a cross-nationally valid measure of press freedom, then it is at least not unreasonable to expect that it can do the same for assessing, say, how much and how accurate political information media provide in different countries or how much the internet transformed the media scene. In any case, we welcome any suggestion that can direct us to alternative benchmarks that can be used for cross-validation but may be unknown to us at this point.

Data reliability

Indicators are more and less reliable depending on the extent to which repeated measurements in the absence of genuine change in the

property examined consistently yield the same result. In a content analysis, for instance, data reliability is assessed via calculating inter-coder correlations between how two independent coders assessed the same units of text.

The EMSS data requires slightly more complicated measures for two reasons. First, for any given set of objects compared, whether we measure public television's independence from governmental interference in 34 national contexts or how accurate the presentation of facts is in 289 media outlets, we have more than two judges for each object, and their number also vary quite from one object to another since the EMSS

survey had more respondents from, say, Sweden than from Malta. Second, the datum of interest in the EMSS survey is, unlike in a typical content analysis, not the coding produced by a single coder, but rather the average responses regarding the same object across all experts evaluating it in the survey.

Both these complications are standard in similar cross-national surveys of experts, and to calculate measures of reliability for this type of data we can follow the standards developed in studies of policy and ideological differences between parties before (see Steenbergen and Marks 2007). Therefore, our technical appendix shows, for each questionnaire item and composite measure in the 2010 EMSS data,

two coefficients. Inter-expert correlations show the degree of similarity between the responses of different experts when they assess the same object. This measure is fully comparable to an inter-coder correlation that is the commonly used measure of data reliability in content analyses. ⁽⁶⁾

The second measure is, however, more relevant for the kind of data where each observation is an average judgement of multiple judges. This coefficient shows the expected degree of similarity between the average ratings of the various objects by our sample of experts on the one hand, and the same averages observed by another, independent sample of experts drawn the same way on the other. ⁽⁷⁾

⁽⁶⁾ The only conceptual difference is that inter-coder correlations in content analysis show the degree of agreement between two people assessing the same objects, while inter-expert correlations in cross-national expert surveys show the average agreement across many pairs of experts, each pair evaluating only those objects that they are specialist observers of. Technically, such inter-expert correlations are calculated as the percentage of variance in multiple experts' ratings of various objects explained by differences between the objects themselves, rather than a simple correlation between two ratings of the same objects.

⁽⁷⁾ Technically, this measure is computed from inter-coder correlations via the Spearman-Brown formula, i.e. as $nr/(1 + (n - 1)r)$, where n (in our case) is the average number of experts per country, and r is the inter-expert correlation calculated above (see Steenbergen and Marks 2007).

The chart below summarizes the results that we obtain with the coefficients across all questions and composite measures in the EMSS 2010 data.

The first general conclusion is that inter-expert correlations vary between 0.1 and 0.52. This means that we would get quite unreliable assessments of

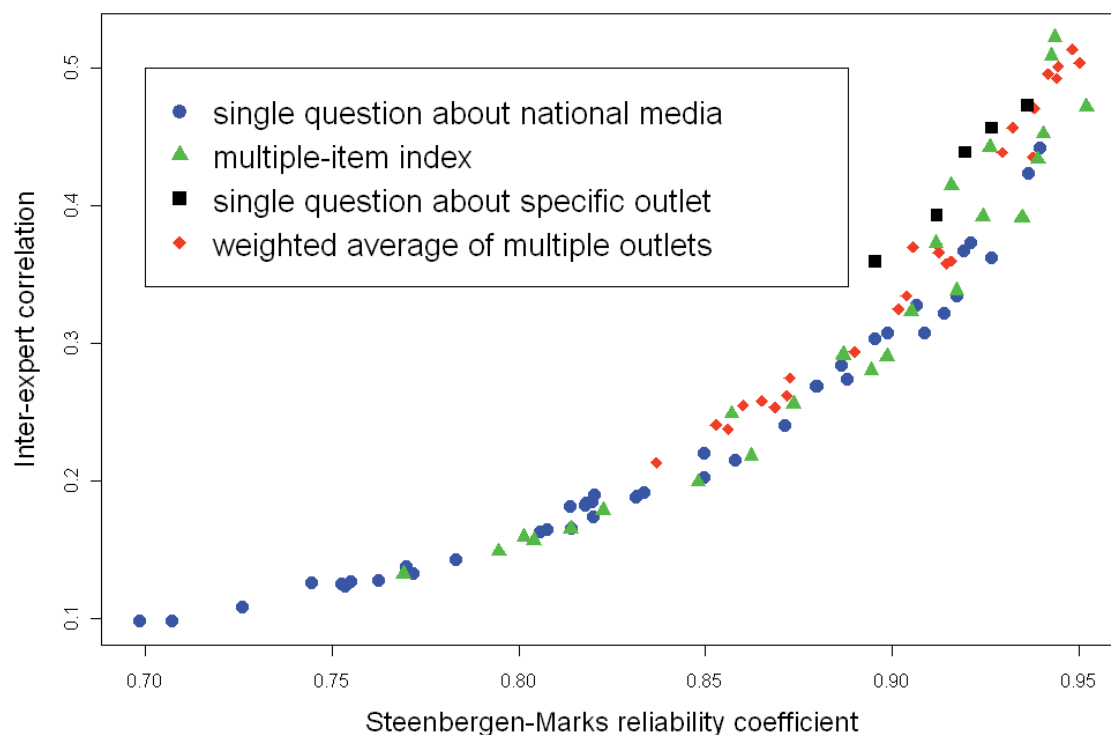
cross-national and cross-media differences if we were to assess each country or media outlet with a single expert's judgement: there would simply be too much noise and error in the data relative to the size of genuine cross-country and cross-media differences.

However, the Steenbergen-Marks reliability coefficients range from 0.7 – indicating reasonably high, acceptable reliability – to 0.96, indicating very high reliability. That is to say, by averaging judgements across the relatively large number of experts for each country/media outlet responding to the EMSS 2010 survey, we obtain a fairly reliable picture of how any similarly large pool of specialists would evaluate the cross-country and cross-media differences in question.

Not very surprisingly, study variables based on multiple questionnaire items (i.e., composite measures) tend to have higher reliability than

Illustration 8: Data reliability in the EMSS 2010 study

Inter-expert correlation and item reliability by type of measure



responses to a single question about national media (such as, for instance, “Would you say that all major political opinions in [COUNTRY] are present in the newspapers or rather that only some opinions are present?”).

Interestingly, however, the most reliable data are yielded by single questions asked about specific media outlets, such as, e.g., “To what extent do these media [i.e., each of the

most important seven to ten news media outlets in the given national context] provide accurate information on facts backed by credible sources and expertise?” When we calculate audience-weighted averages – for instance, of the degree of perceived accuracy in public affairs coverage – across multiple media outlets in the given country, the reliability values tend to drop slightly.

This seemingly odd result is, mathematically speaking, caused by the fact that perceived accuracy vary widely across media within countries too, and thus weighted averages of multiple media outlets, aiming to characterize entire national contexts, show less clear-cut differences between countries than the differences between single media outlets.

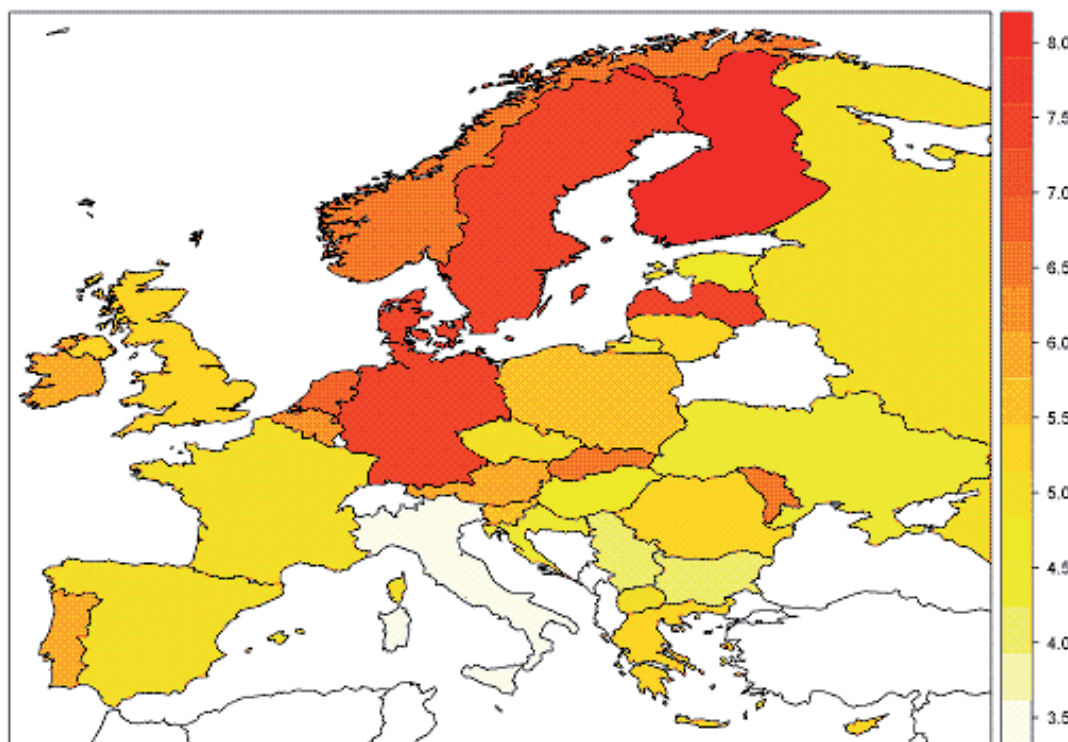
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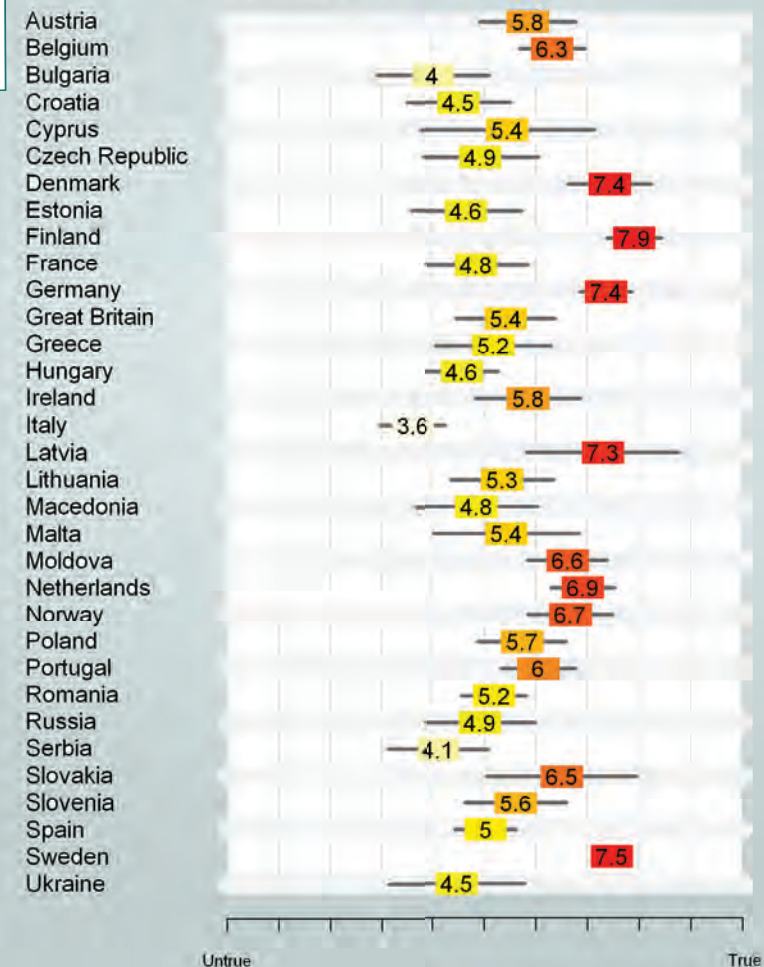
Question: News media enjoy a lot of credibility in [COUNTRY]

v11a

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

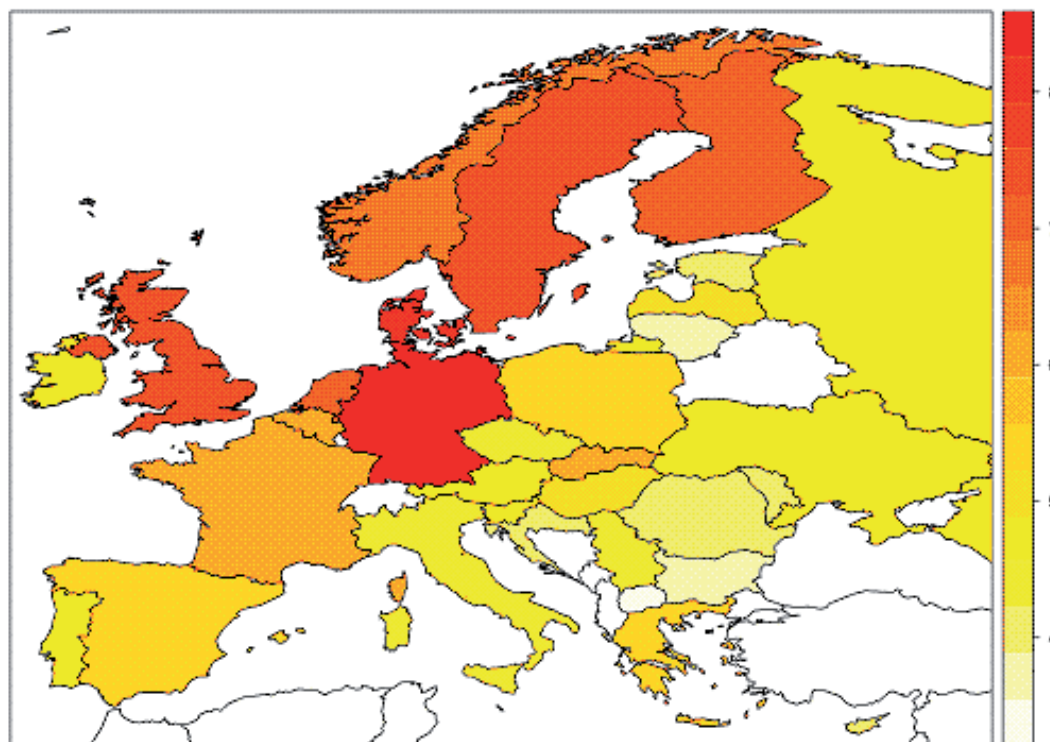
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

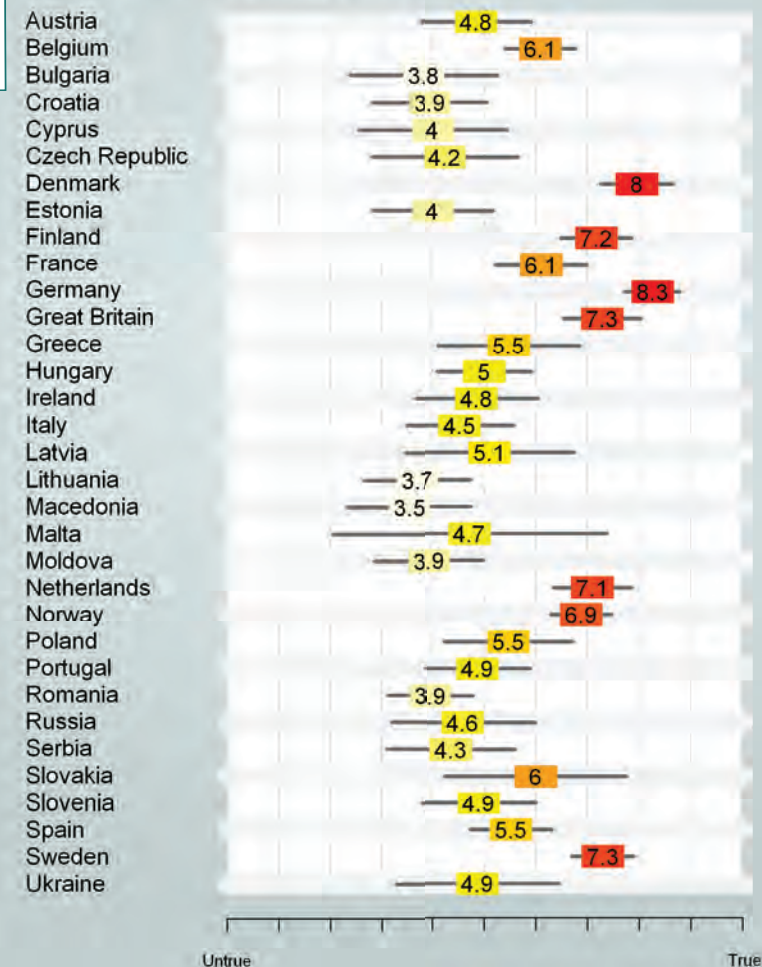
Question: Citizens can find in-depth reporting and analysis in the news media if they are interested in something

v11b

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

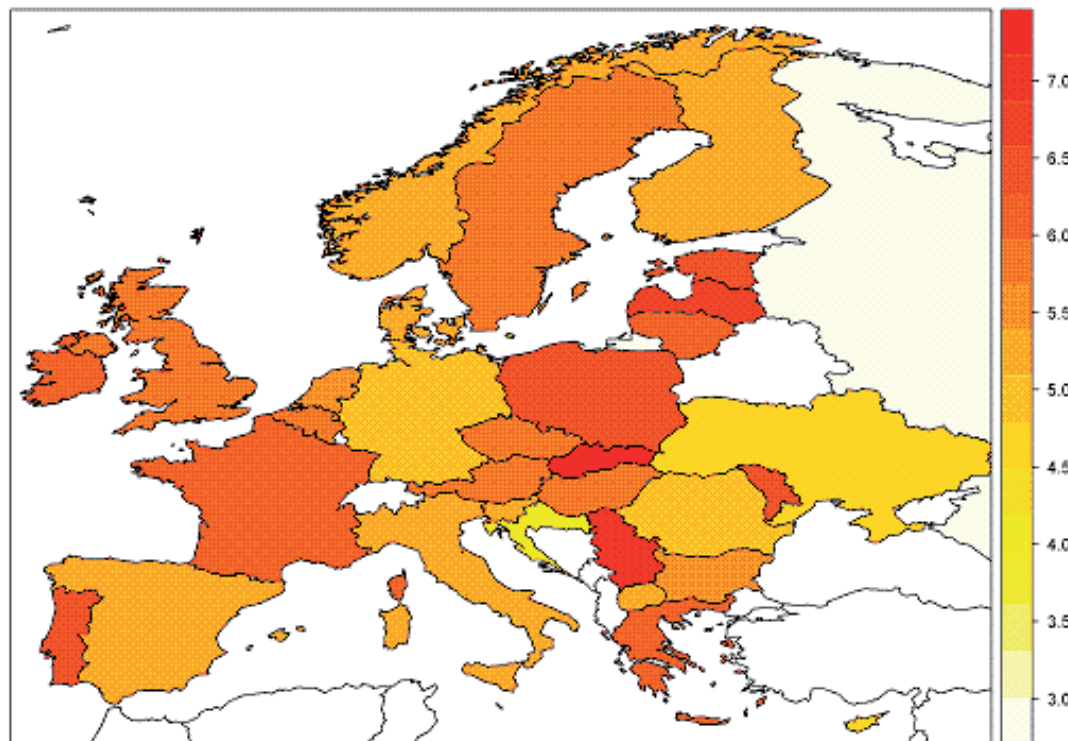
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: The production costs of hard news content are so high that most news media cannot afford to present carefully researched facts and analyses

v11c

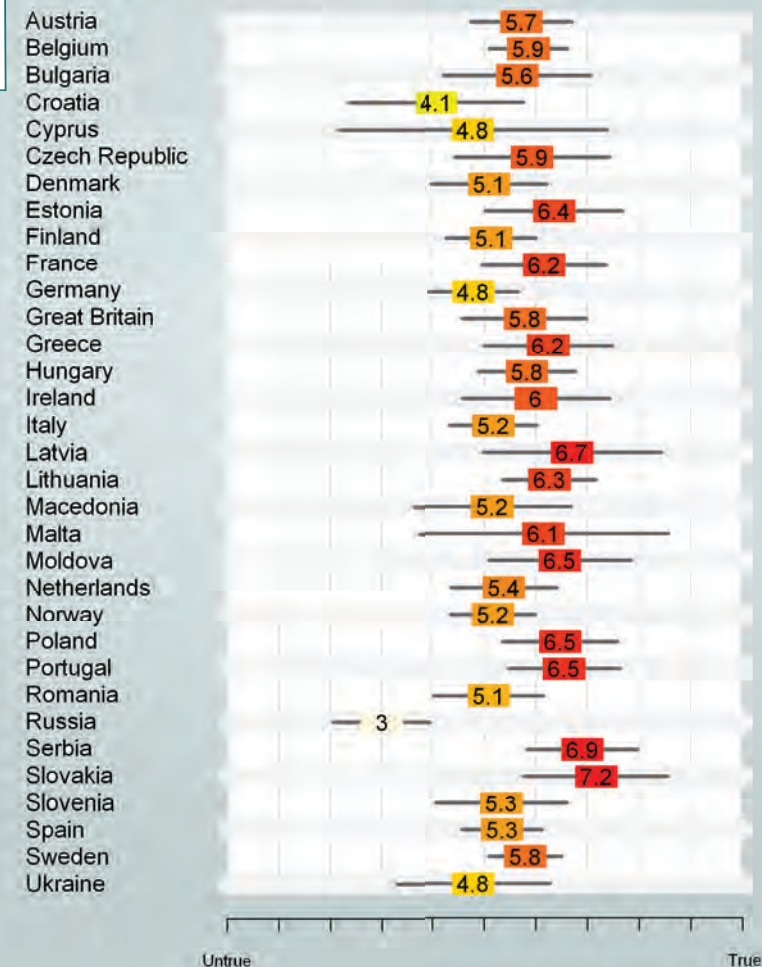
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

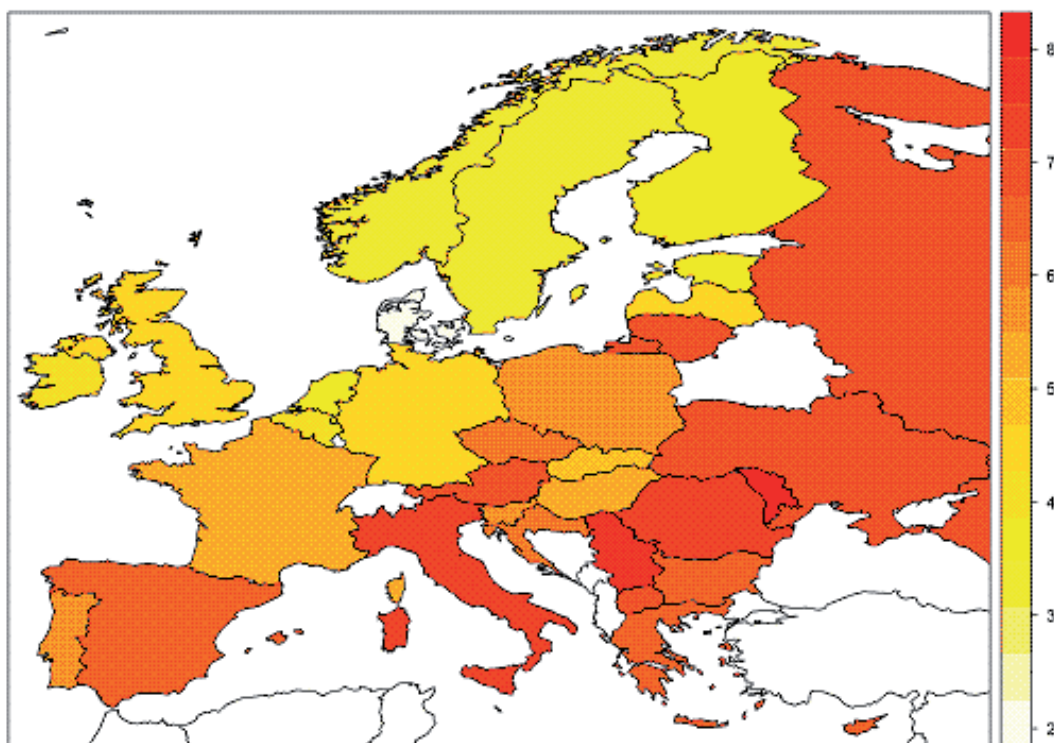


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Politicians, business people and interest groups influence what the news media report and how by pressurizing and bribing individual journalists

v11d

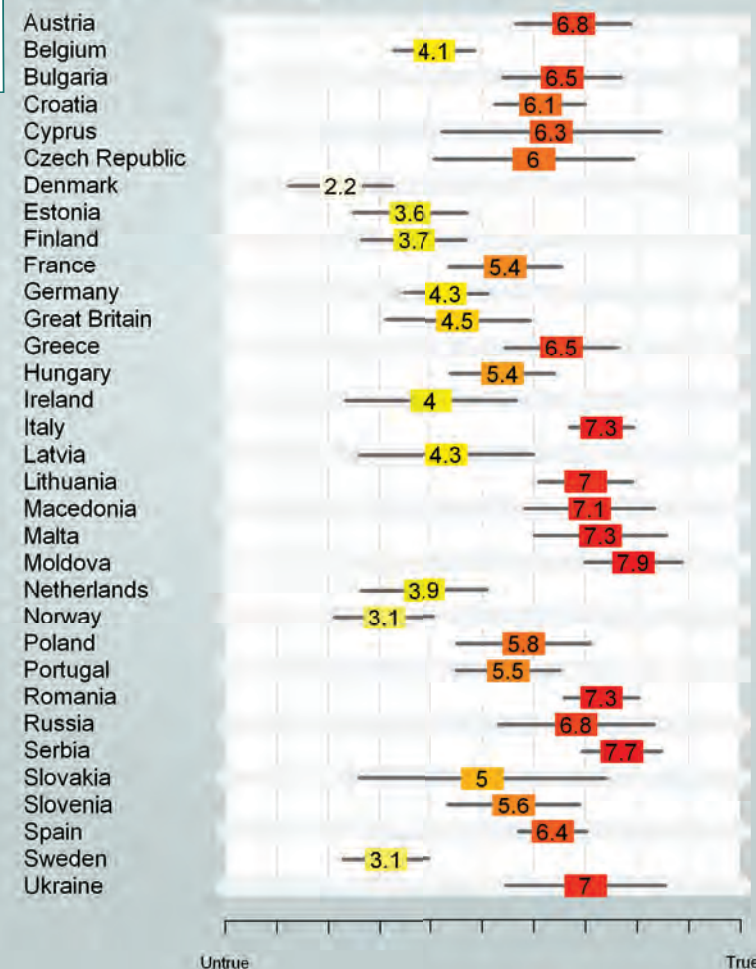
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

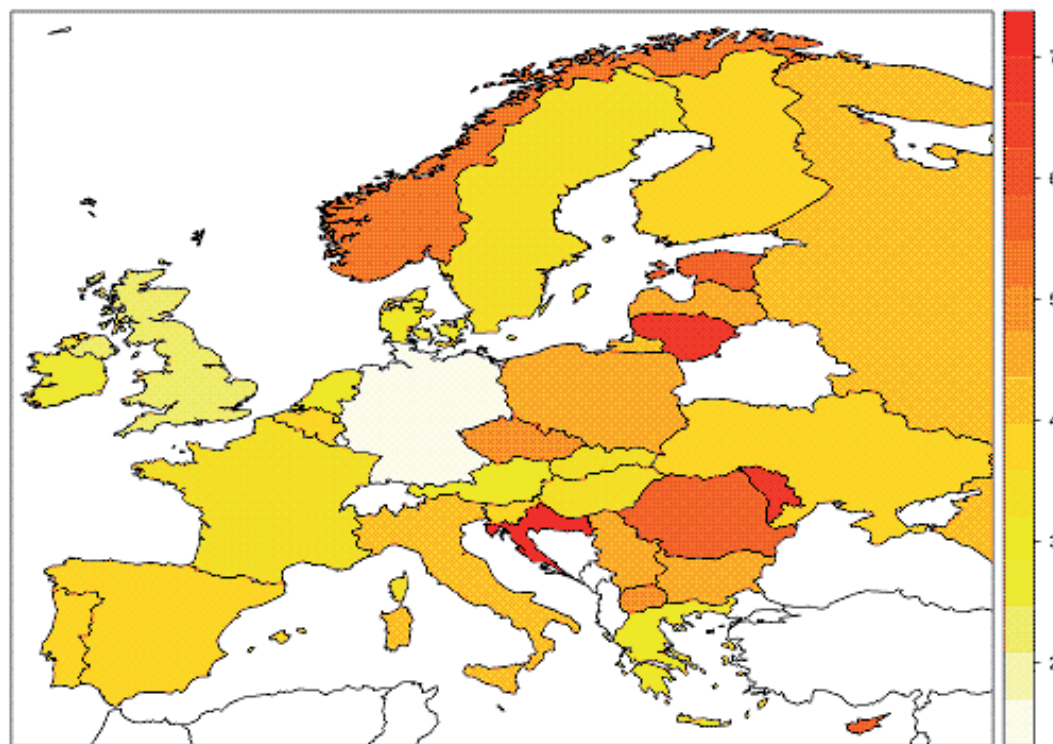


Data: Marina Popescu et al.: 2010 European Media Systems Survey

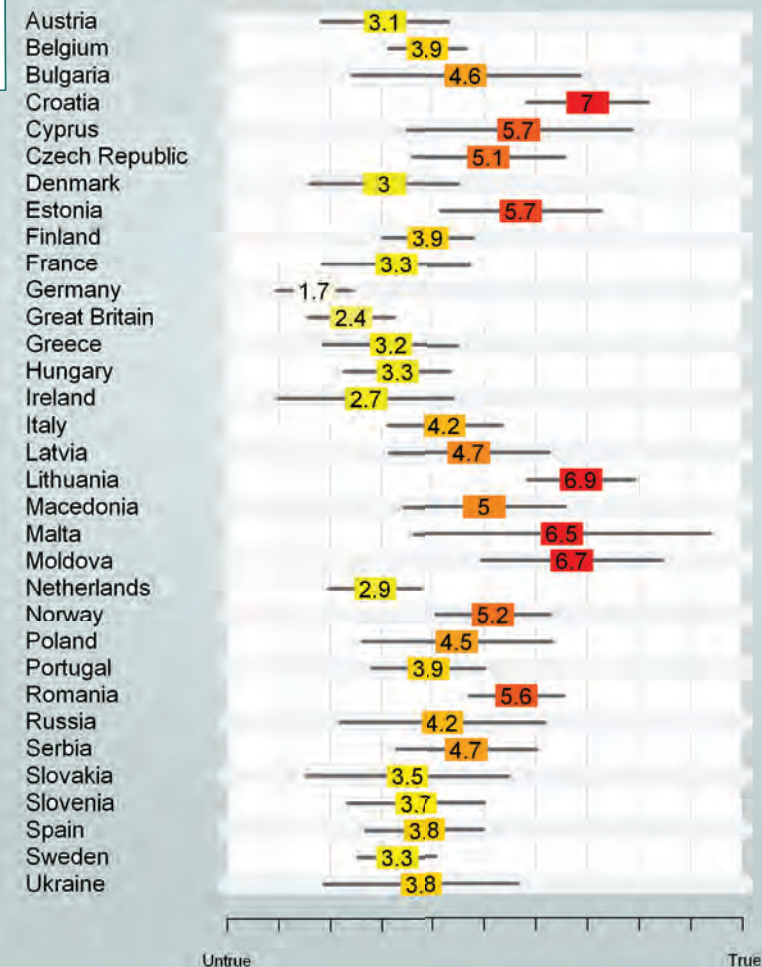
Question: There is little difference between the way “tabloid” and “quality” newspapers cover public affairs

v11e

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

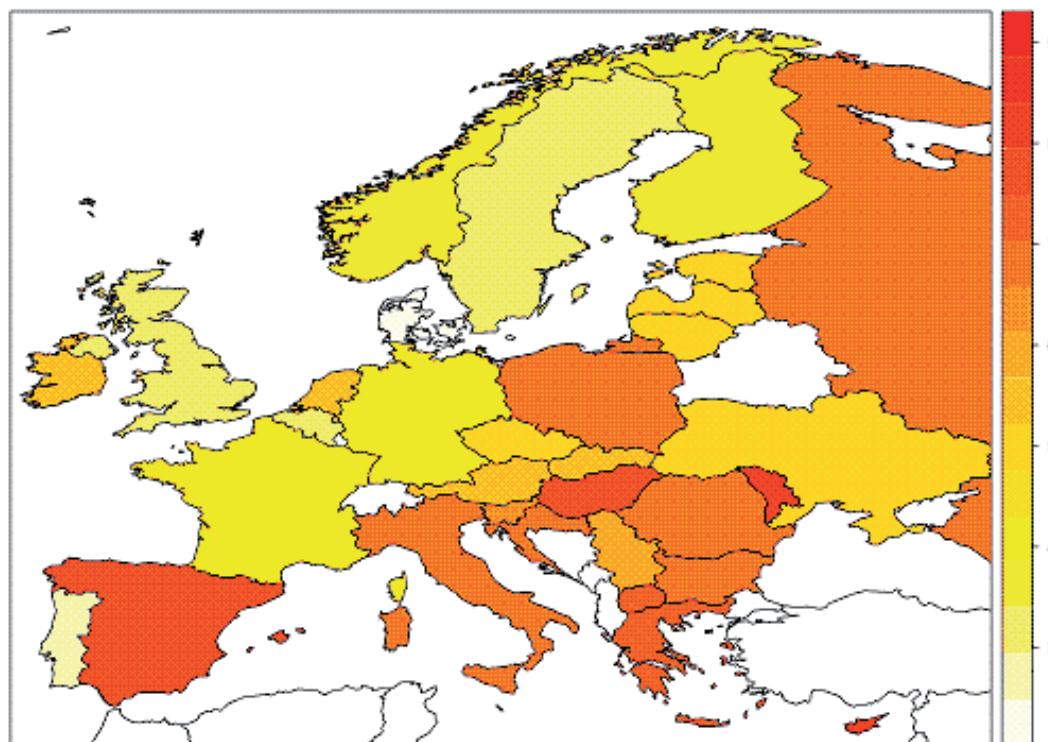
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: The political orientation of the most prominent journalists is well-known to the public

v11f

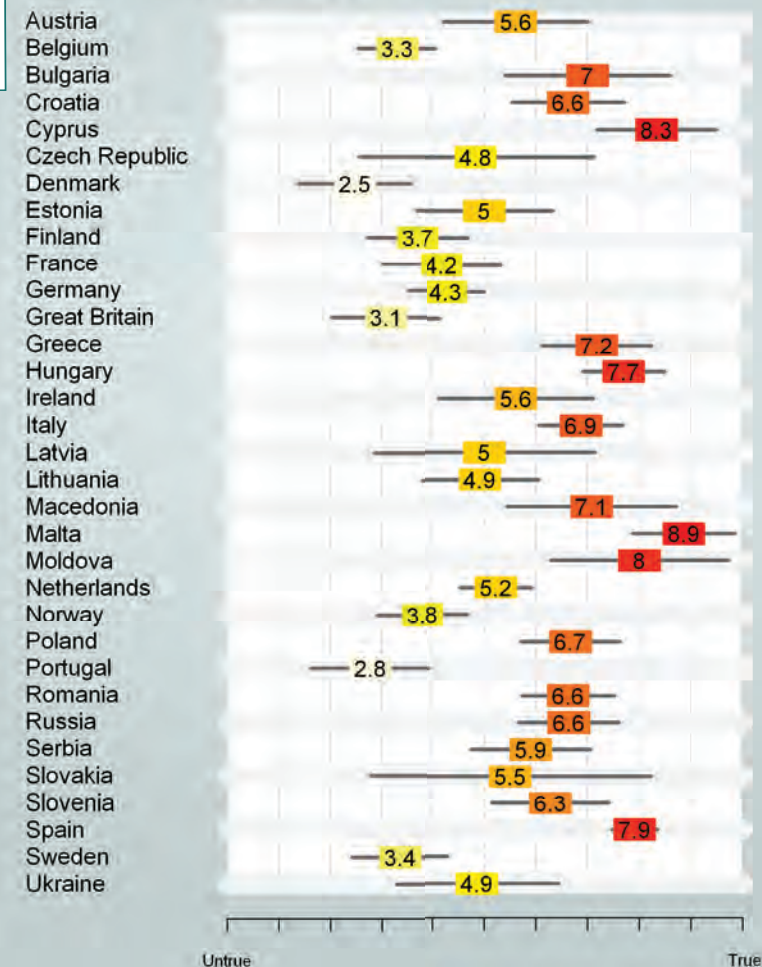
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

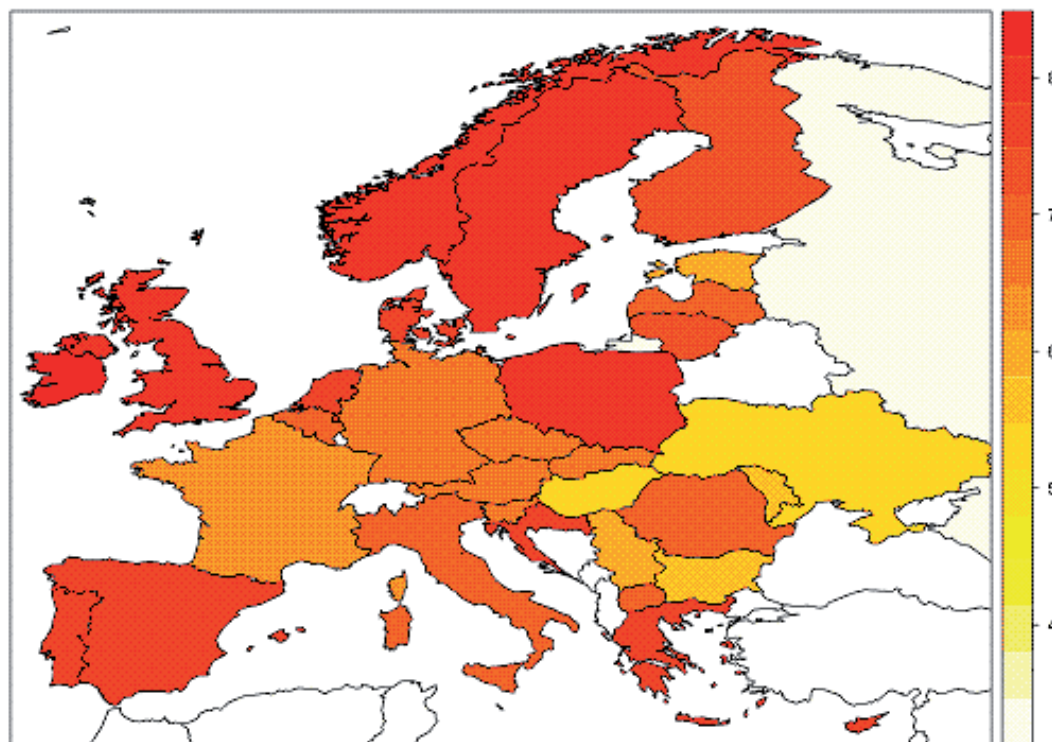


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: The news media have significant influence on what is discussed by politicians by focusing public attention on particular problems in [COUNTRY]

v11g

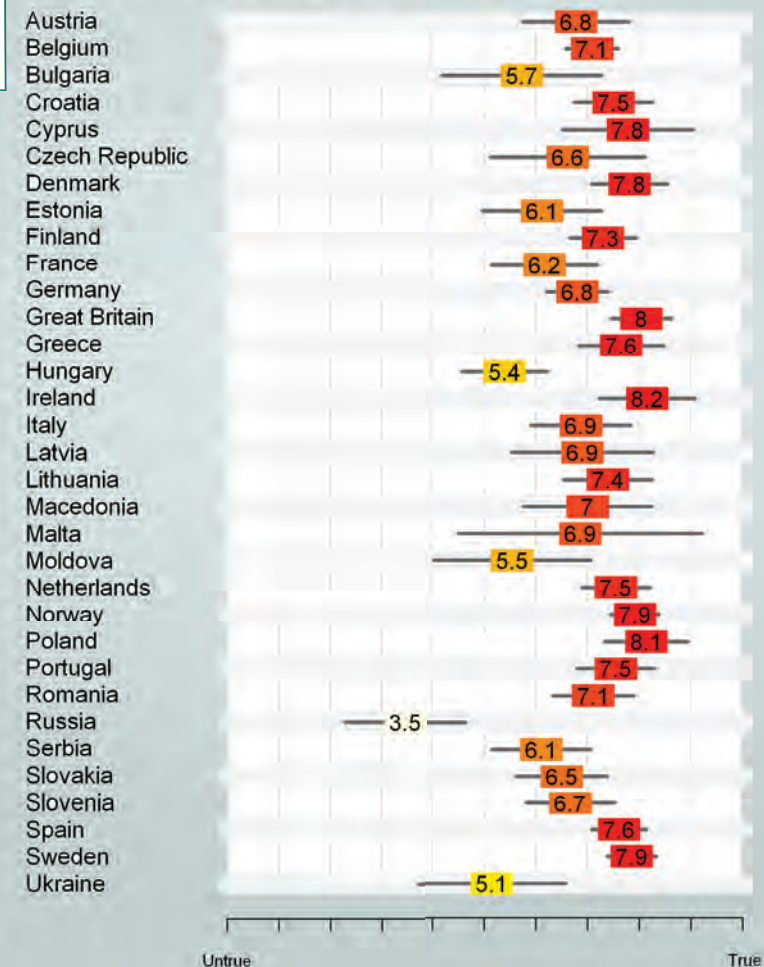
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

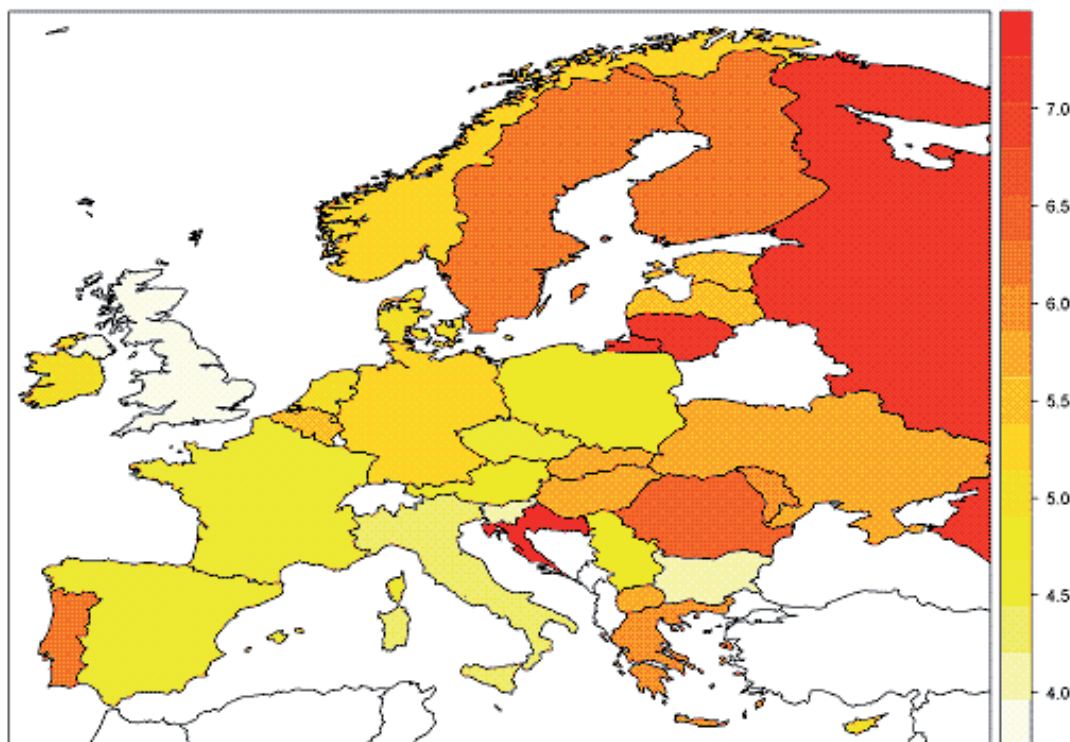


Data: Marina Popescu et al.: 2010 European Media Systems Survey

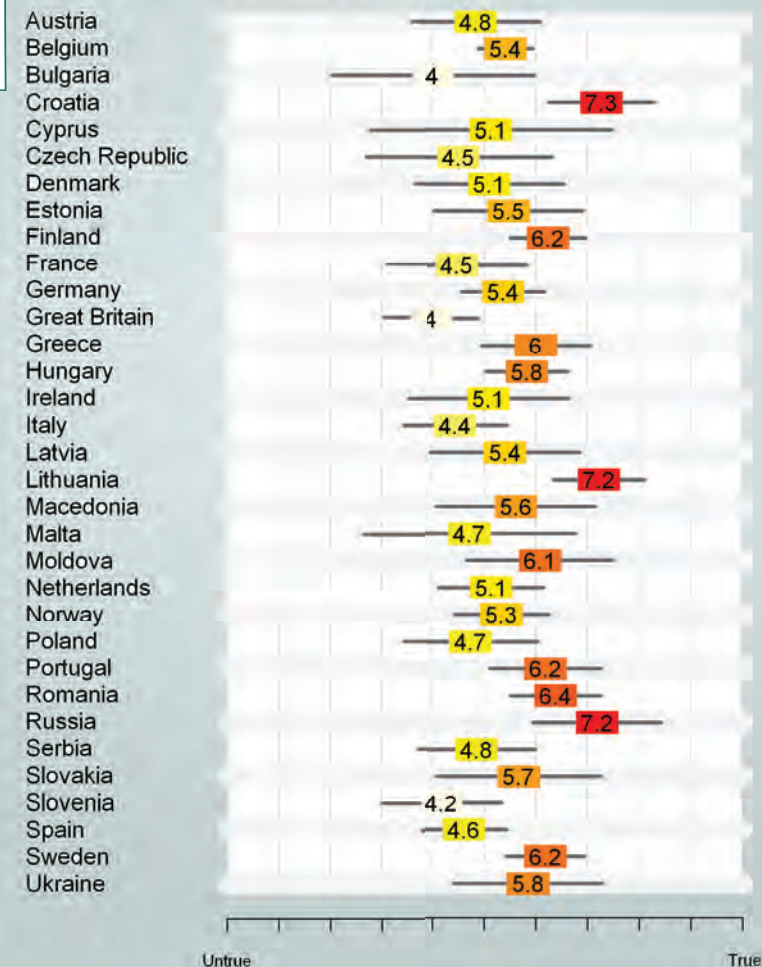
Question: The internet has made journalism more responsive to the public

v12a

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

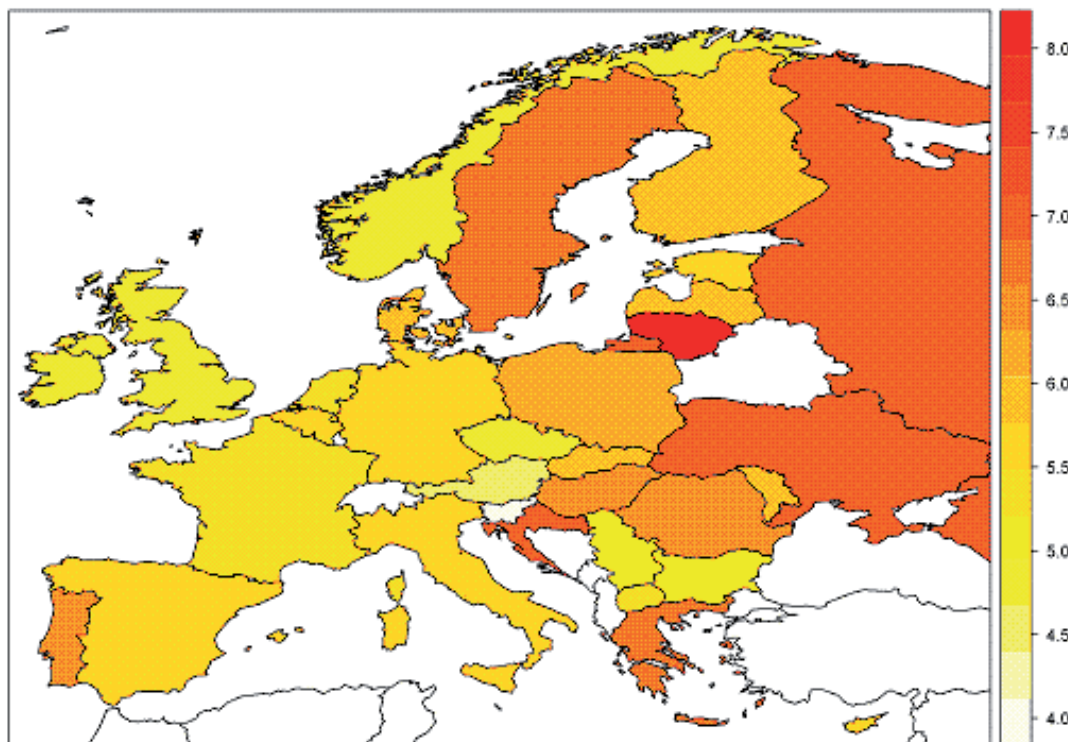
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: The internet has significantly broadened the range of actors who can influence public opinion

v12b

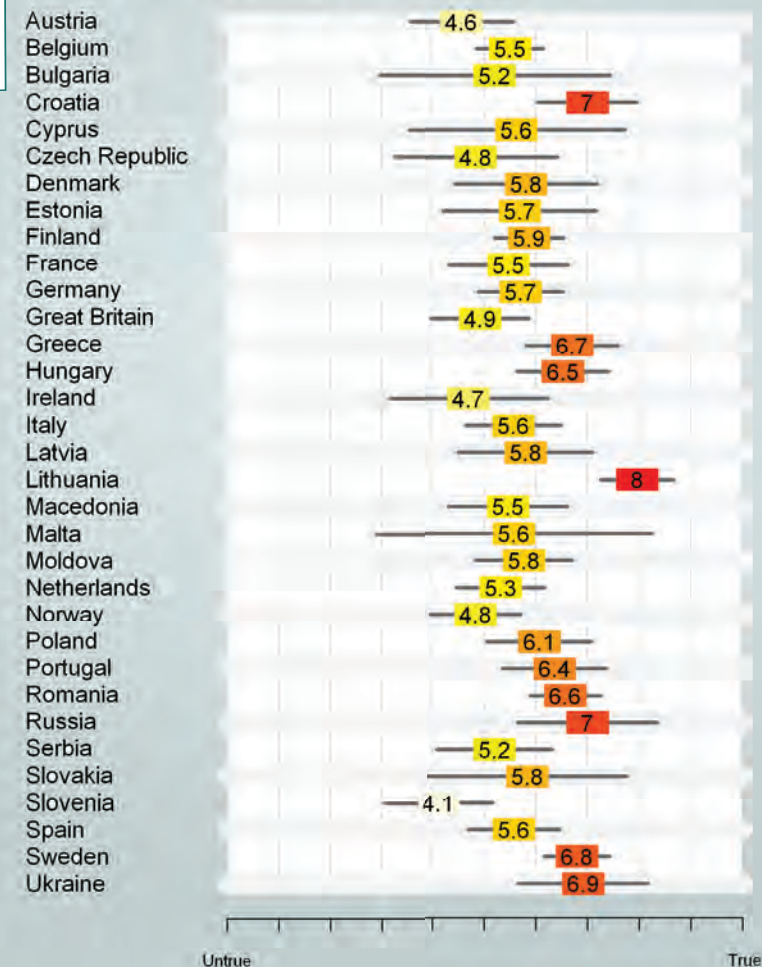
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

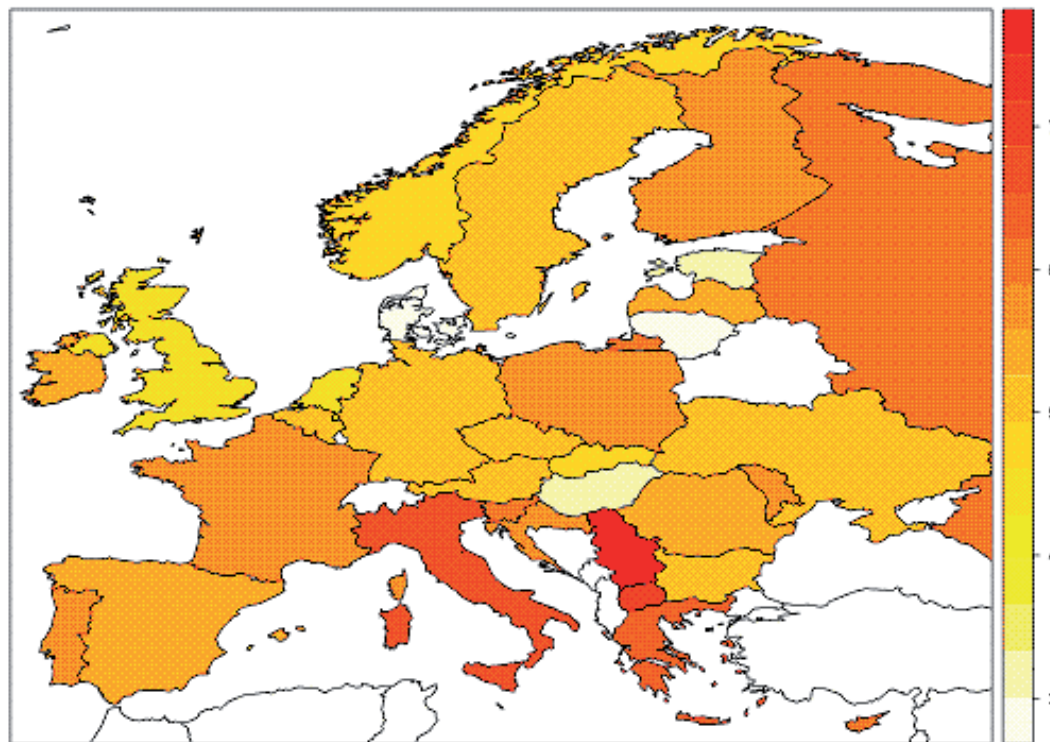


Data: Marina Popescu et al.: 2010 European Media Systems Survey

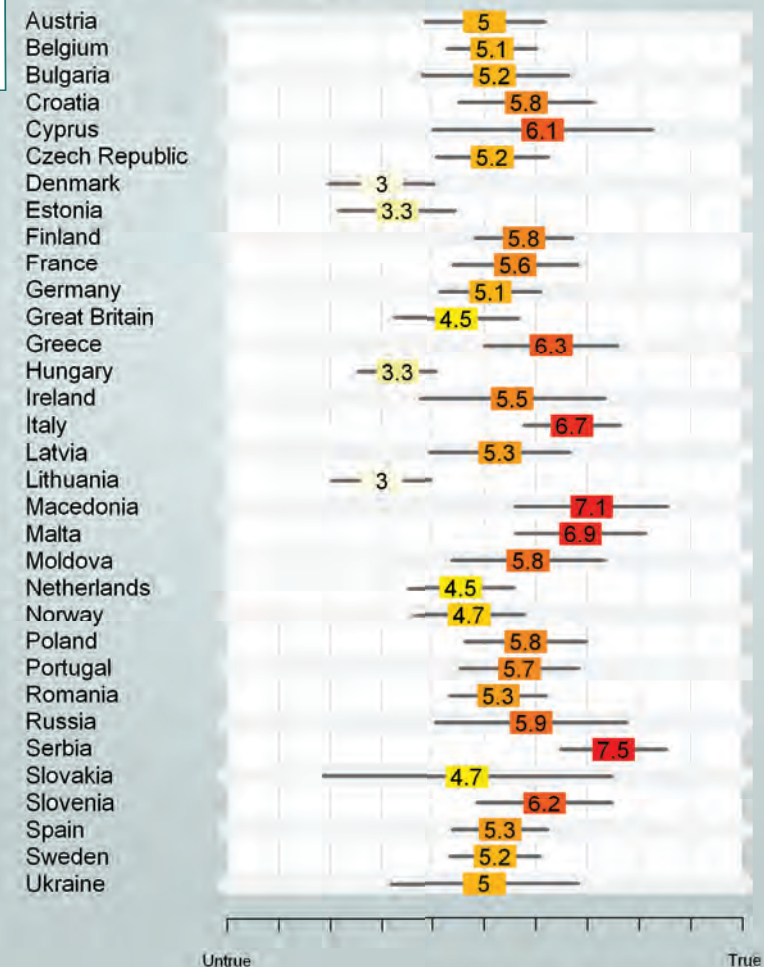
Question: Online news media outlets are not yet significant competitors of traditional media outlets

v12c

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

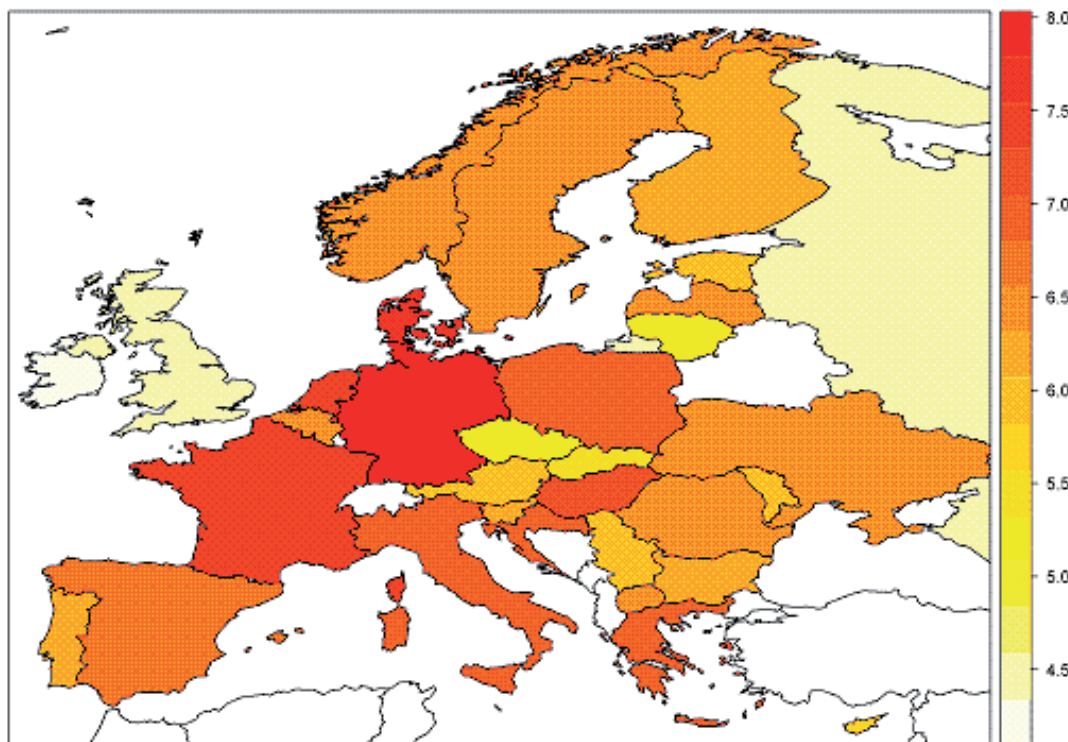
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

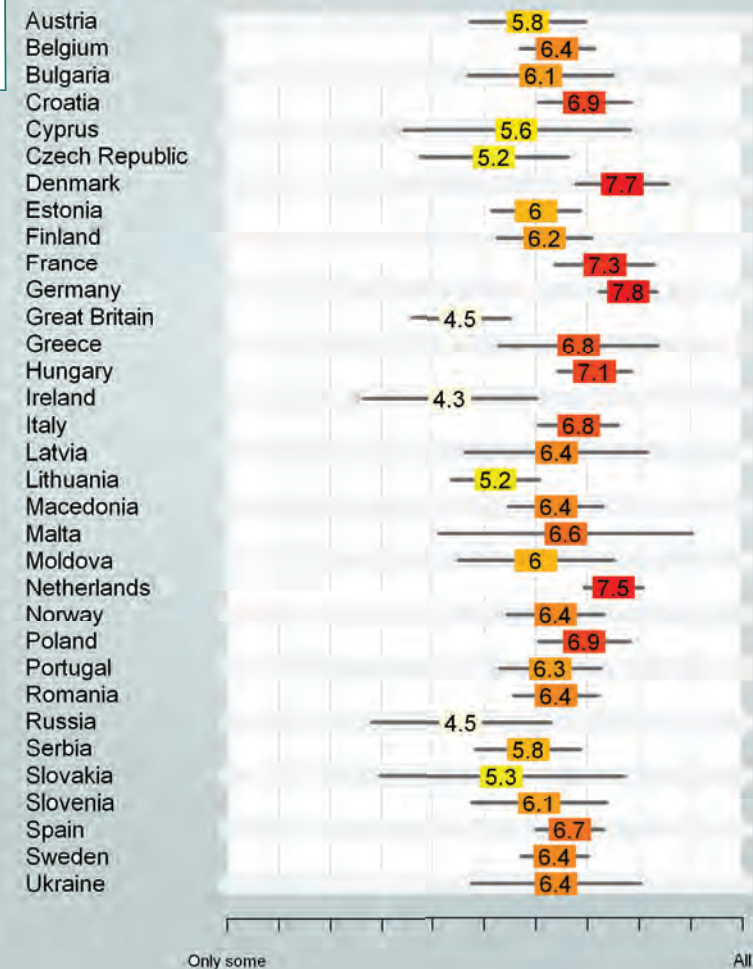
Question: Would you say that **all** major political opinions in [COUNTRY] are present in the newspapers or rather that only some opinions are present?

v13

Average expert opinion about national media on 0 (Only some) to 10 (All) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

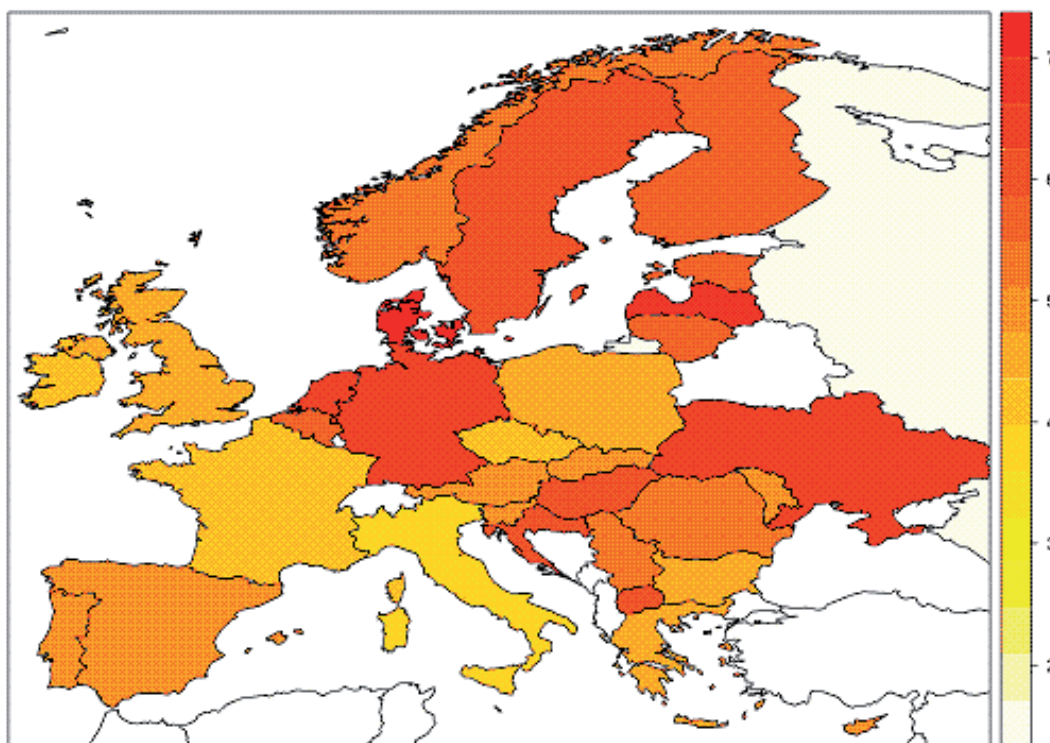
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

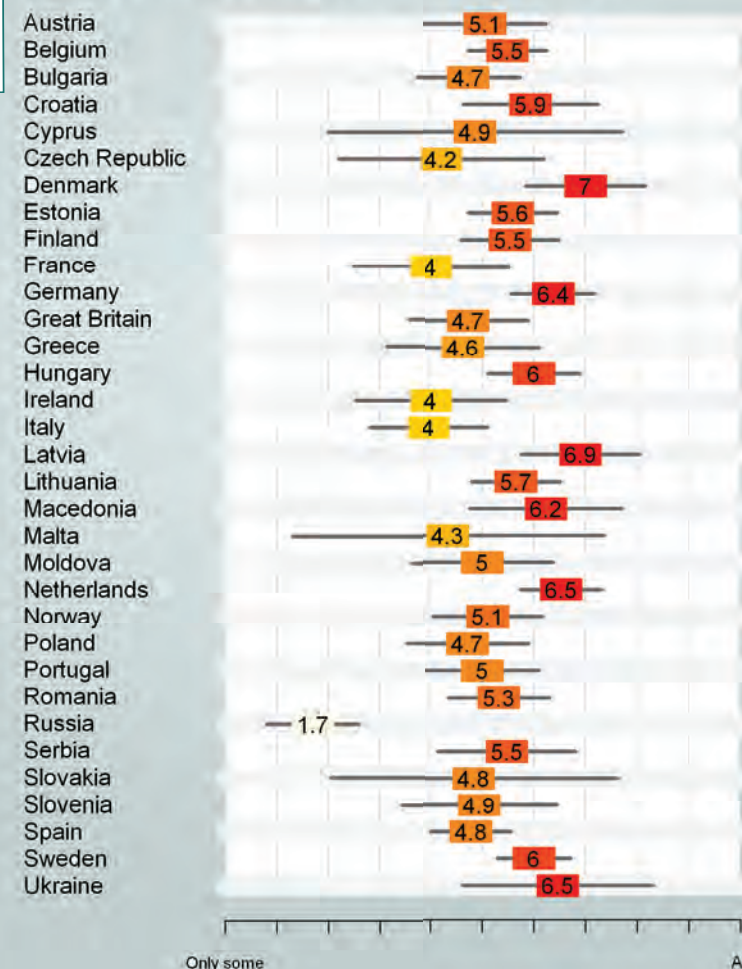
Question: And how about television, would you say that all major political opinions or that only some political opinions in [COUNTRY] are present in broadcasting?

v14

Average expert opinion about national media on 0 (Only some) to 10 (All) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

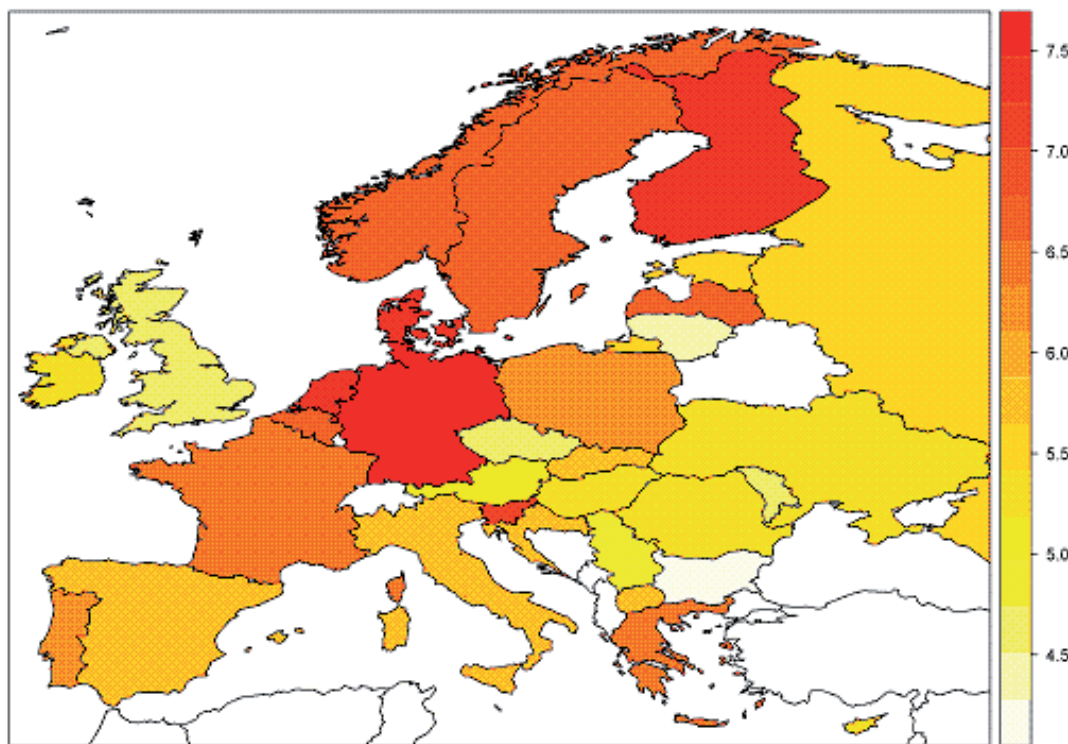
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Independently of the above, would you say that on the whole newspapers in [COUNTRY] provide an accurate representation of the facts in public affairs or not at all?

v15

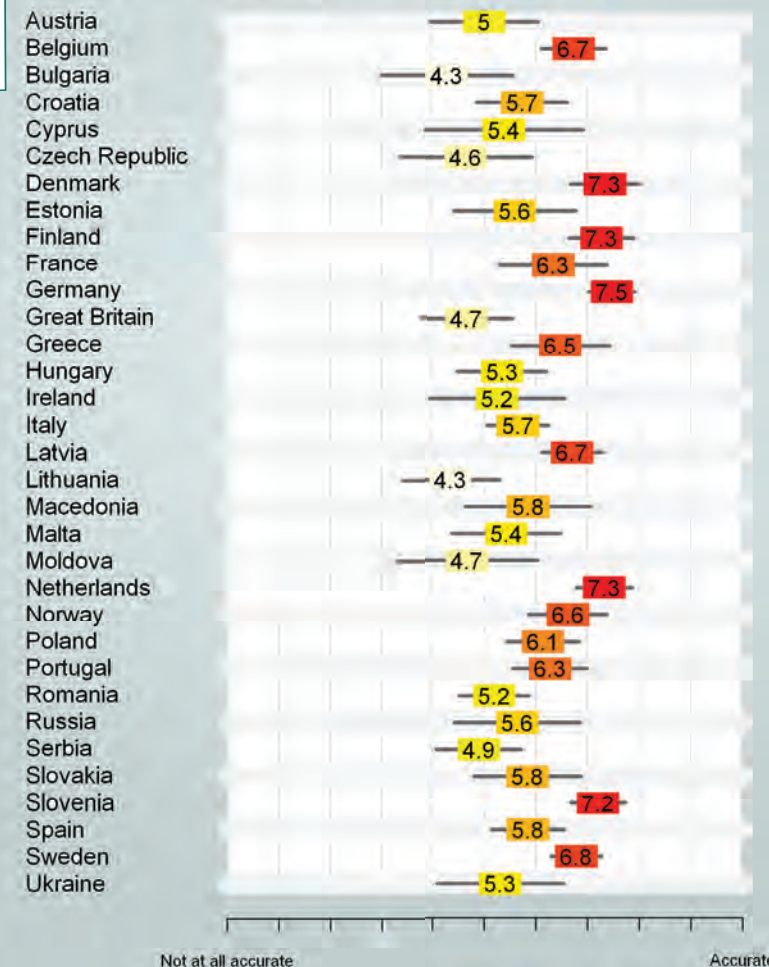
Average expert opinion about national media on 0 (Not at all accurate) to 10 (Accurate) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

© EuroGeographics for administrative boundaries

Country averages with 95% confidence intervals

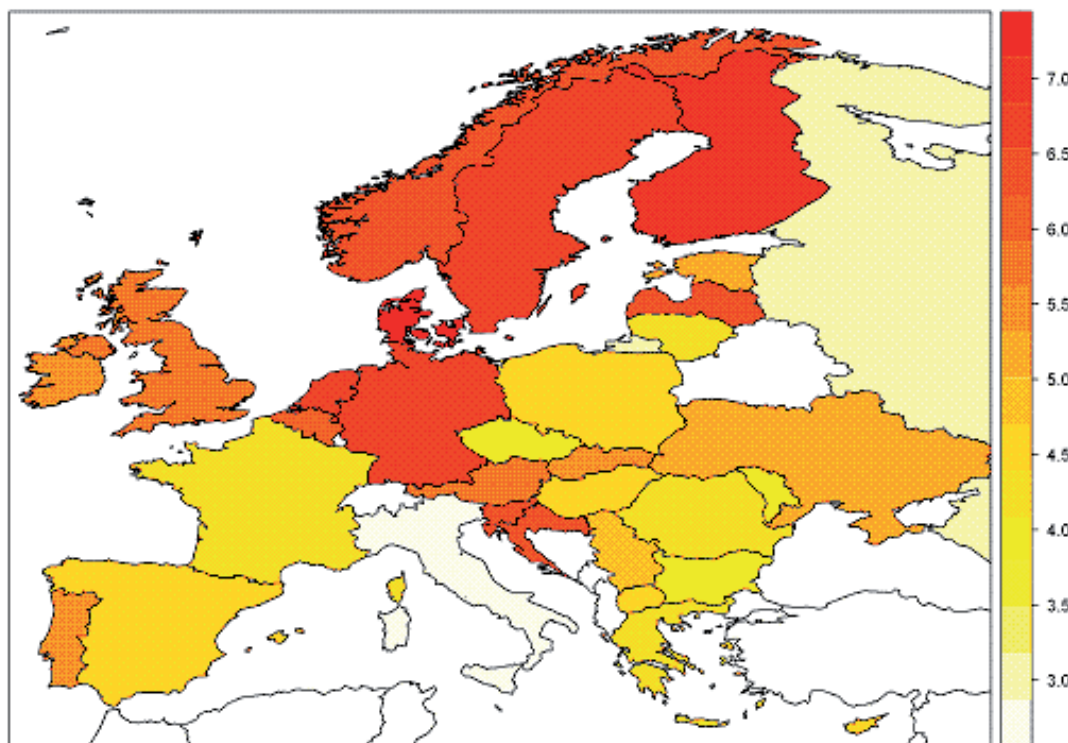


Data: Marina Popescu et al.: 2010 European Media Systems Survey

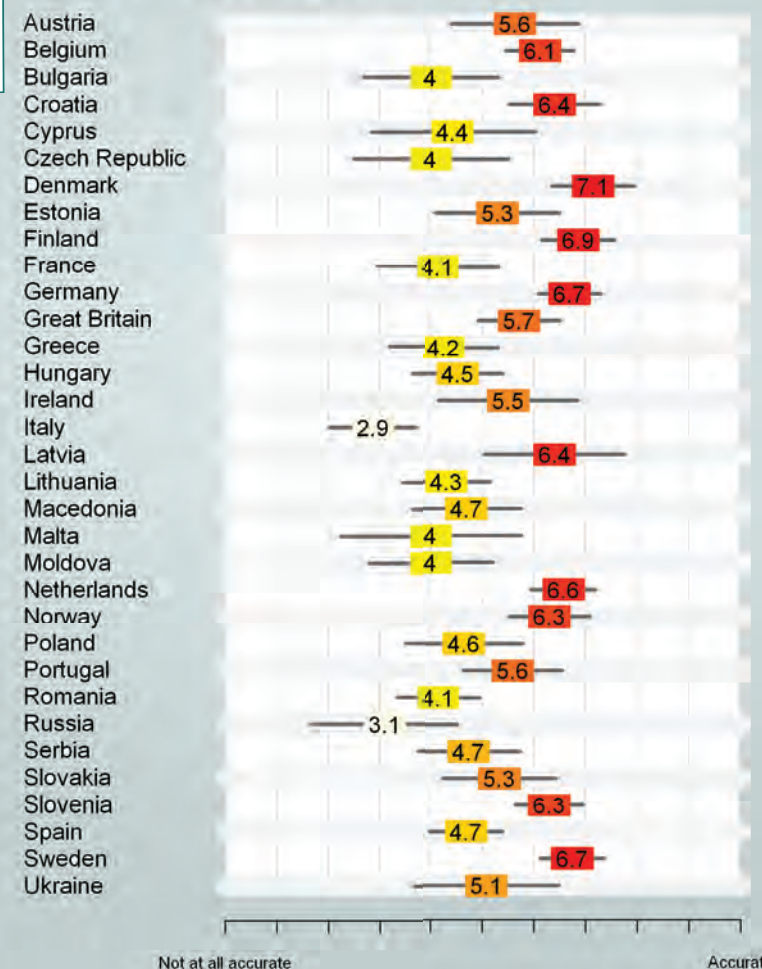
Question: And how about television channels, would you say that on the whole they provide an accurate representation of the facts in public affairs or not at all?

v16

Average expert opinion about national media on 0 (Not at all accurate) to 10 (Accurate) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

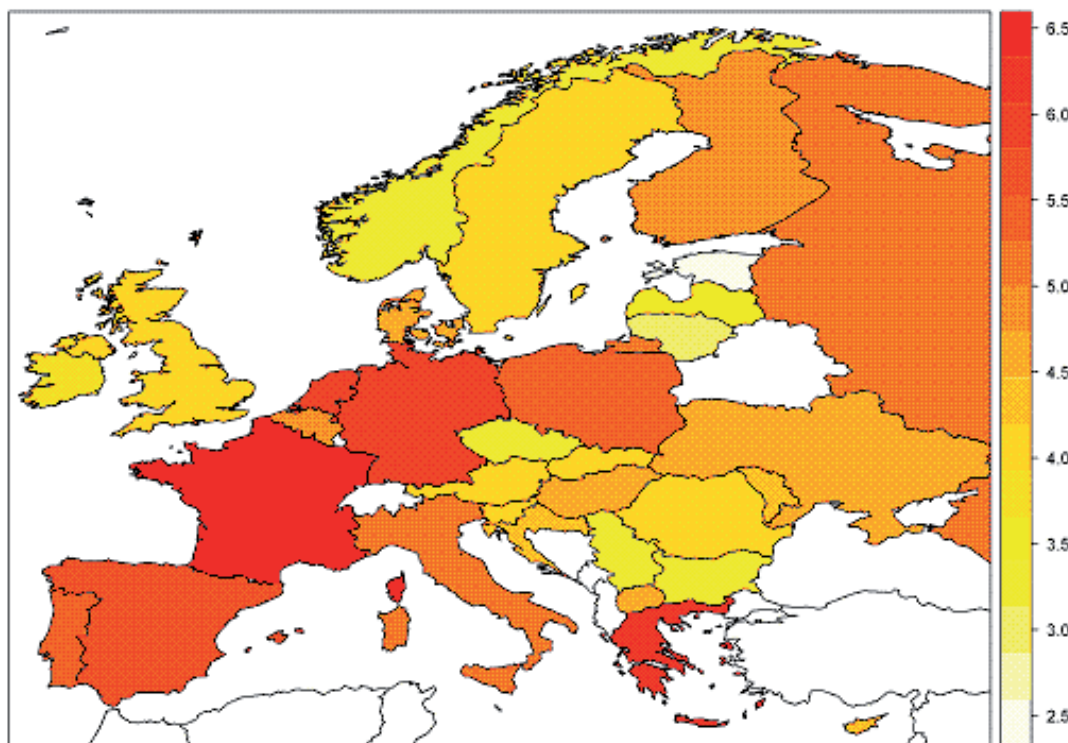
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

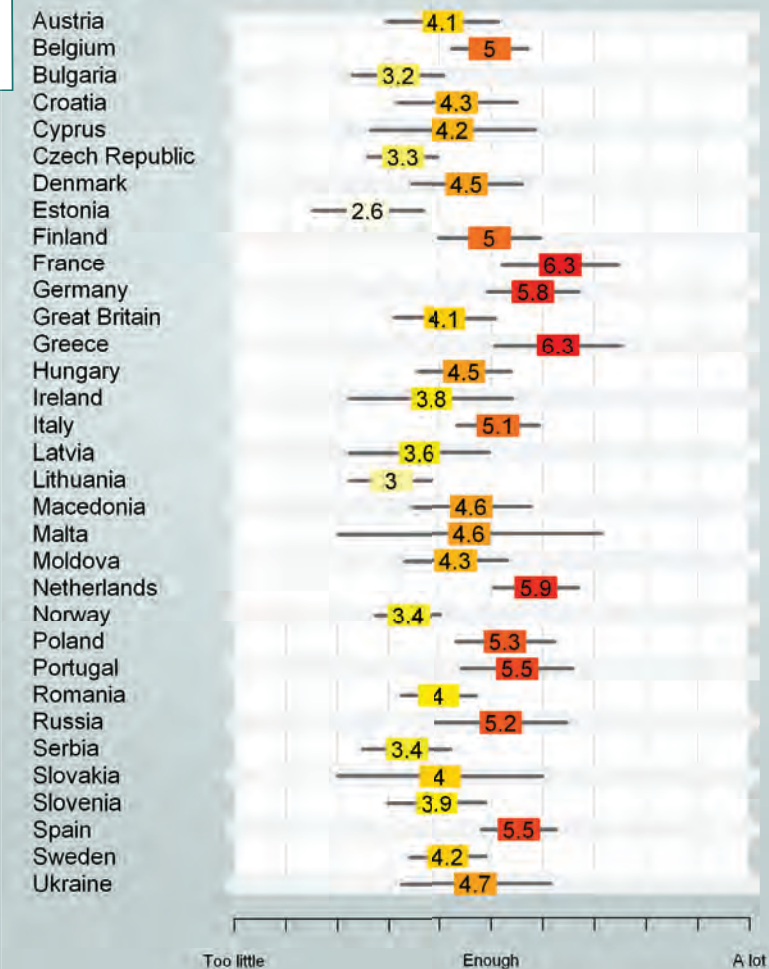
Question: Thinking now about the analysis of the causes, contextual circumstances, consequences and implications of important developments in public affairs, would you say that newspapers provide a lot, enough or rather too little analysis?

v17

Average expert opinion about national media on 0 (Too little) to 10 (A lot) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

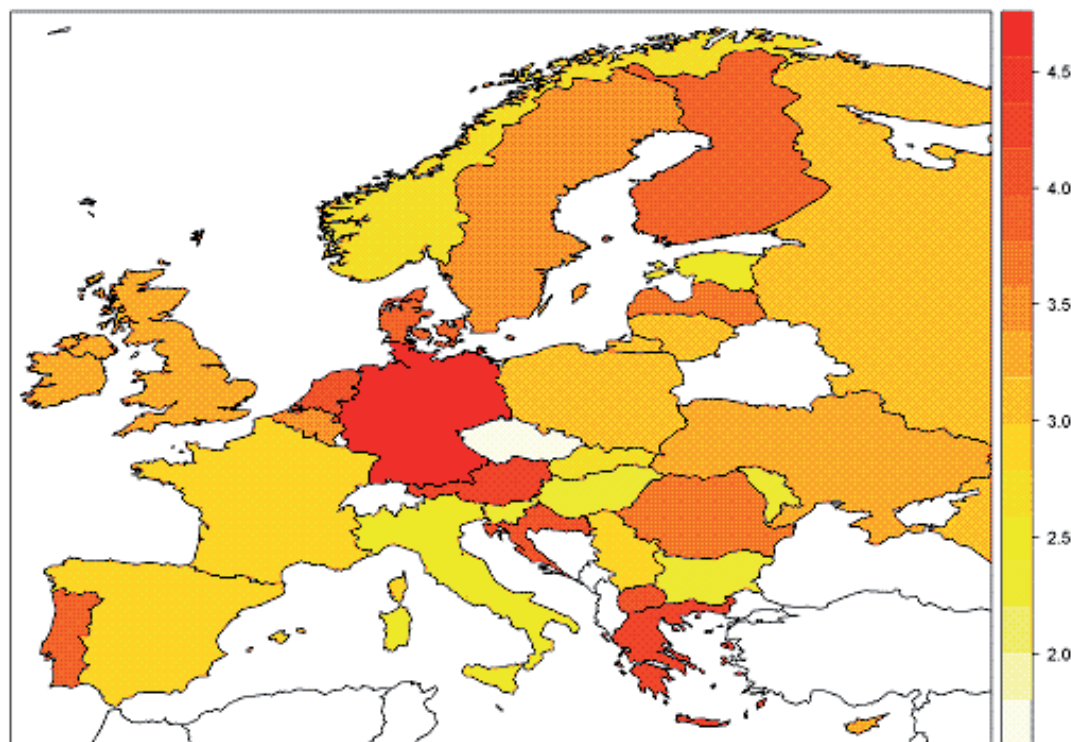
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

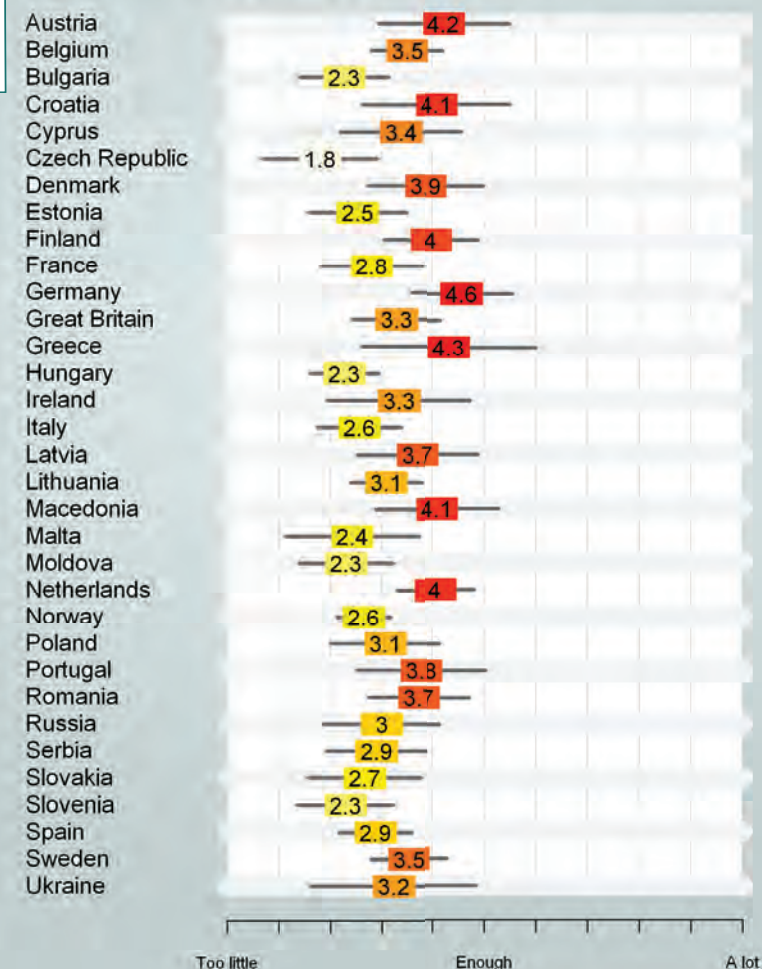
Question: And how about television channels, would you say that they present a lot, just about enough or too little analysis of the causes, consequences and implications of important developments in public affairs?

v18

Average expert opinion about national media on 0 (Too little) to 10 (A lot) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

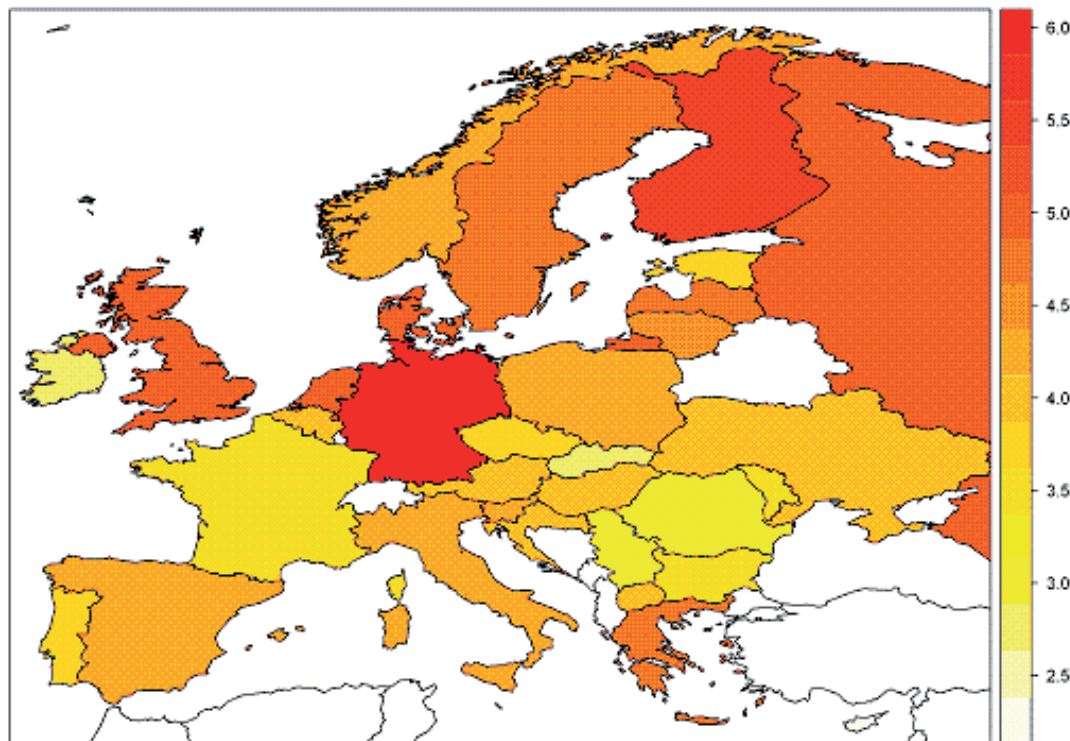
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

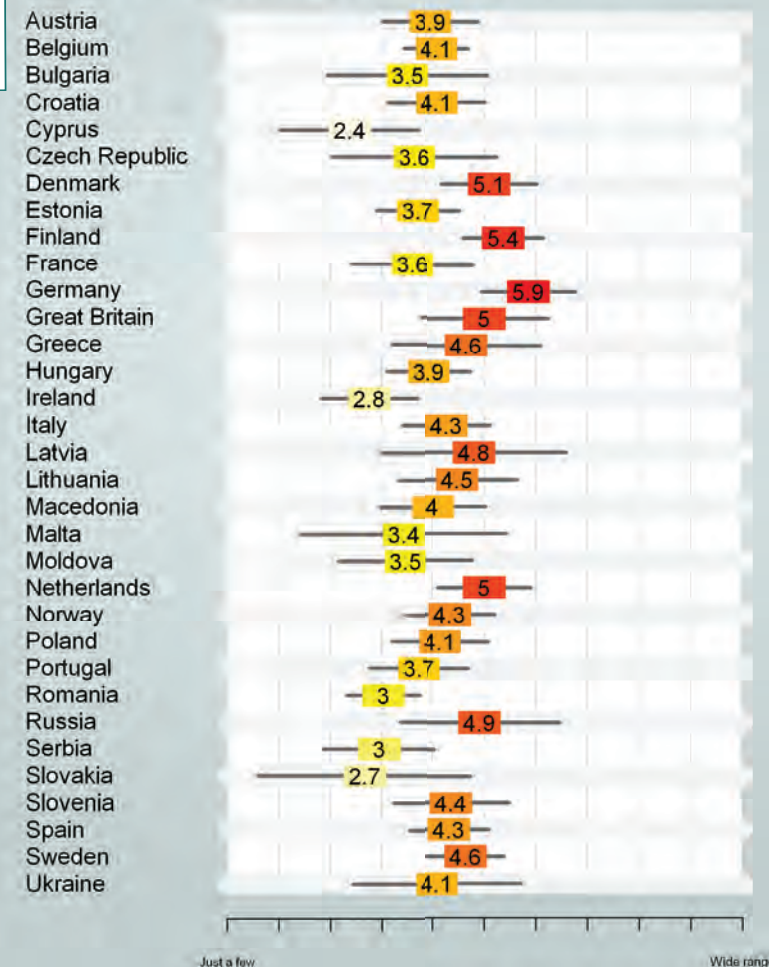
Question: Looking at [COUNTRY]'s news media in general, how wide is the range of specialists from different domains presenting expert information and analysis?

v19

Average expert opinion about national media on 0 (Just a few) to 10 (Wide range) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

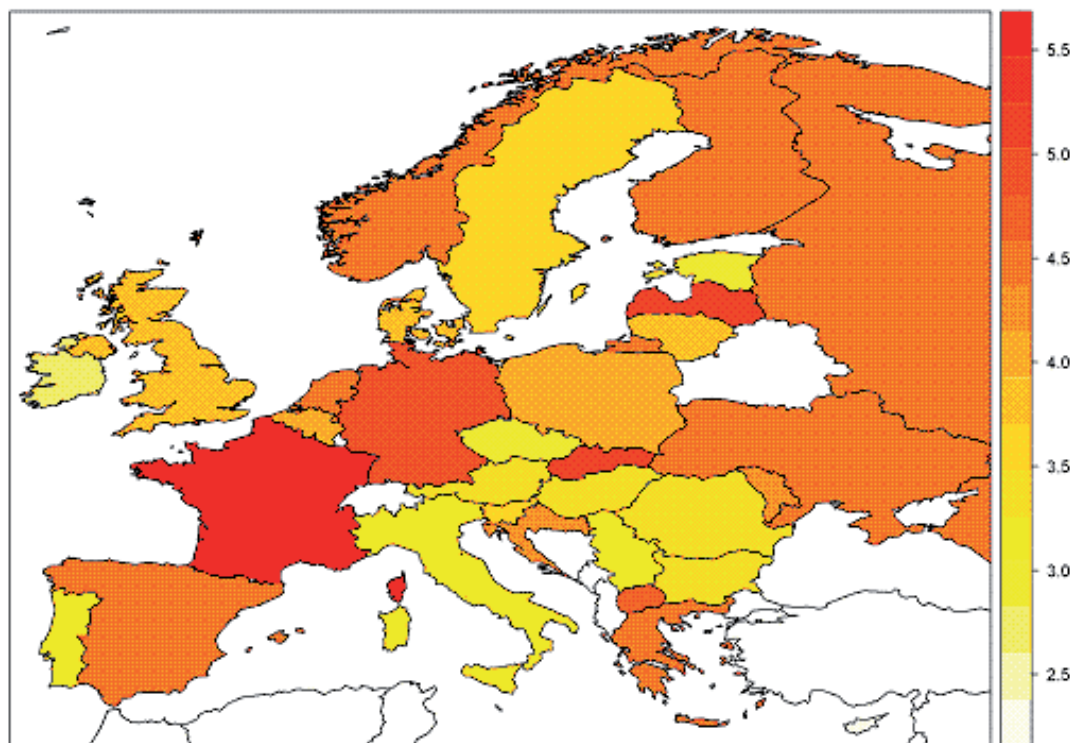
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

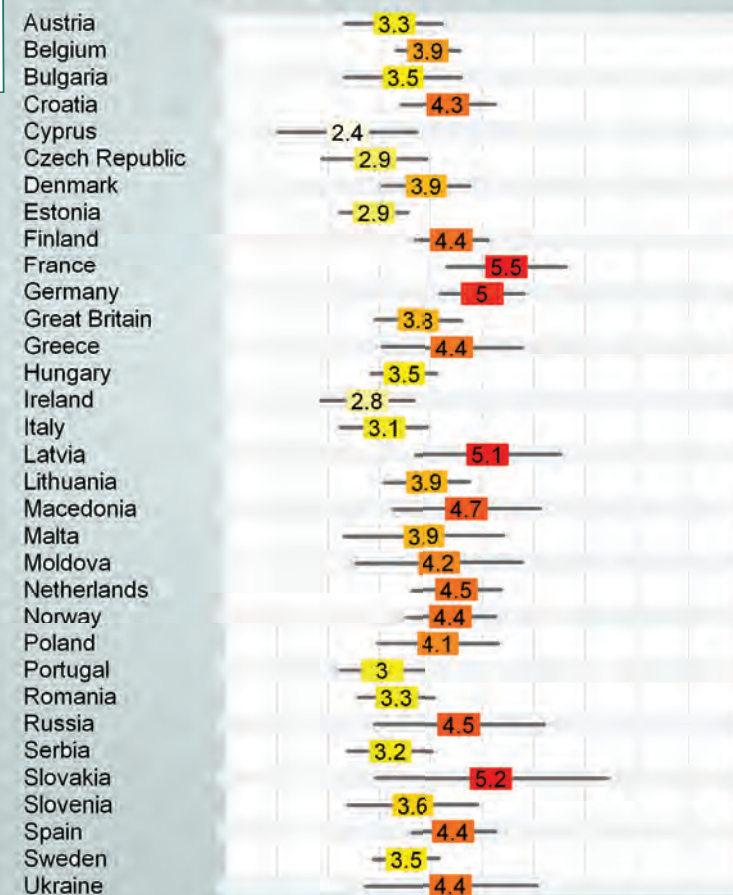
Question: Would you say that the different media outlets in [COUNTRY] provide a variety of different stories and information or that the same few things are repeated in nearly all media outlets?

v20

Average expert opinion about national media on 0 (Same few) to 10 (Many different) scale



Country averages with 95% confidence intervals



Same few

Data: Marina Popescu et al.: 2010 European Media Systems Survey

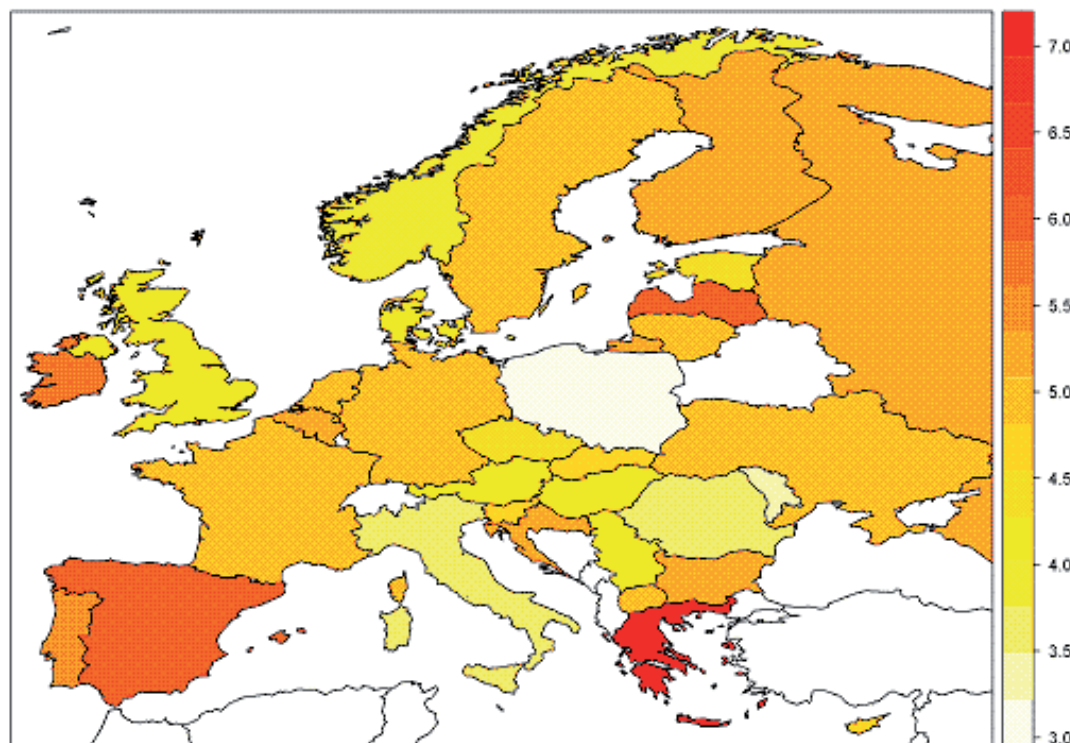
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

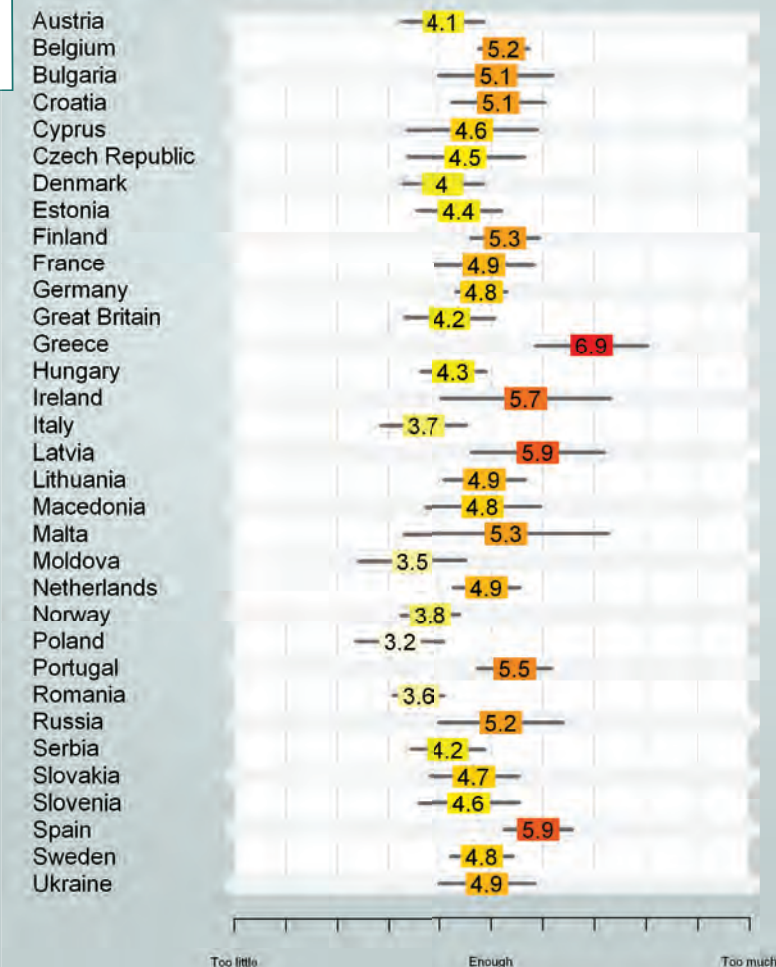
Question: Do the news media in [COUNTRY] focus too much, just enough or too little on information about economic issues facing [COUNTRY]?

v21a

Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Data: Marina Popescu et al.: 2010 European Media Systems Survey

v21b

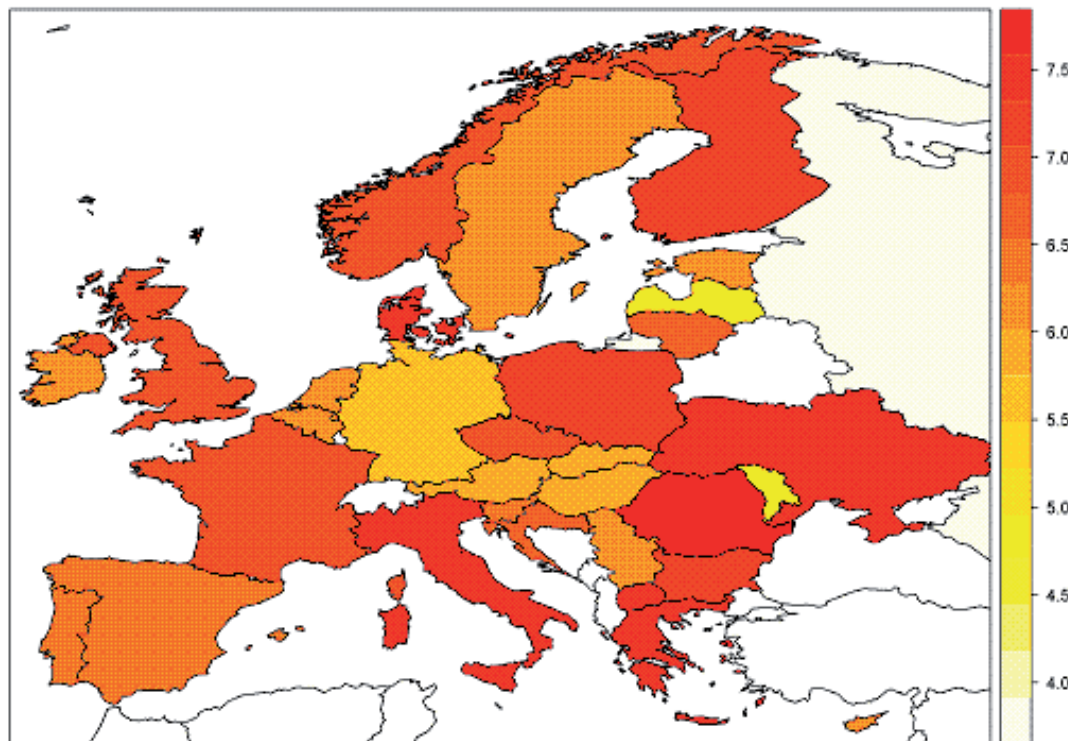
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

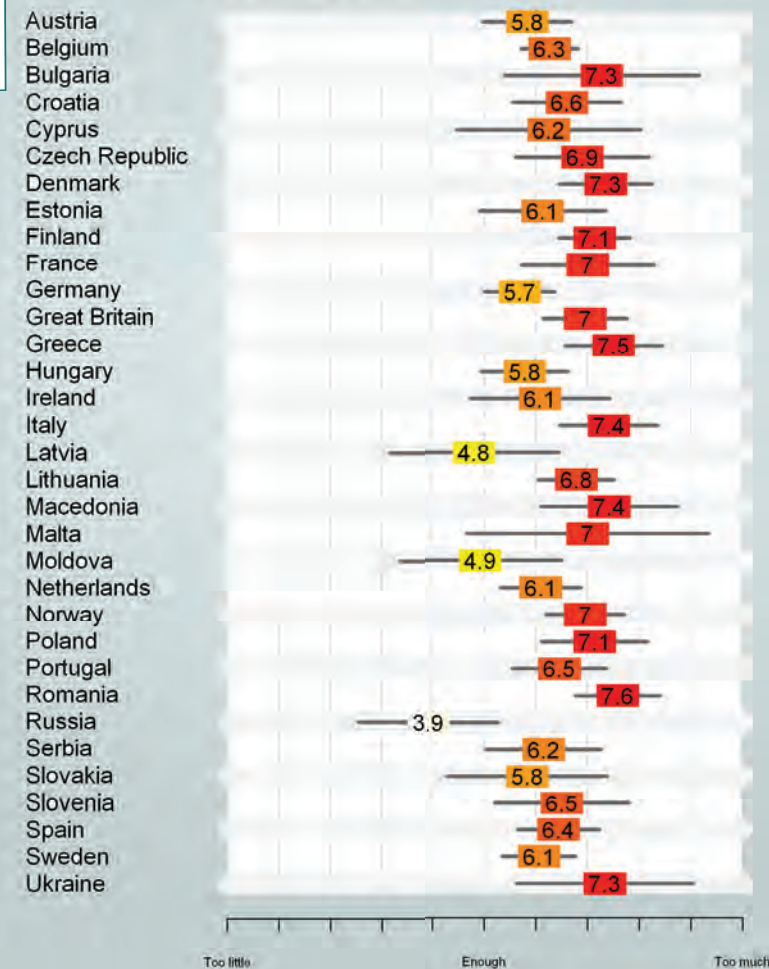
Question: Do the news media in [COUNTRY] focus too much, just enough or too little on individual politicians, their character and motivations?

v21c

Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

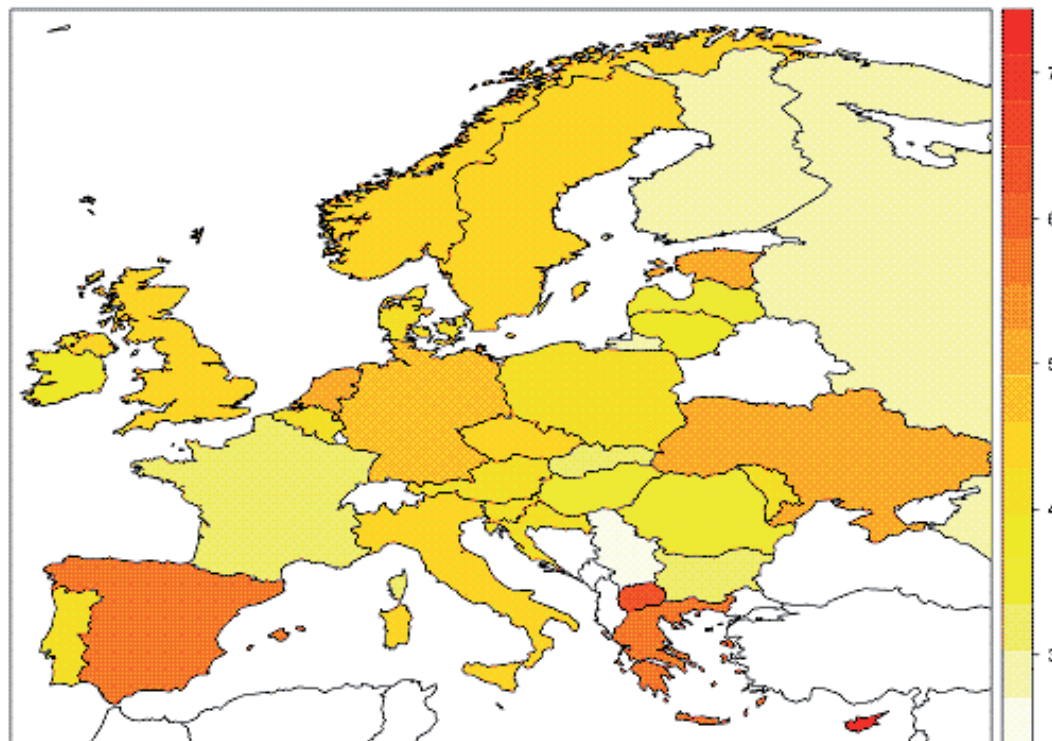
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Do the news media in [COUNTRY] focus too much, just enough or too little on policy differences between competing parties and politicians?

v21d

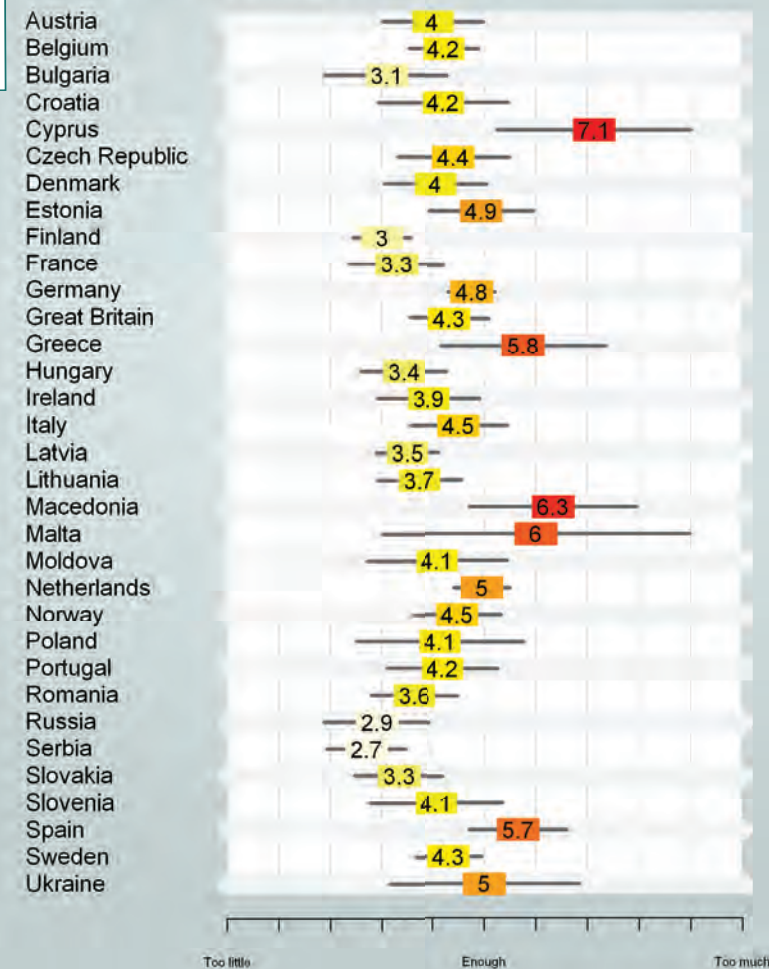
Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

© EuroGeographics for administrative boundaries

Country averages with 95% confidence intervals

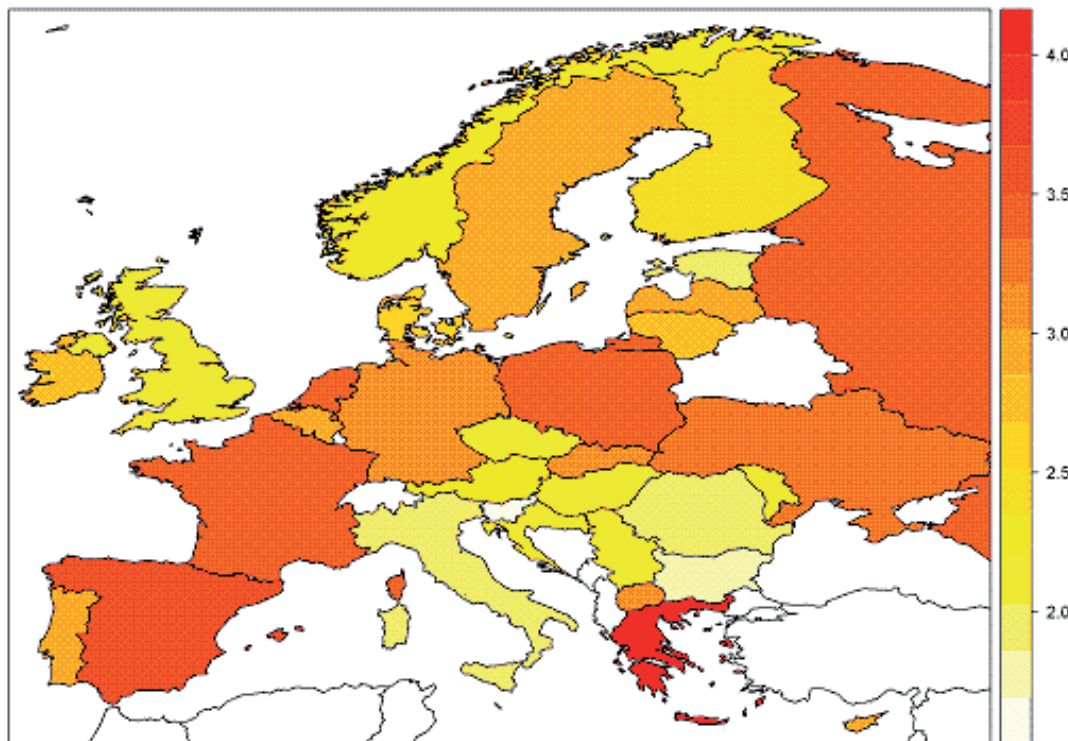


Data: Marina Popescu et al.: 2010 European Media Systems Survey

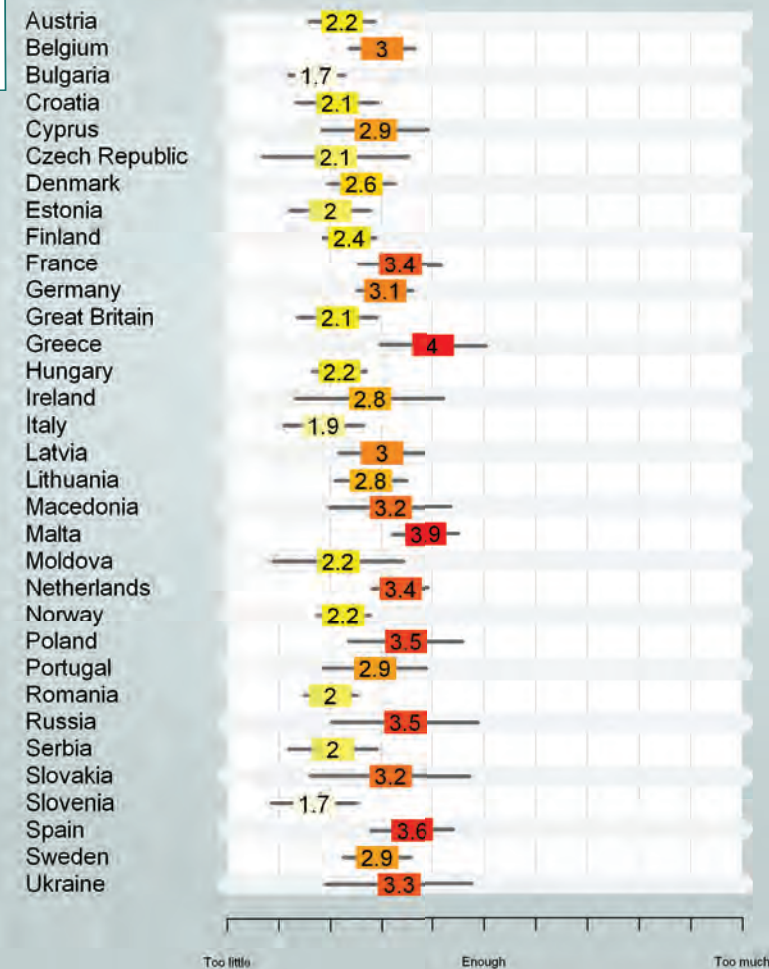
Question: Do the news media in [COUNTRY] focus too much, just enough or too little on information or investigative reports on important issues?

v21e

Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

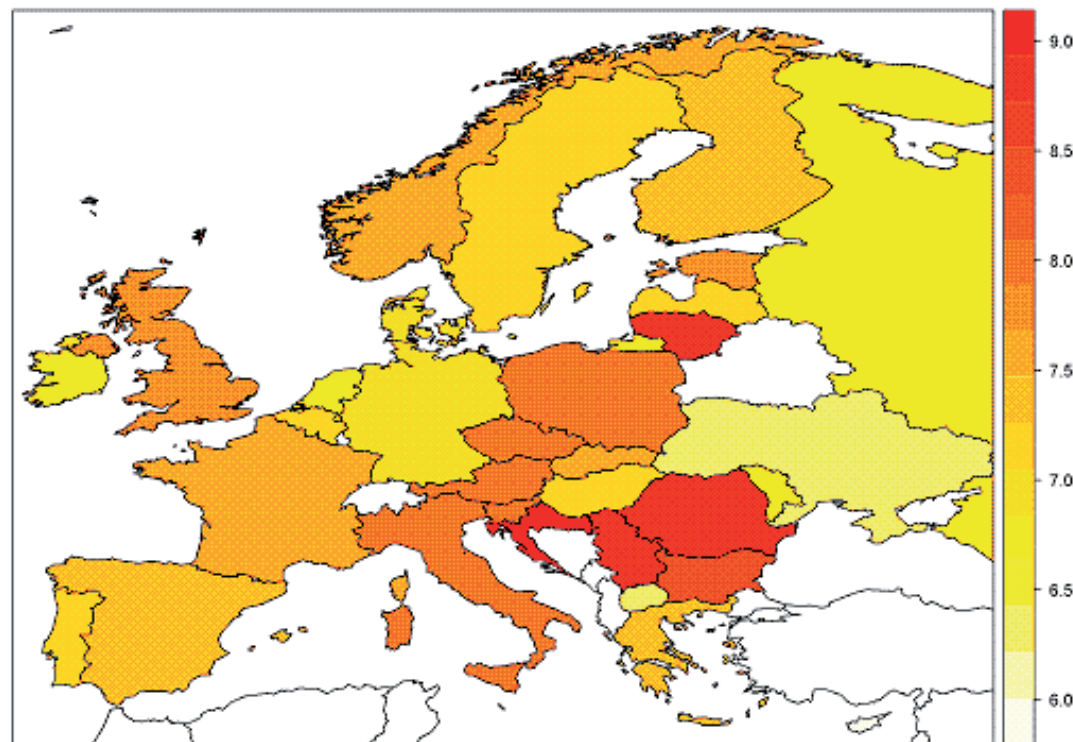
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

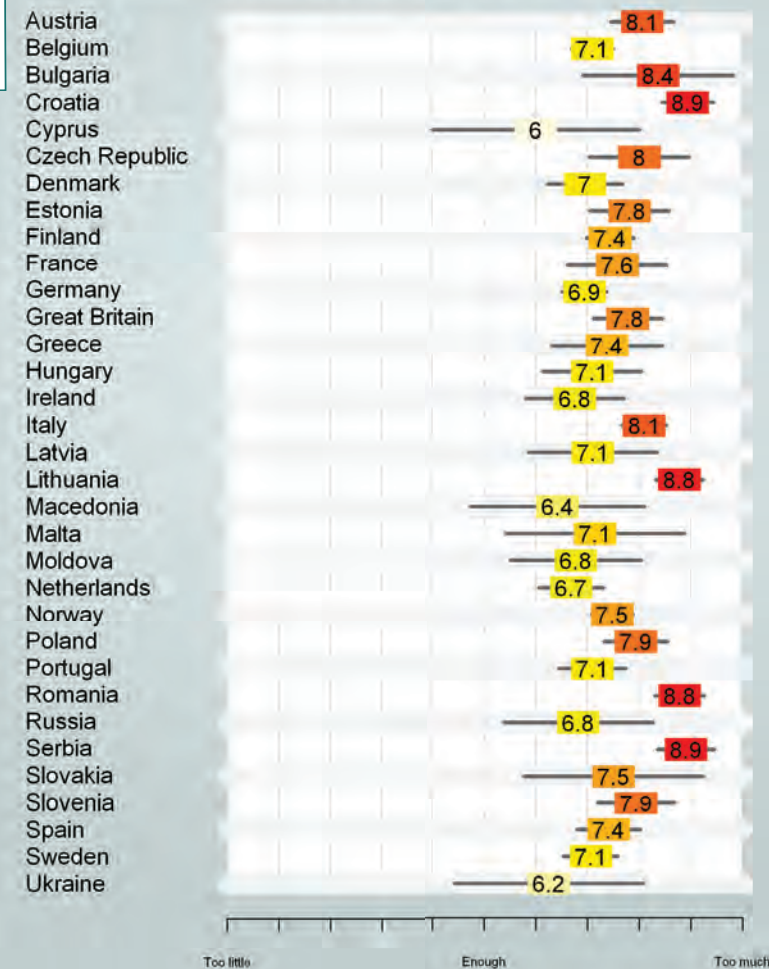
Question: Do the news media in [COUNTRY] focus too much, just enough or too little on information about the sensational aspects of events and stories?

v21f

Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

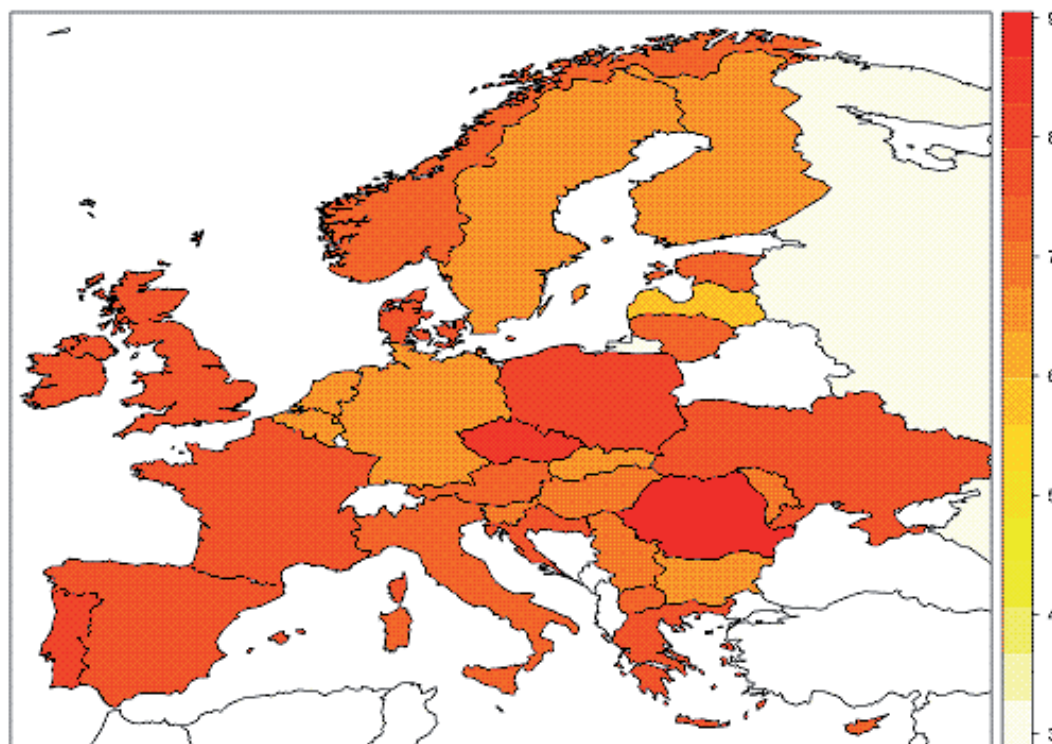
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Do the news media in [COUNTRY] focus too much, just enough or too little on politics seen as a game, a horse-race, just a competition for power?

v21g

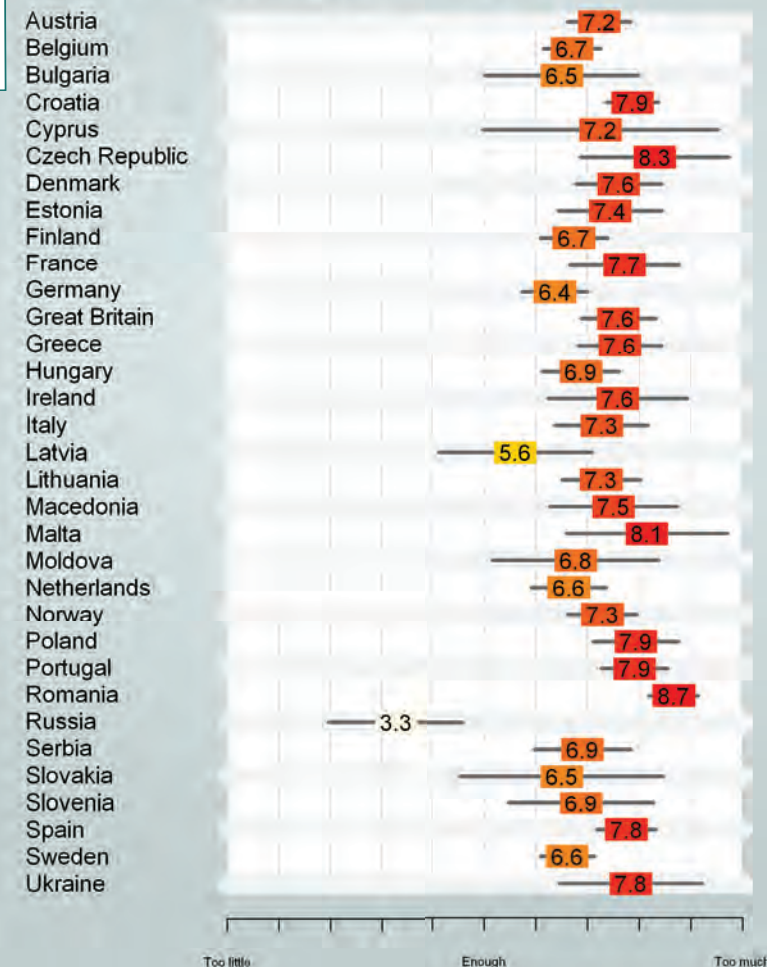
Average expert opinion about national media on 0 (Too little) to 10 (Too much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

© EuroGeographics for administrative boundaries

Country averages with 95% confidence intervals

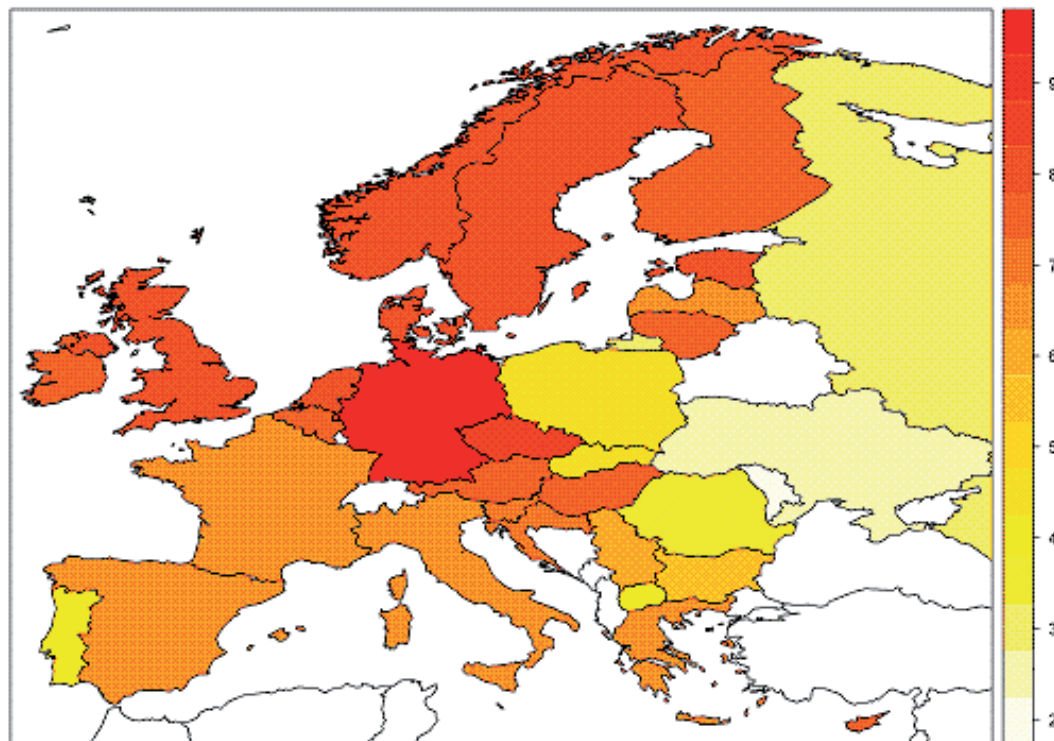


Data: Marina Popescu et al.: 2010 European Media Systems Survey

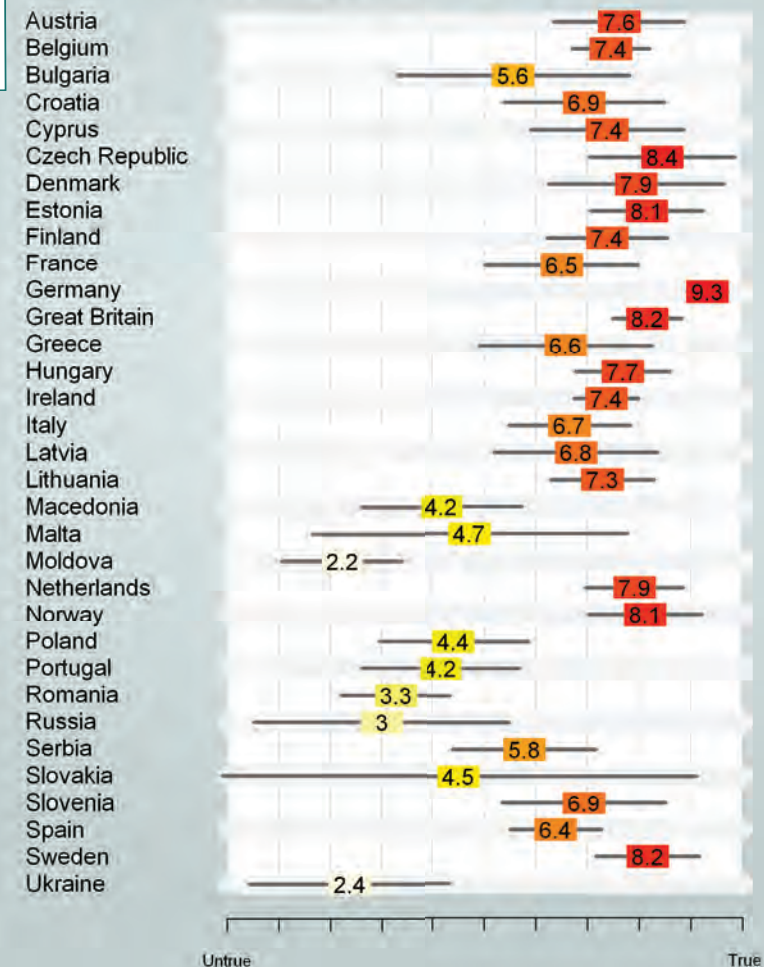
Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more political news?

v22a

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

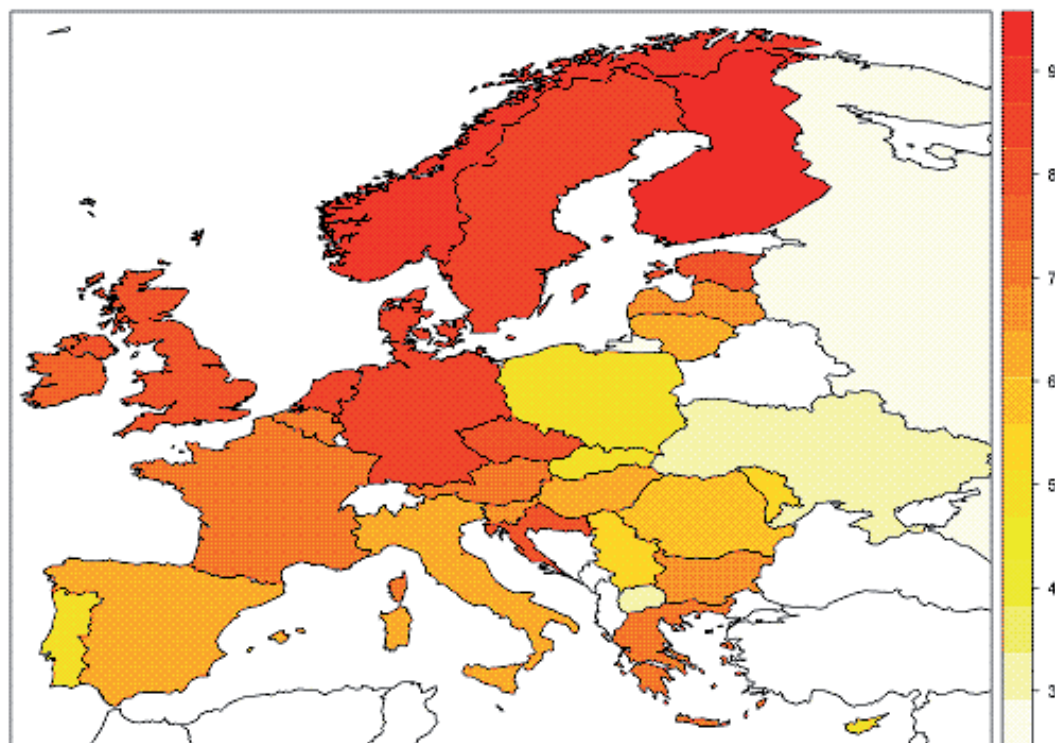
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

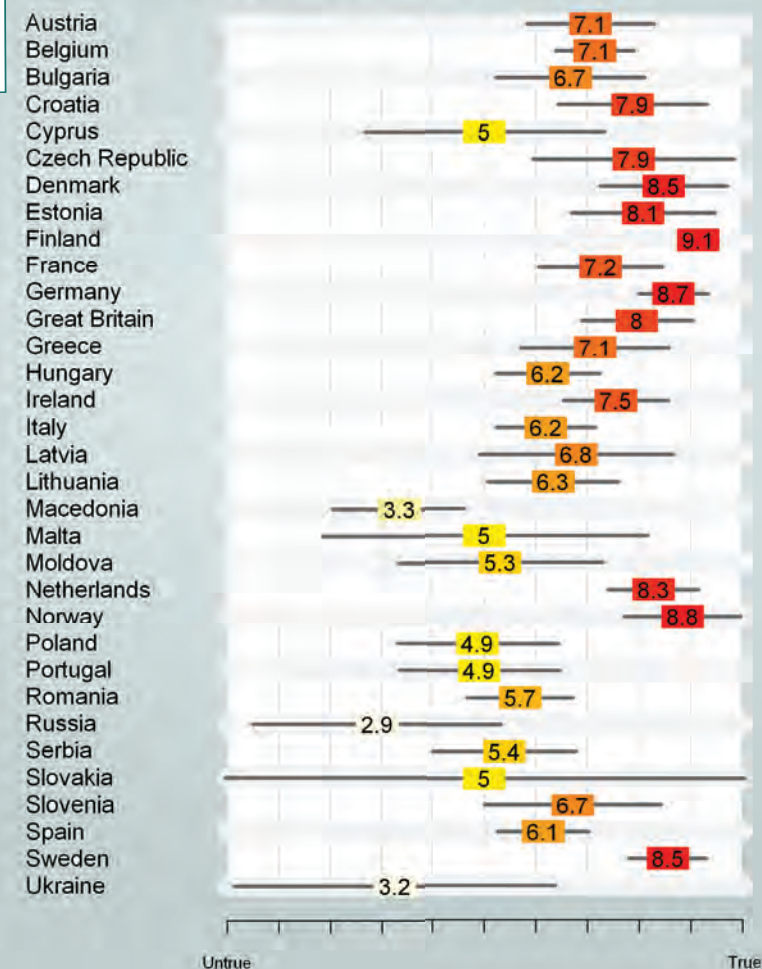
Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides wider range of programming?

v22b

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

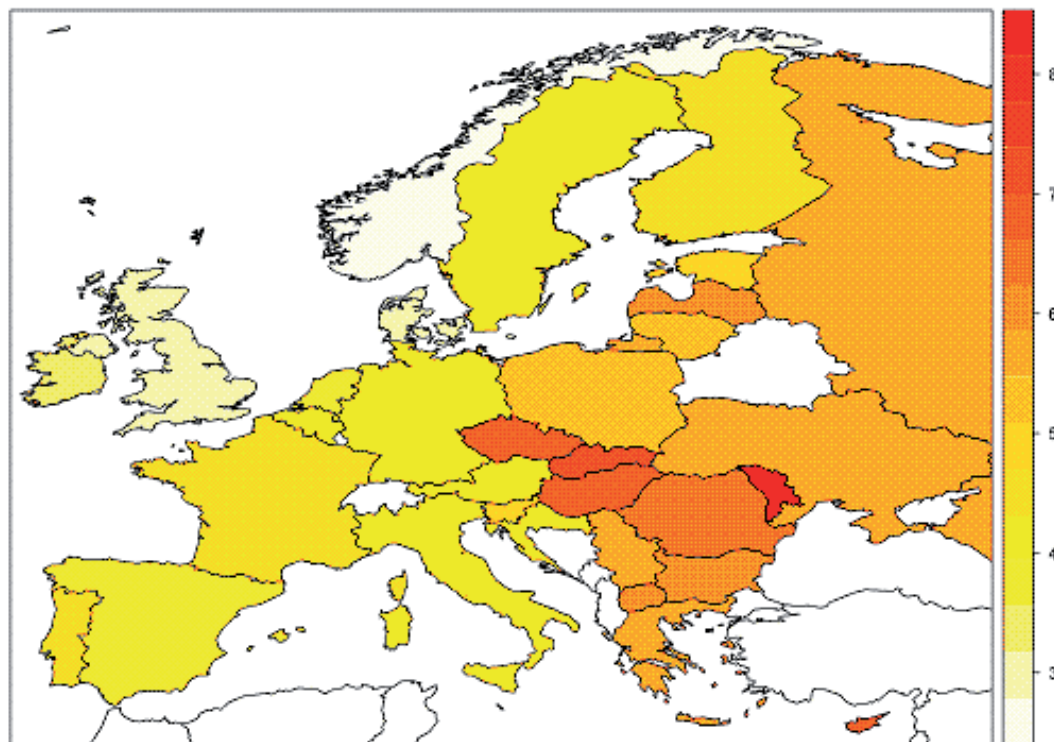
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

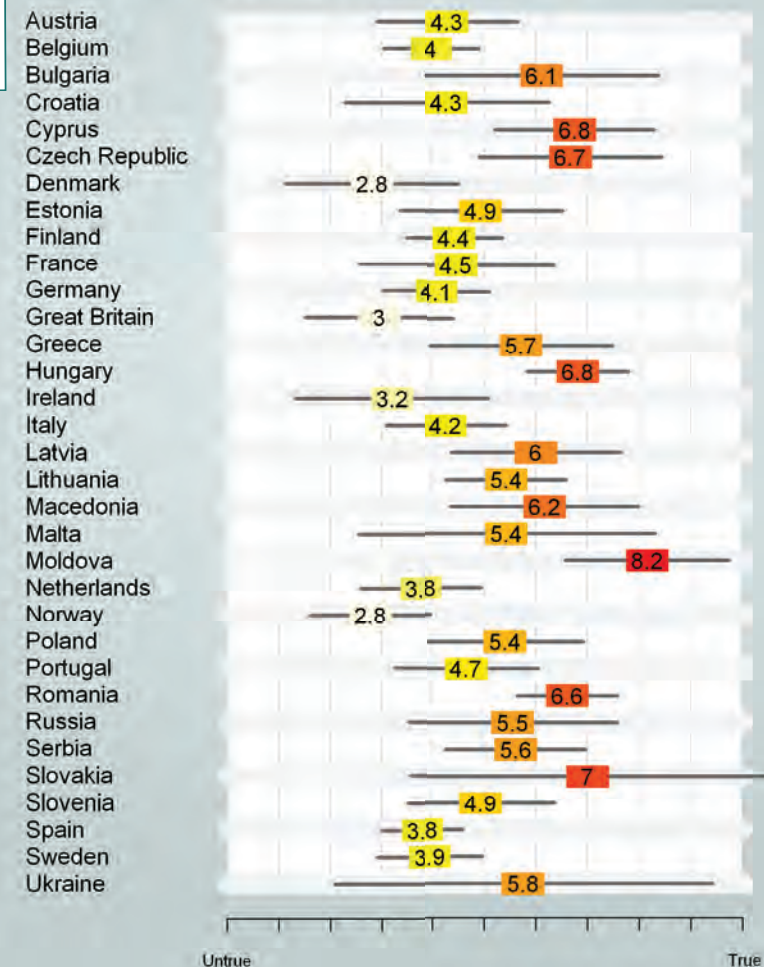
Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more boring programs for the average viewer?

v22c

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

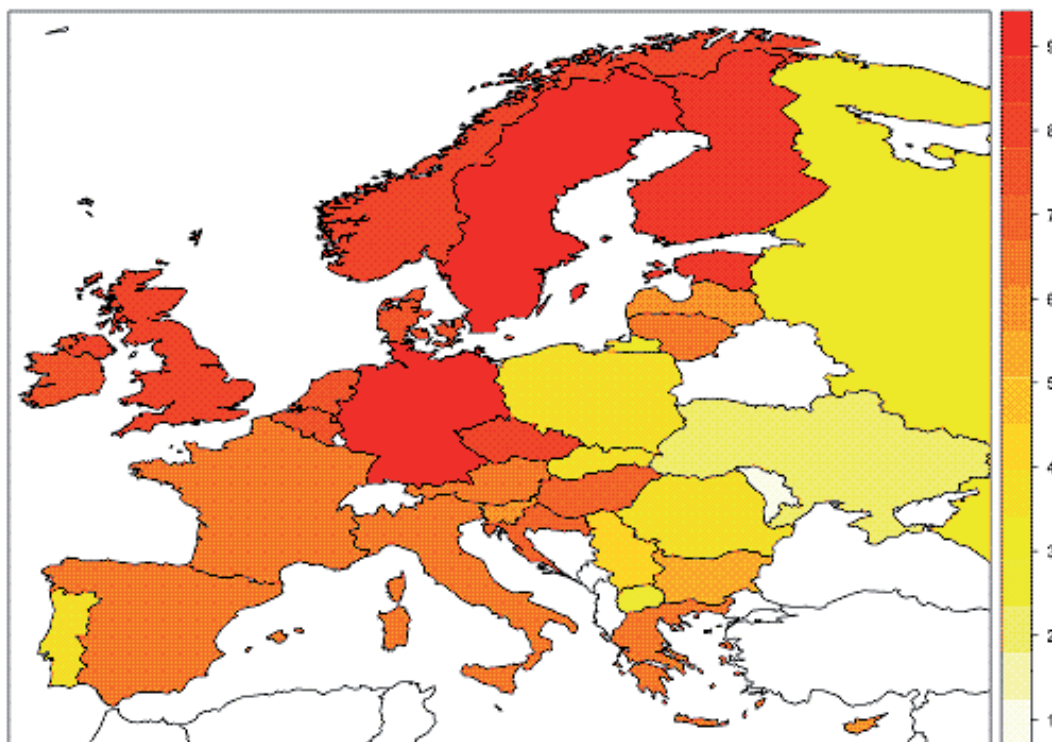
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more in-depth coverage of politics and public affairs?

v22d

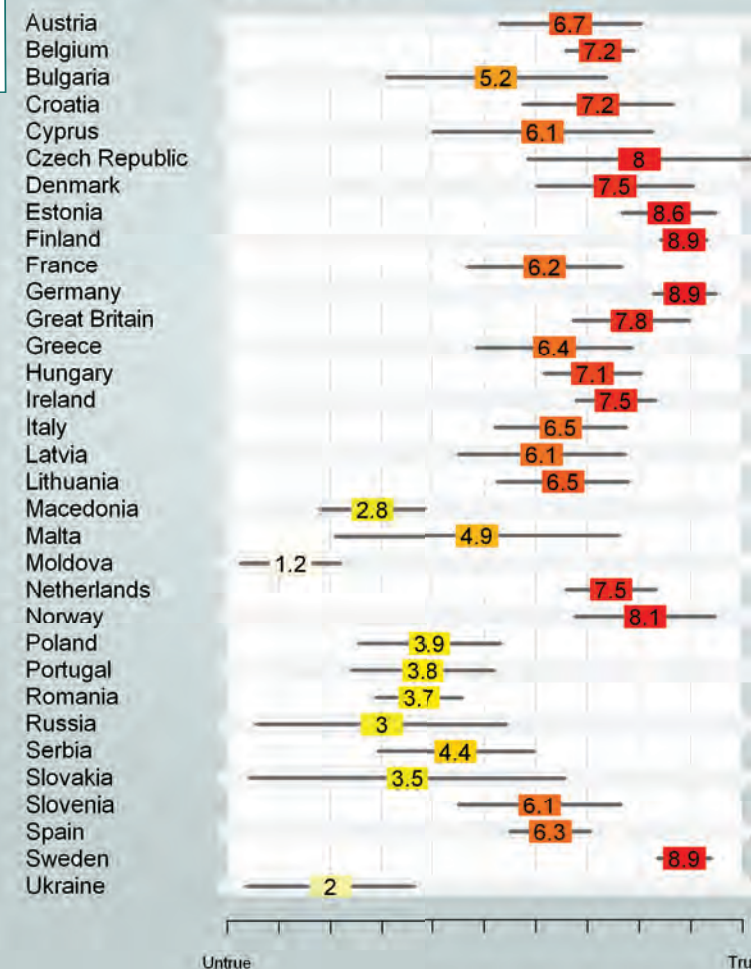
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

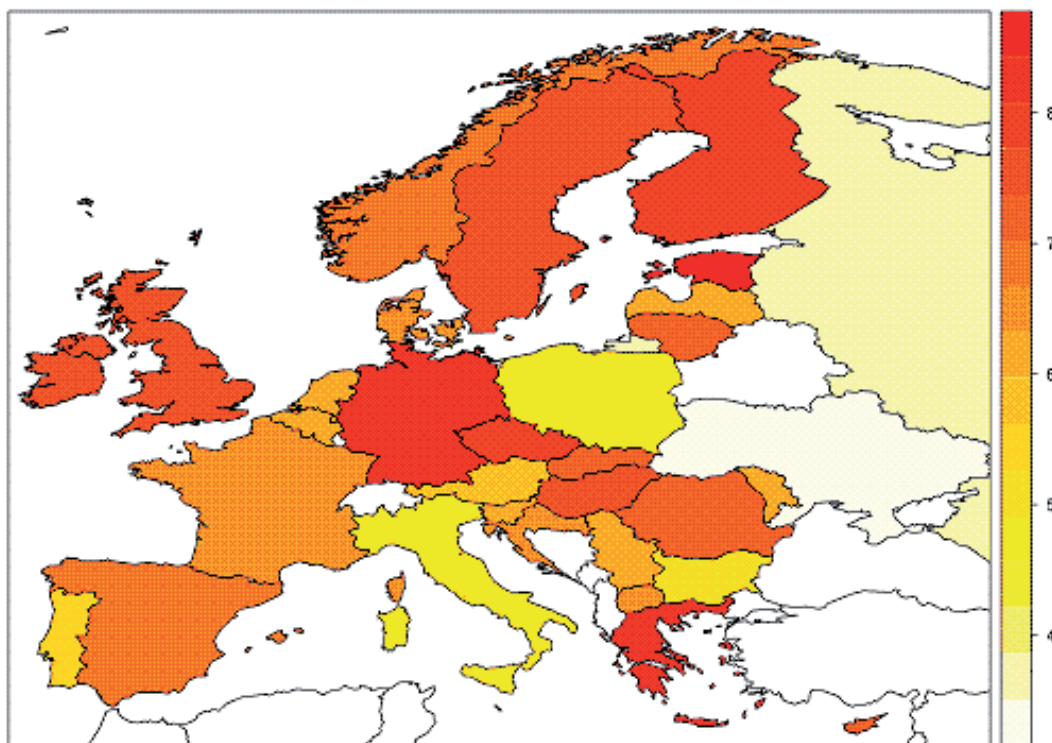


Data: Marina Popescu et al.: 2010 European Media Systems Survey

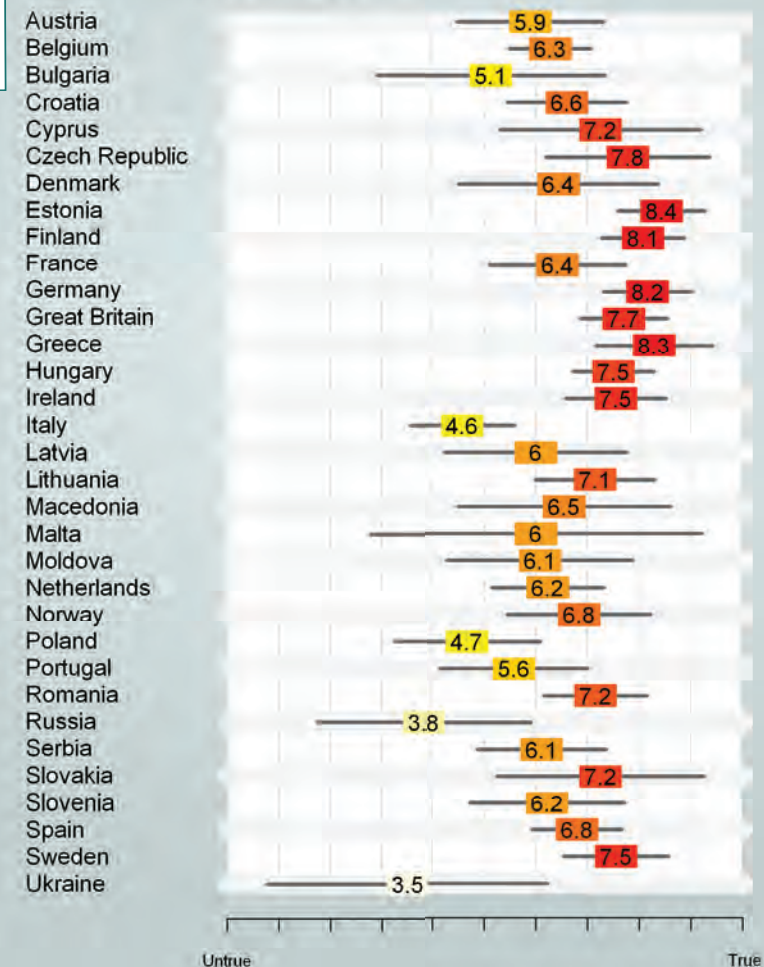
Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides a less sensationalist style?

v22e

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

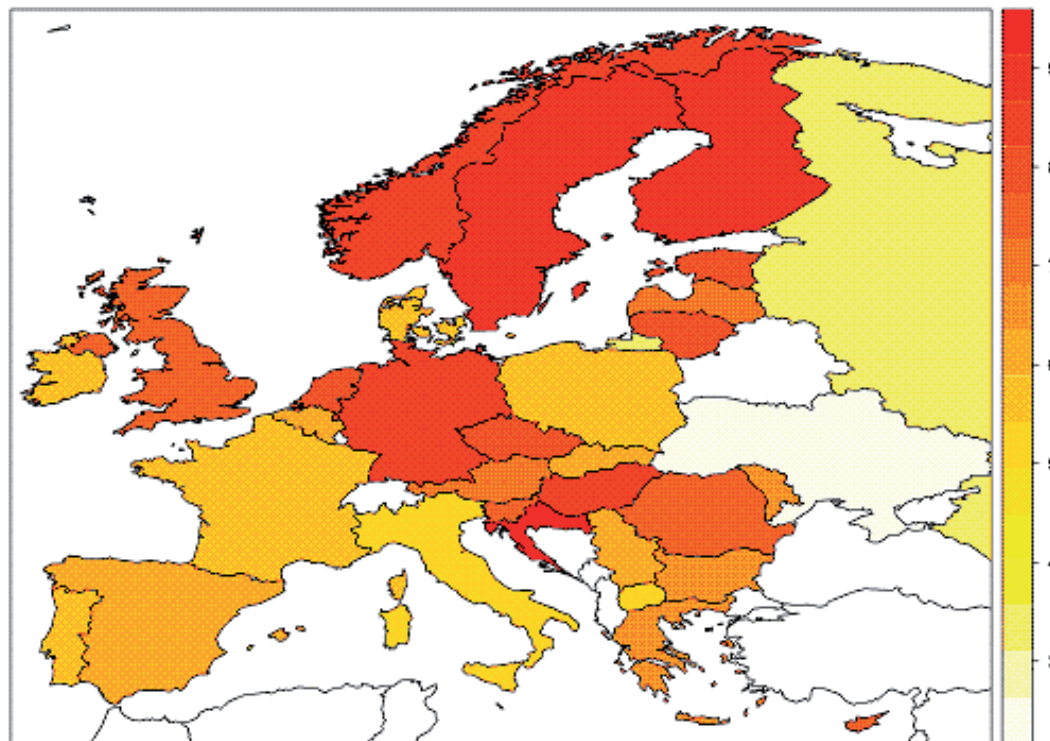
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more focus on the culture and traditions of minorities in [COUNTRY]?

v22f

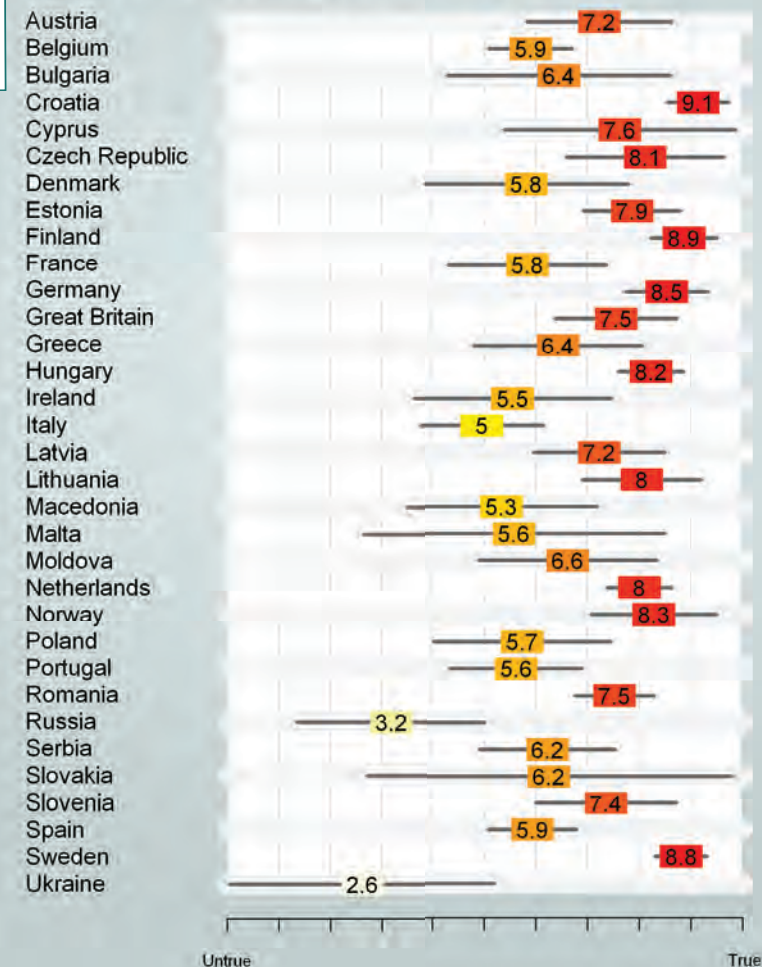
Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

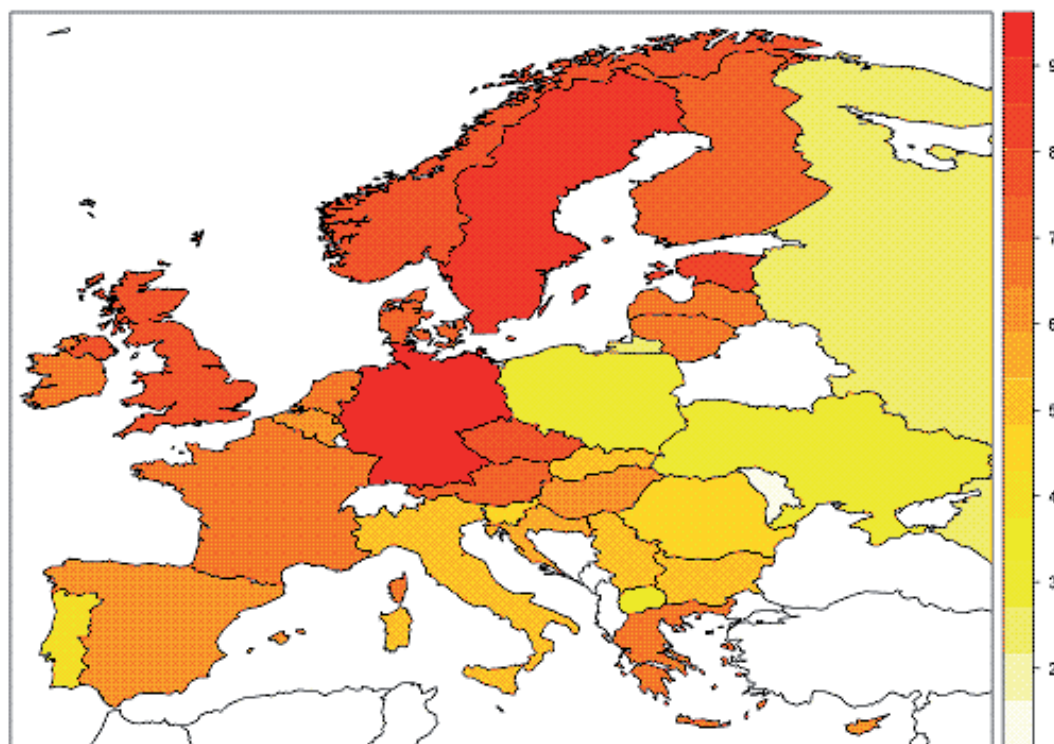


Data: Marina Popescu et al.: 2010 European Media Systems Survey

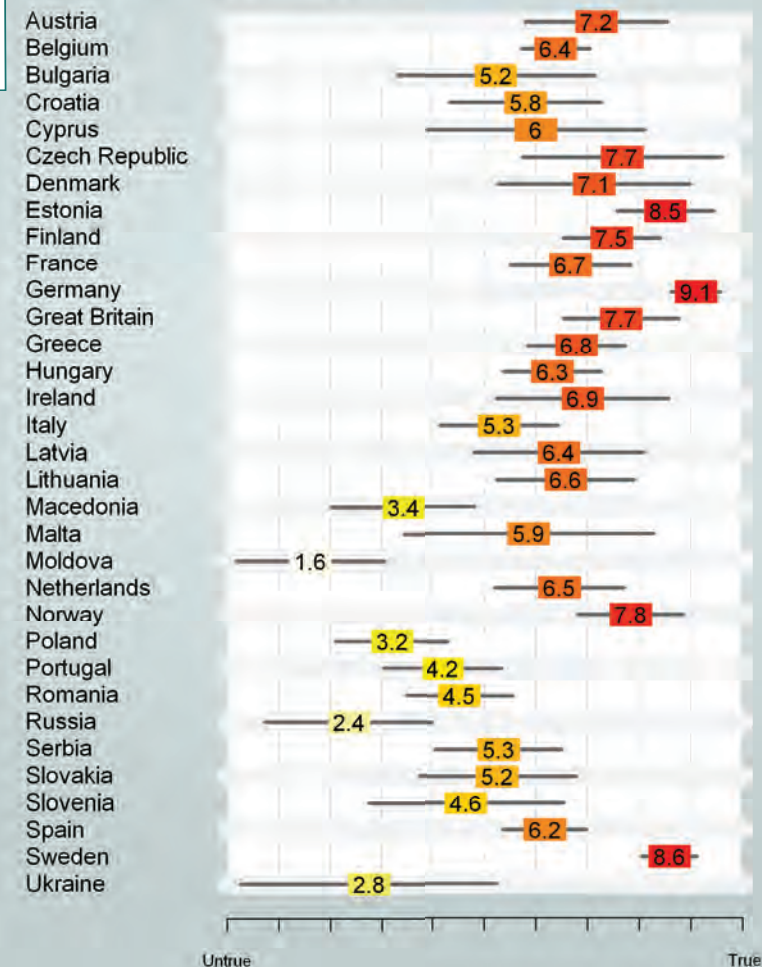
Question: Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more trustworthy information?

v22g

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

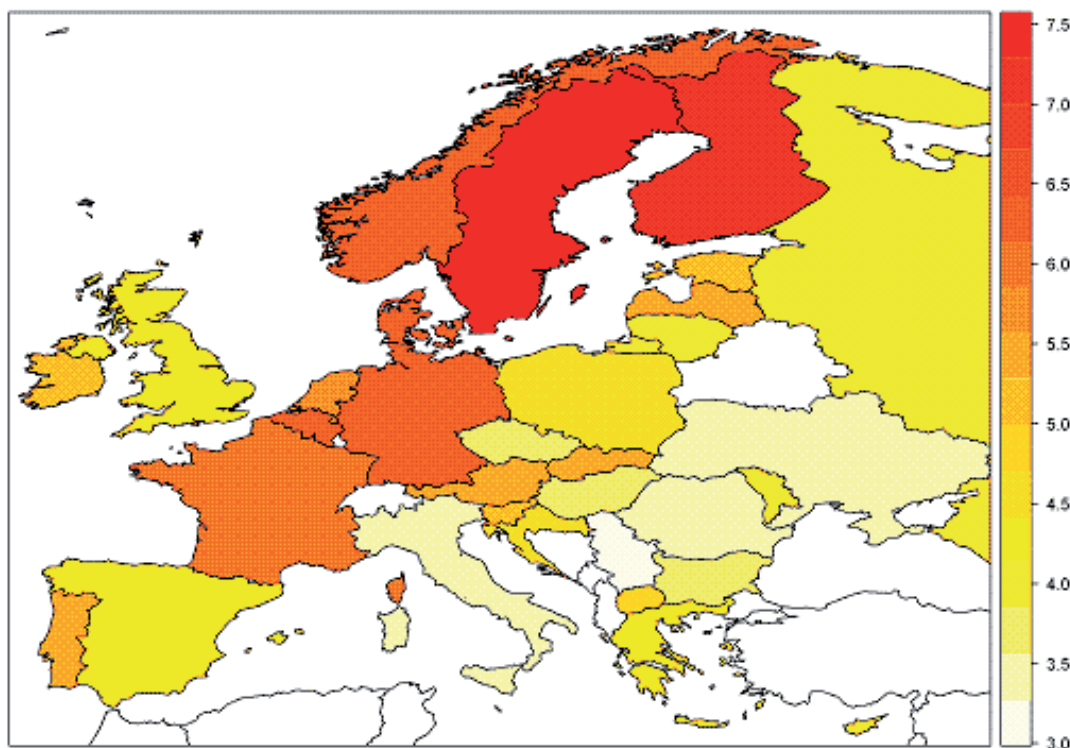
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Journalists in [COUNTRY] are motivated by an ethic of serving the public interest

v23a

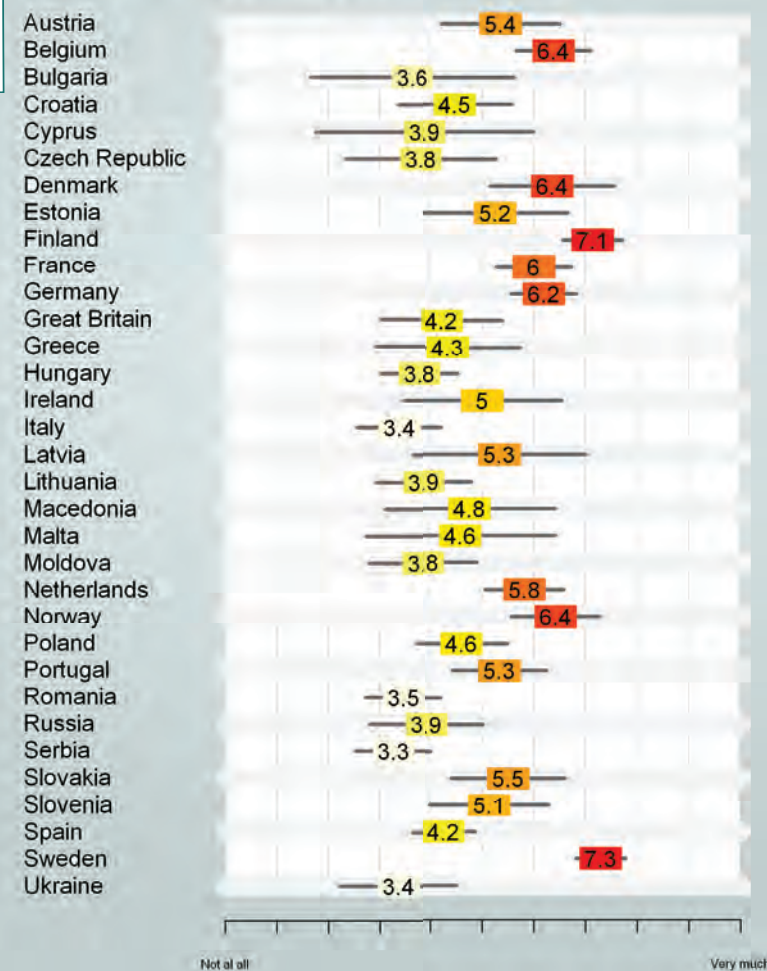
Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

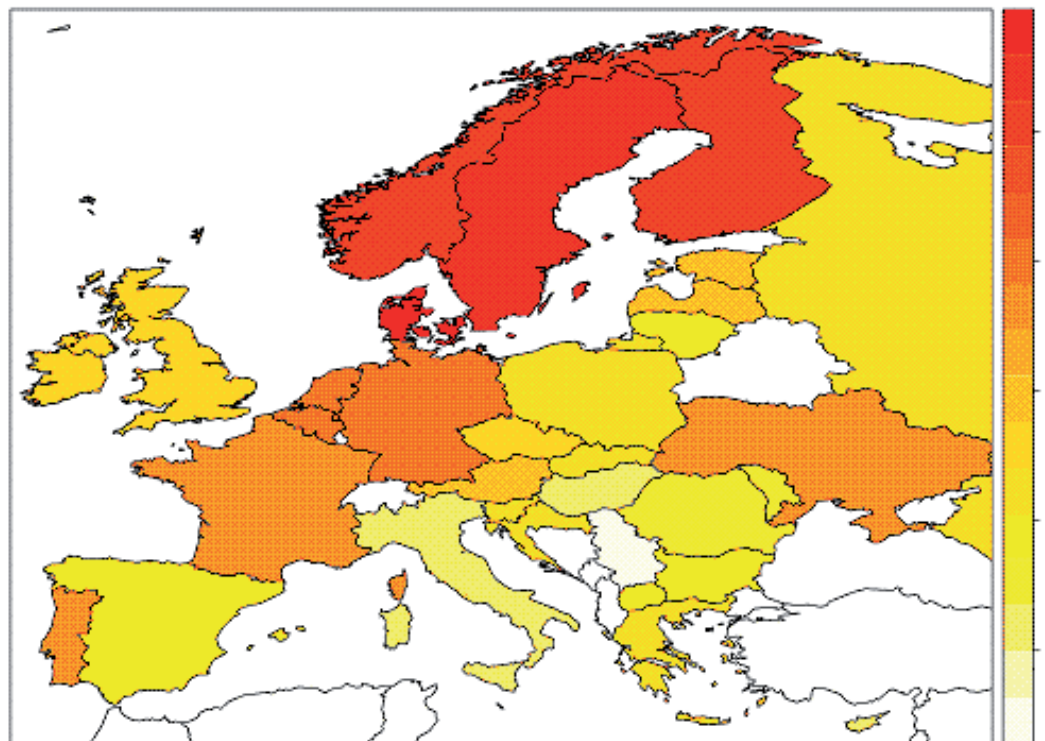


Data: Marina Popescu et al.: 2010 European Media Systems Survey

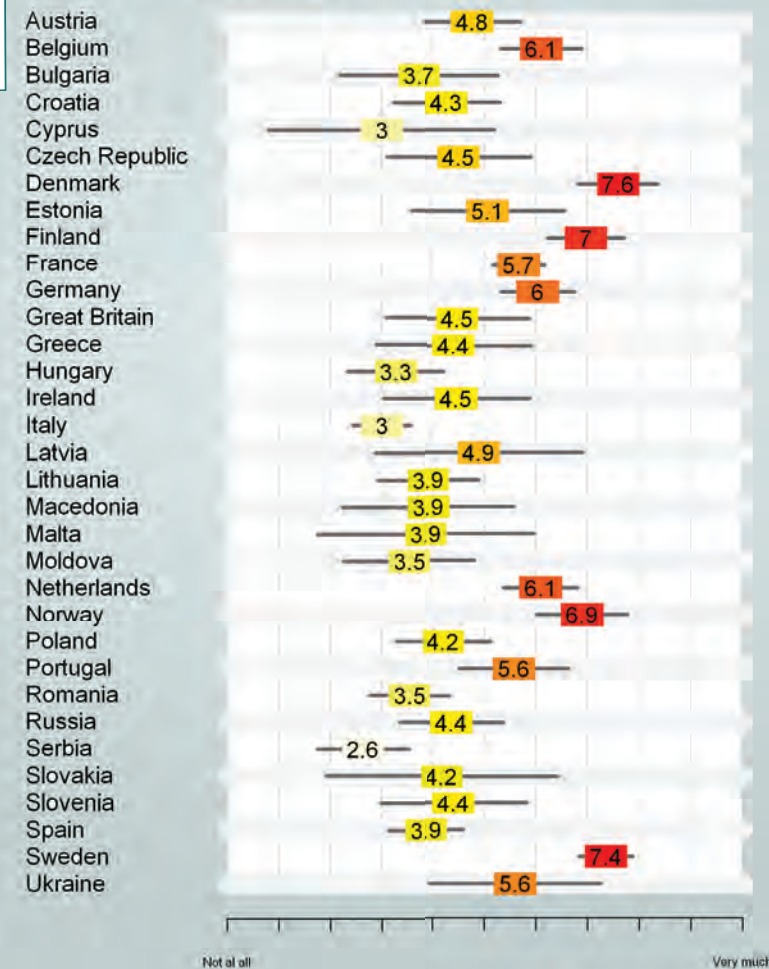
Question: Journalists in [COUNTRY] agree on the criteria for judging excellence in their profession regardless of their political orientations

v23b

Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

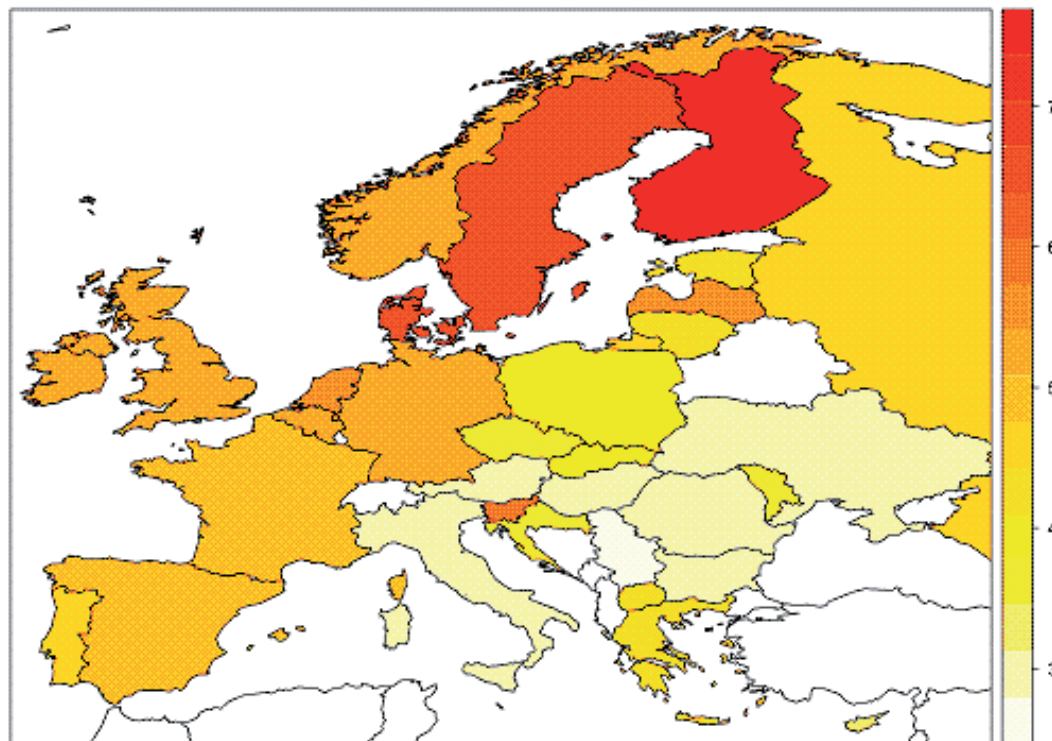
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: Journalists have sufficient training to ensure that basic professional norms like accuracy, relevance, completeness, balance, timeliness, double-checking and source confidentiality are respected in news-making practices

v23c

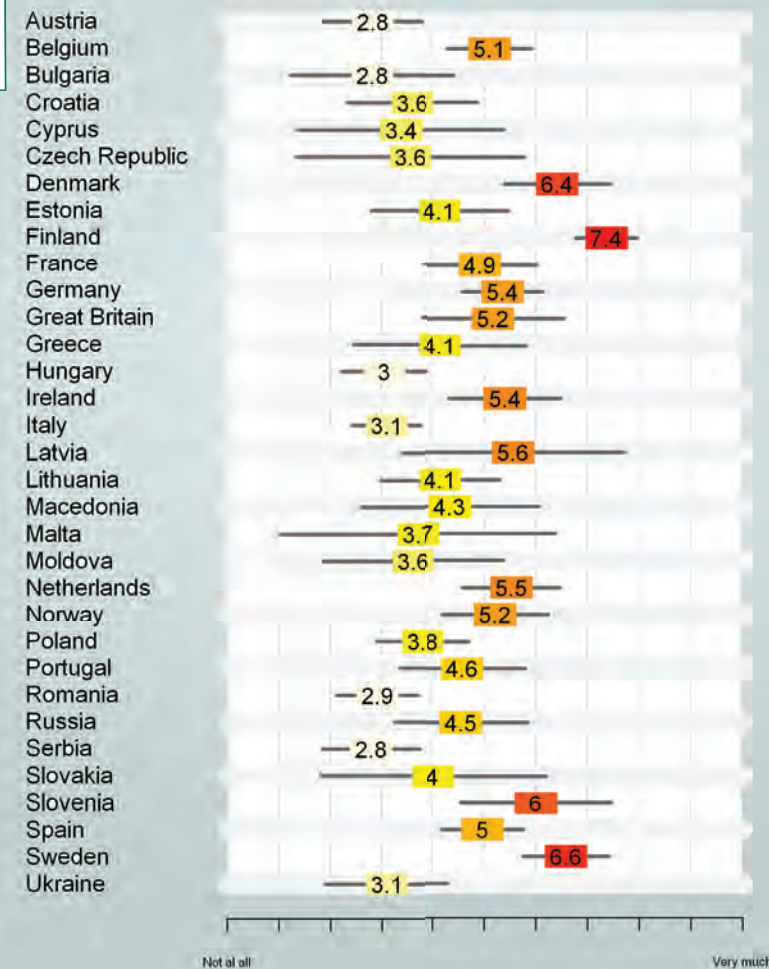
Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

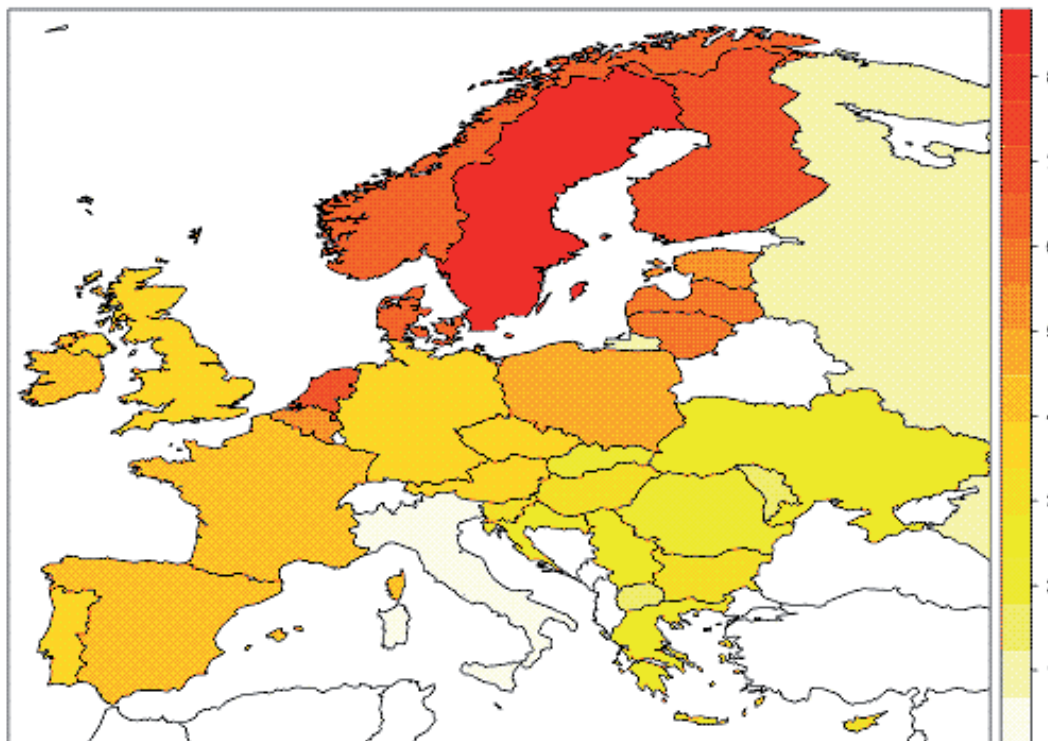


Data: Marina Popescu et al.: 2010 European Media Systems Survey

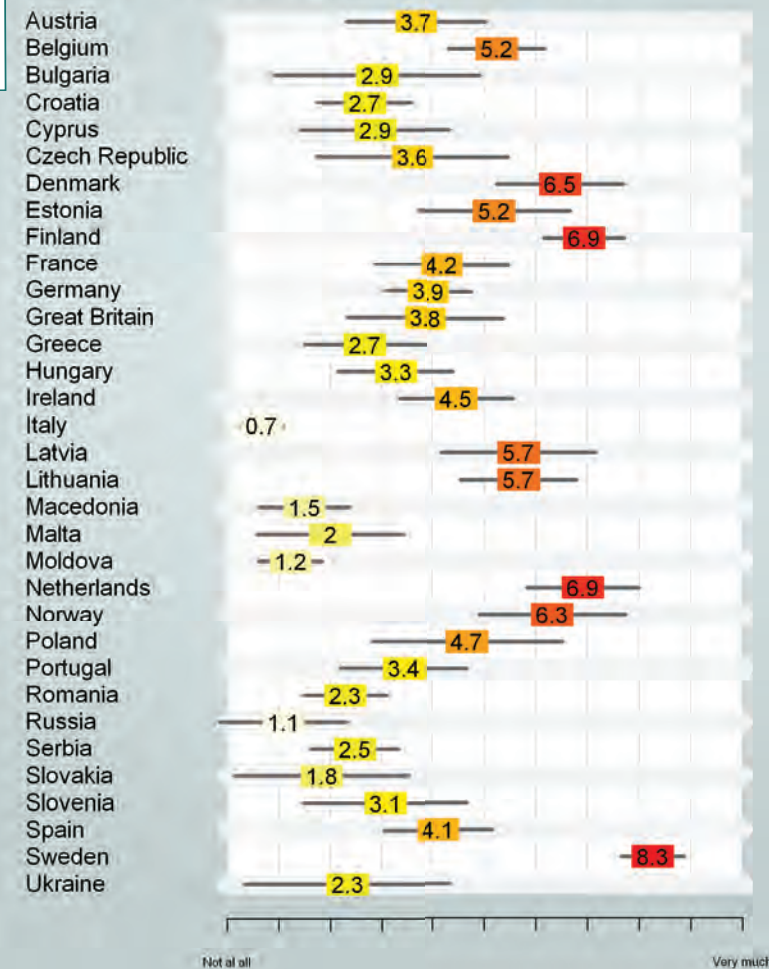
Question: The journalistic content of public television in [COUNTRY] is entirely free from governmental political interference

v23d

Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

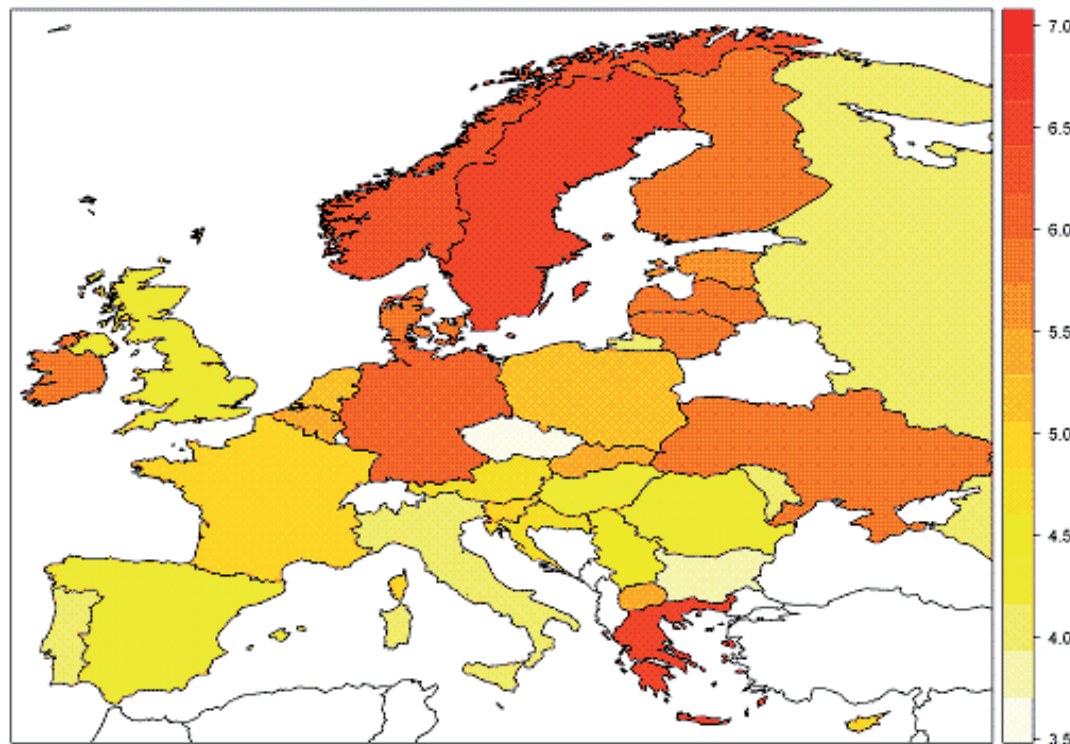
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: How far do [COUNTRY] media outlets in general succeed in stimulating general interest among citizens in public affairs?

v24a

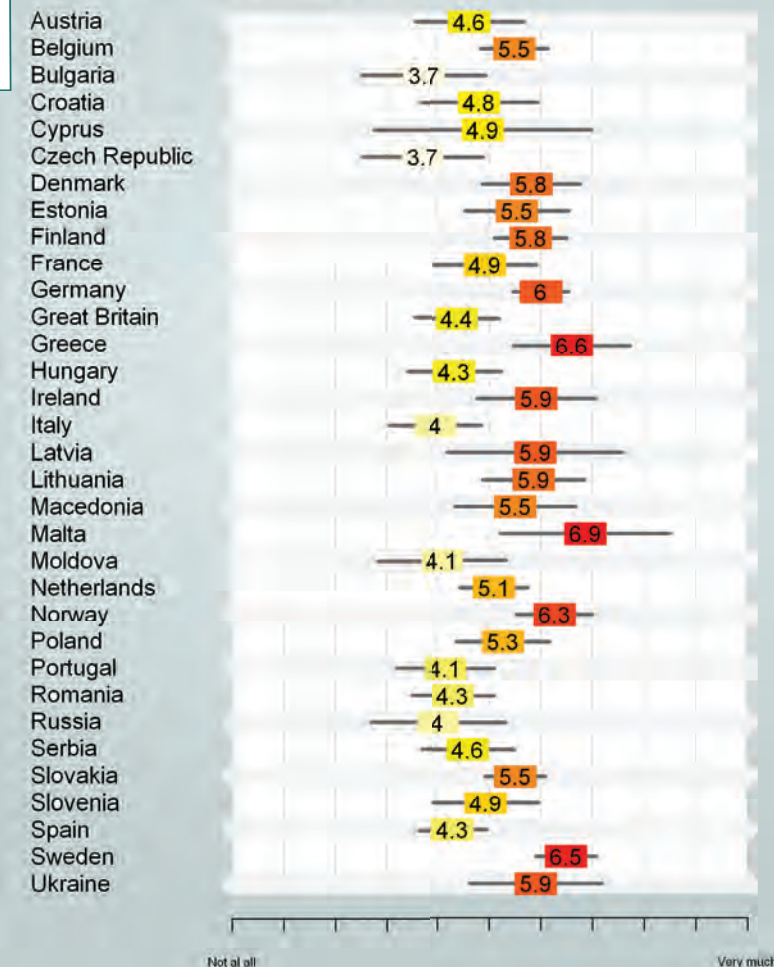
Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

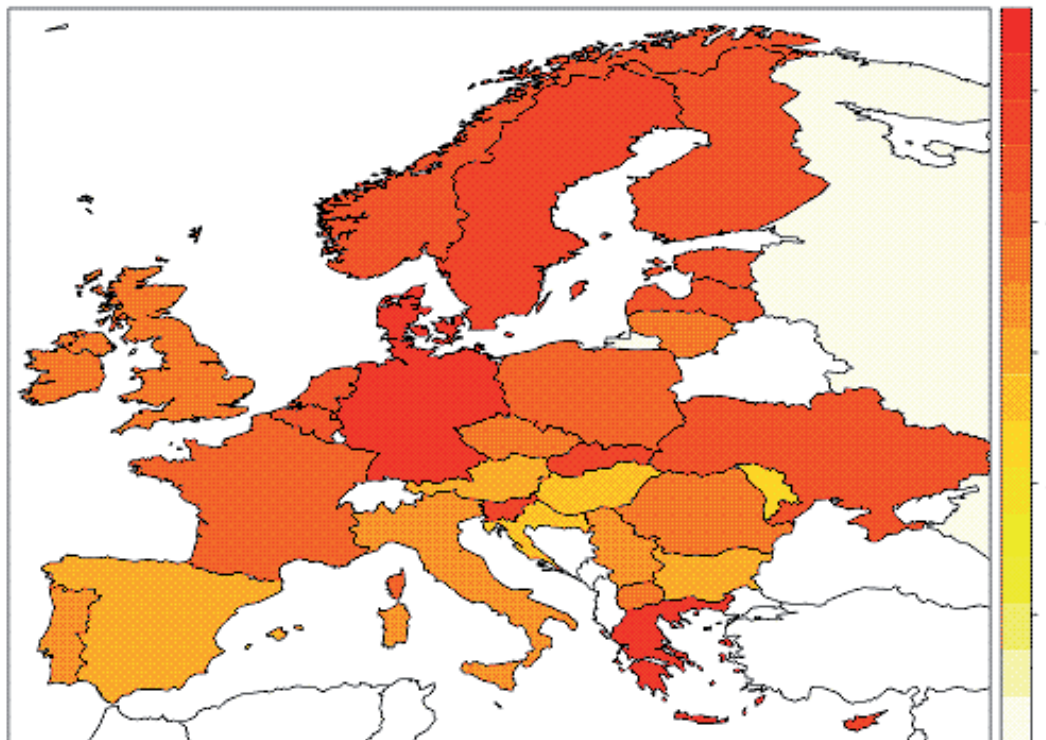


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Question: How far do [COUNTRY] media outlets in general succeed in providing a forum for politicians and parties to debate in front of citizens?

v24b

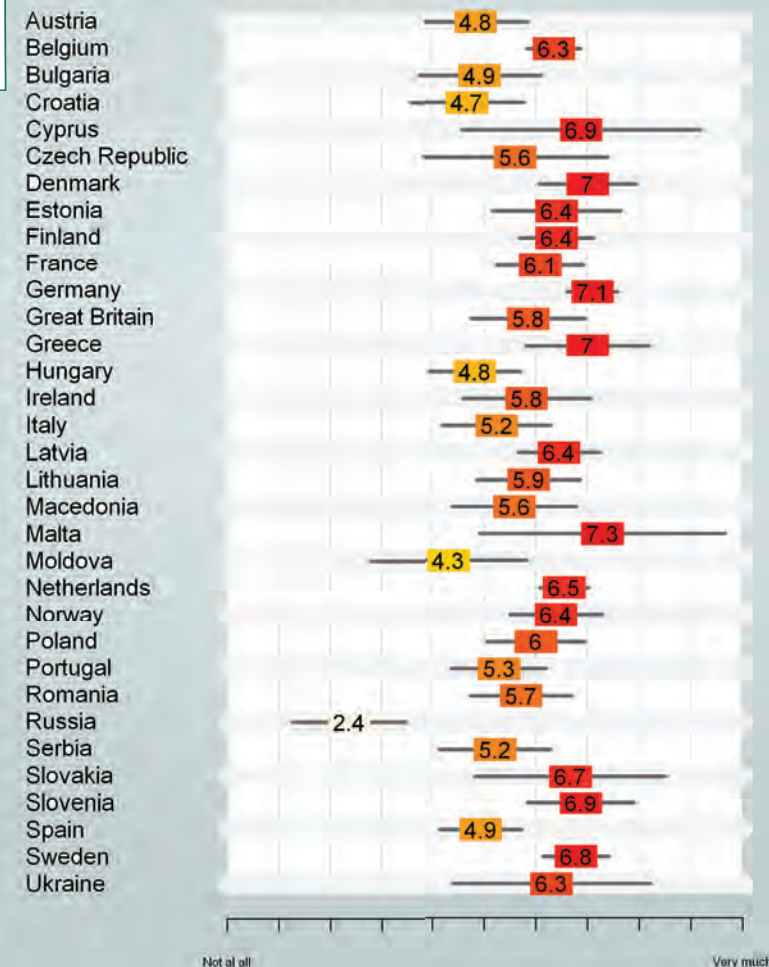
Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

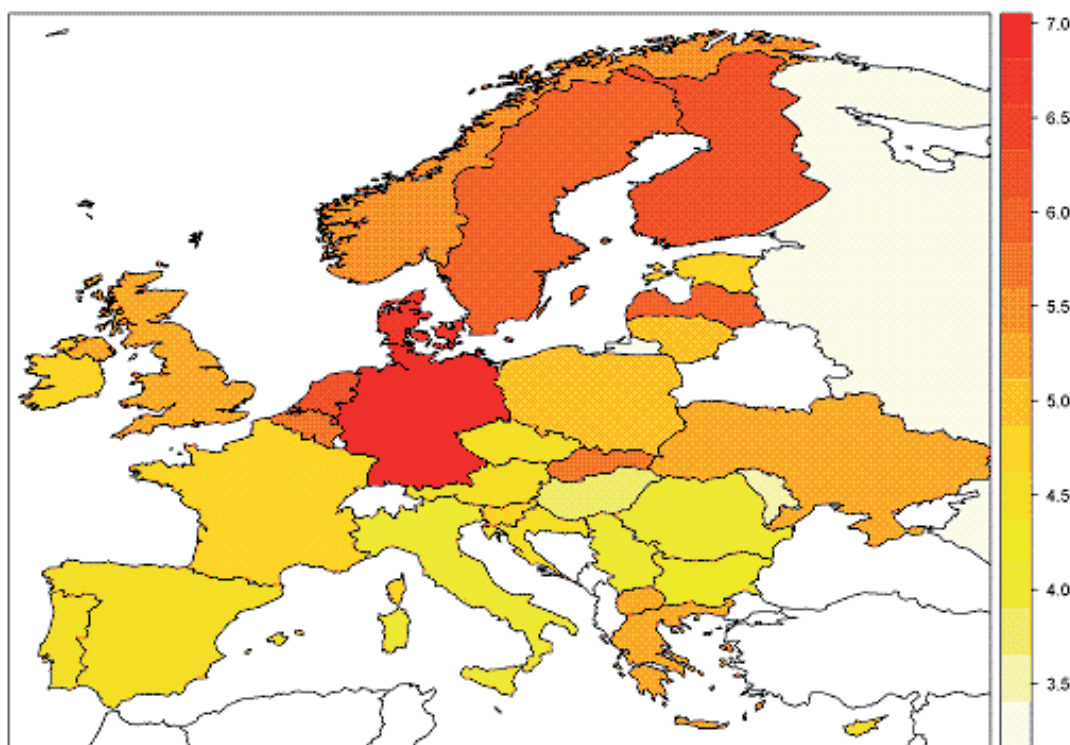


Data: Marina Popescu et al.: 2010 European Media Systems Survey

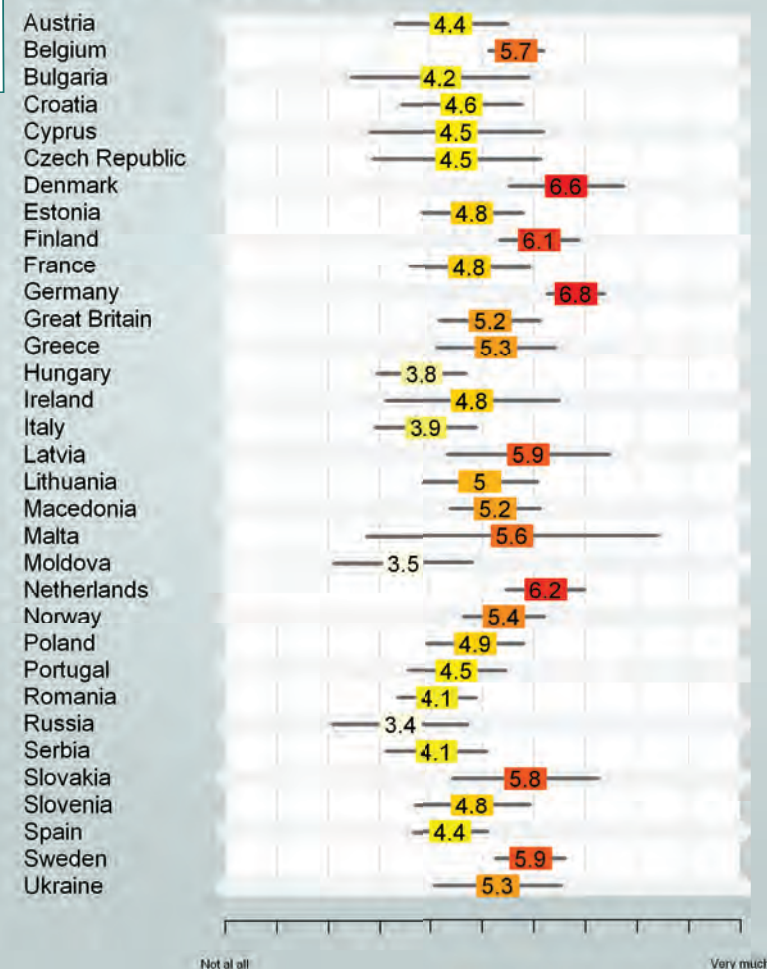
Question: How far do [COUNTRY] media outlets in general succeed in providing a variety of perspectives on the important issues of the day?

v24c

Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

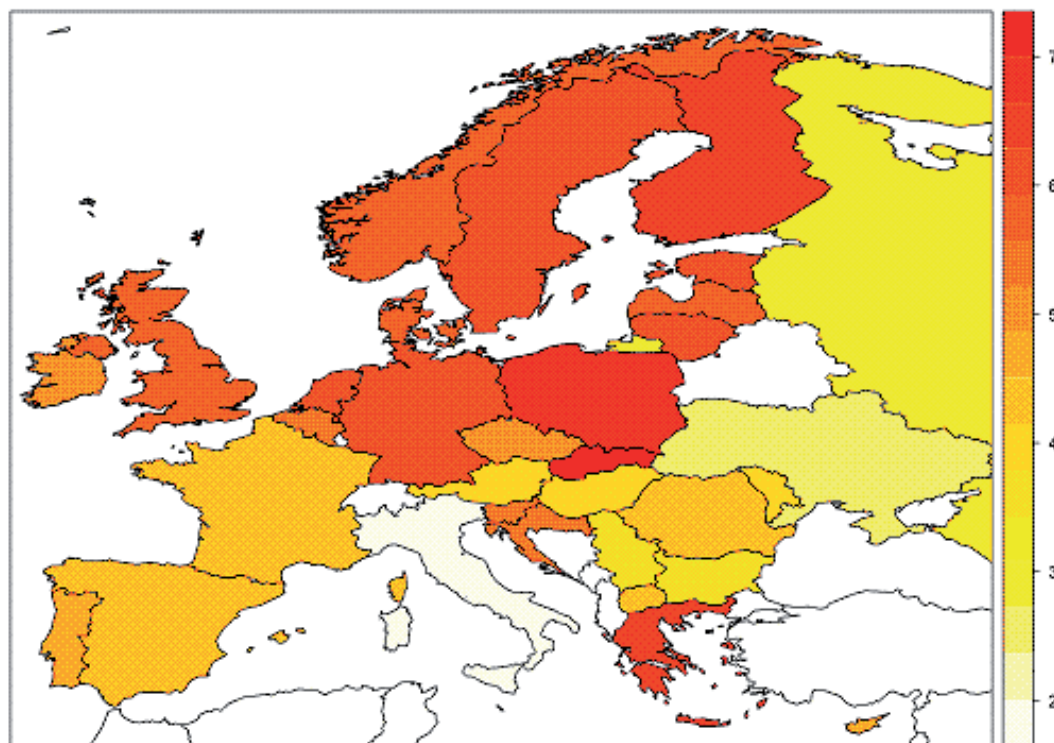
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

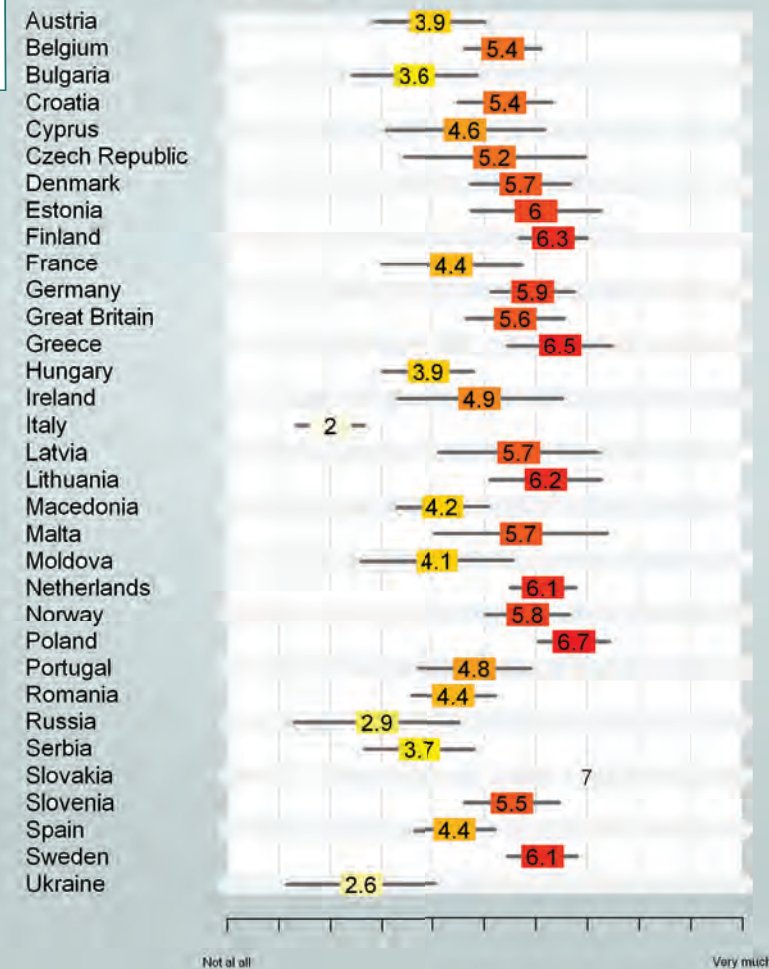
Question: How far do [COUNTRY] media outlets in general succeed in serving as “watchdog” scrutinizing the actions of government officials on behalf of citizens?

v24d

Average expert opinion about national media on 0 (Not at all) to 10 (Very much) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

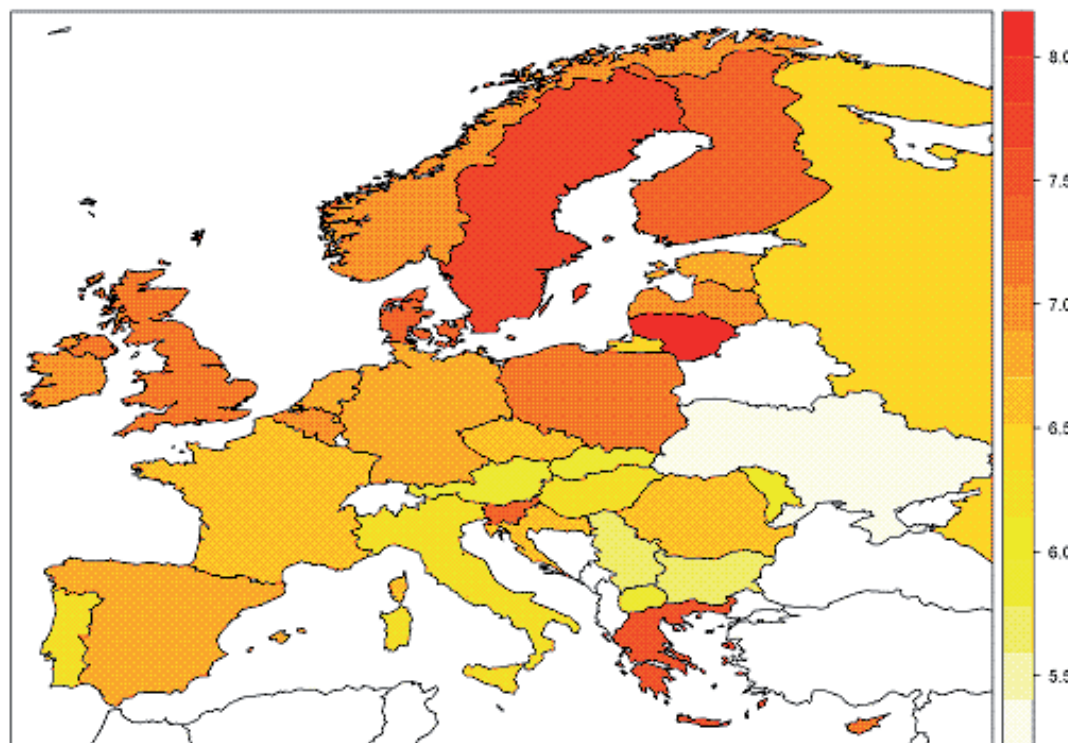
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

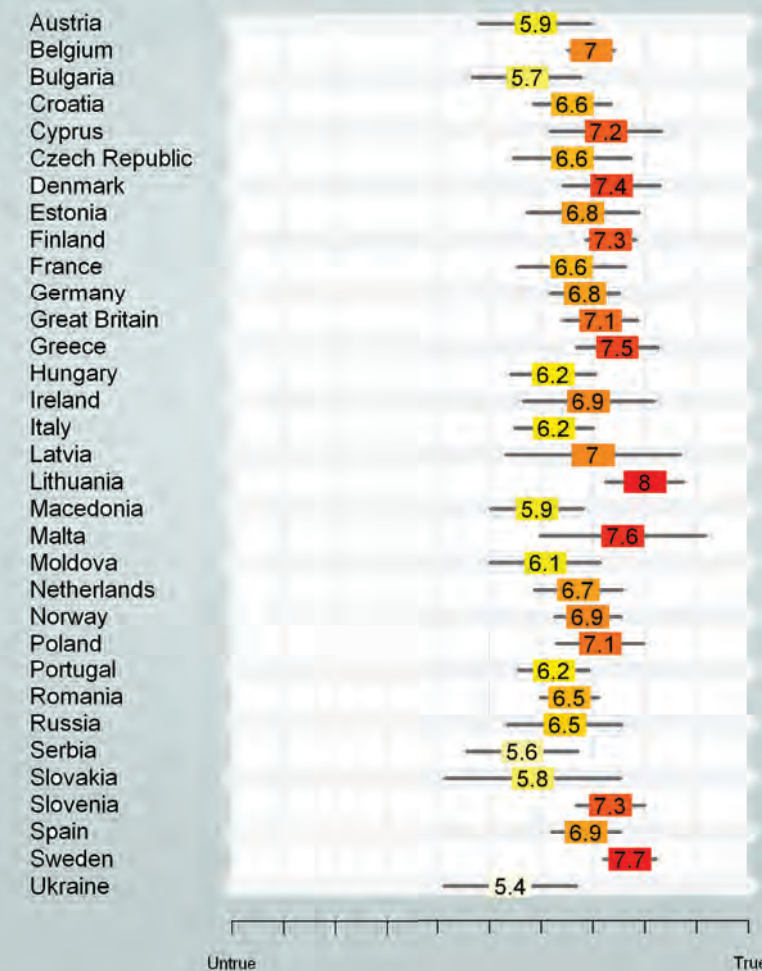
Question: Media coverage of public affairs has a lot of influence on public opinion in [COUNTRY]

v25a

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



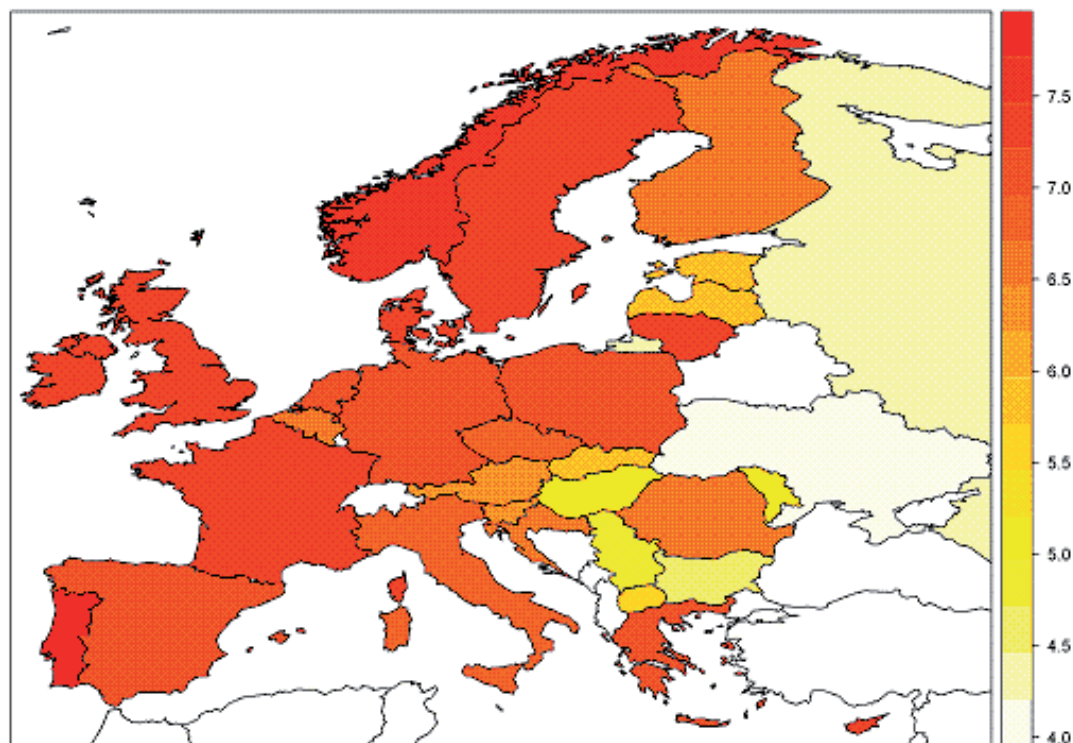
Country averages with 95% confidence intervals



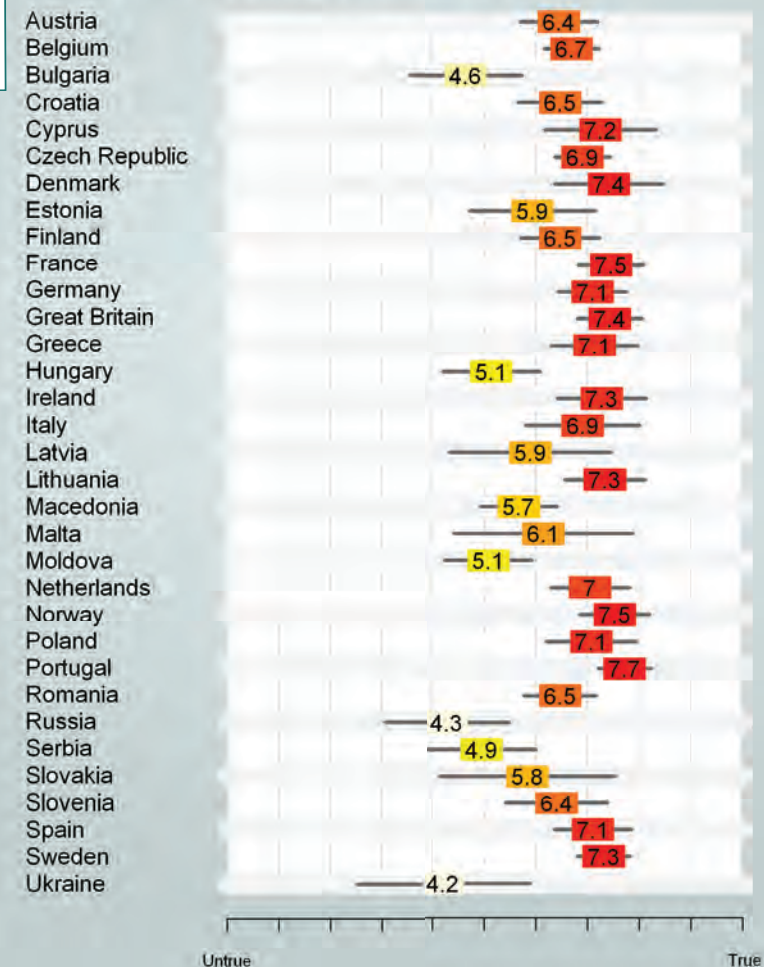
Question: Media coverage of public affairs has a lot of influence in political and policy circles in [COUNTRY]

v25b

Average expert opinion about national media on 0 (Untrue) to 10 (True) scale



Country averages with 95% confidence intervals

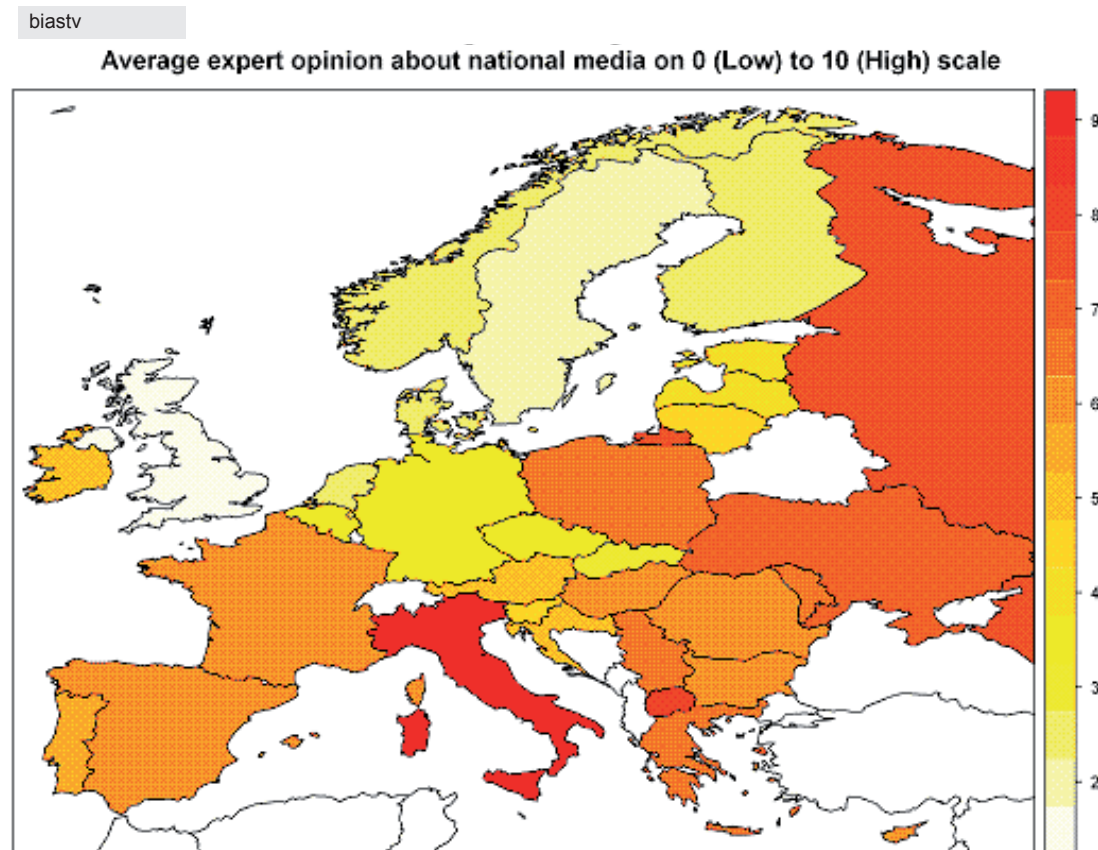


Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Data: Marina Popescu et al.: 2010 European Media Systems Survey

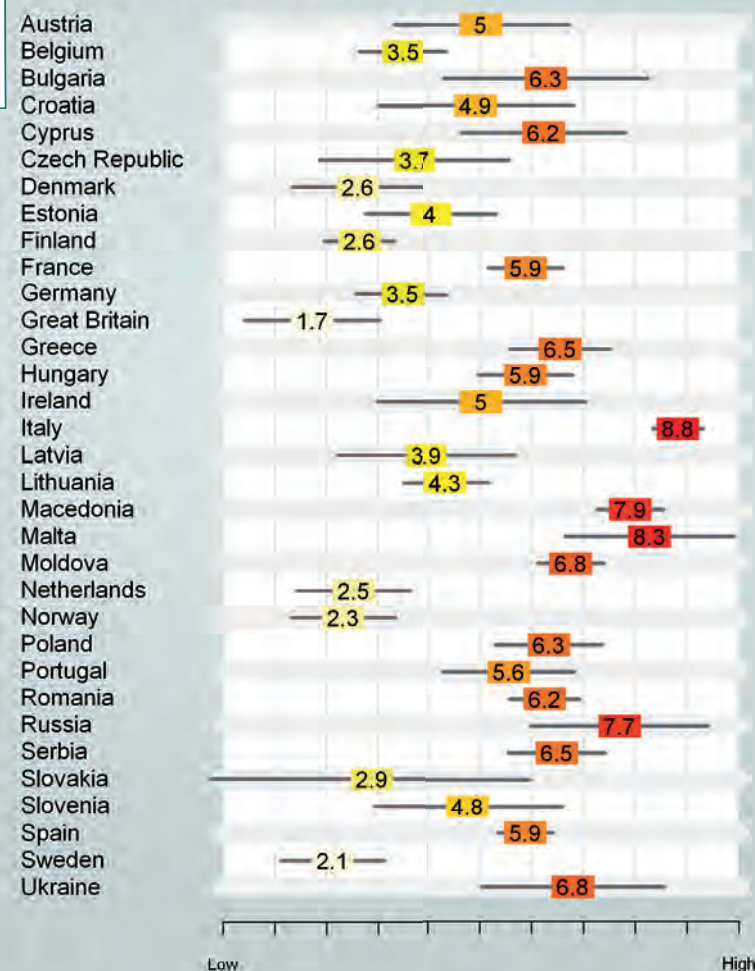
Composite measure: Partisan Bias-Weighted Average of All TV Channels



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

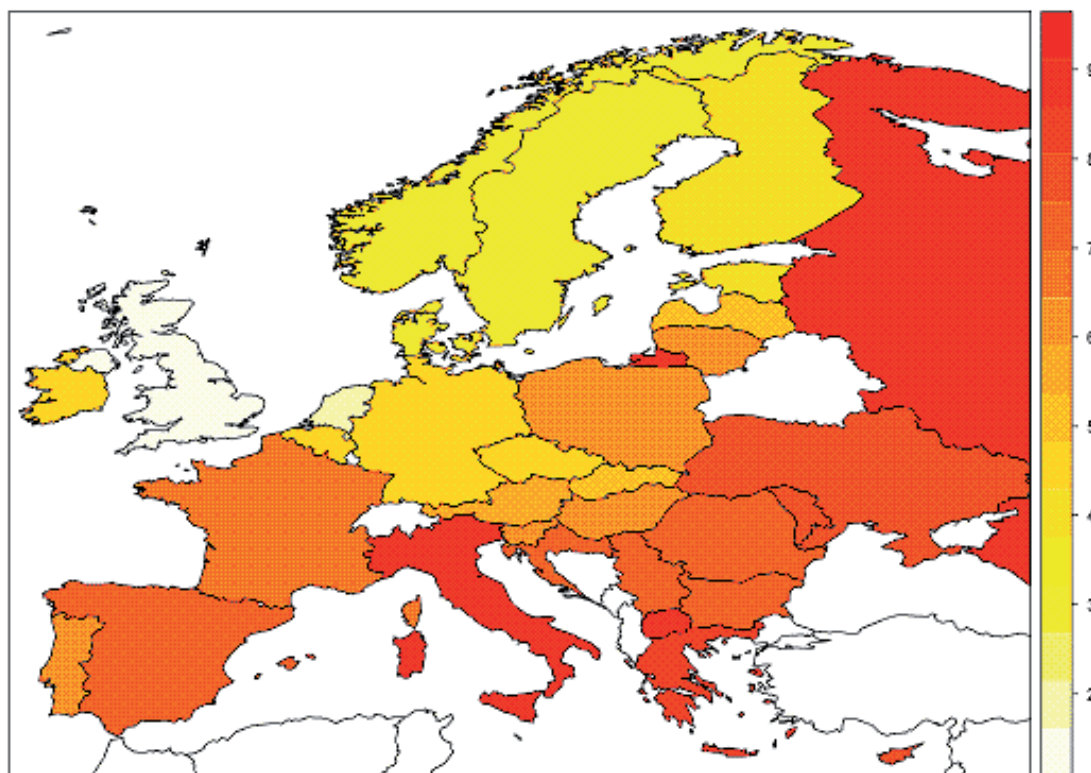


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Owner-induced Political Bias - Weighted Average of All TV Channels

oinftv

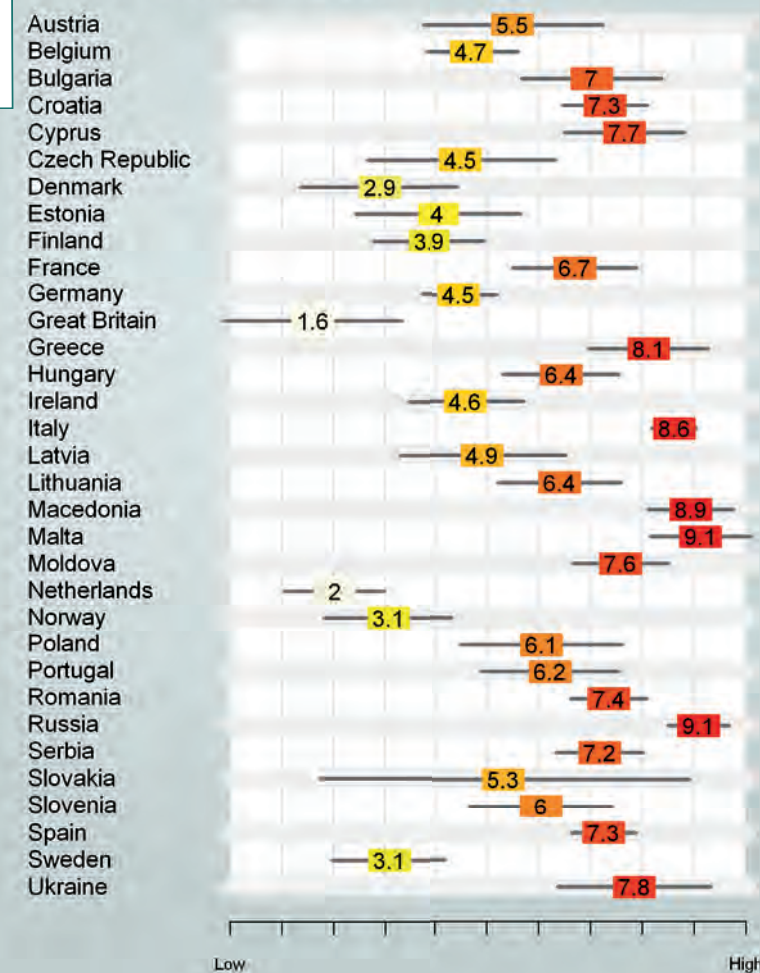
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

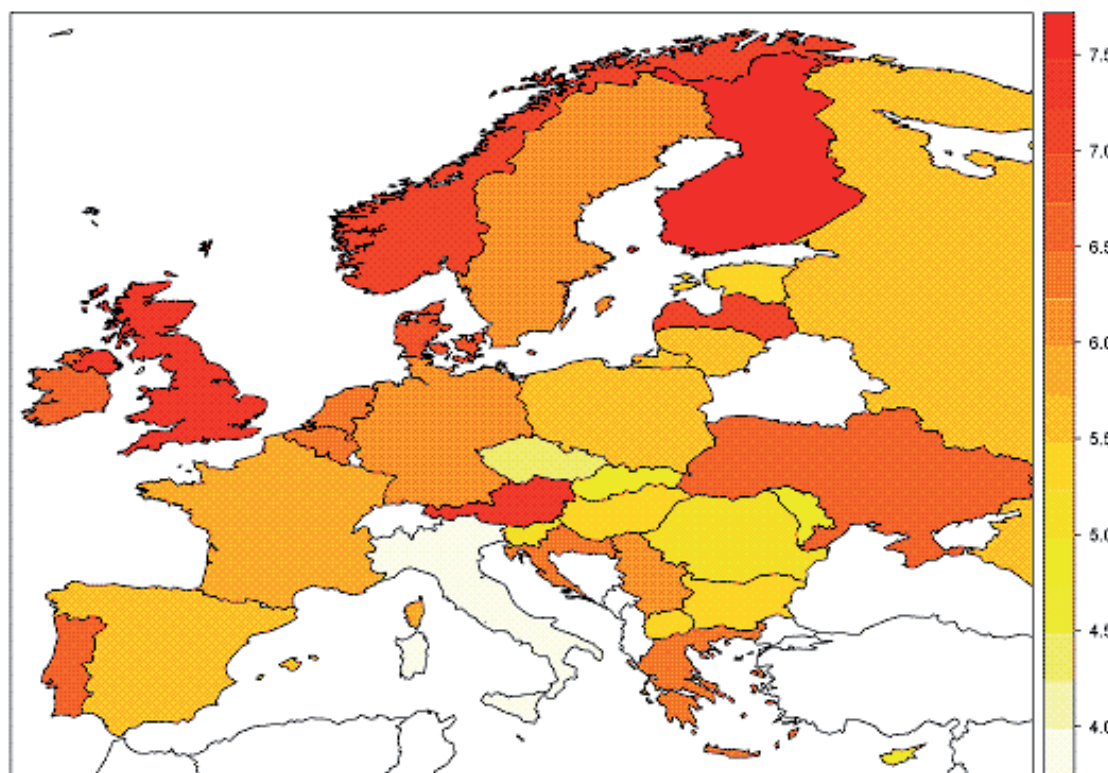


Data: Marina Popescu et al.: 2010 European Media Systems Survey

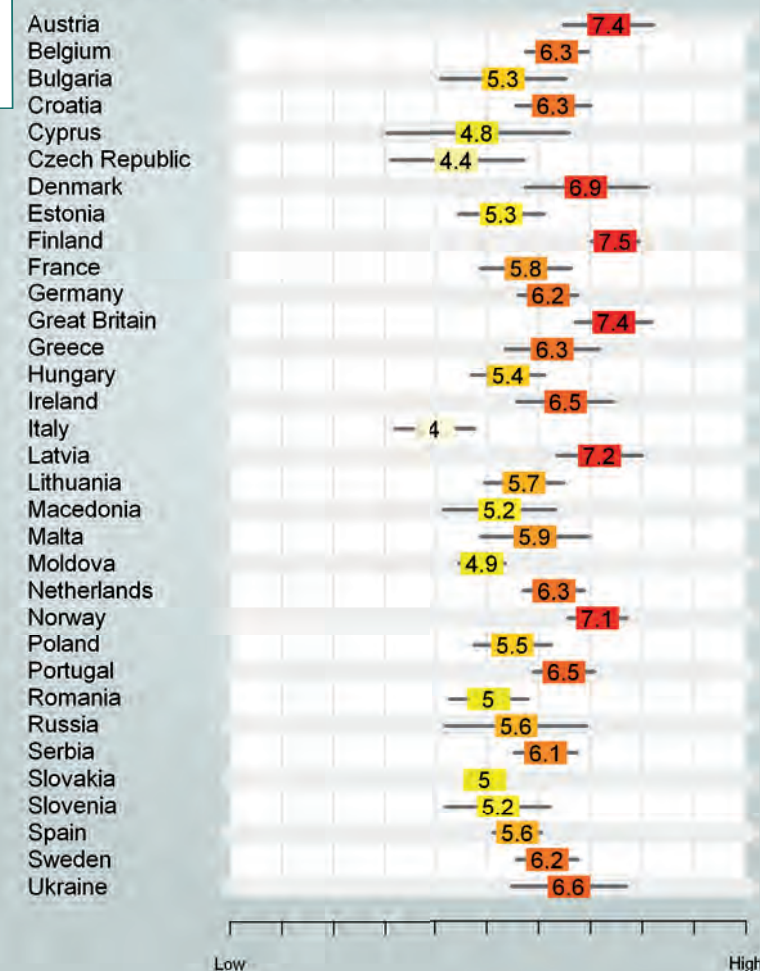
Composite measure: Factual Accuracy - Weighted Average of All TV Channels

acctv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

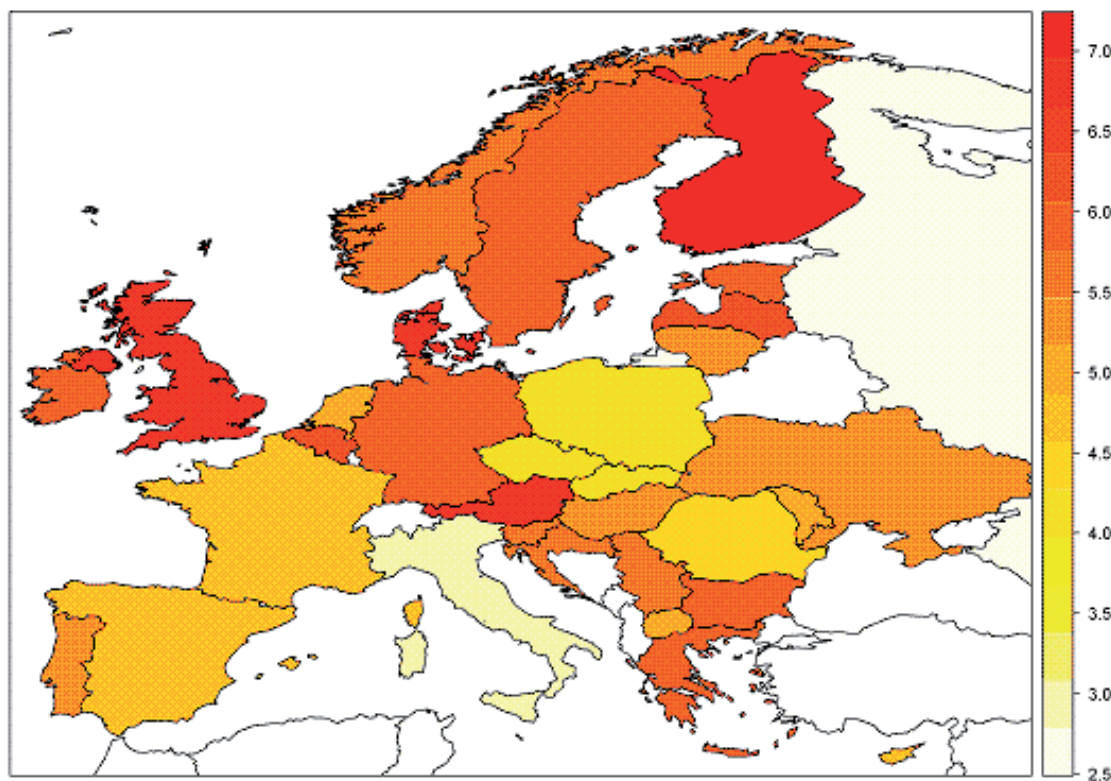
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Argument Diversity - Weighted Average of All TV Channels

argtv

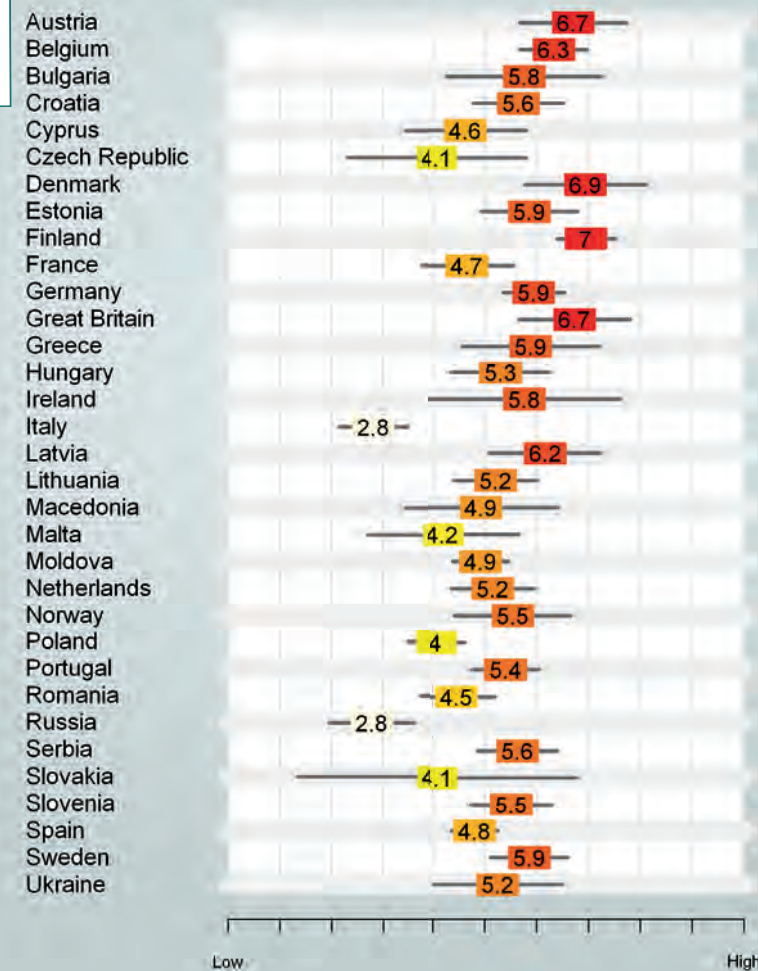
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

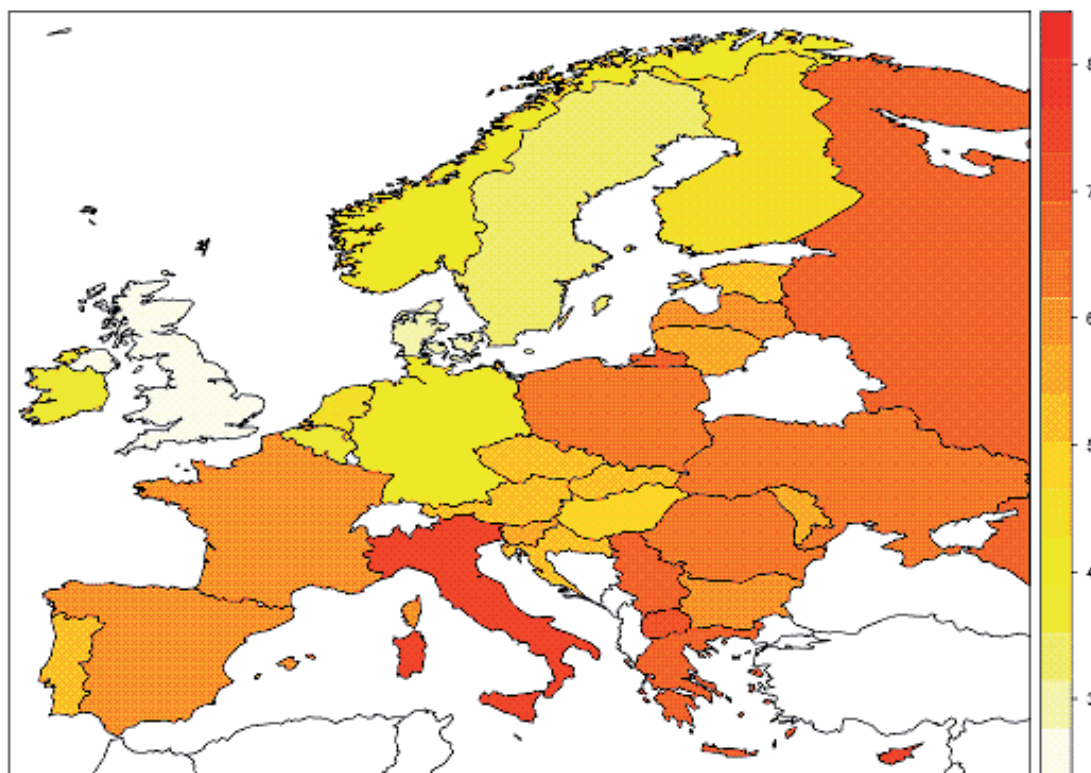


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Policy Advocacy - Weighted Average of All TV Channels

advtv

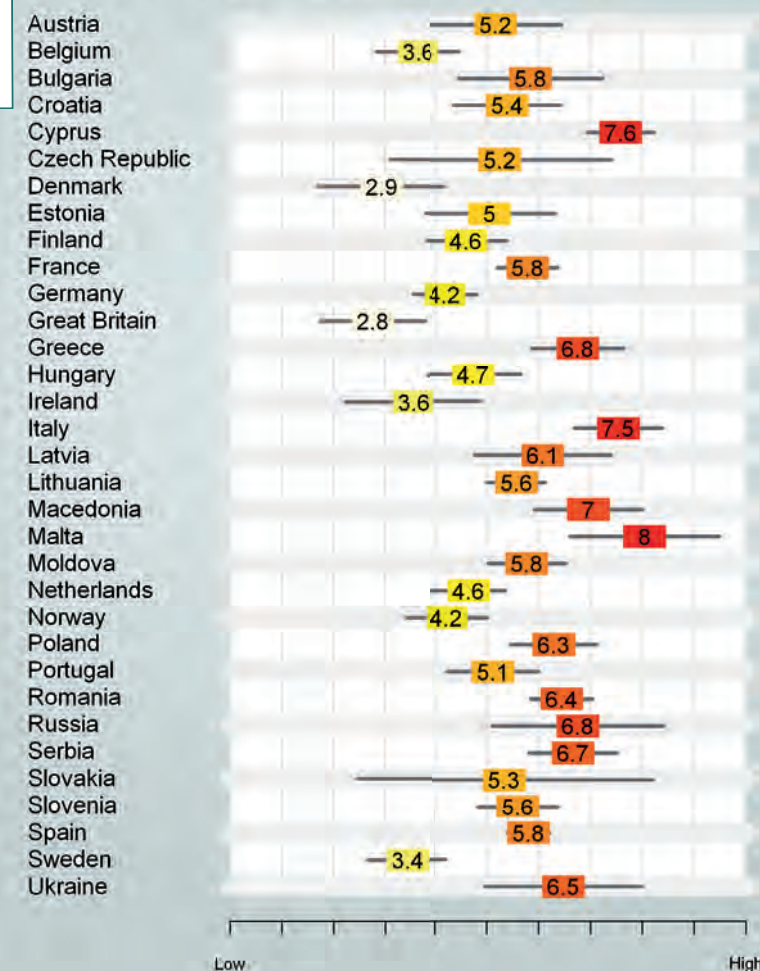
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

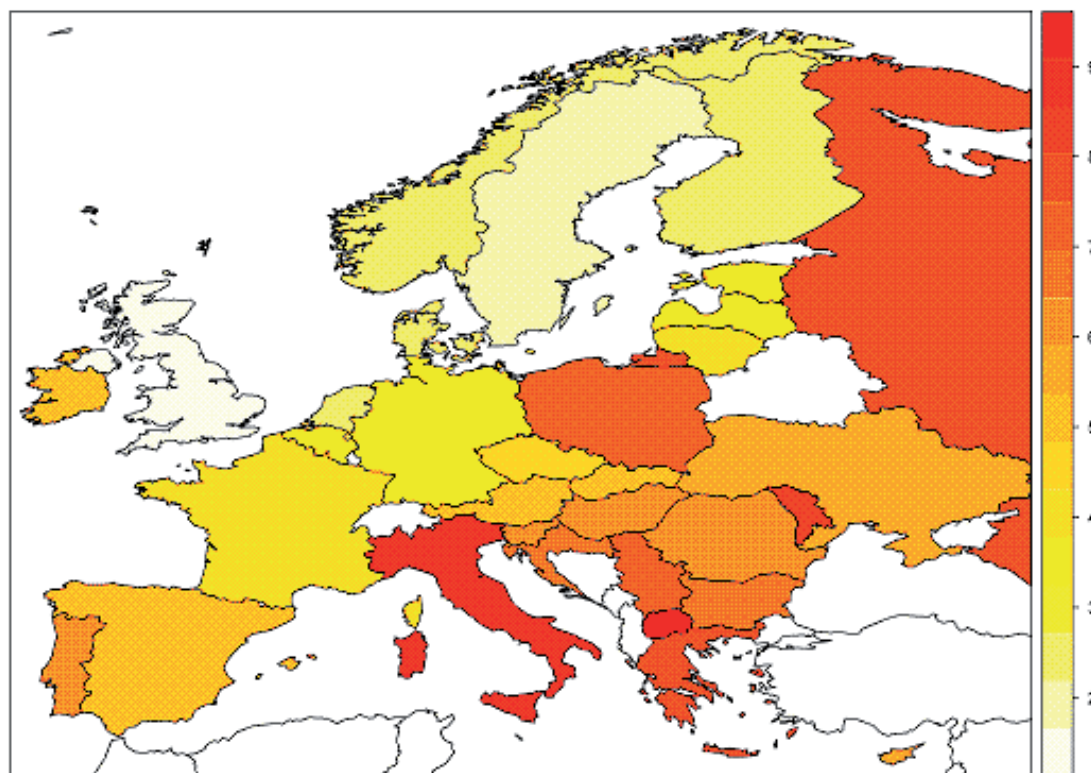


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Partisan Bias - Weighted Average of Public TV Channels

biaspbtv

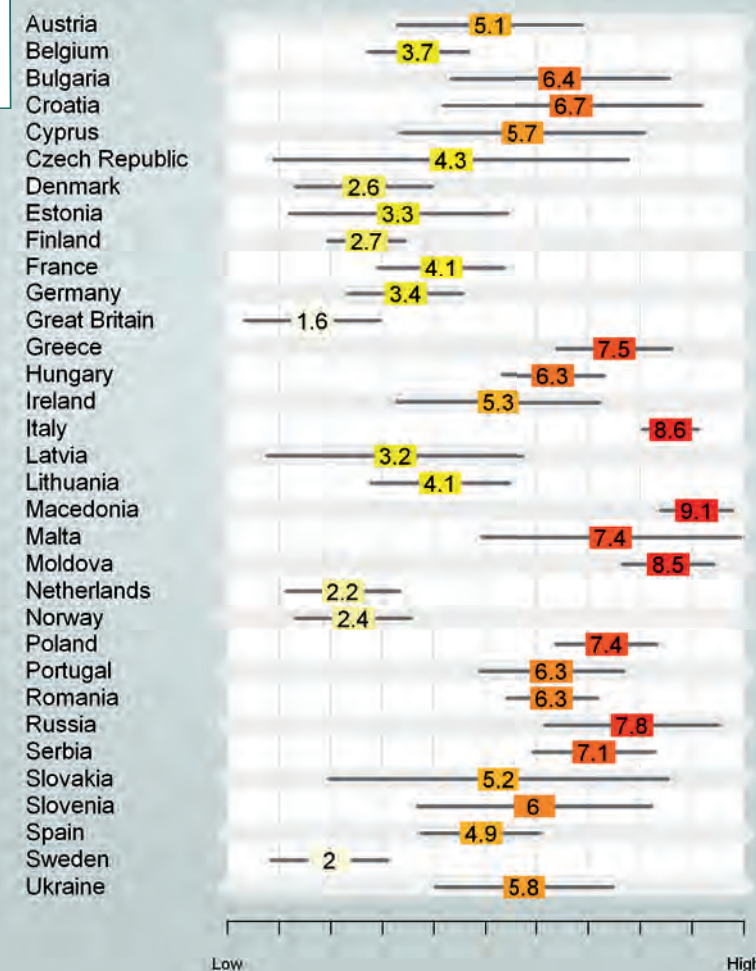
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

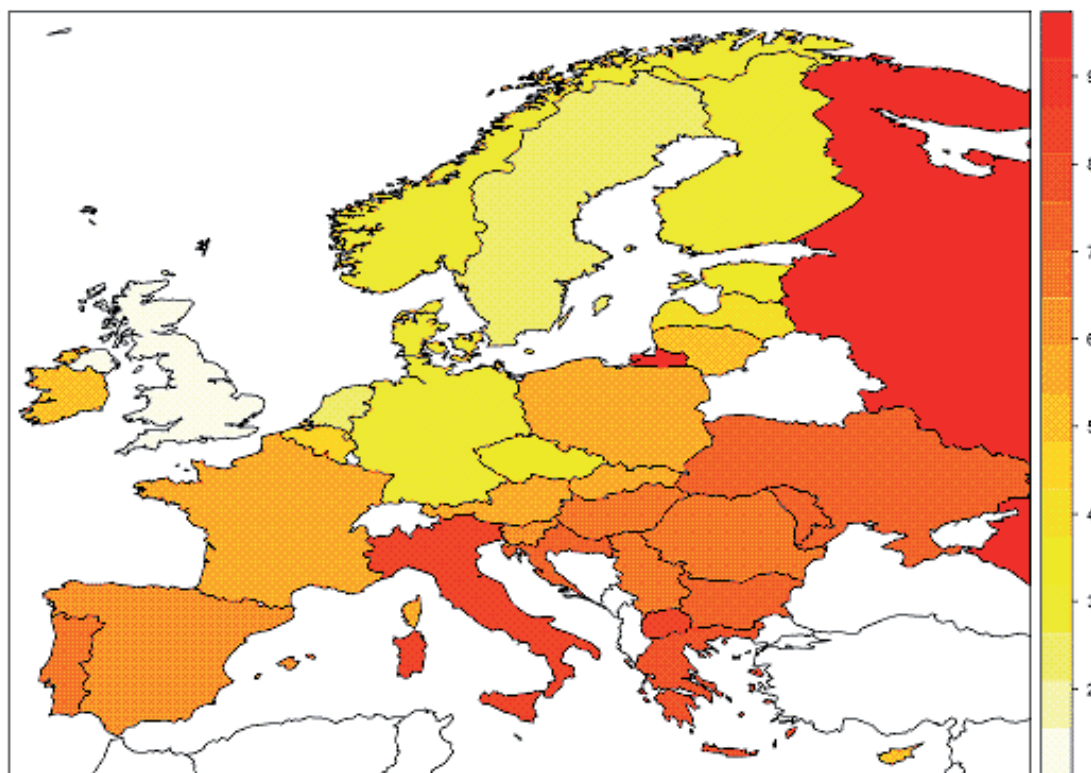


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Owner-Induced Political Bias - Weighted Average of Public TV Channels

oinfpbtv

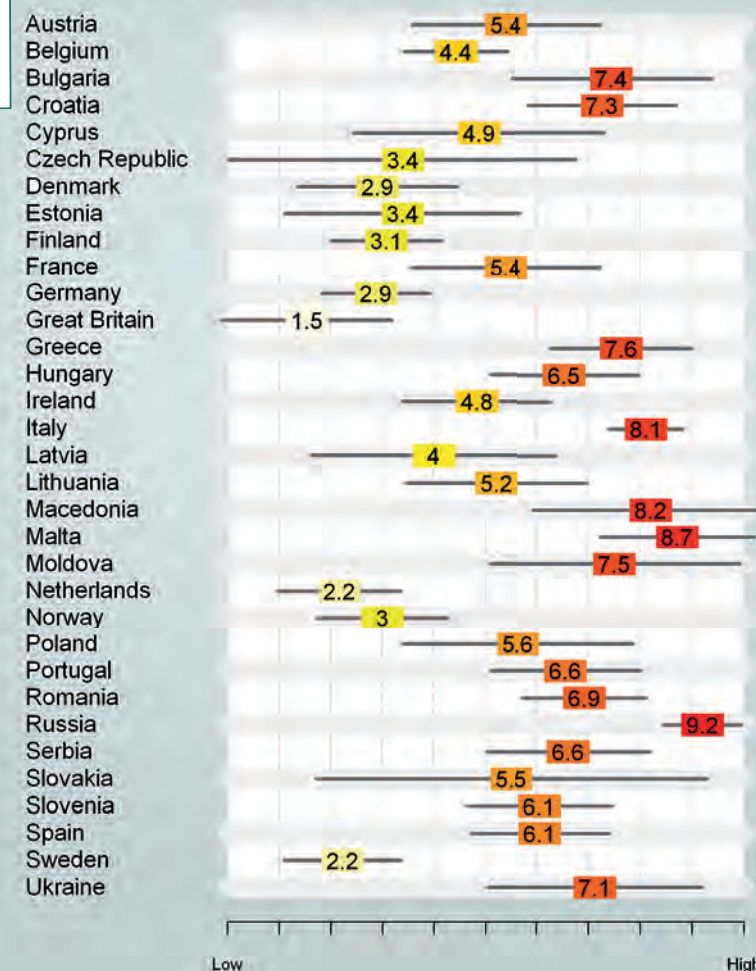
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

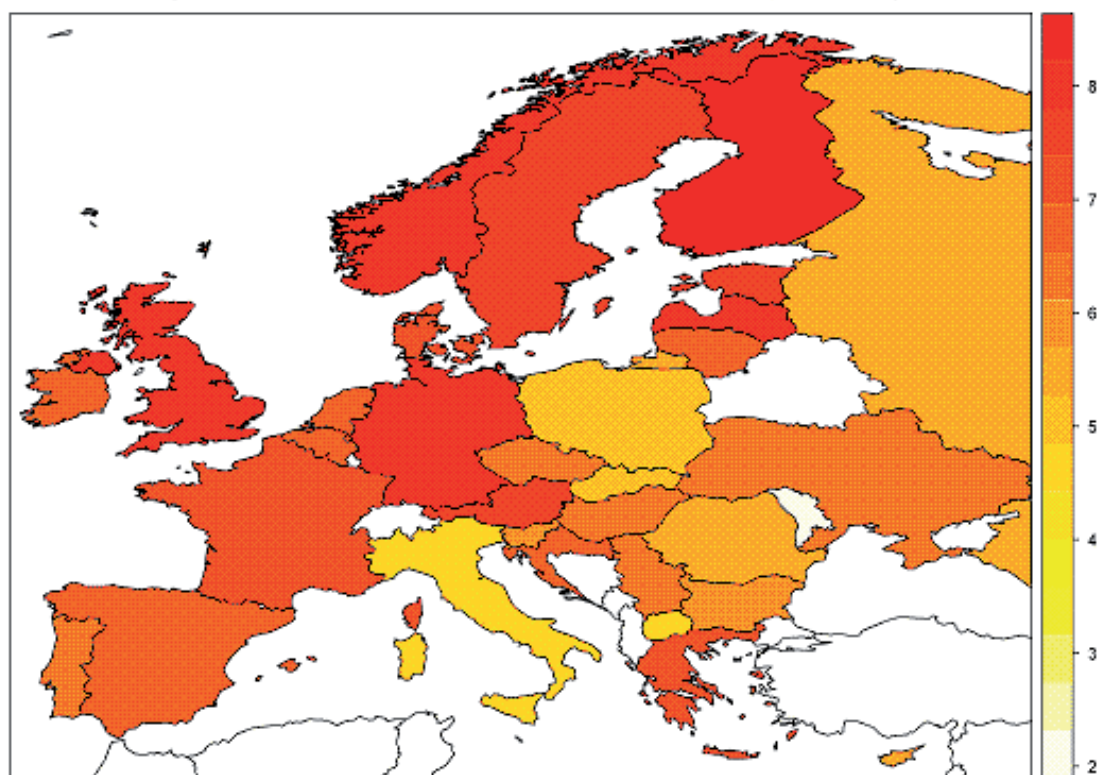


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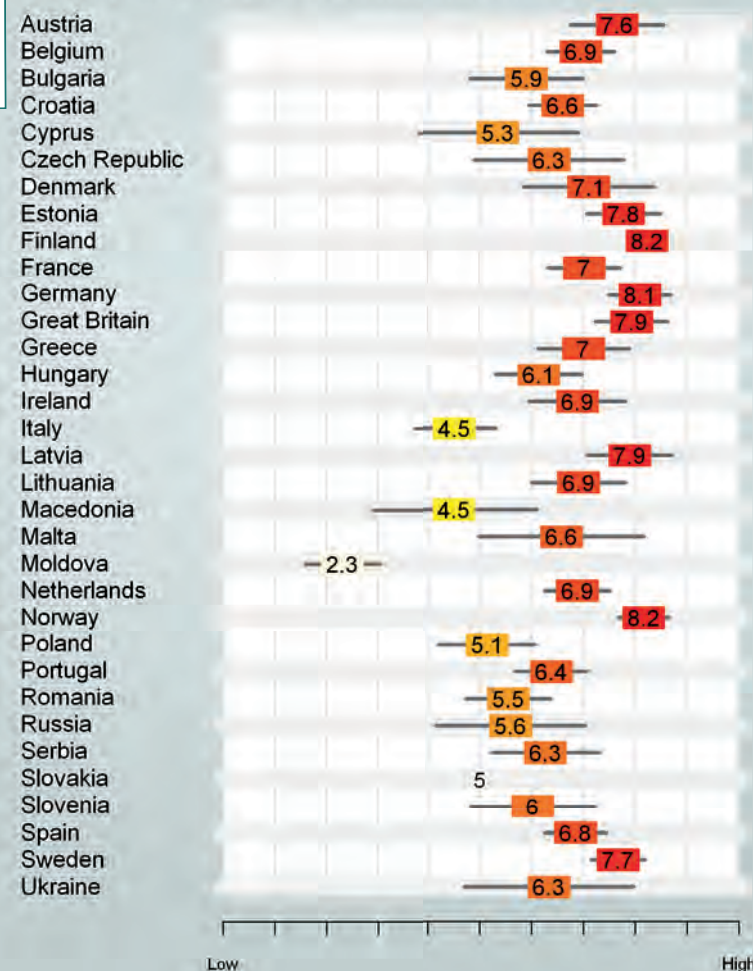
Composite measure: Factual Accuracy - Weighted Average of Public TV Channels

accpbtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

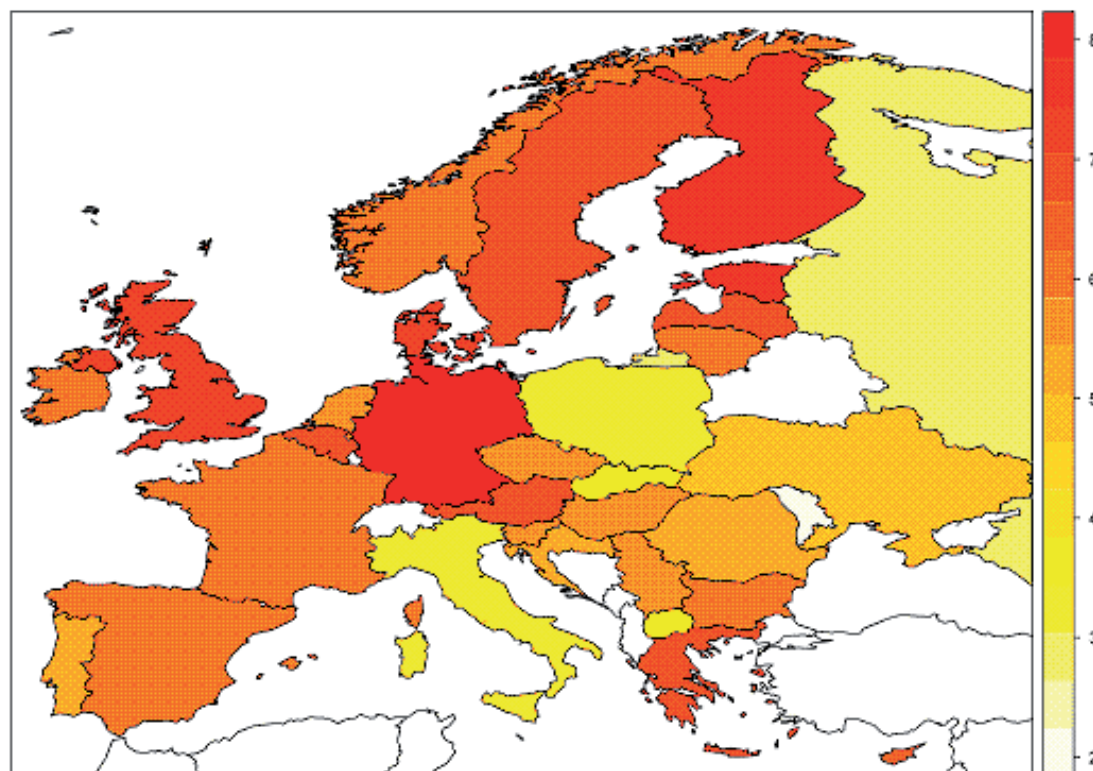
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

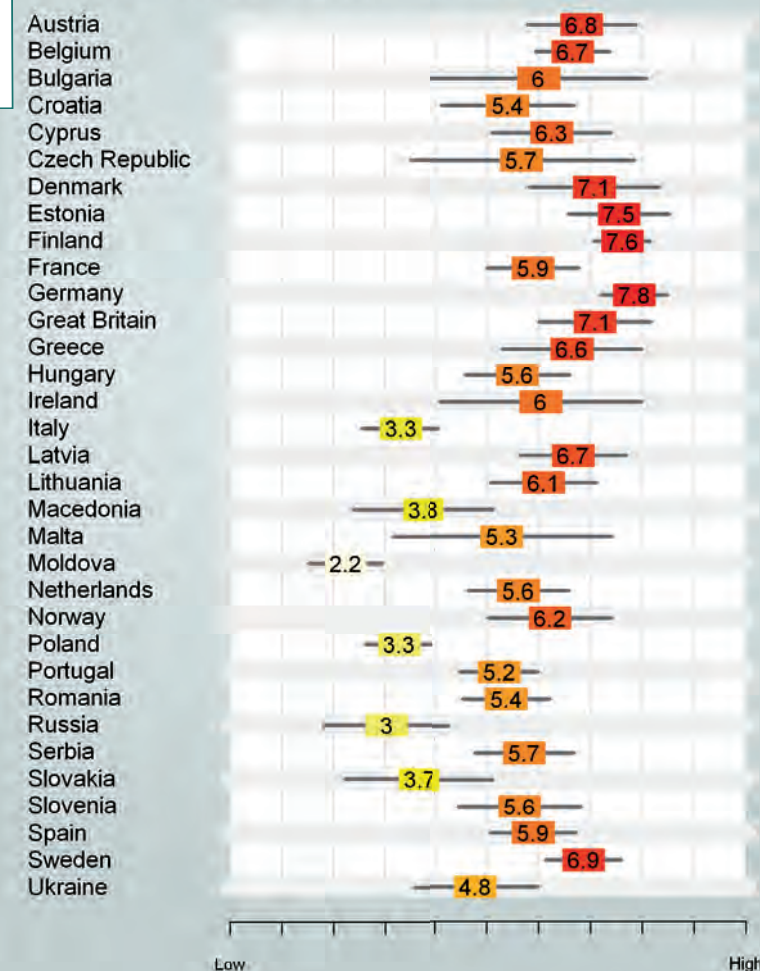
Composite measure: Argument Diversity - Weighted Average of Public TV Channels

argpbtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

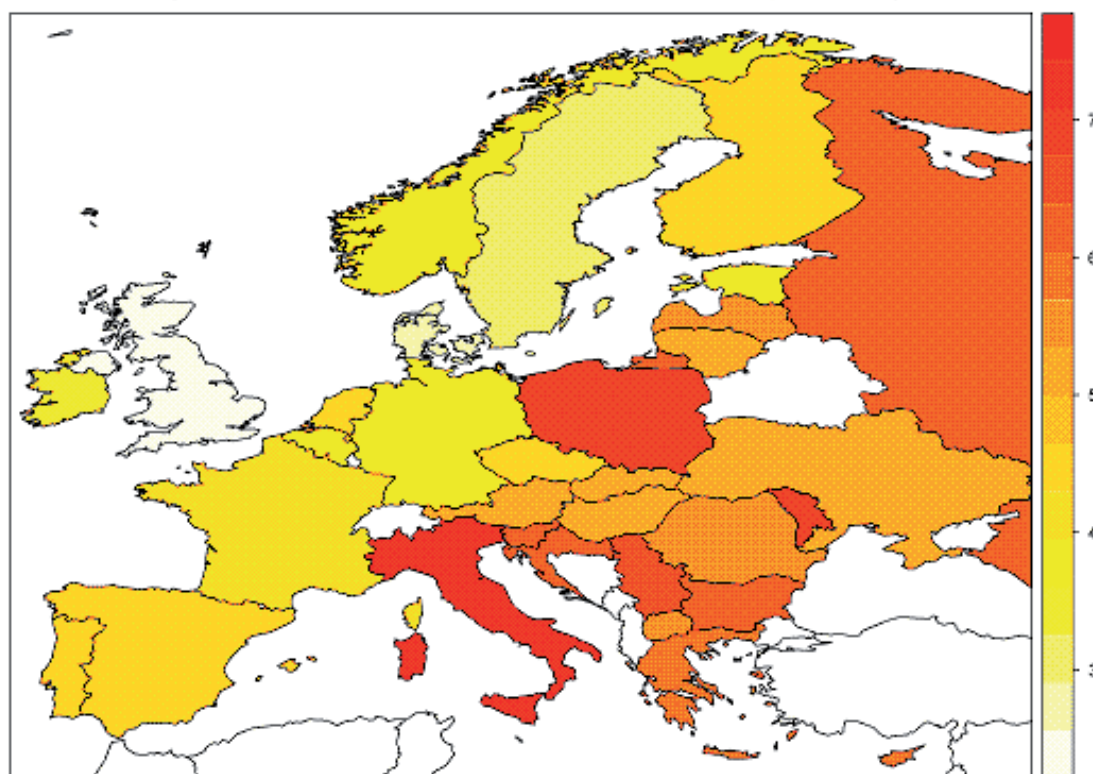
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

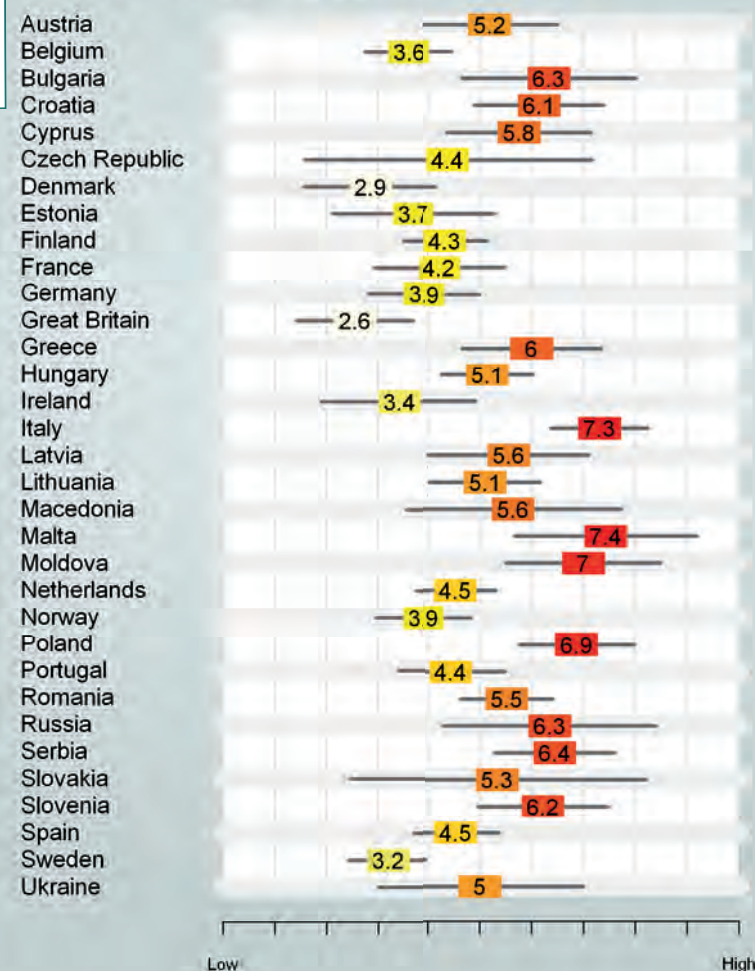
Composite measure: Policy Advocacy - Weighted Average of Public TV Channels

advpbtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

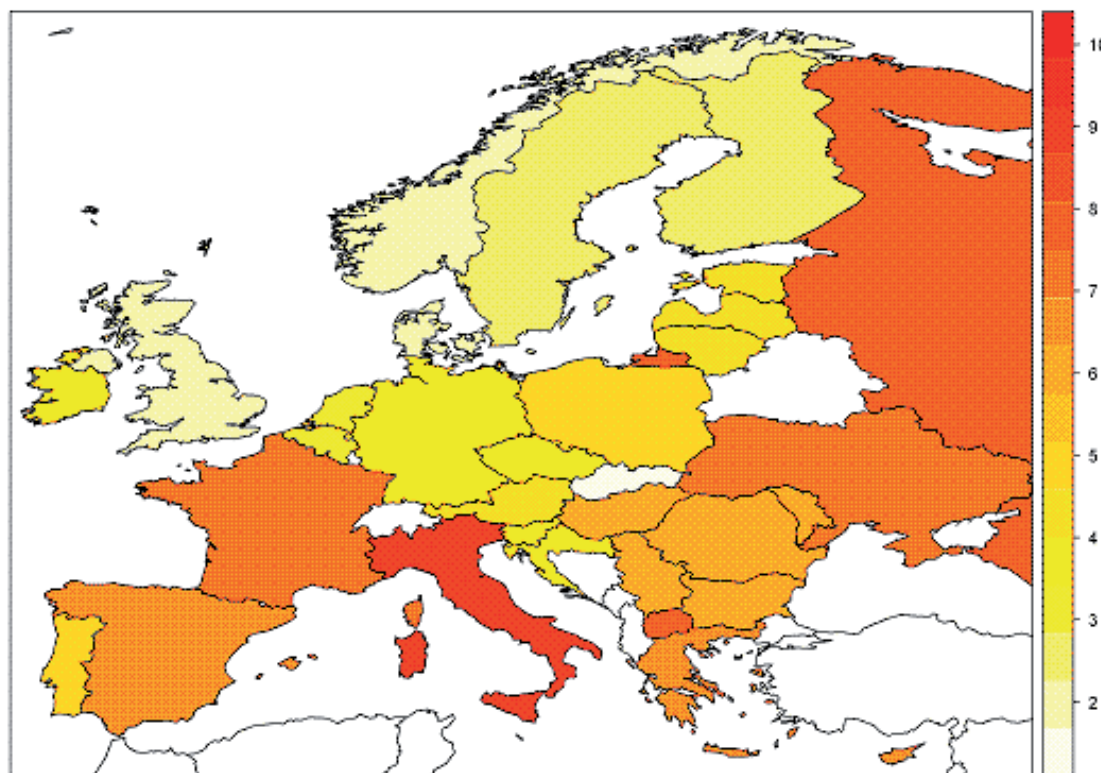
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

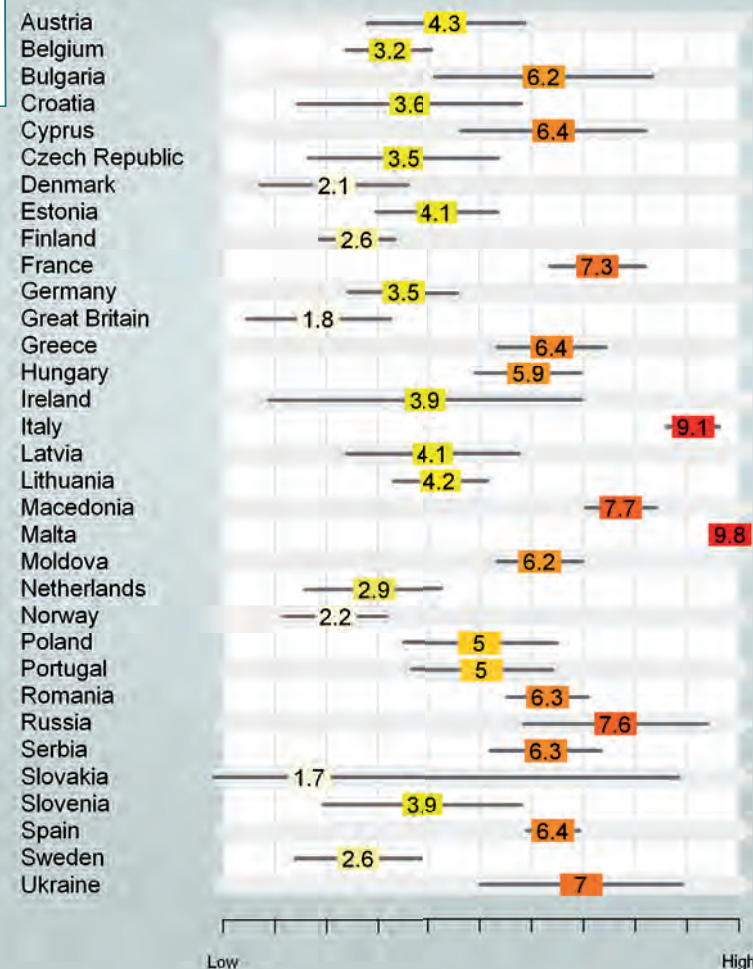
Composite measure: Partisan Bias - Weighted Average of Private TV Channels

biasprtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

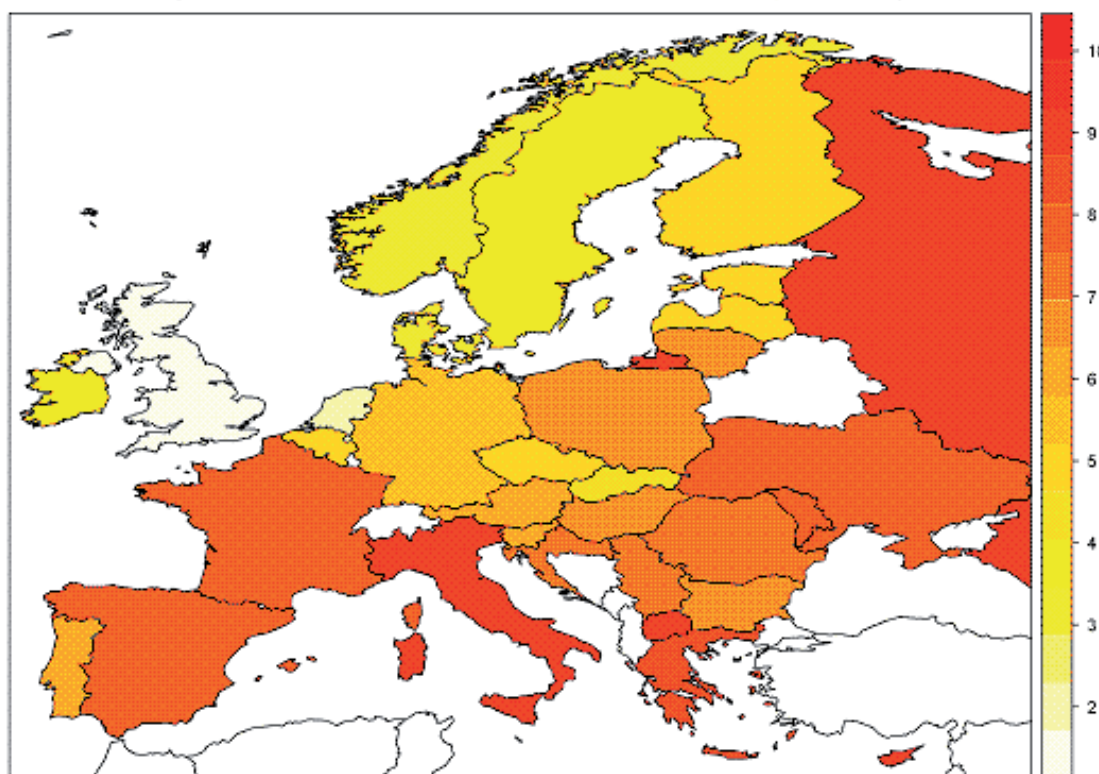
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

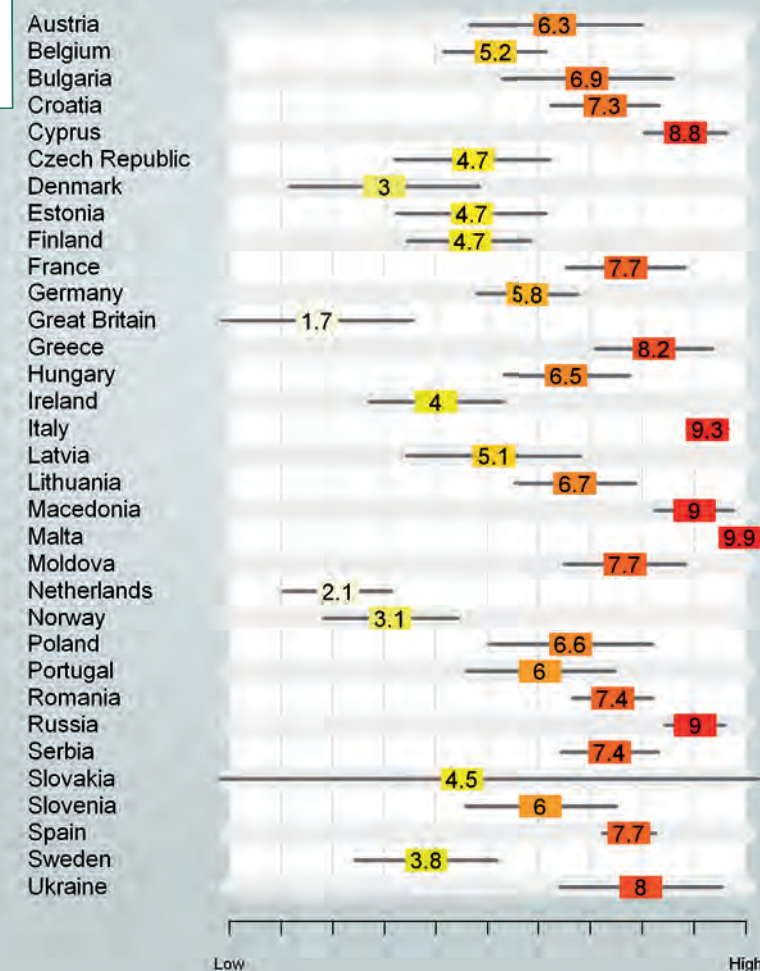
Composite measure: Owner-induced Political Bias - Weighted Average of Private TV Channels

oinfprtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

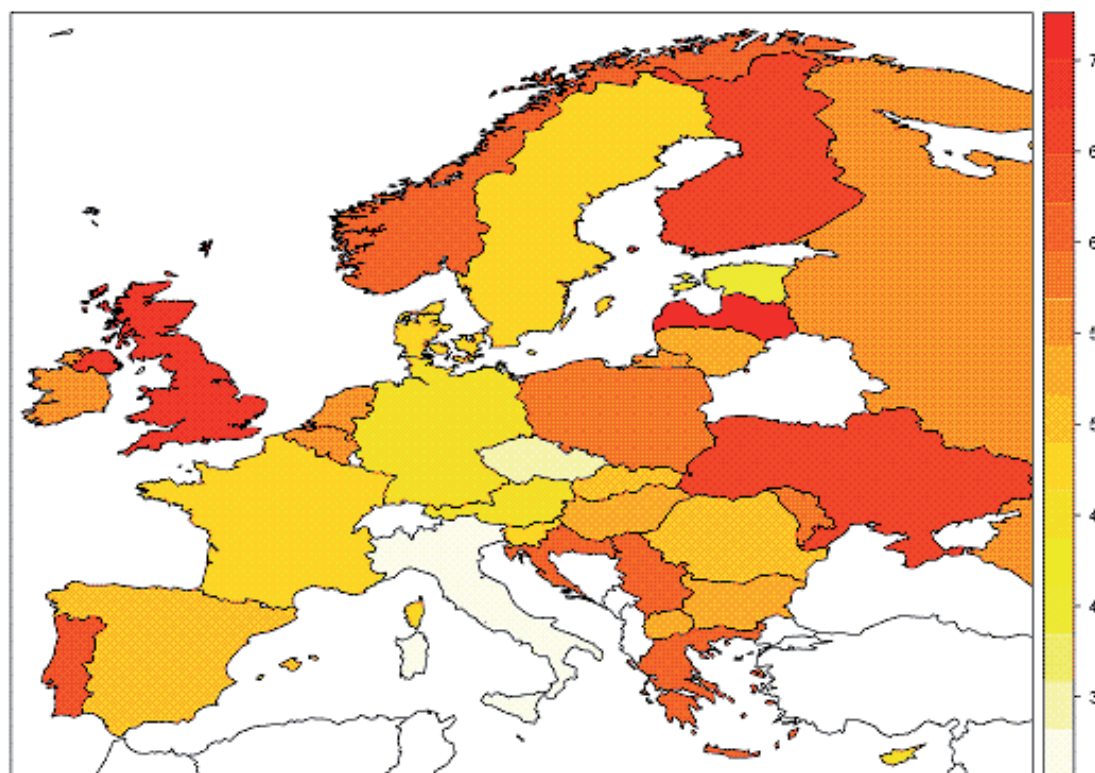
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Factual Accuracy - Weighted Average of Private TV Channels

accprtv

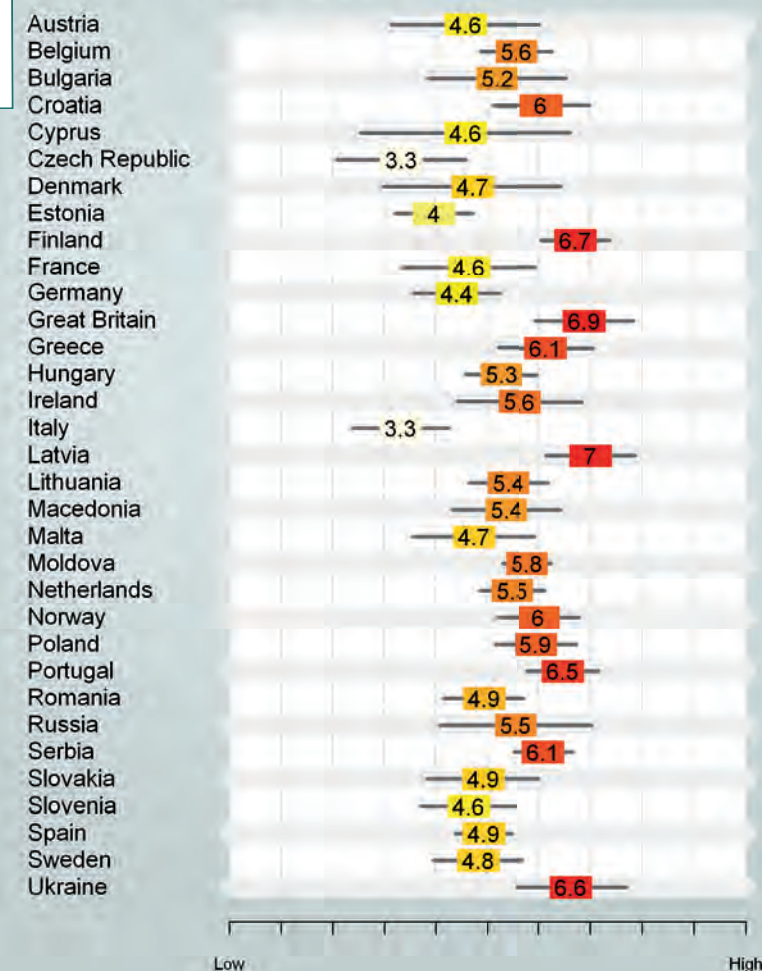
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

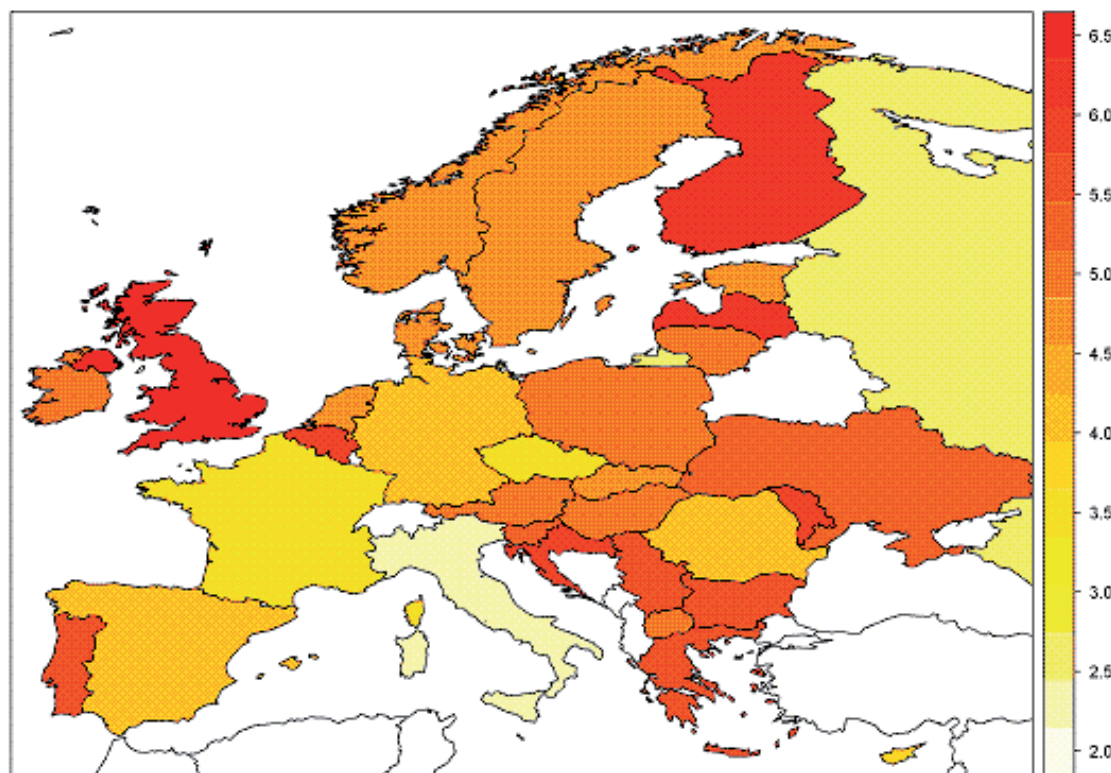


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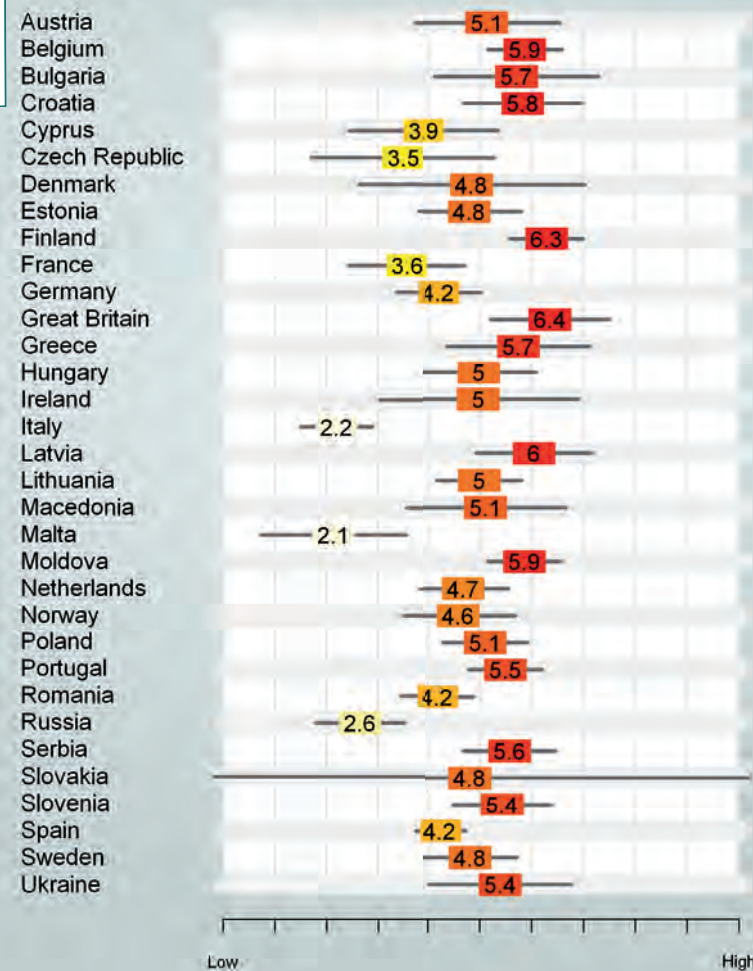
Composite measure: Argument Diversity - Weighted Average of Private TV Channels

argprtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

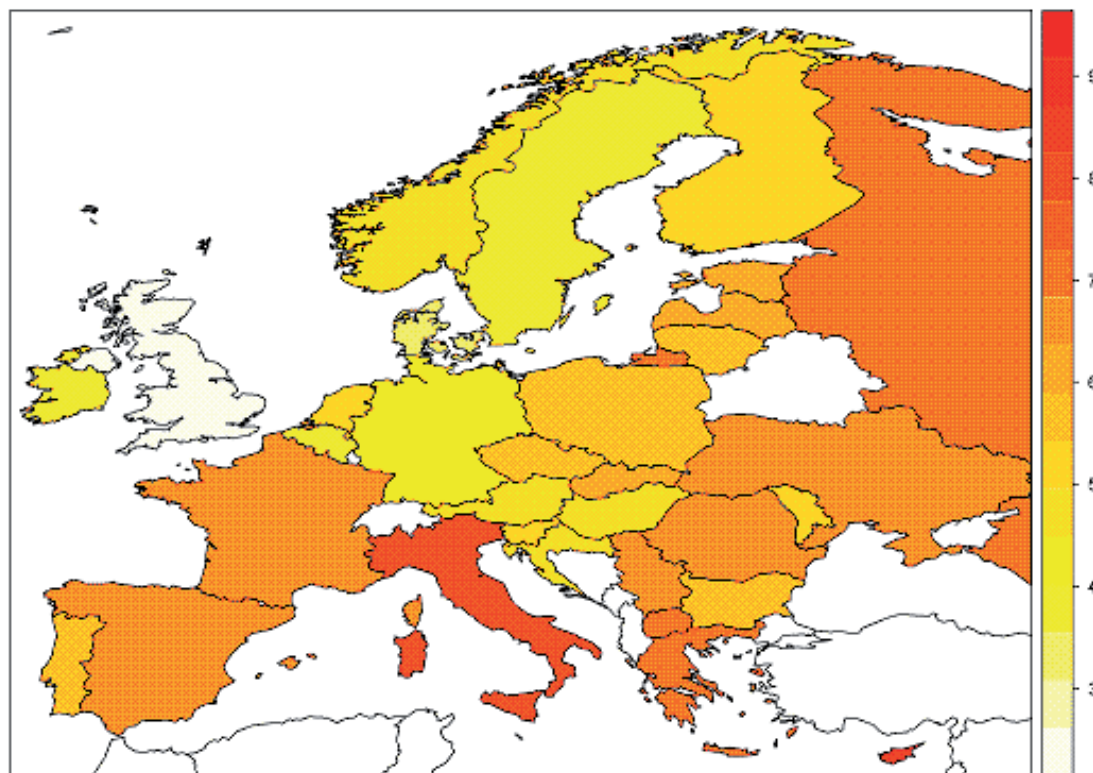
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

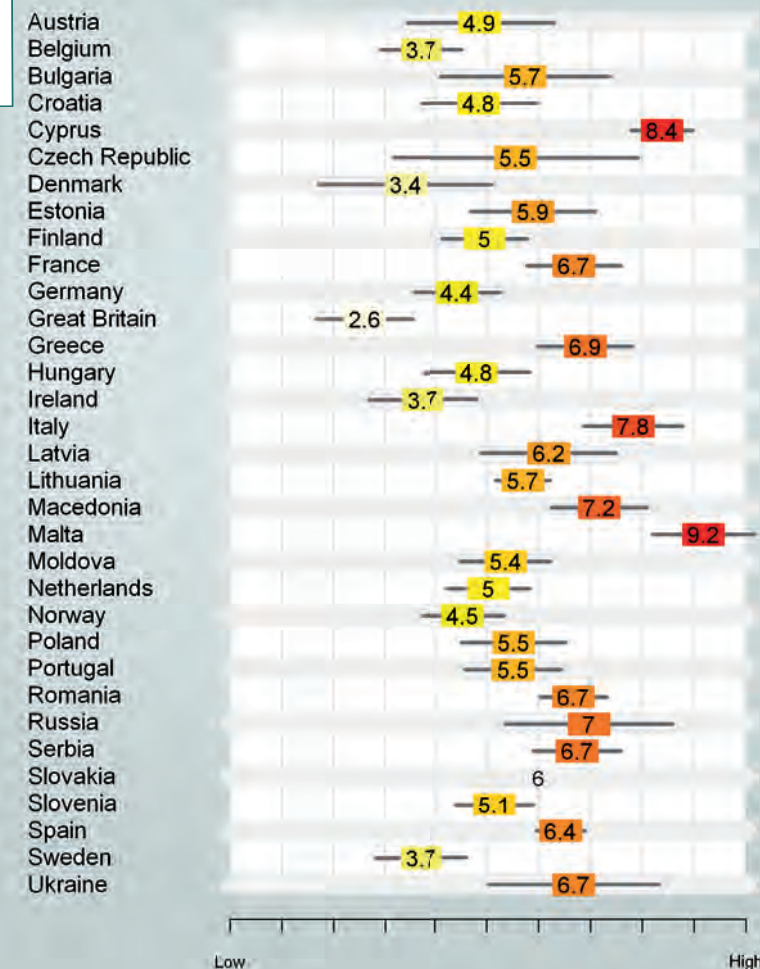
Composite measure: Policy Advocacy - Weighted Average of Private TV Channels

advprtv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

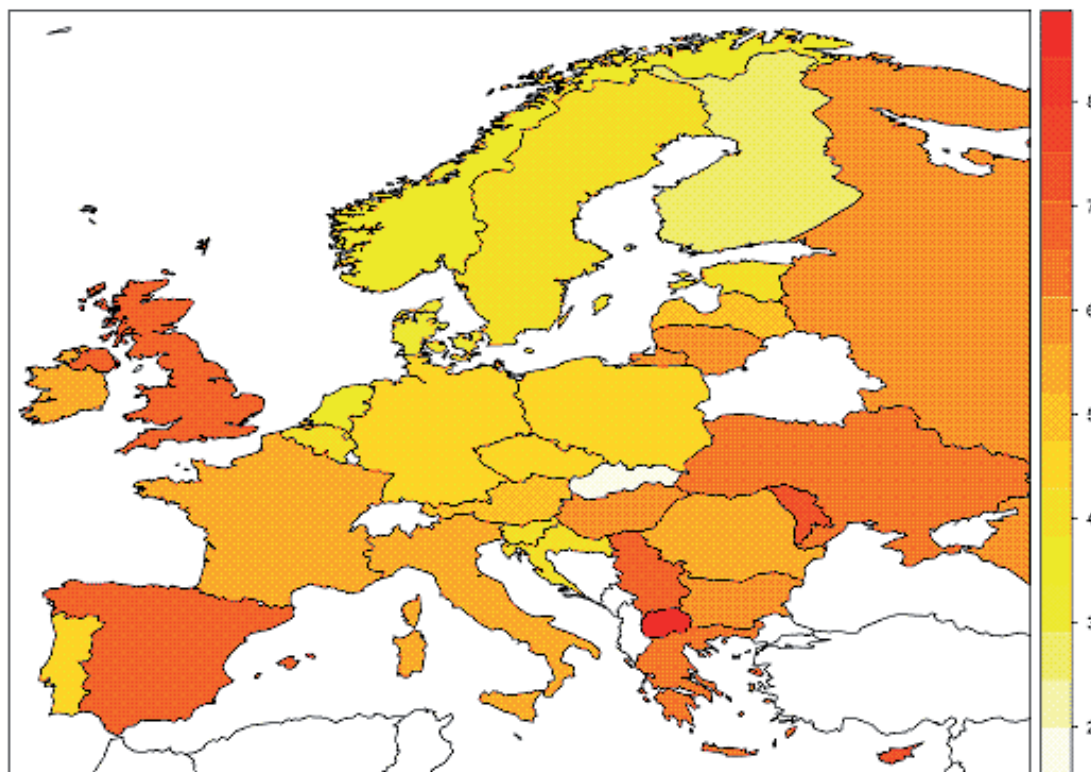
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

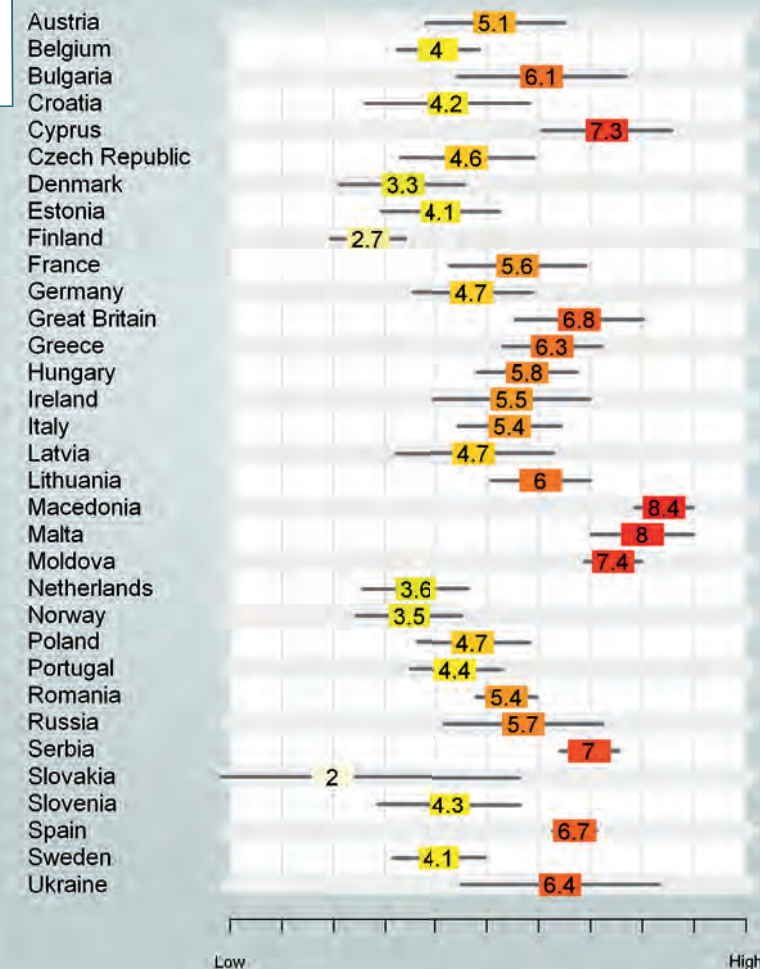
Composite measure: Partisan Bias - Weighted Average of Newspapers

biasnews

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

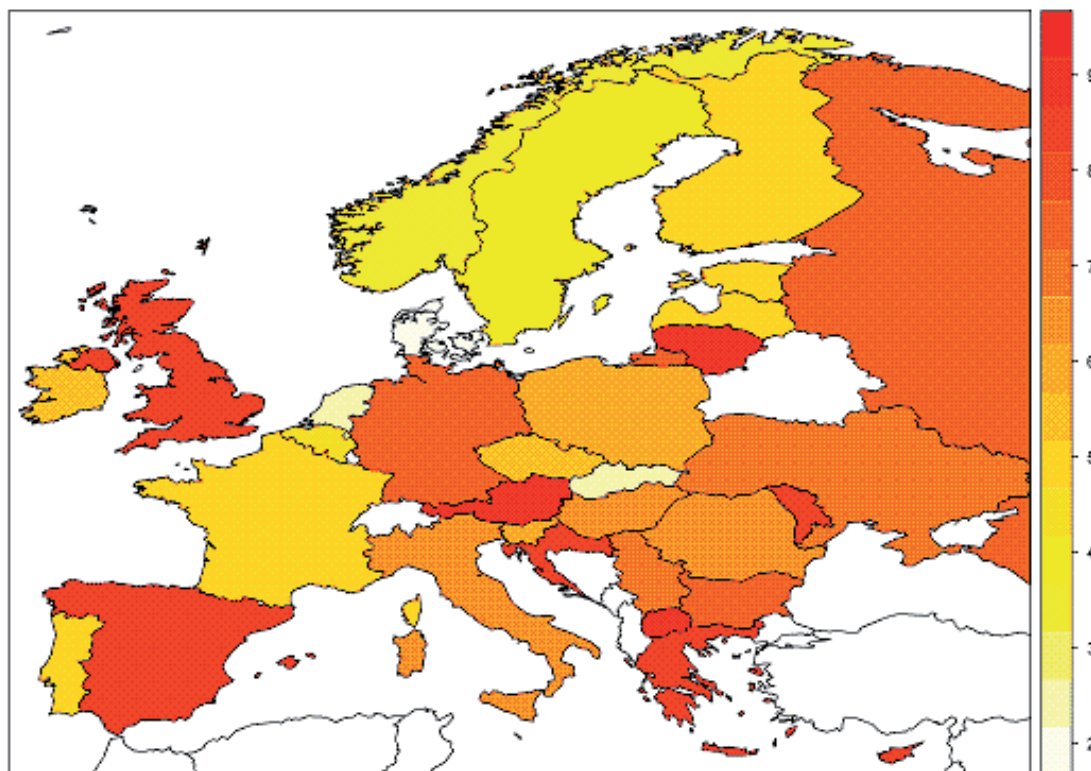
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

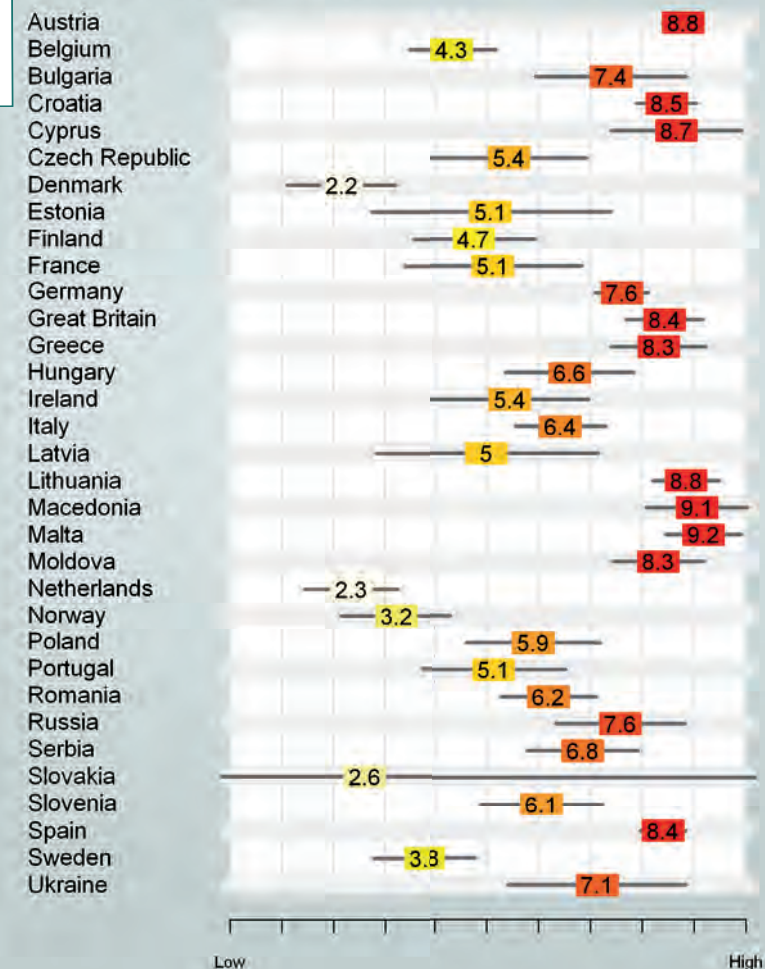
Composite measure: Owner-induced Political Bias - Weighted Average of Newspapers

oifnews

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

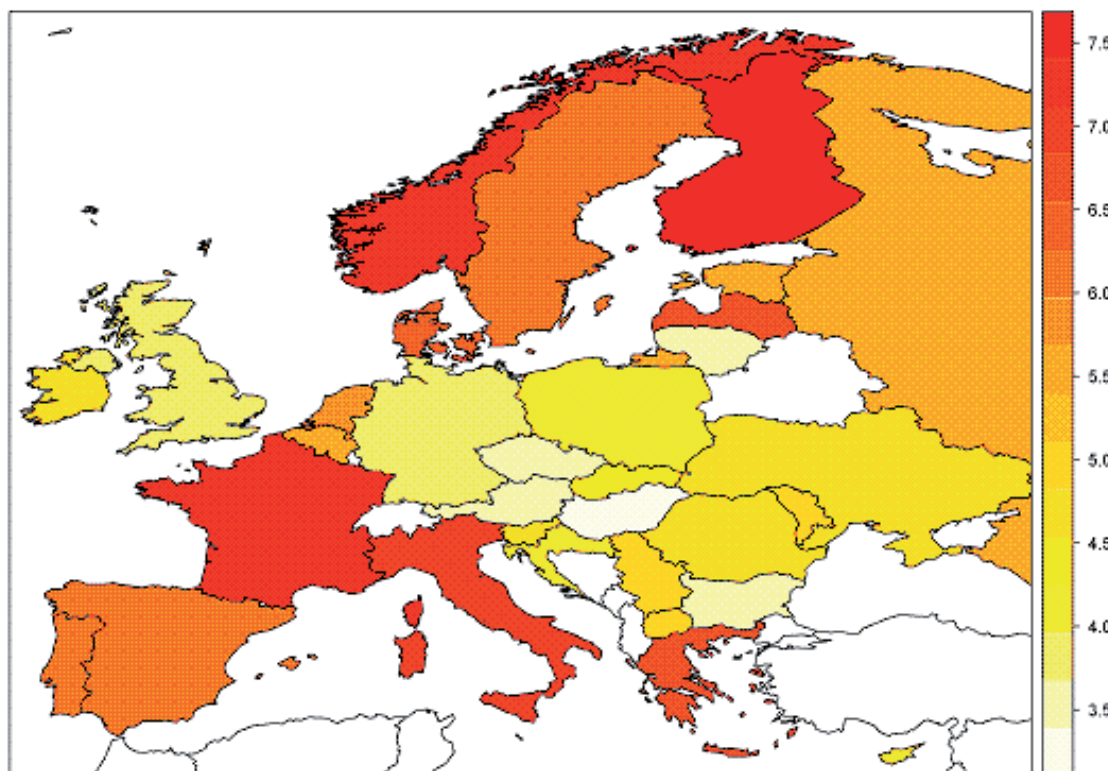
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Factual Accuracy - Weighted Average of Newspapers

accnews

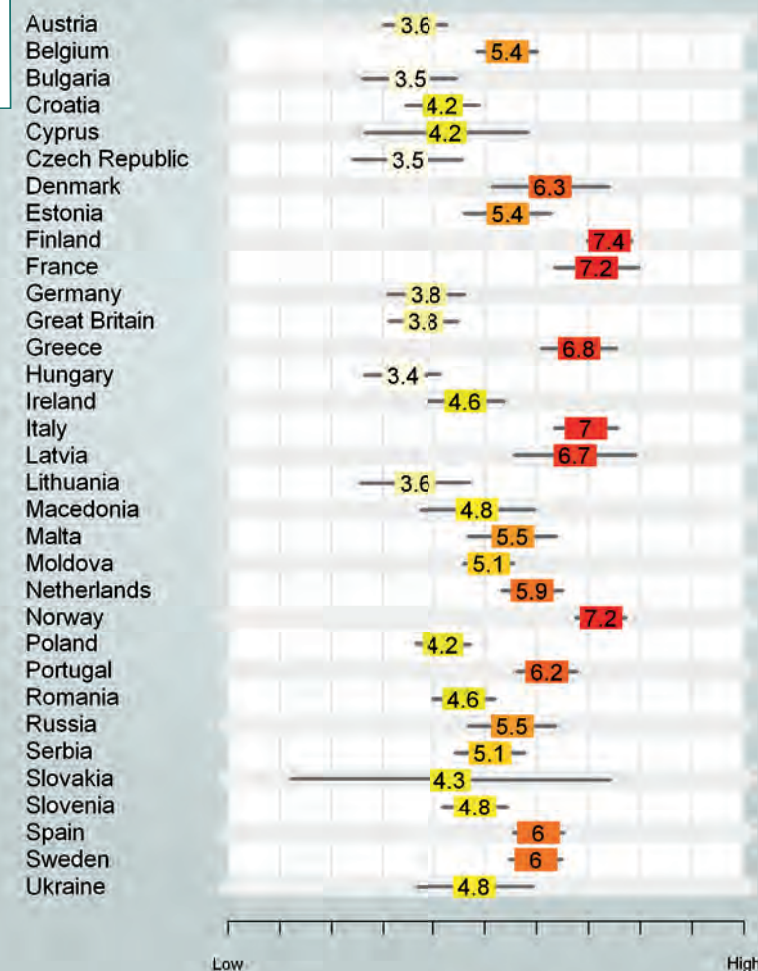
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

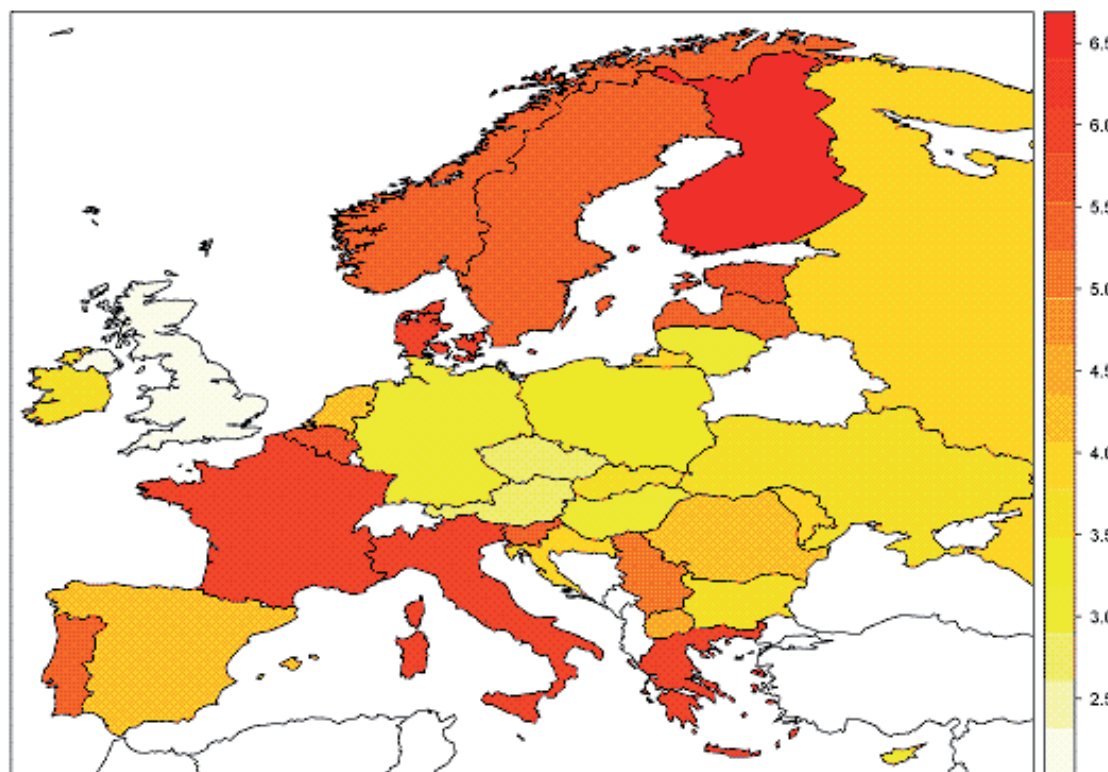


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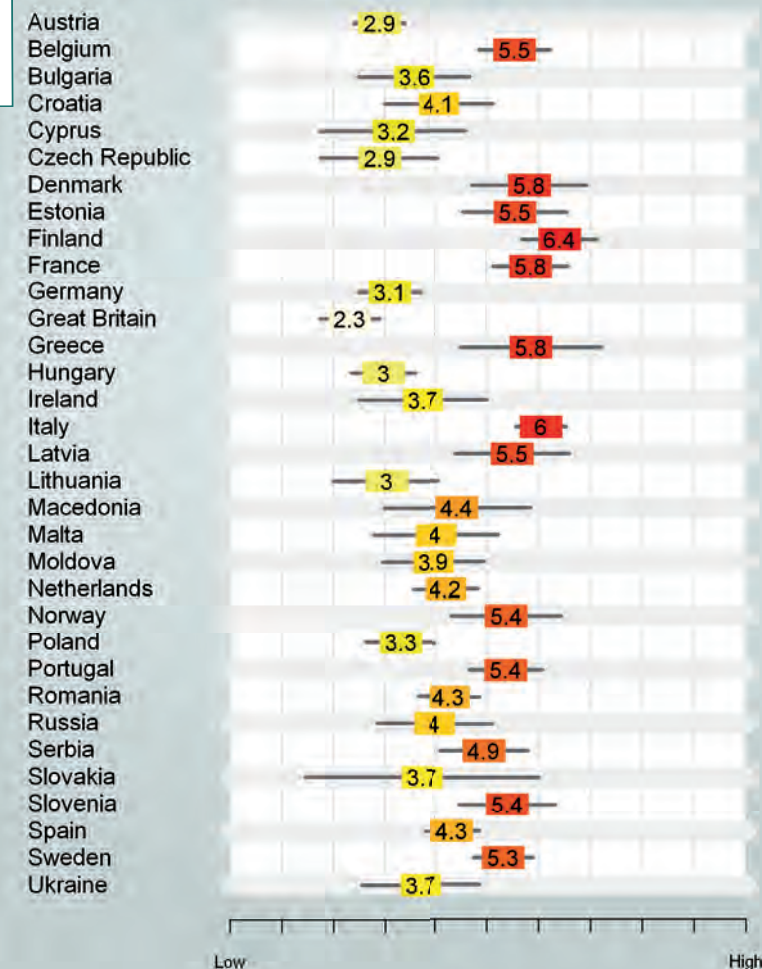
Composite measure: Argument Diversity - Weighted Average of Newspapers

argnews

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

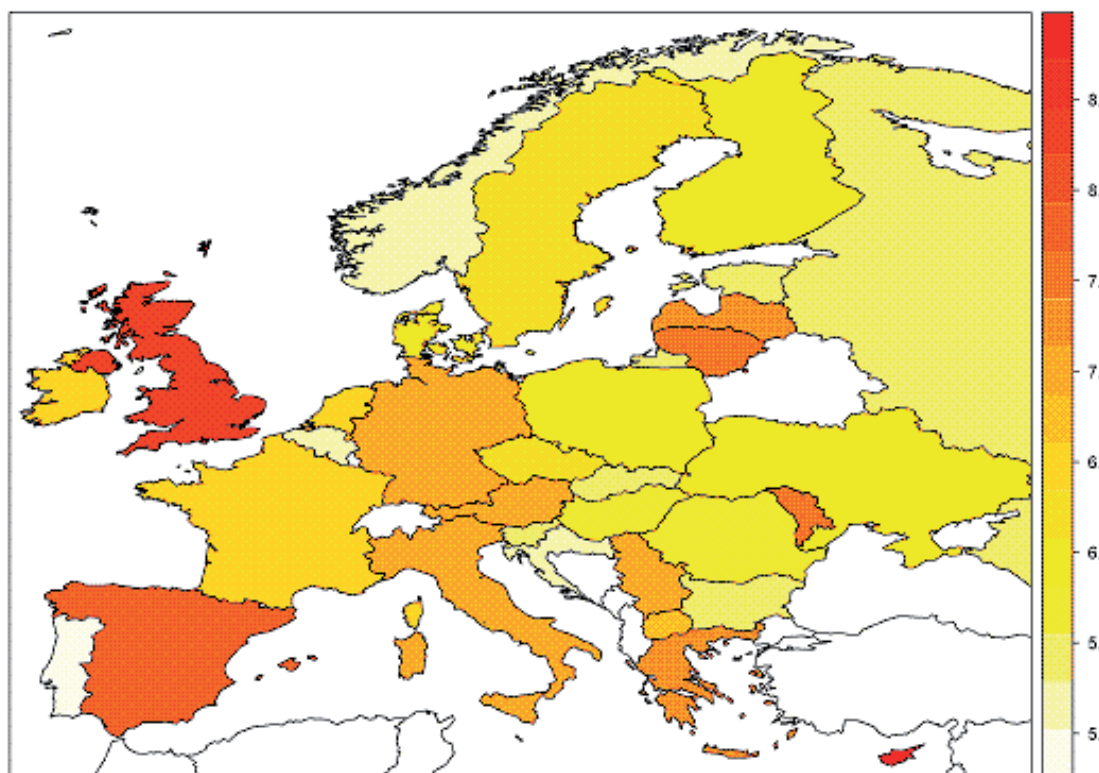
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Policy Advocacy - Weighted Average of Newspapers

advnews

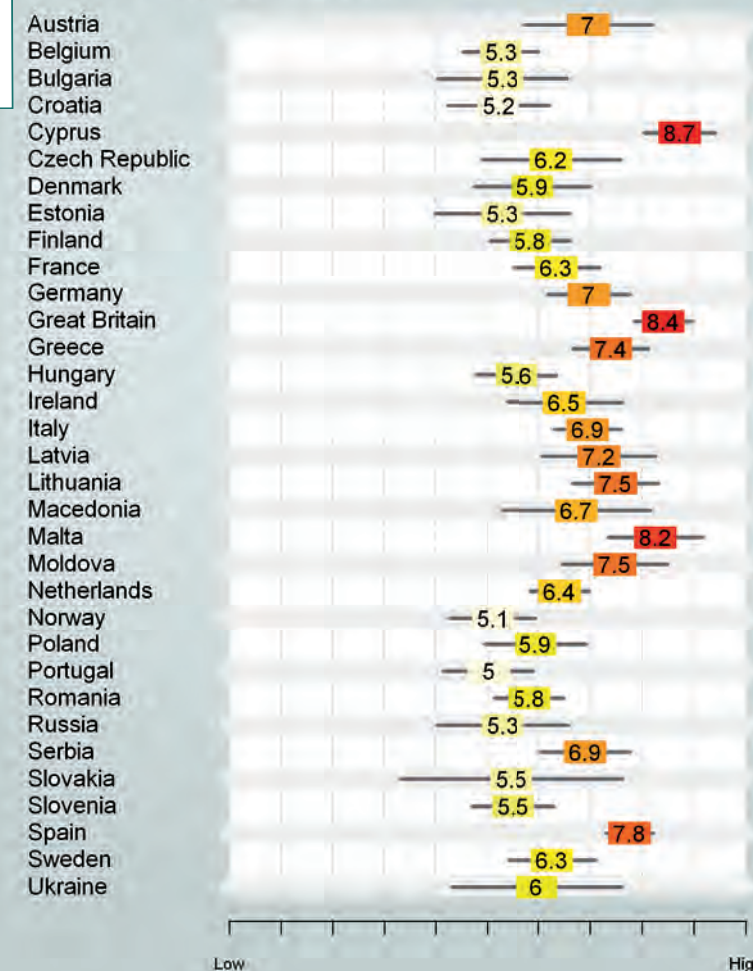
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

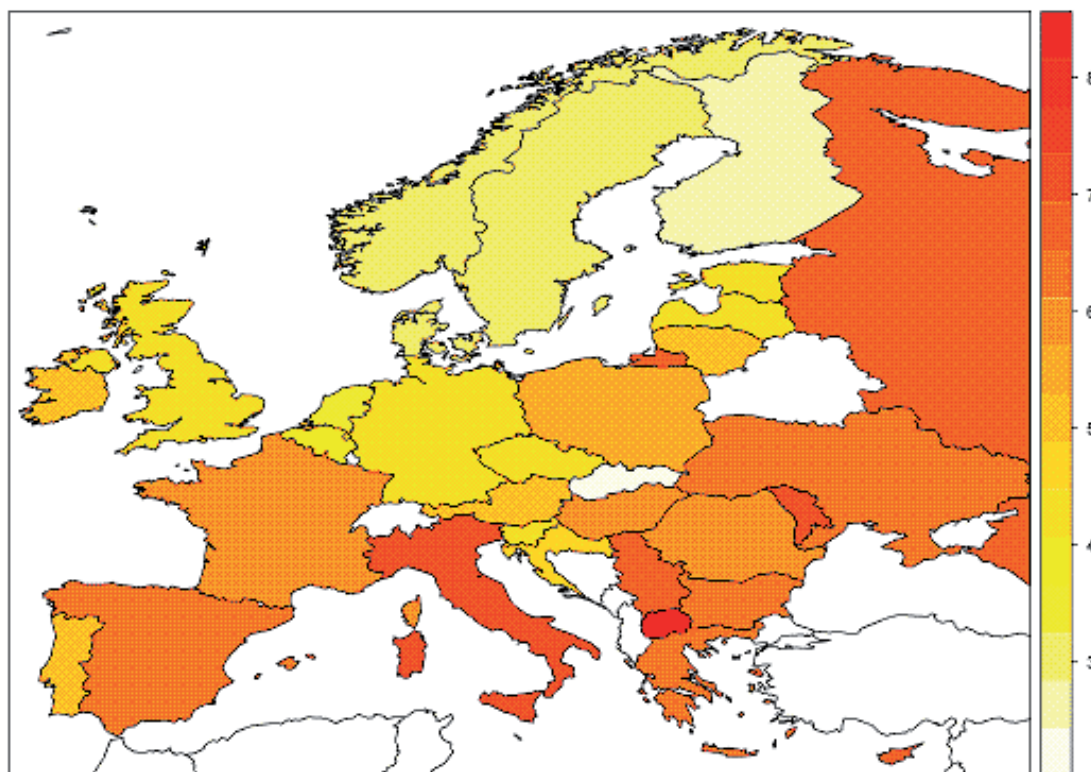


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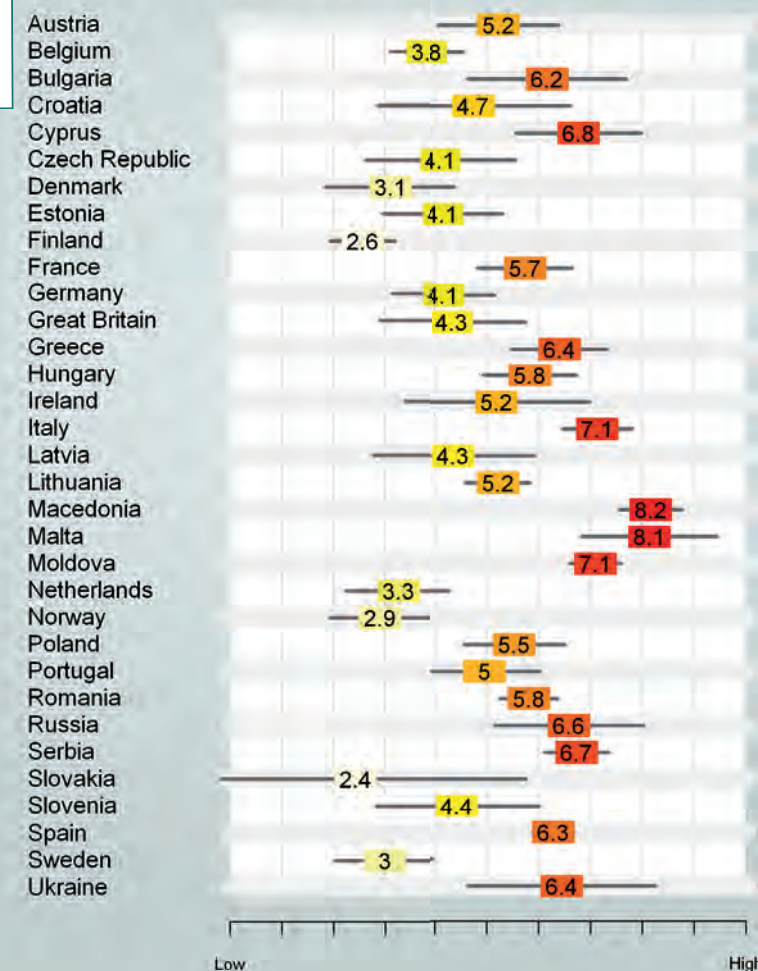
Composite measure: Partisan Bias - Average of Newspapers and TV Channels

biasall

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

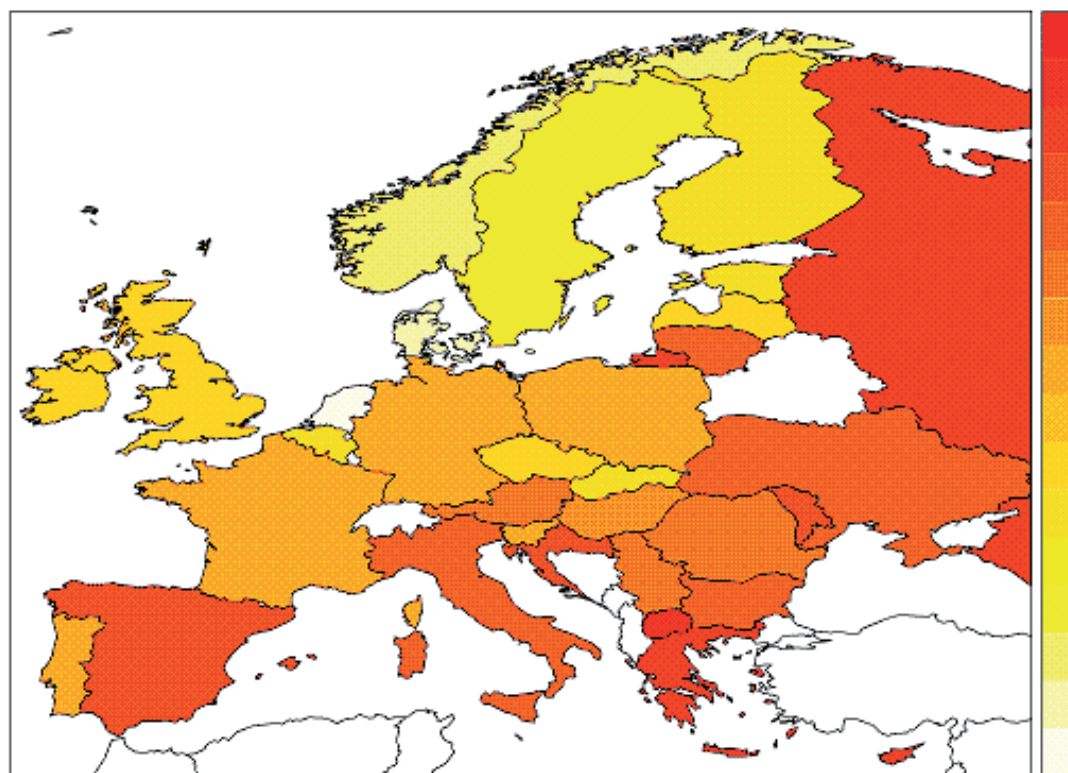
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

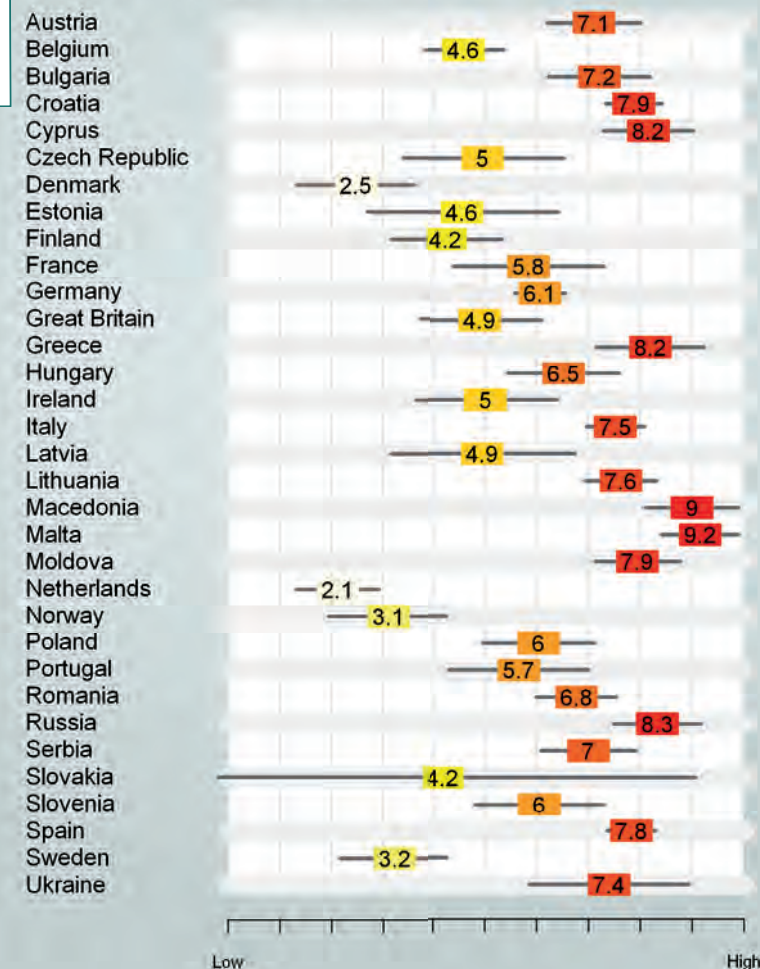
Composite measure: Owner-induced Political Bias - Average of Newspapers and TV Channels

oinfall

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

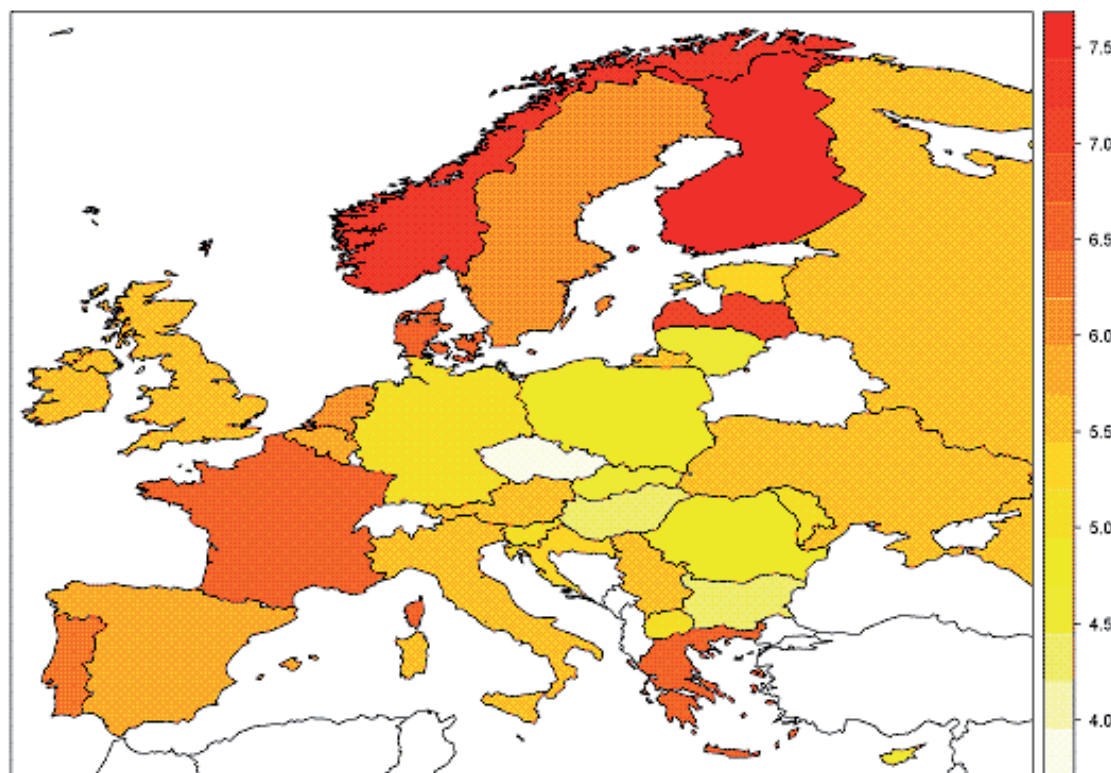
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Factual Accuracy - Average of Newspapers and TV Channels

accall

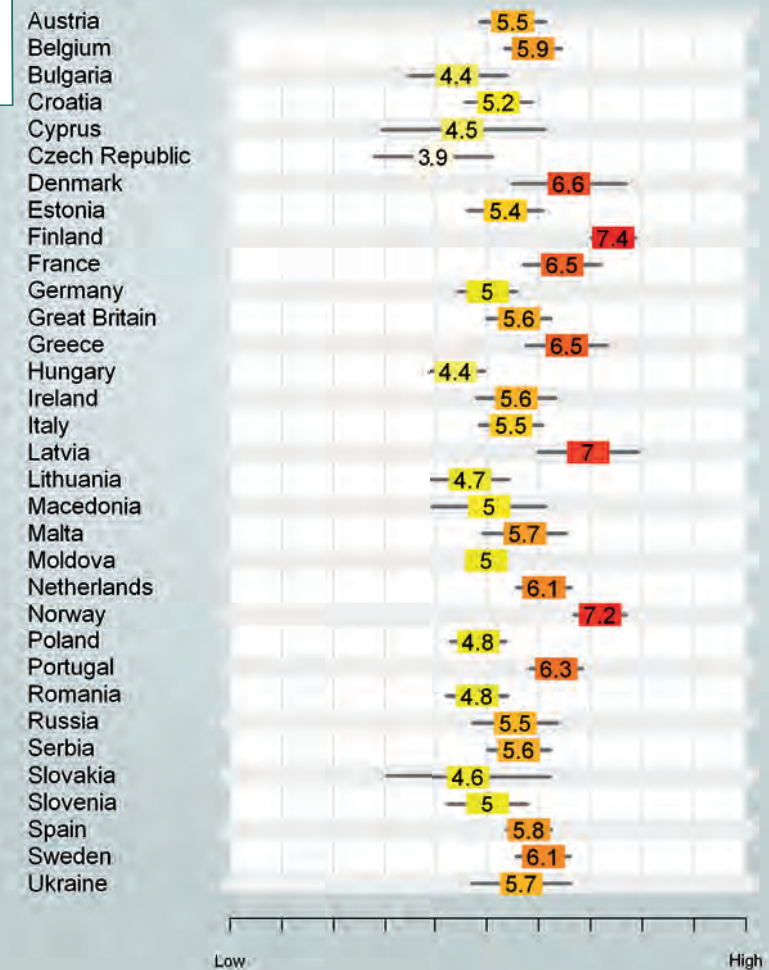
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

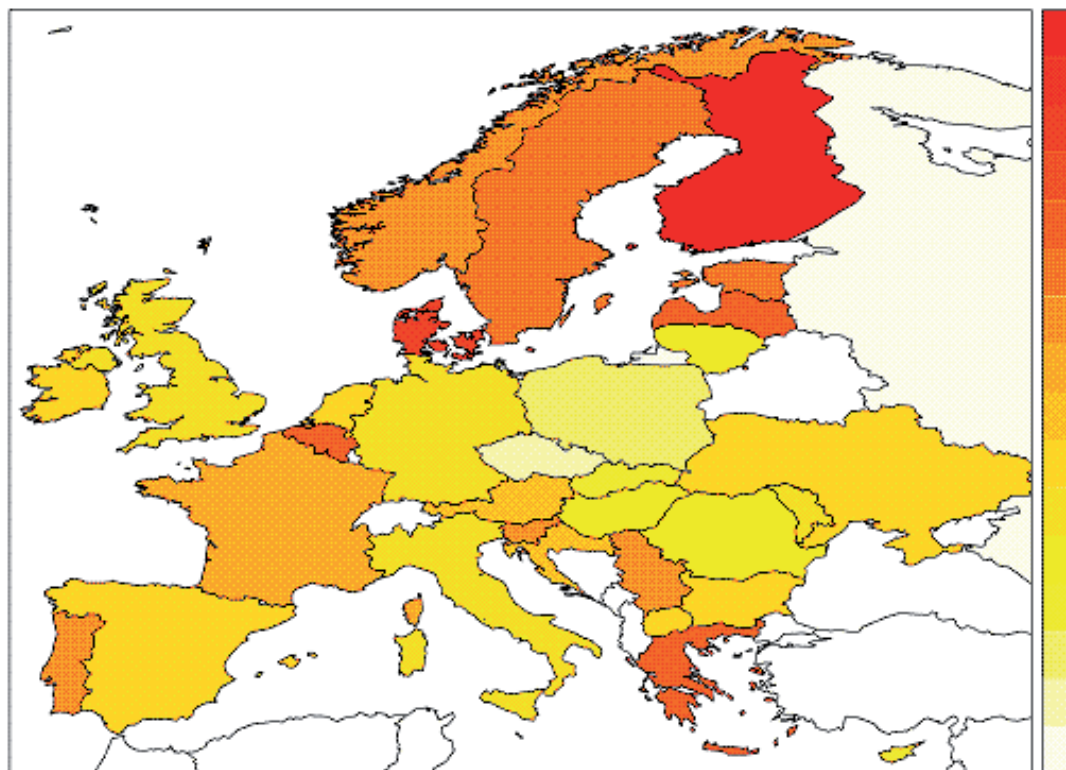


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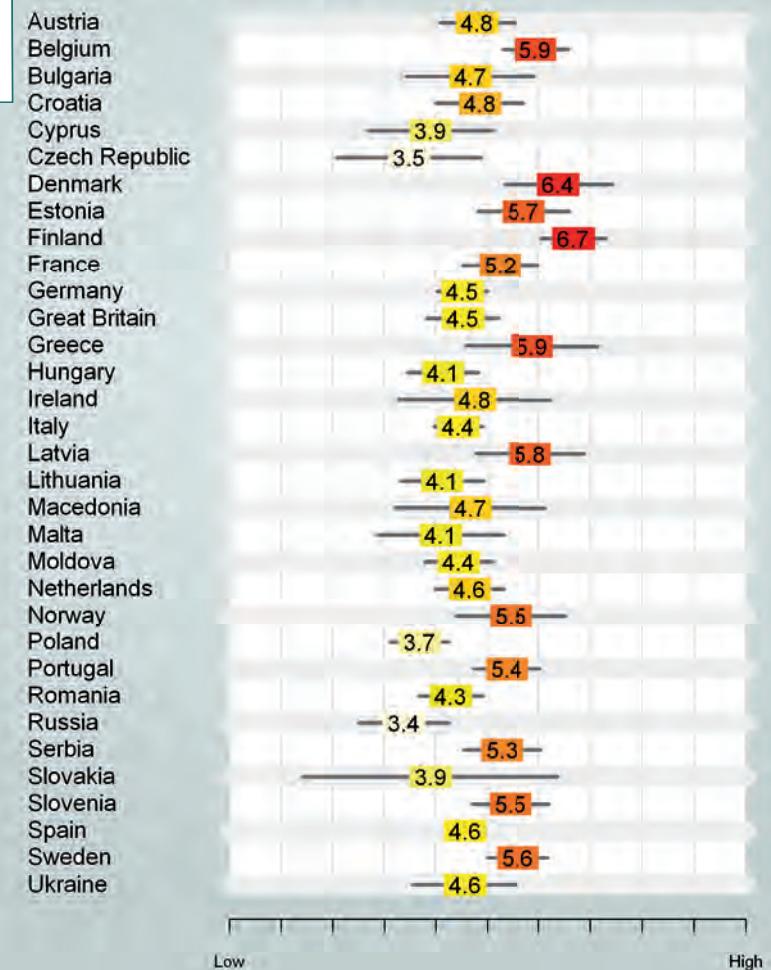
Composite measure: Argument Diversity - Average of Newspapers and TV Channels

argall

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

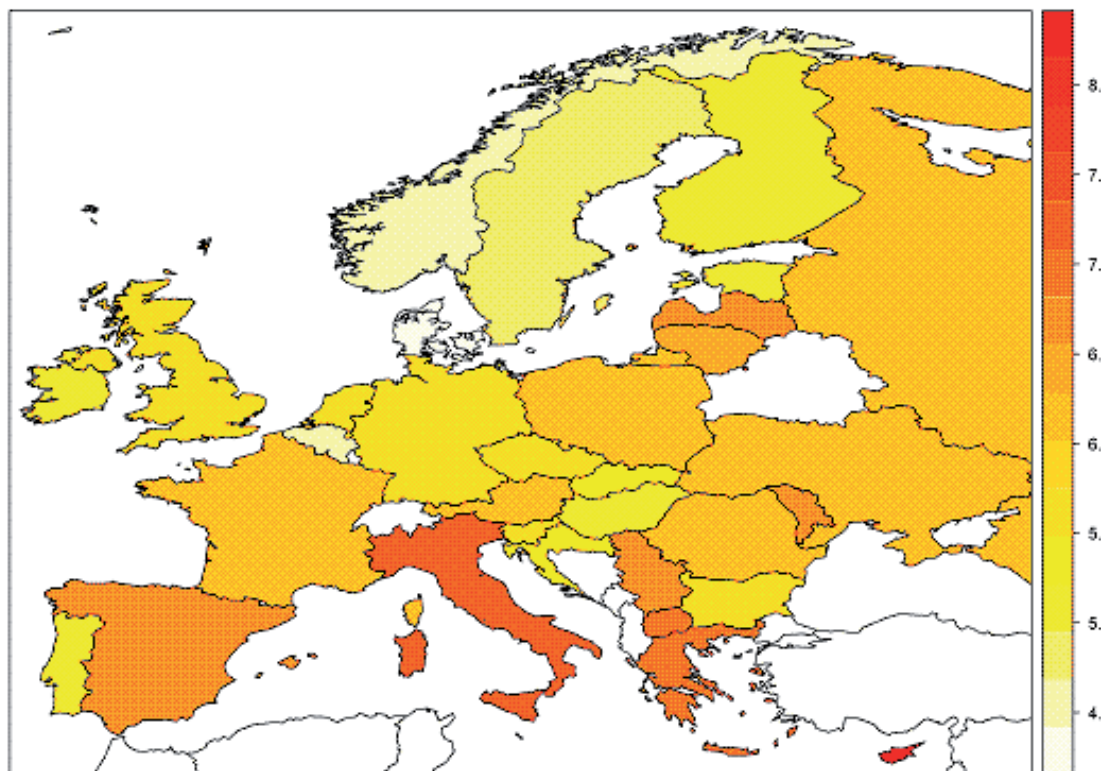
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Policy Advocacy - Average of Newspapers and TV Channels

advall

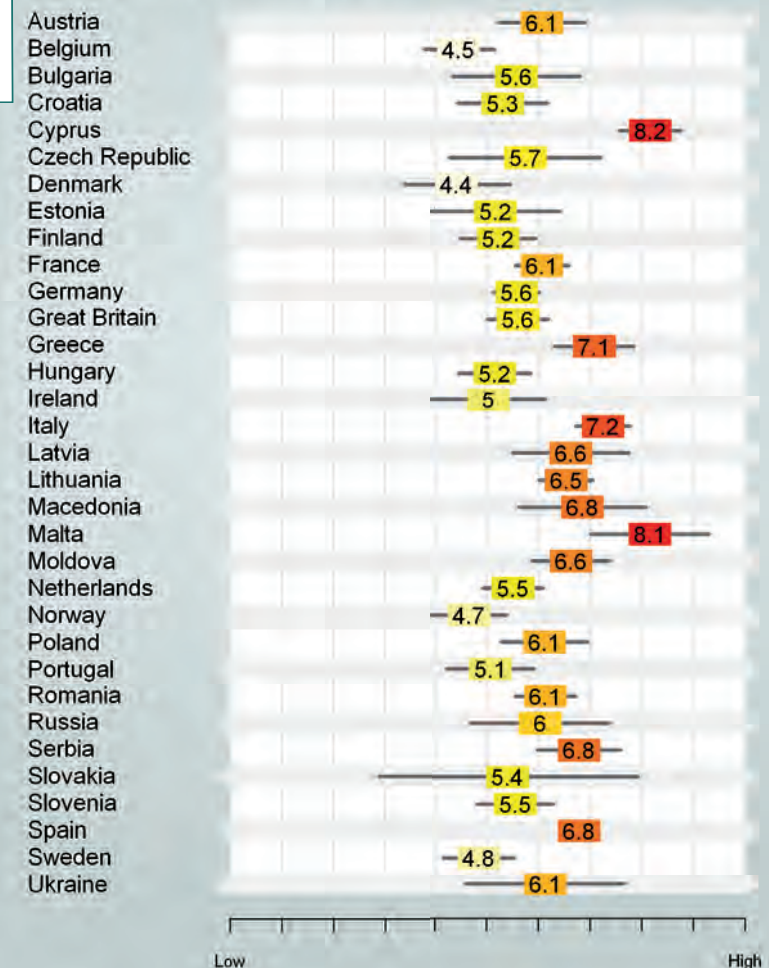
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

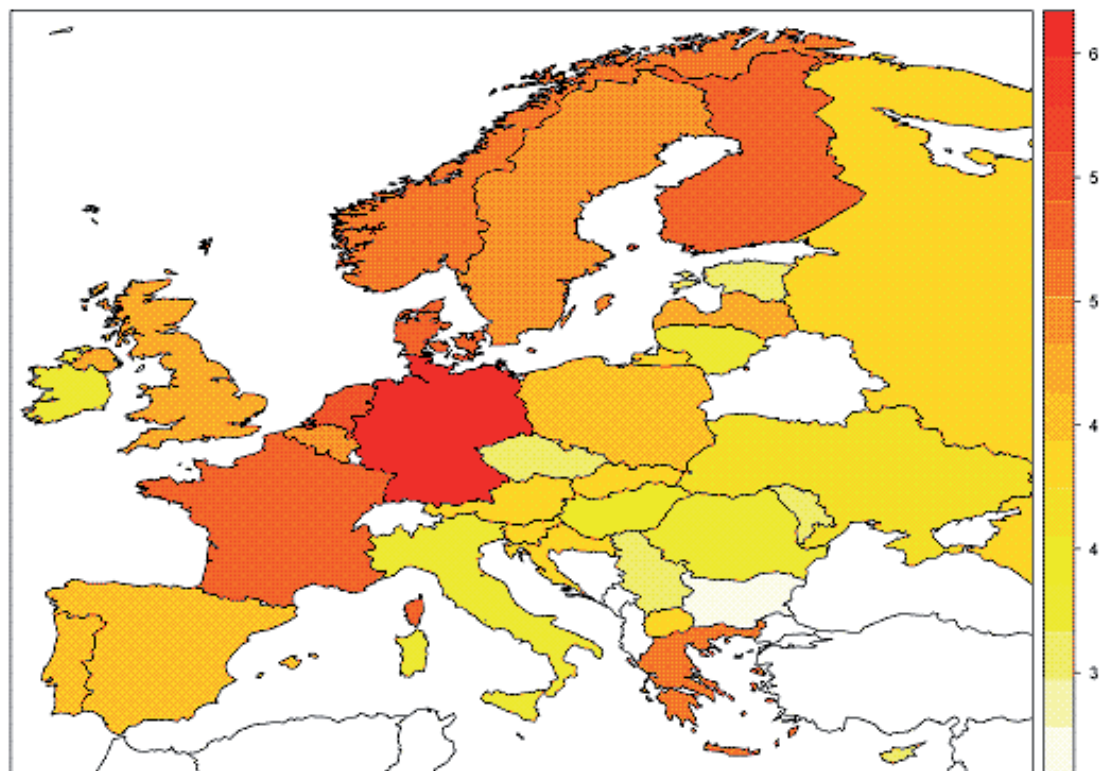


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Quality index (alternative A)

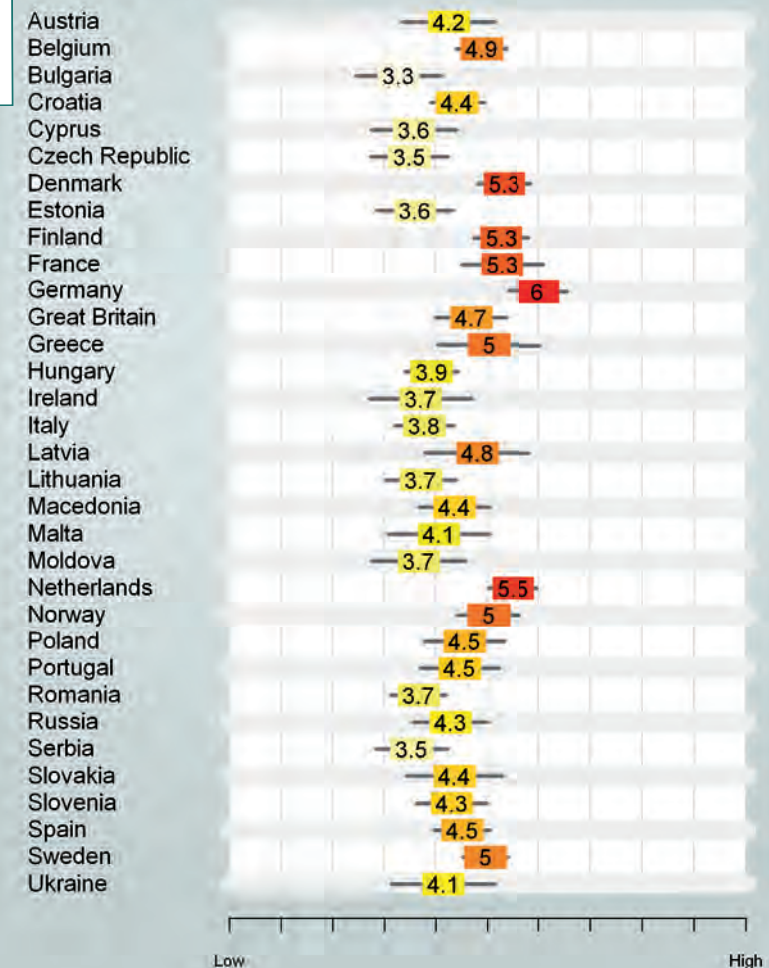
infoqual

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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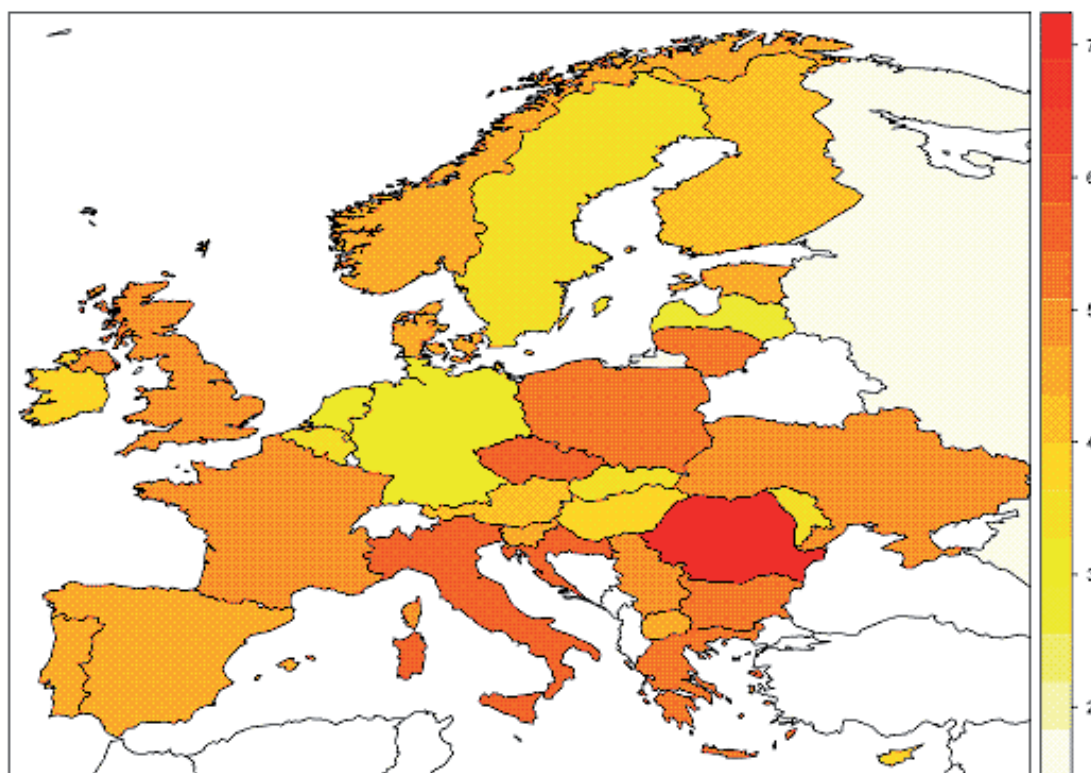
Country averages with 95% confidence intervals

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Commercialisation of Political Coverage index

infocomm

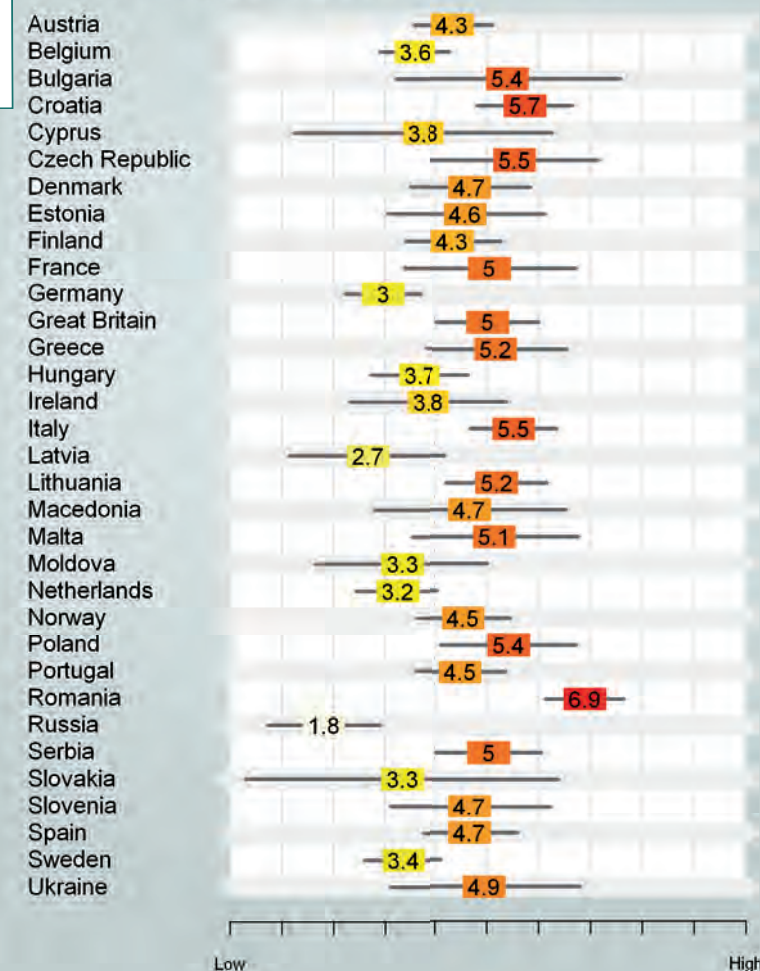
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

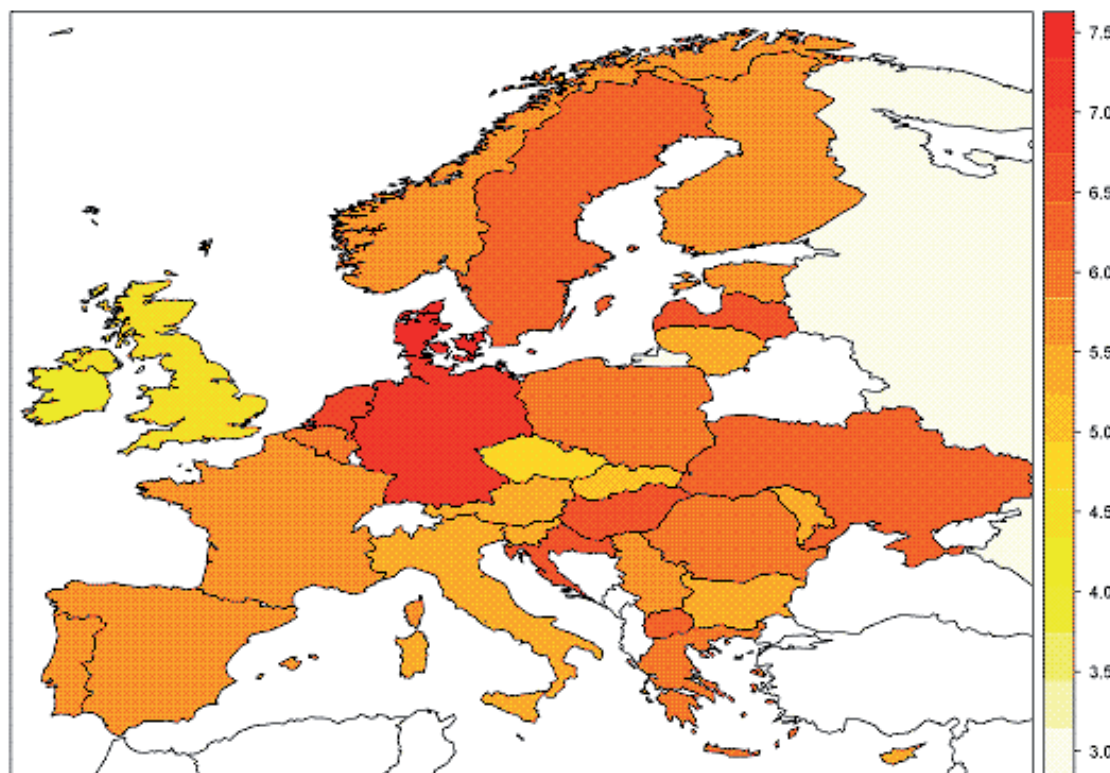


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Overall Political Diversity index

extdiv

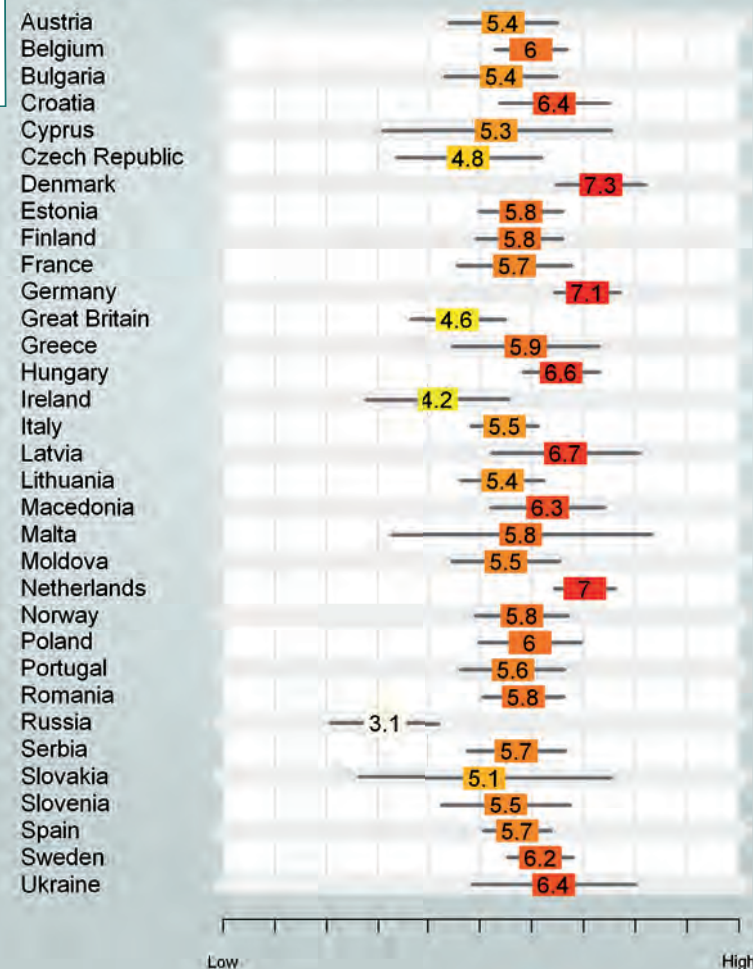
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

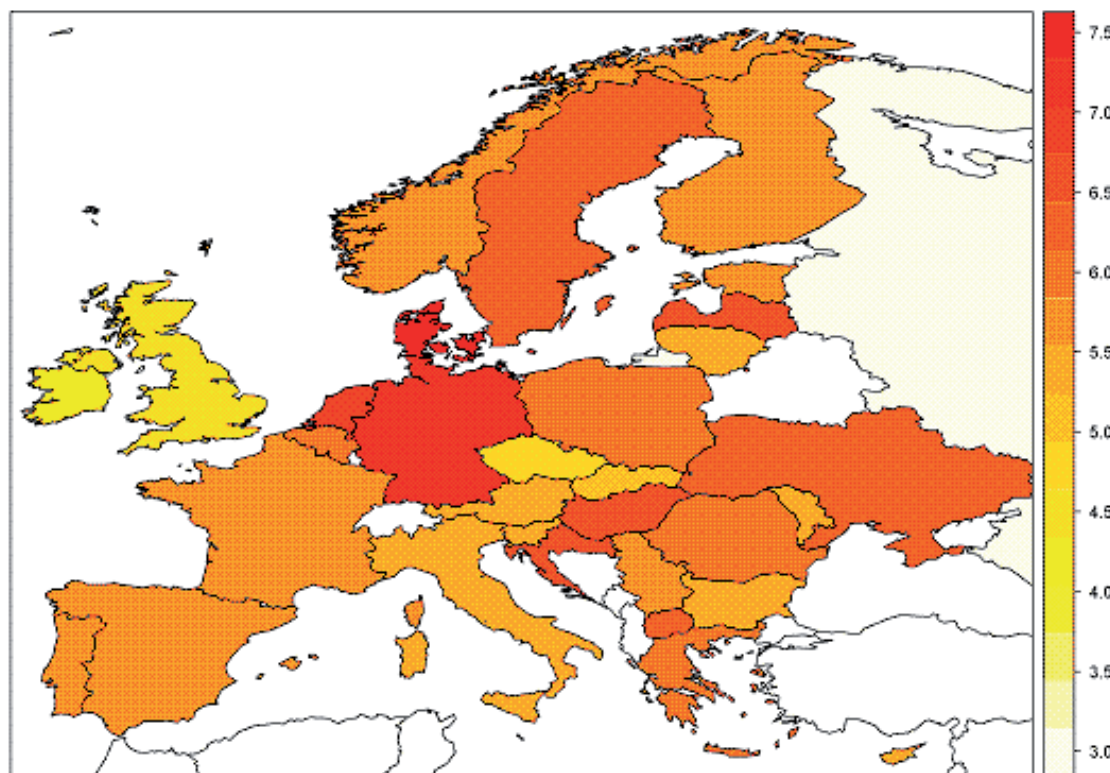


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Overall Political Diversity index

extdiv

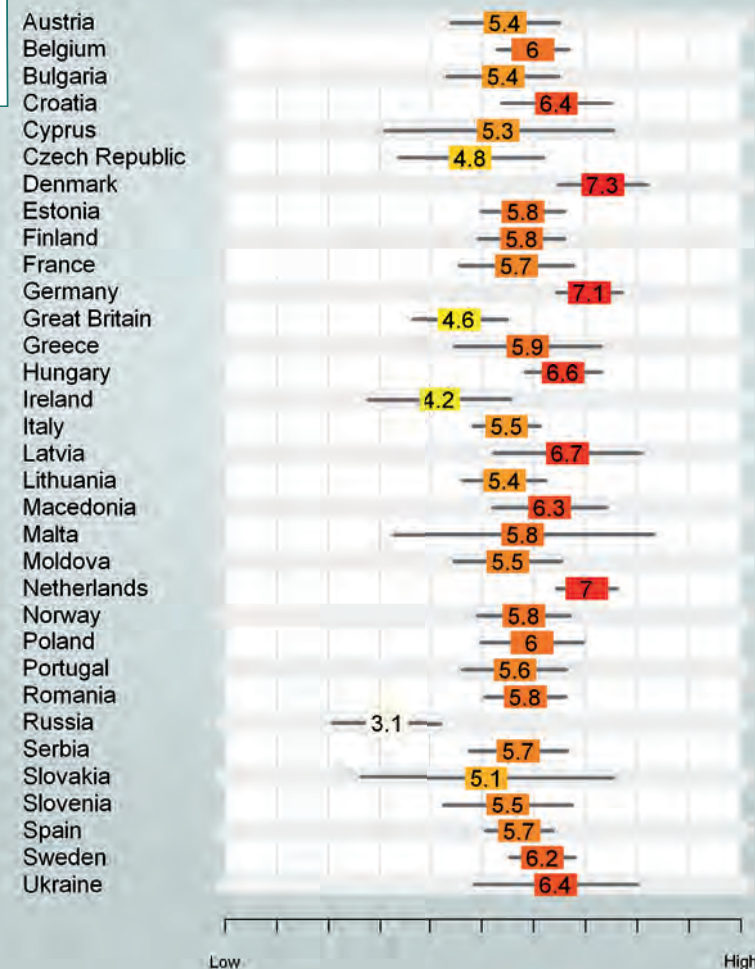
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

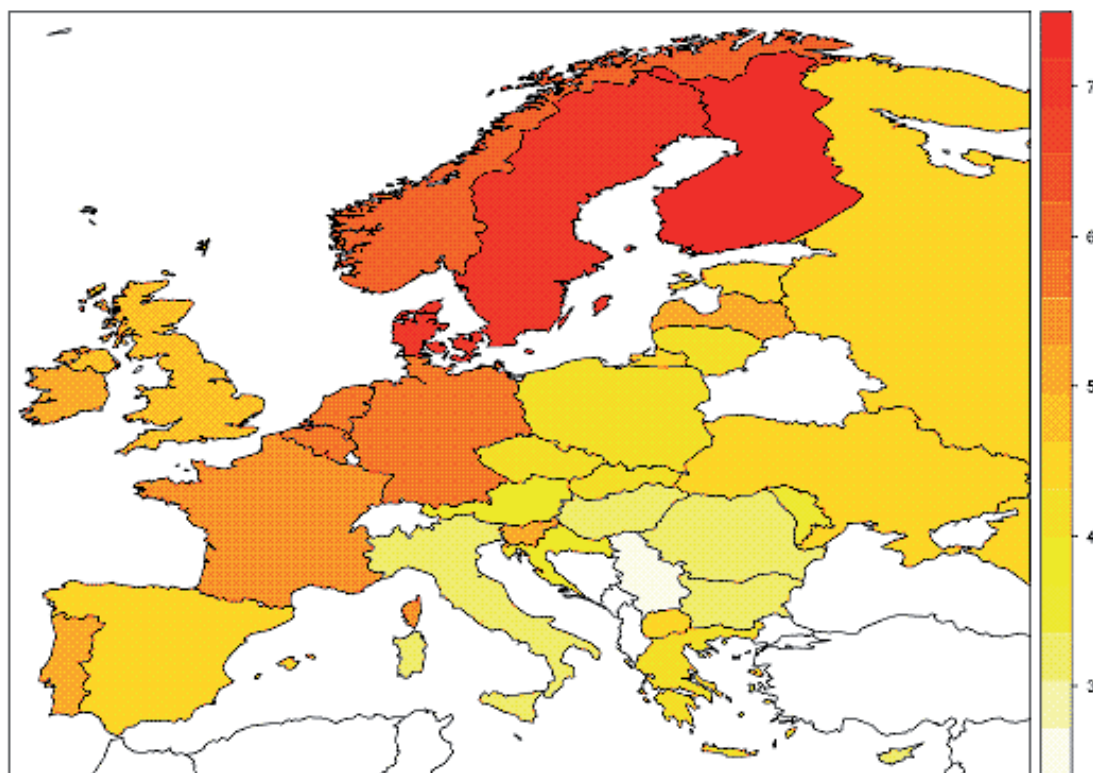


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Journalistic Professionalism index

jprof

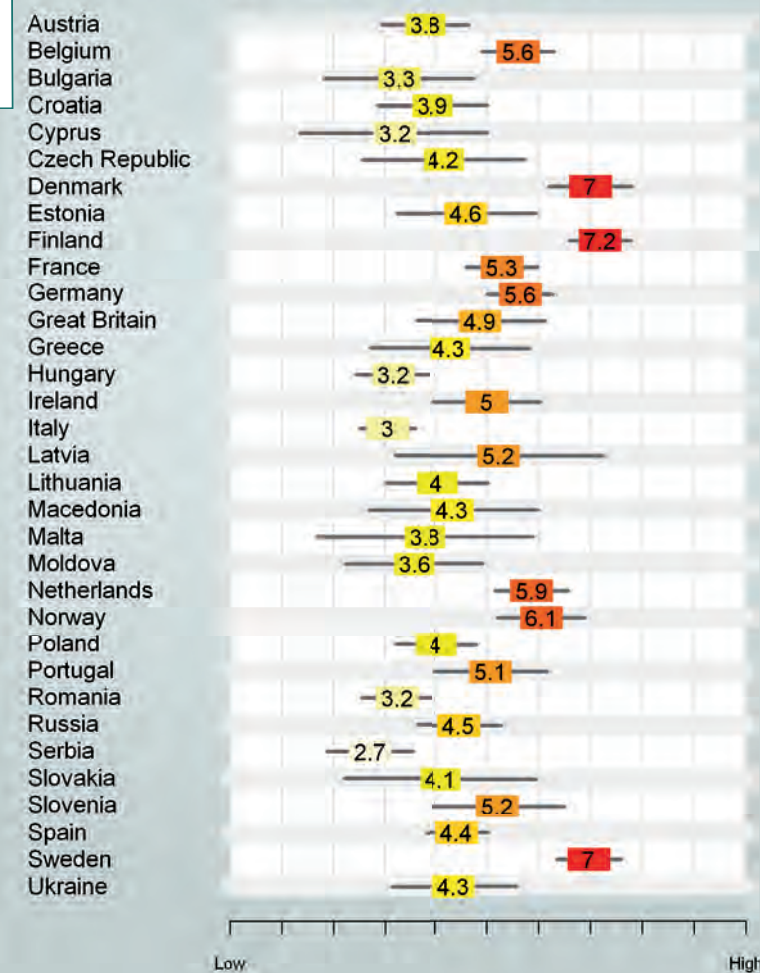
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

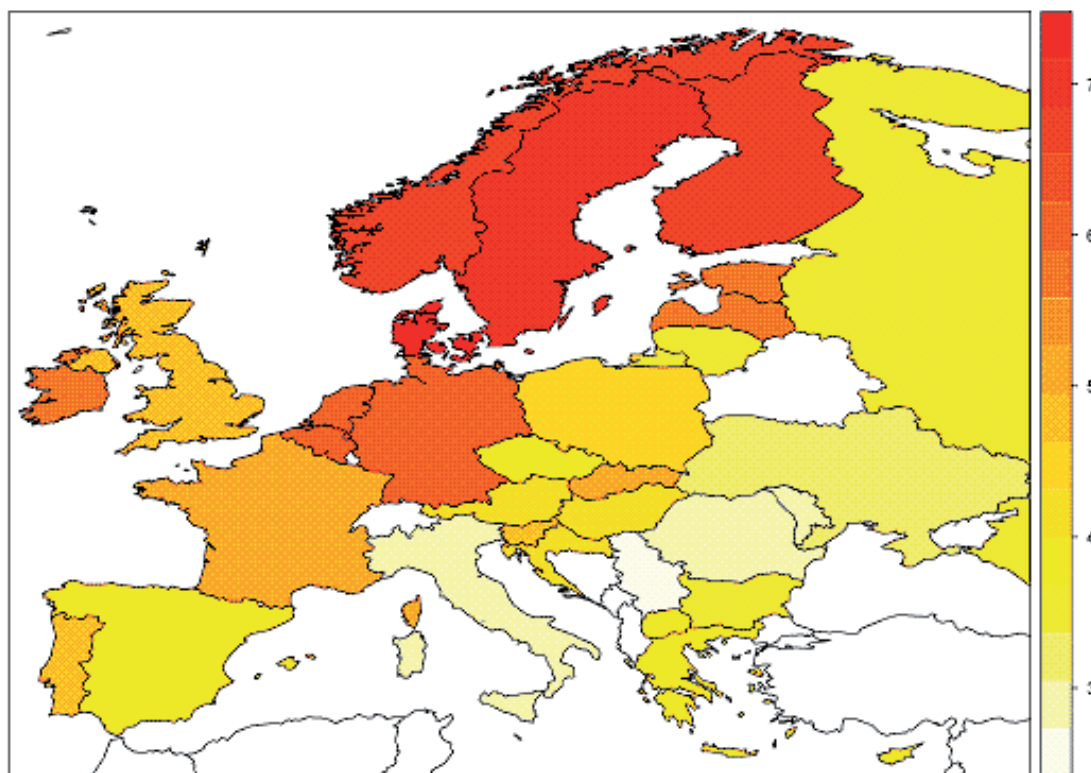


Data: Marina Popescu et al.: 2010 European Media Systems Survey

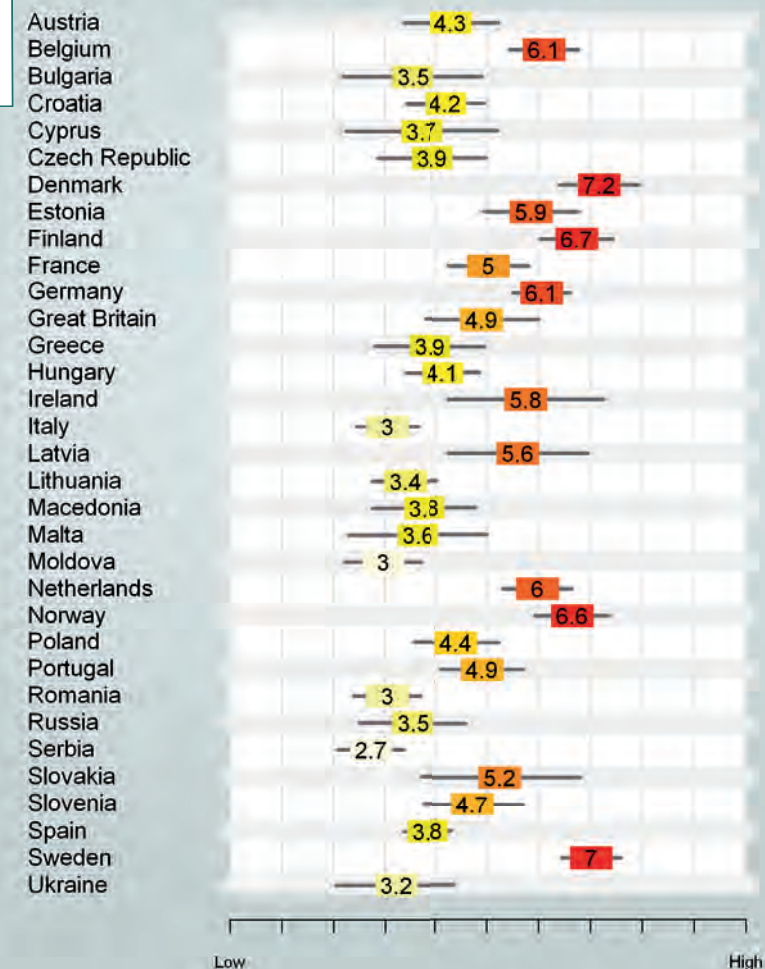
Composite measure: Journalistic Independence index

jindep

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

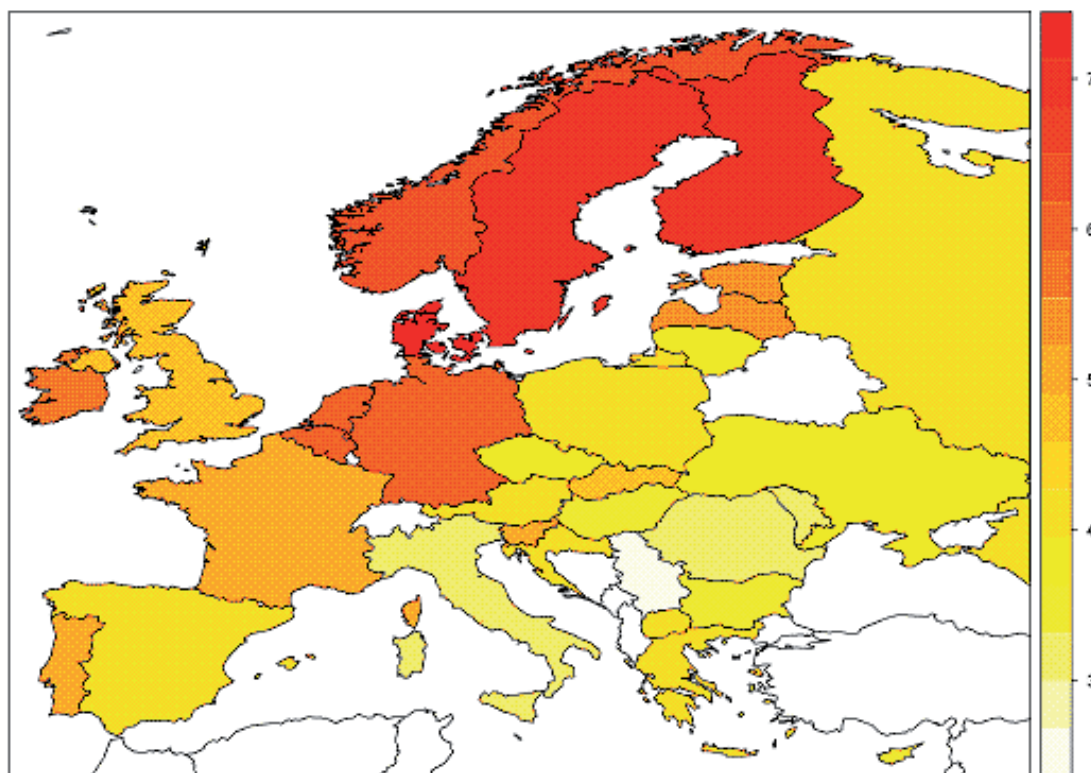
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

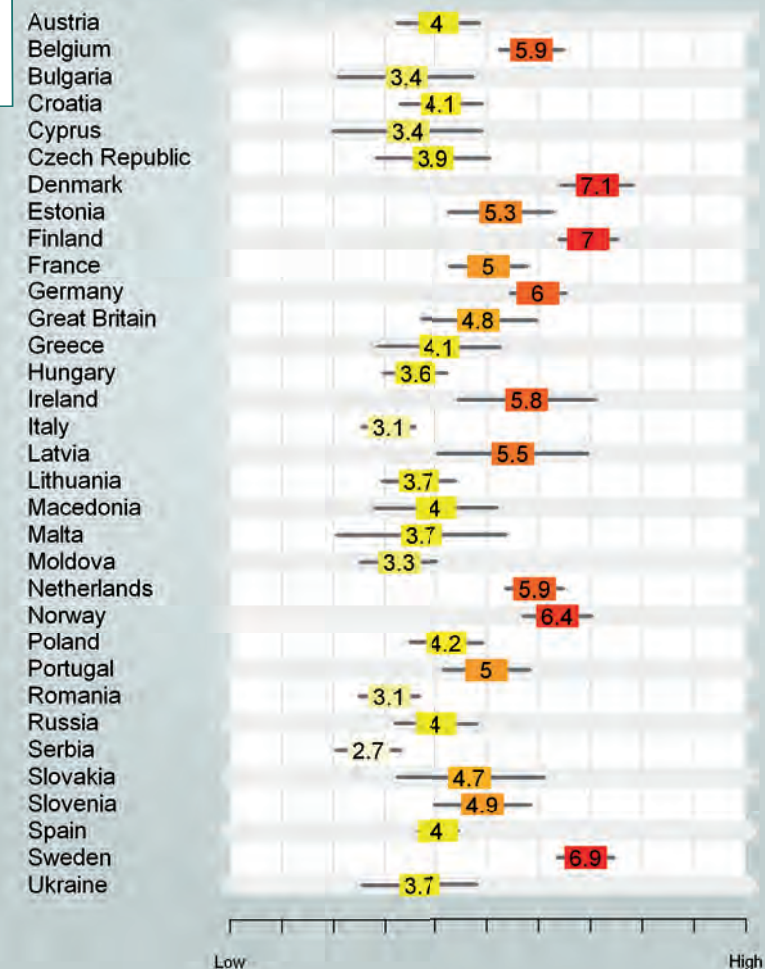
Composite measure: Journalistic Culture index

jrnrcult

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

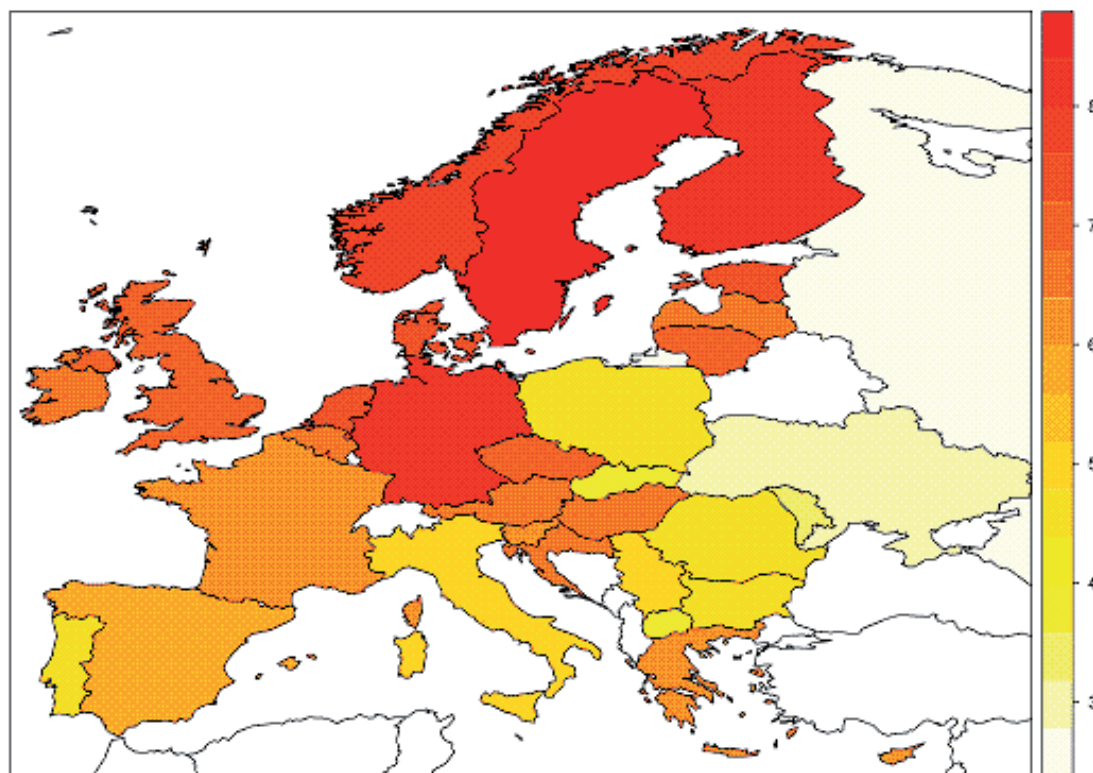
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

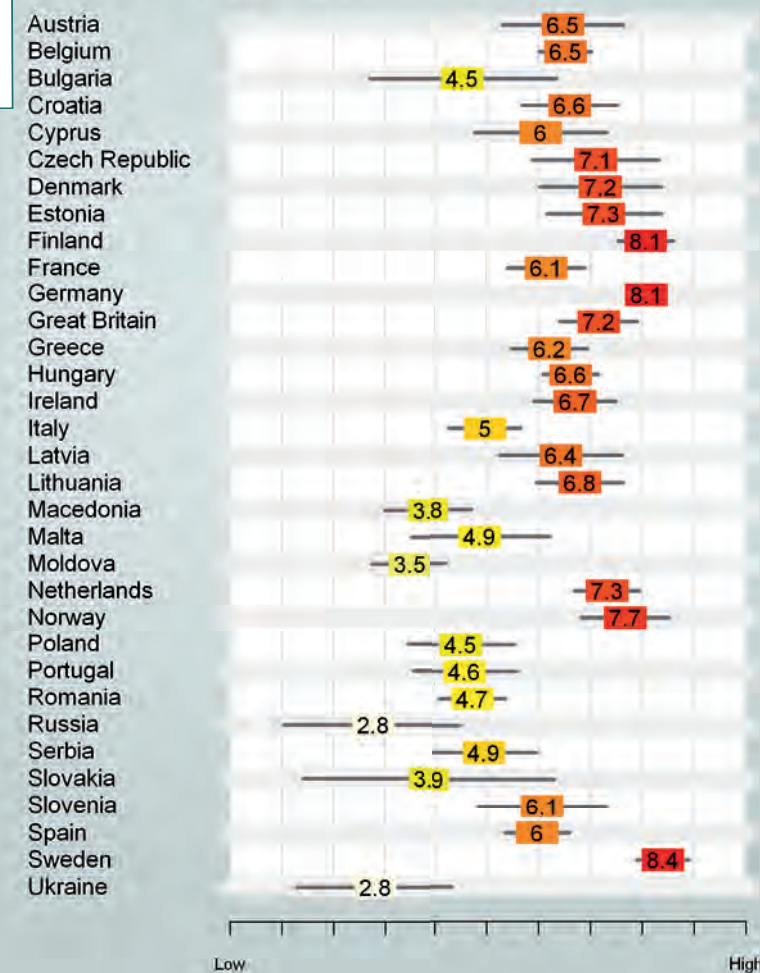
Composite measure: Public Television Quality index (alternative A)

pbtvq

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

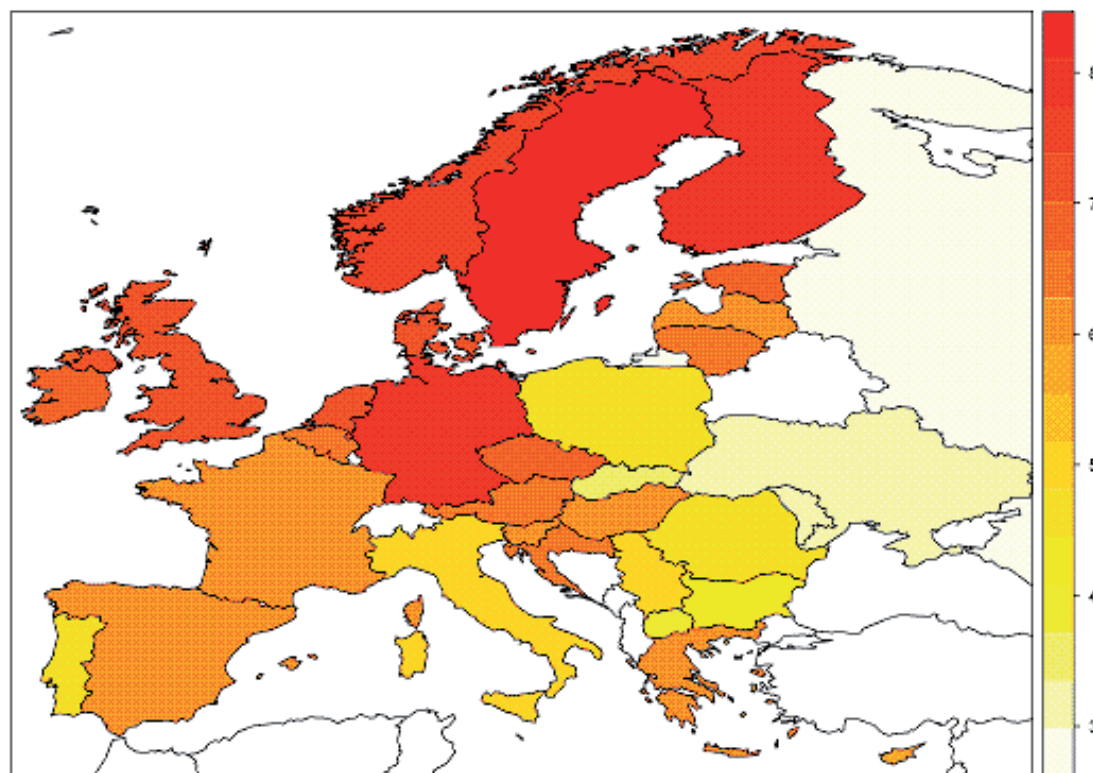
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Public Television Quality Index (alternative B)

pbtvqall

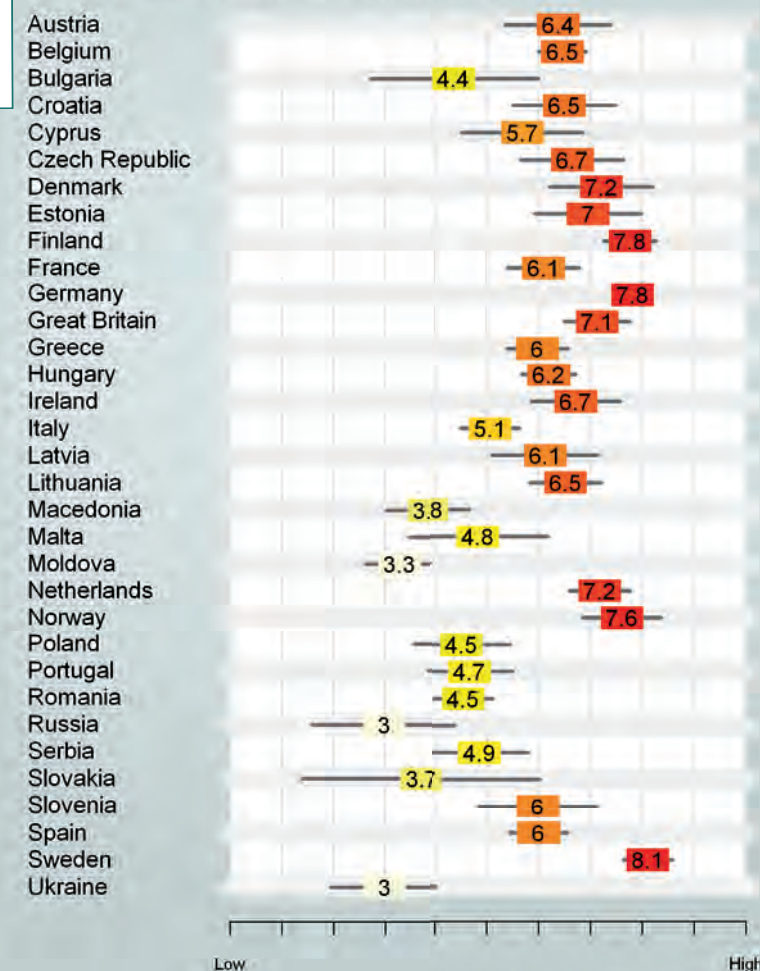
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

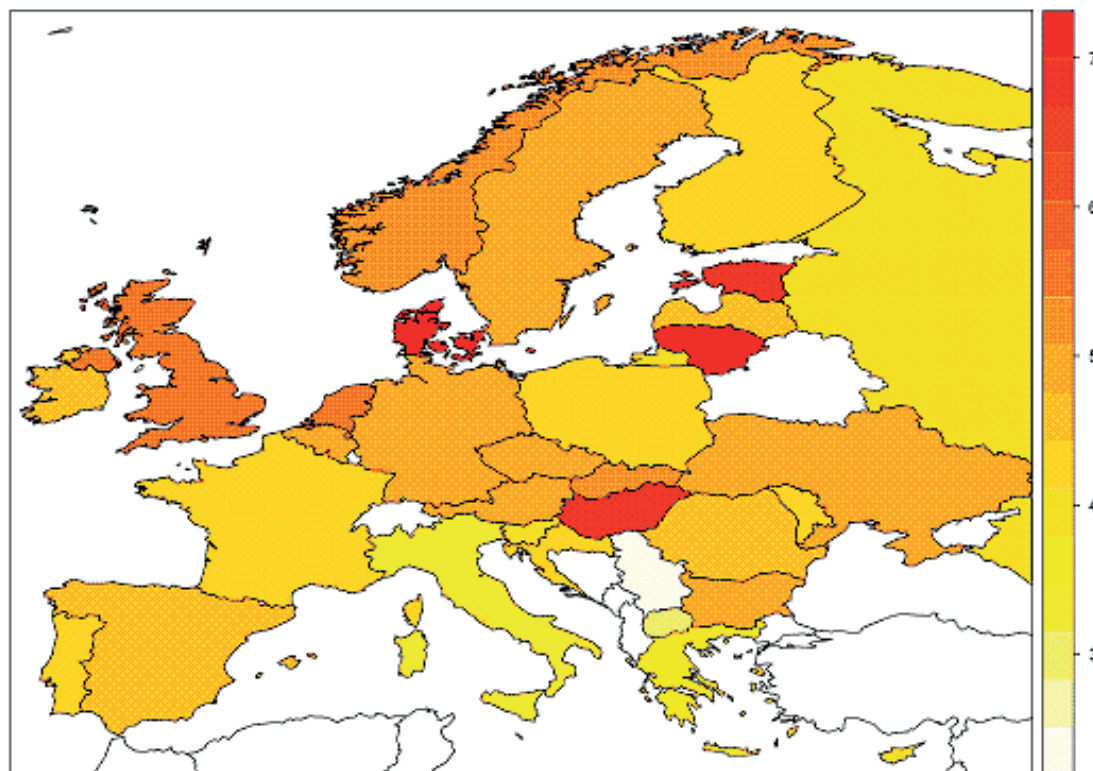


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Internet Significance index

intern_t

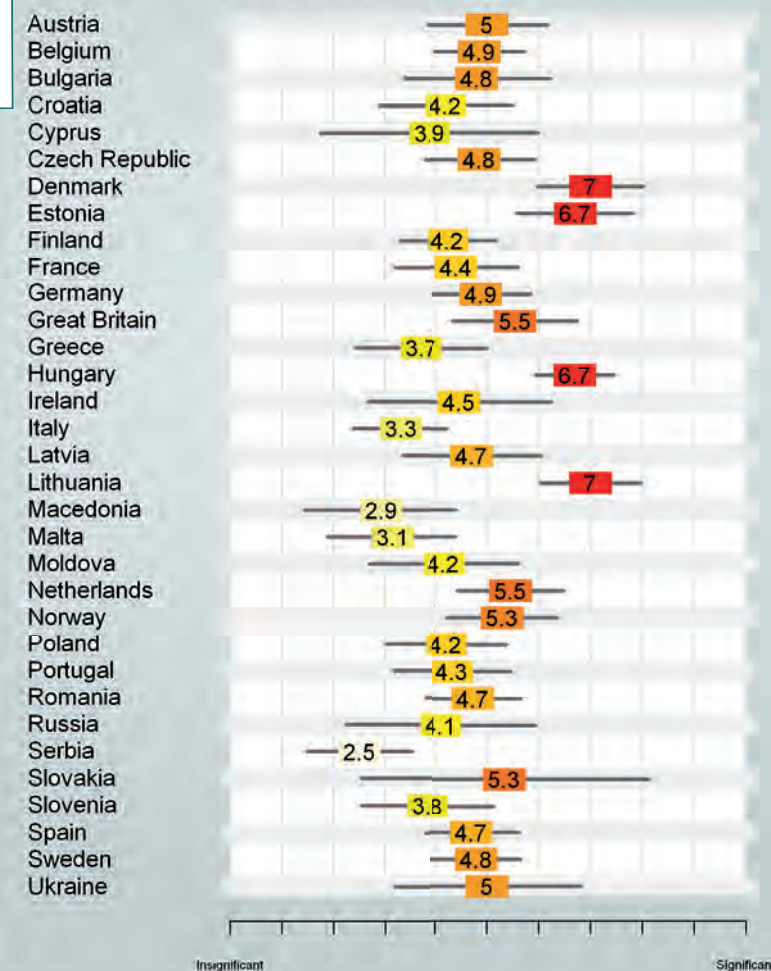
Average expert opinion about national media on 0 (Insignificant) to 10 (Significant) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

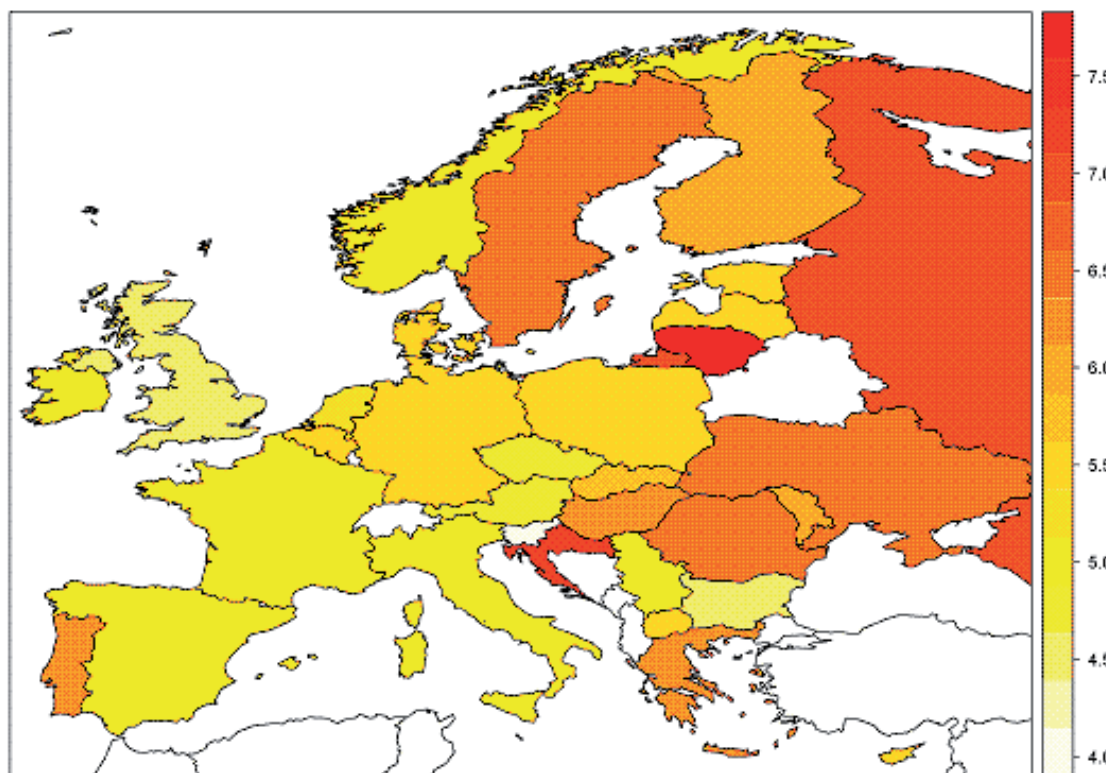


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Internet Added Value index

intern_p

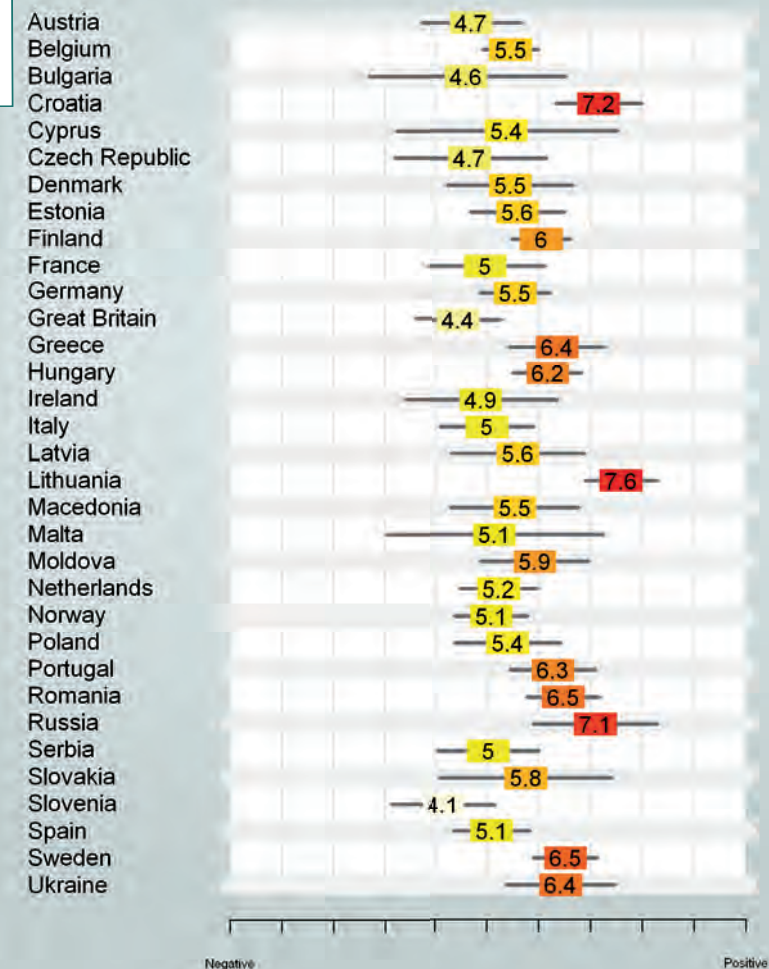
Average expert opinion about national media on 0 (Negative) to 10 (Positive) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

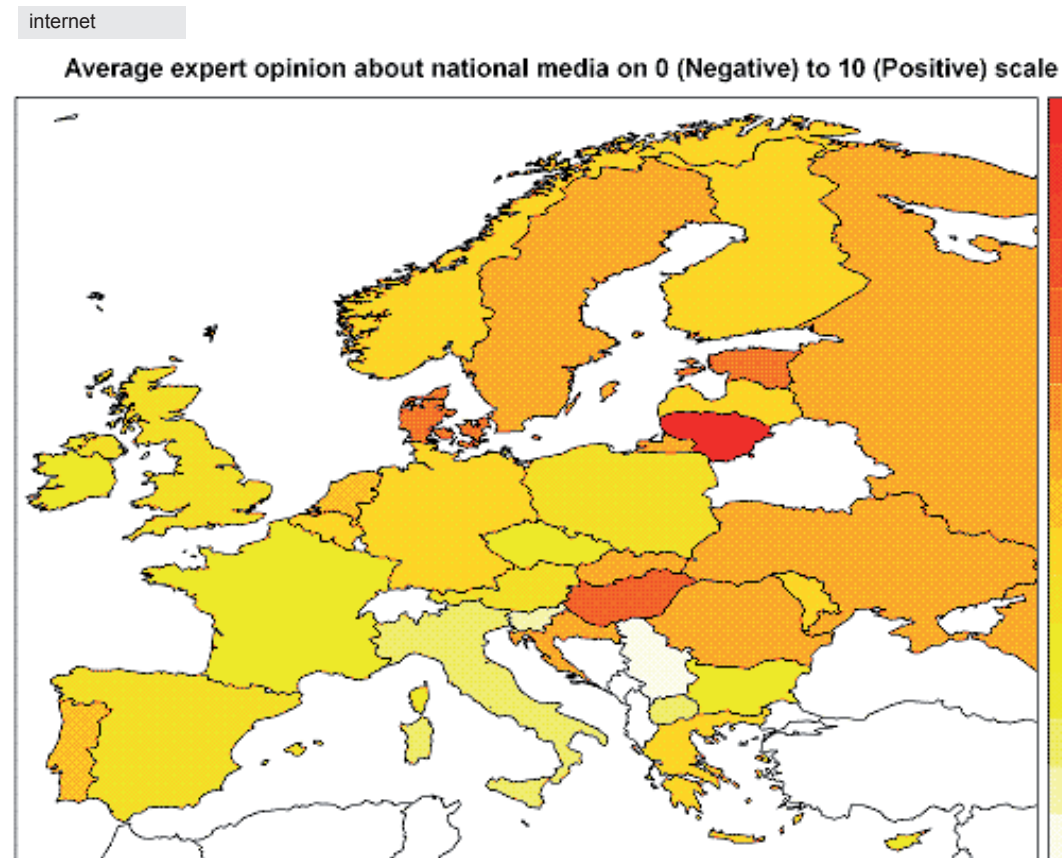
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Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

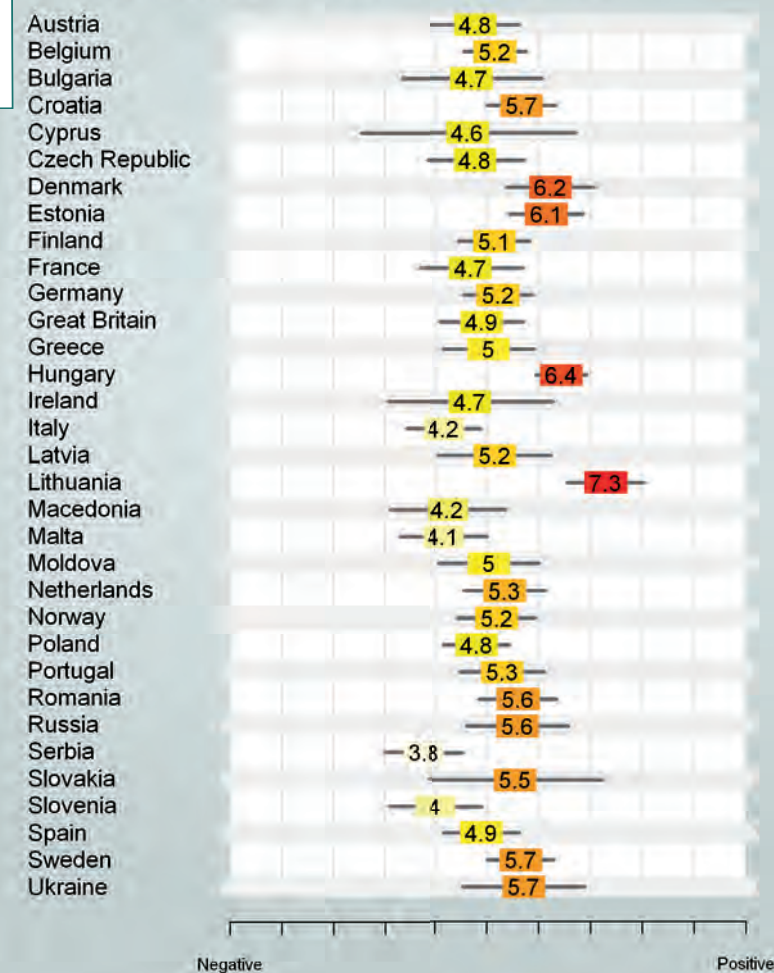
Composite measure: Overall Internet Contribution index



Data: Marina Popescu et al.: 2010 European Media Systems Survey

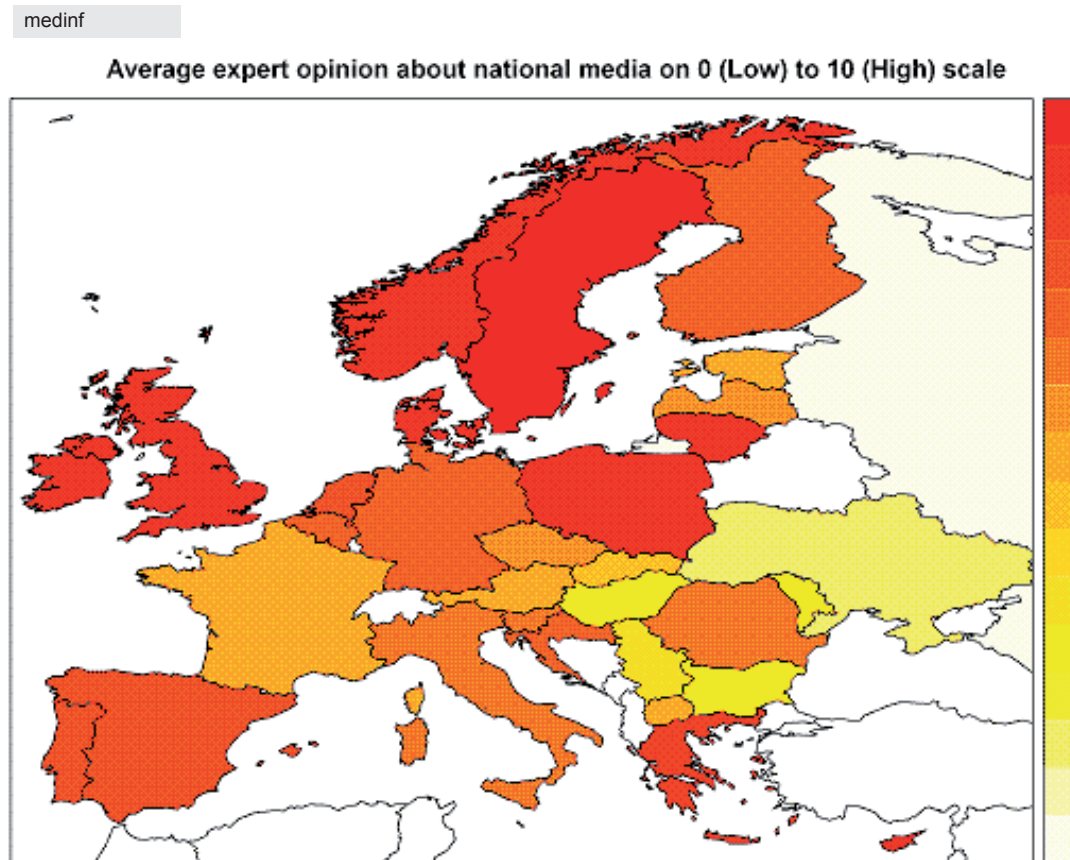
© EuroGeographics for administrative boundaries

Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

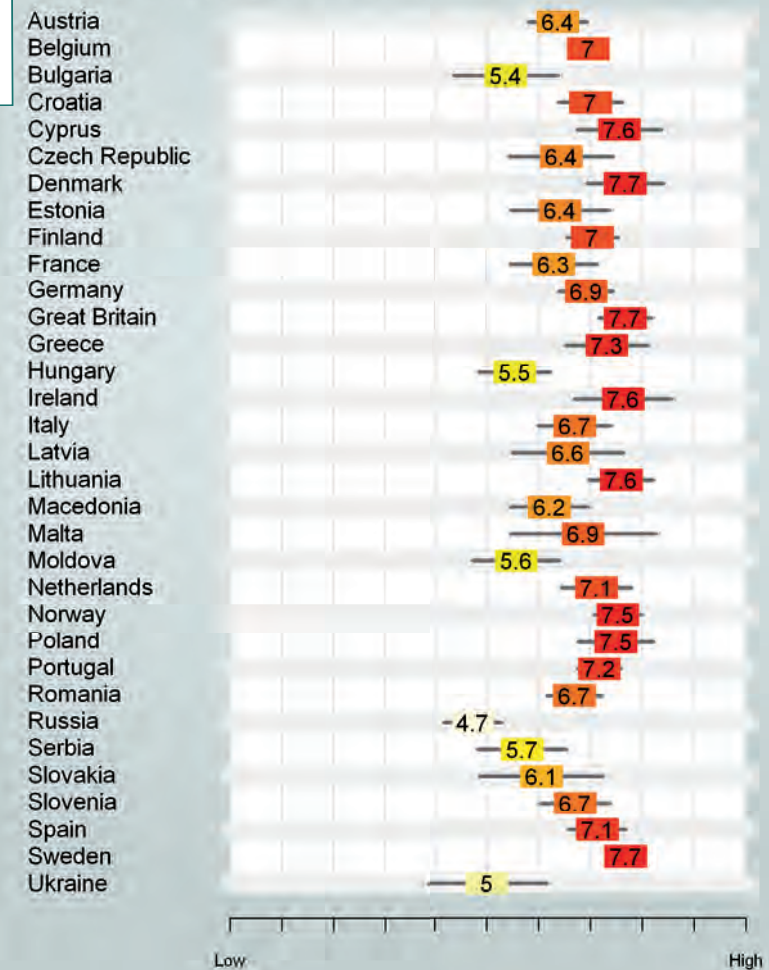
Composite measure: Media Influence index



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

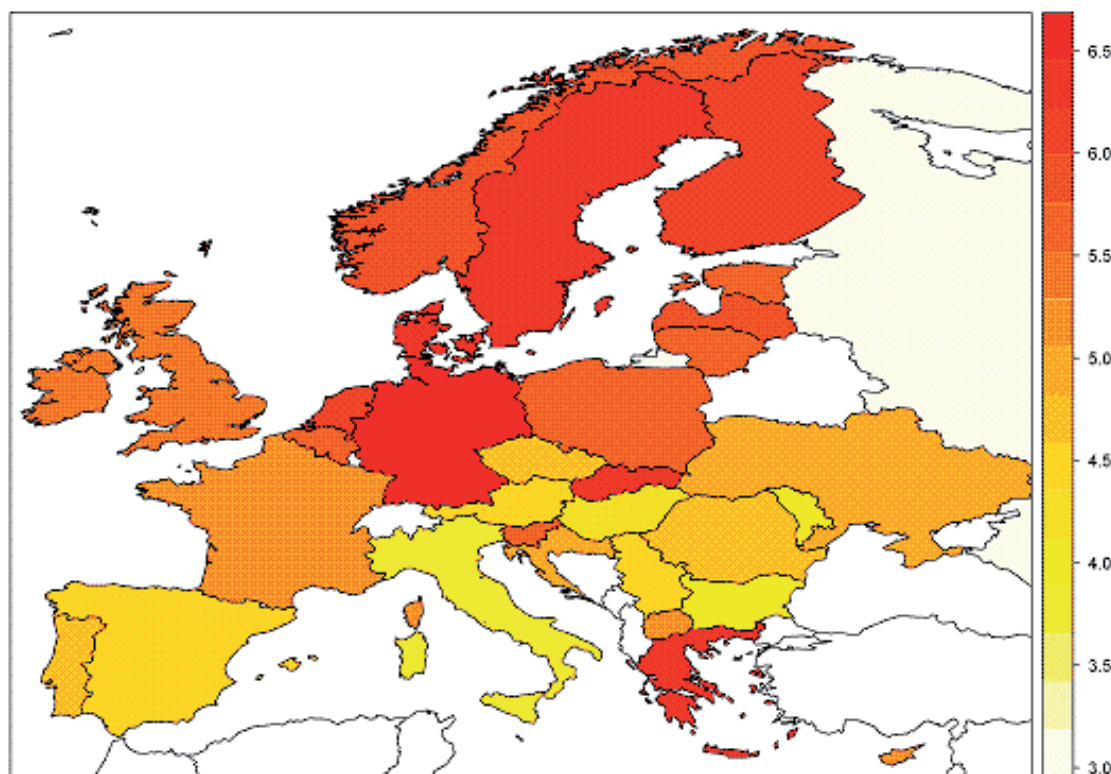


Data: Marina Popescu et al.: 2010 European Media Systems Survey

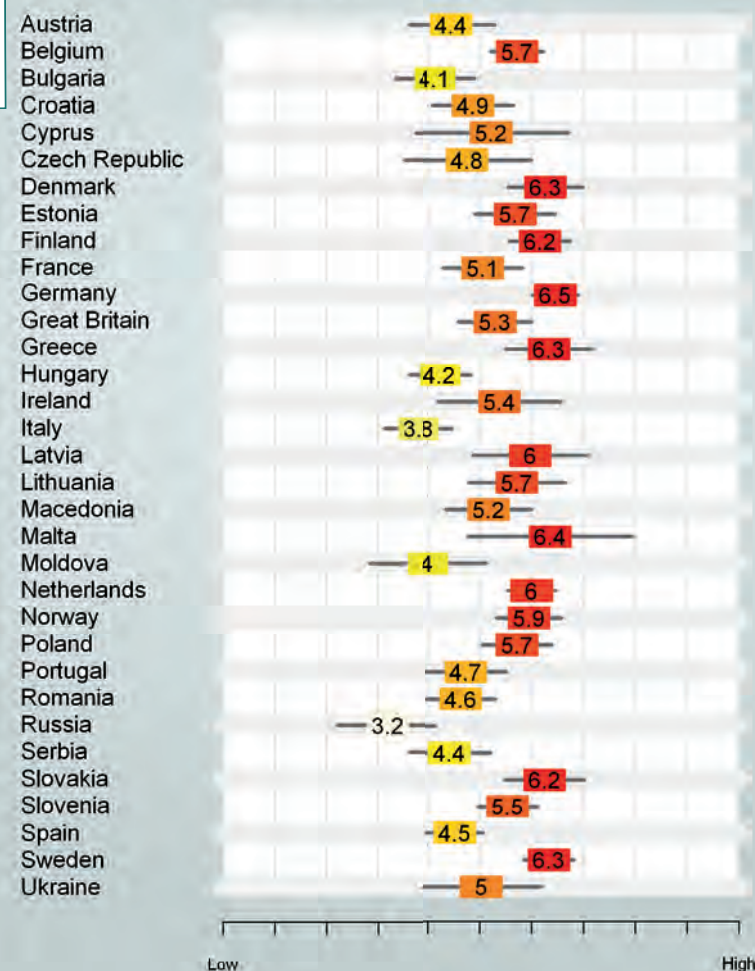
Composite measure: Media Performance index

medper

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

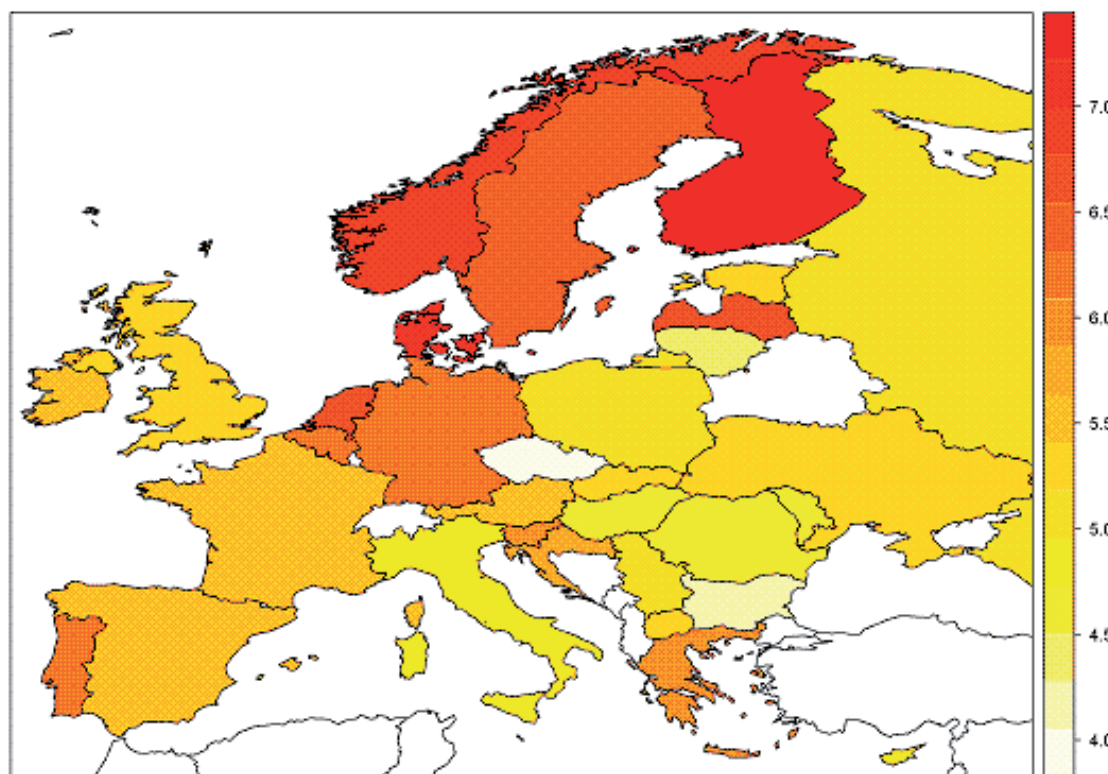
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Factual Accuracy in News Media - Average of All Indicators

ac_all

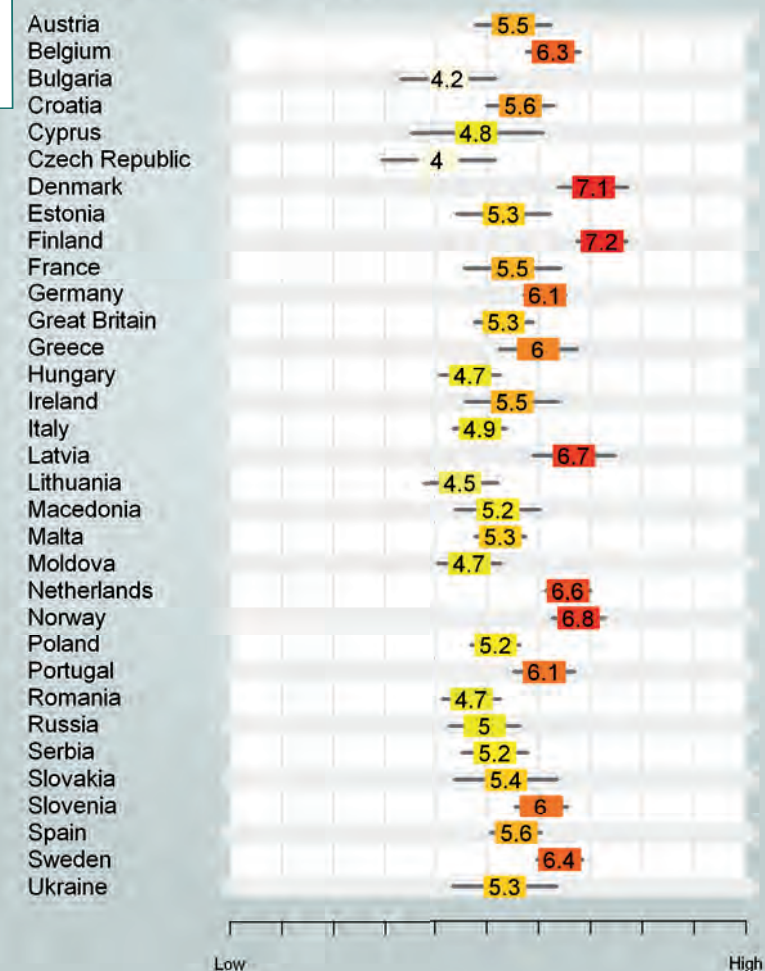
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

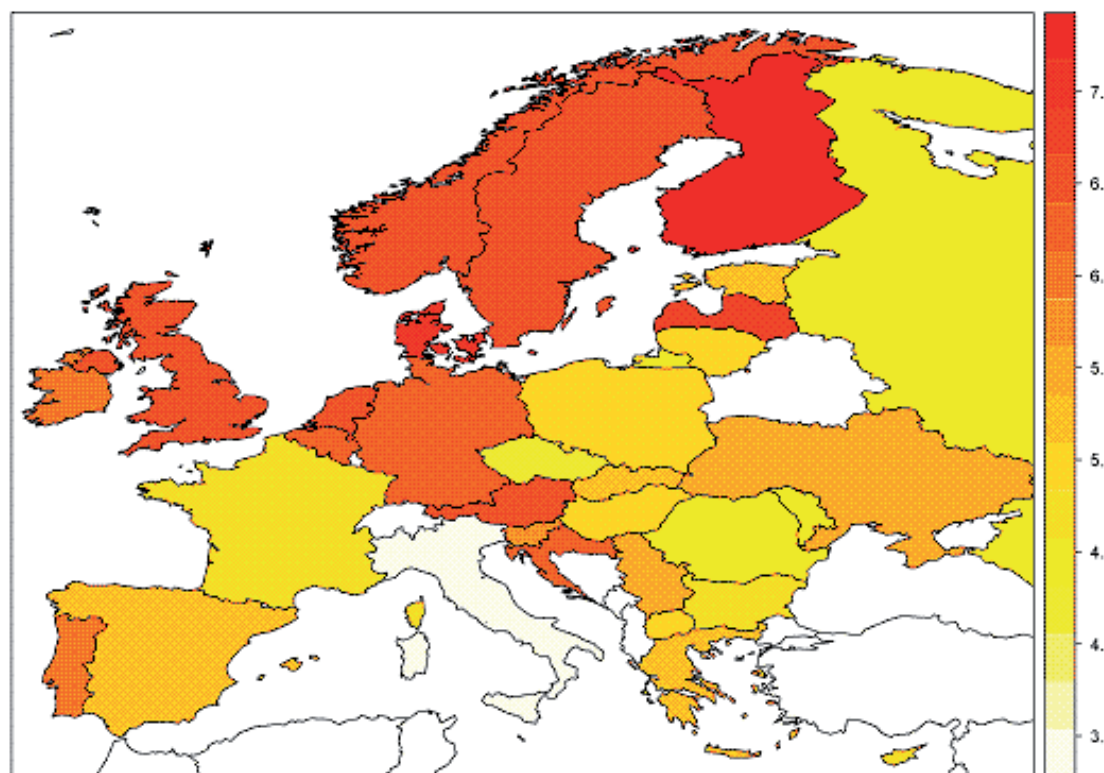


Data: Marina Popescu et al.: 2010 European Media Systems Survey

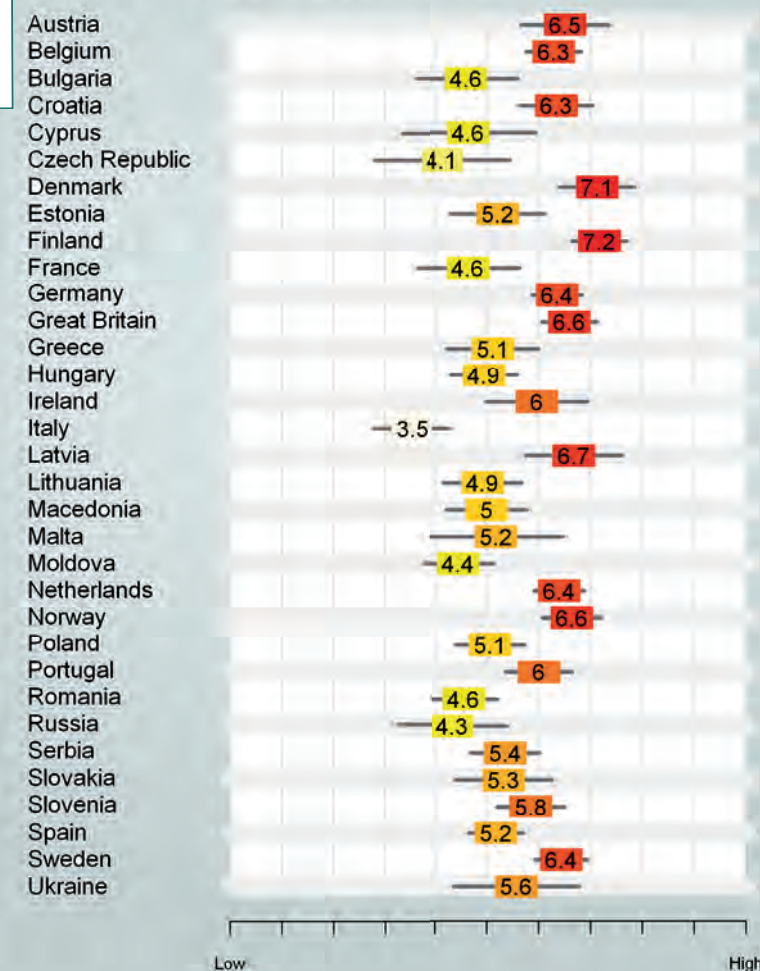
Composite measure: Factual Accuracy on TV - Average of All Indicators

ac_tv

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

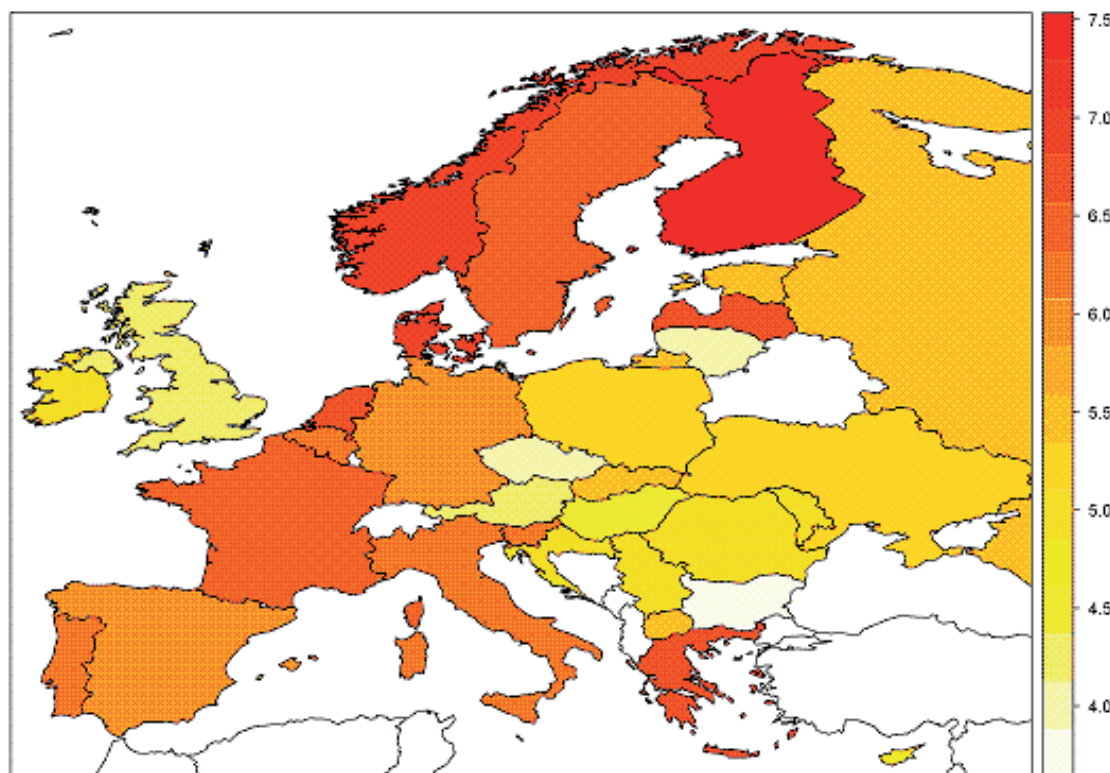
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

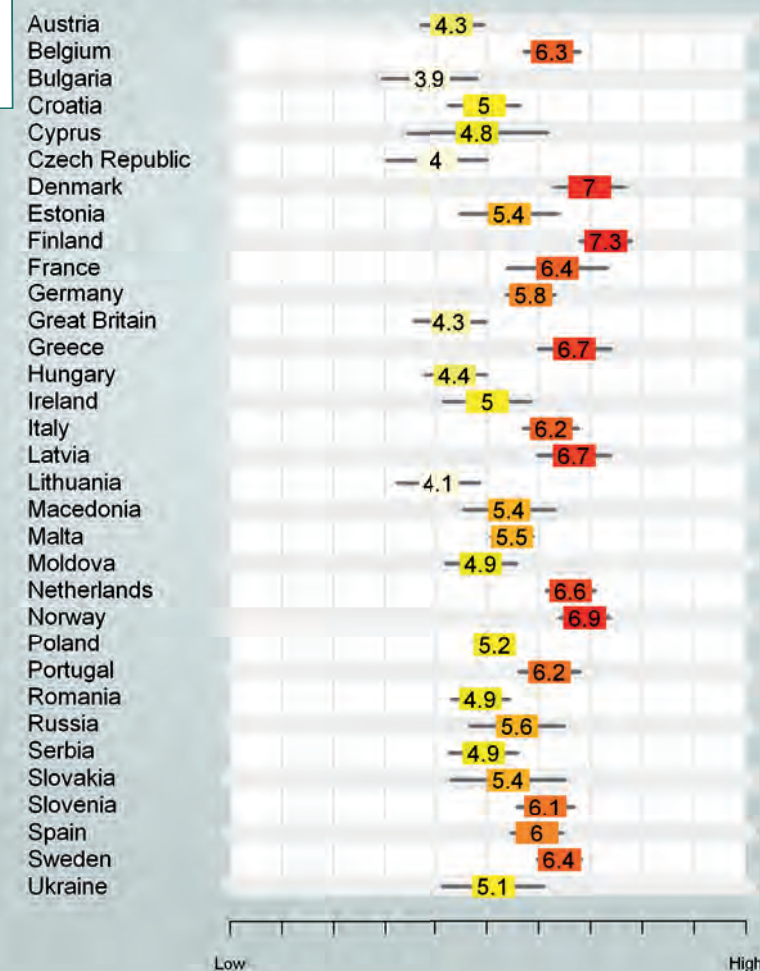
Composite measure: Factual Accuracy in Newspapers - Average of All Indicators

ac_news

Average expert opinion about national media on 0 (Low) to 10 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

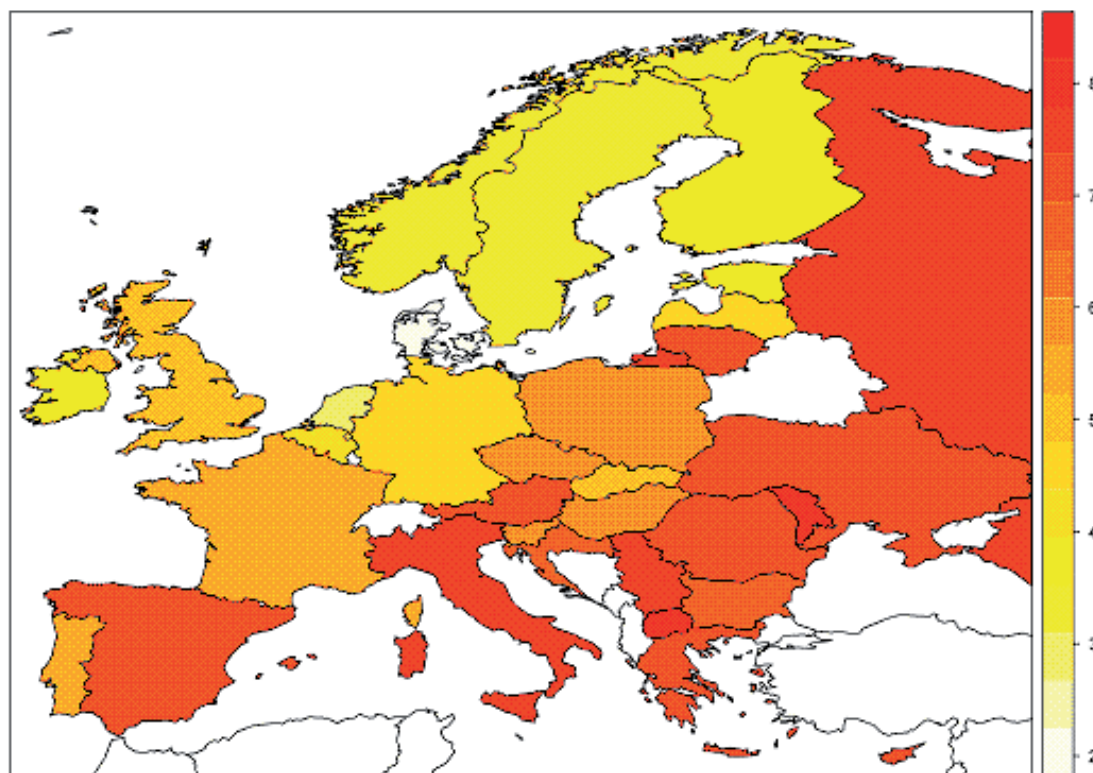
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Pressure-induced Political Bias - Average of All Indicators

ow_all

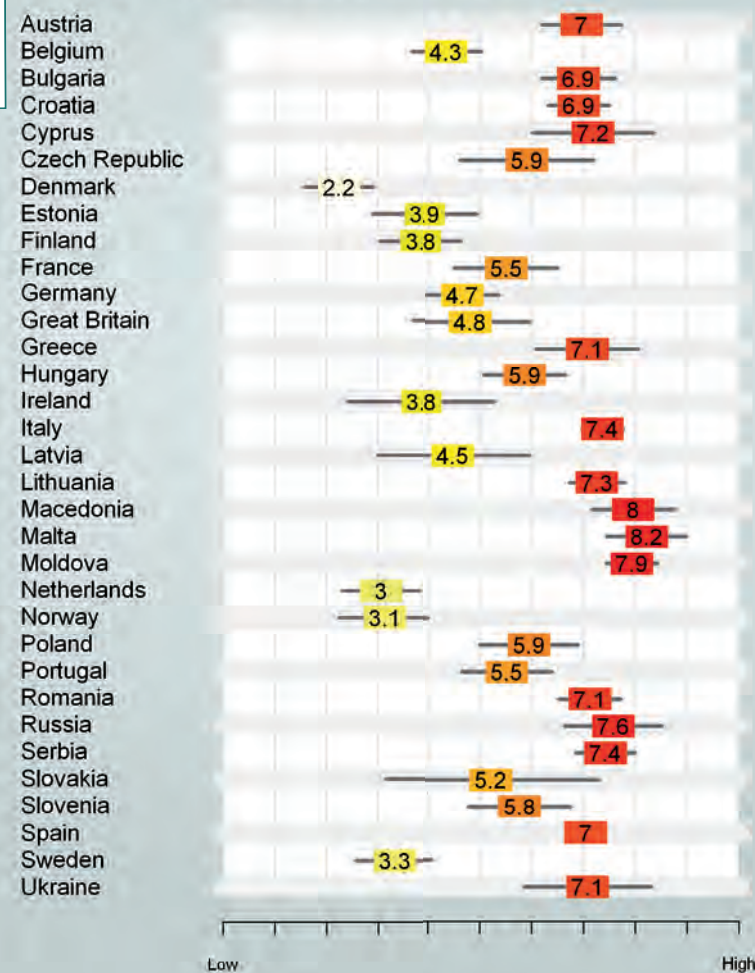
Average expert opinion about national media on 0 (Low) to 10 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

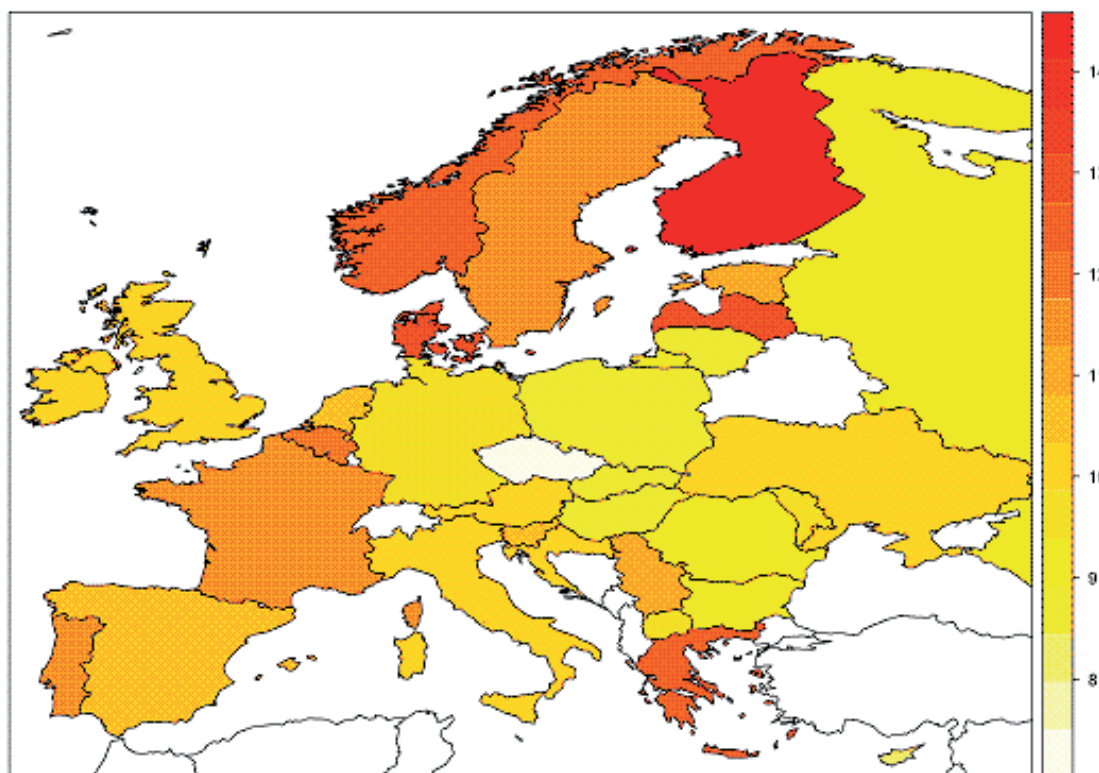


Data: Marina Popescu et al.: 2010 European Media Systems Survey

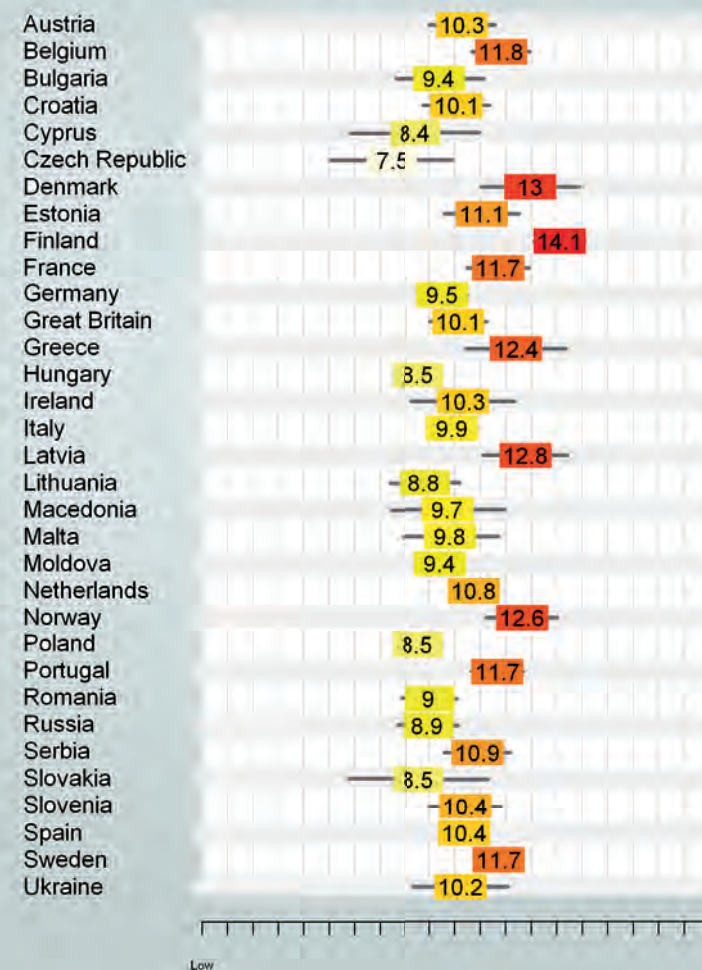
Composite measure: Factual Accuracy plus Argument Diversity - Newspapers and TV Channels Together

qualall

Average expert opinion about national media on 0 (Low) to 20 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

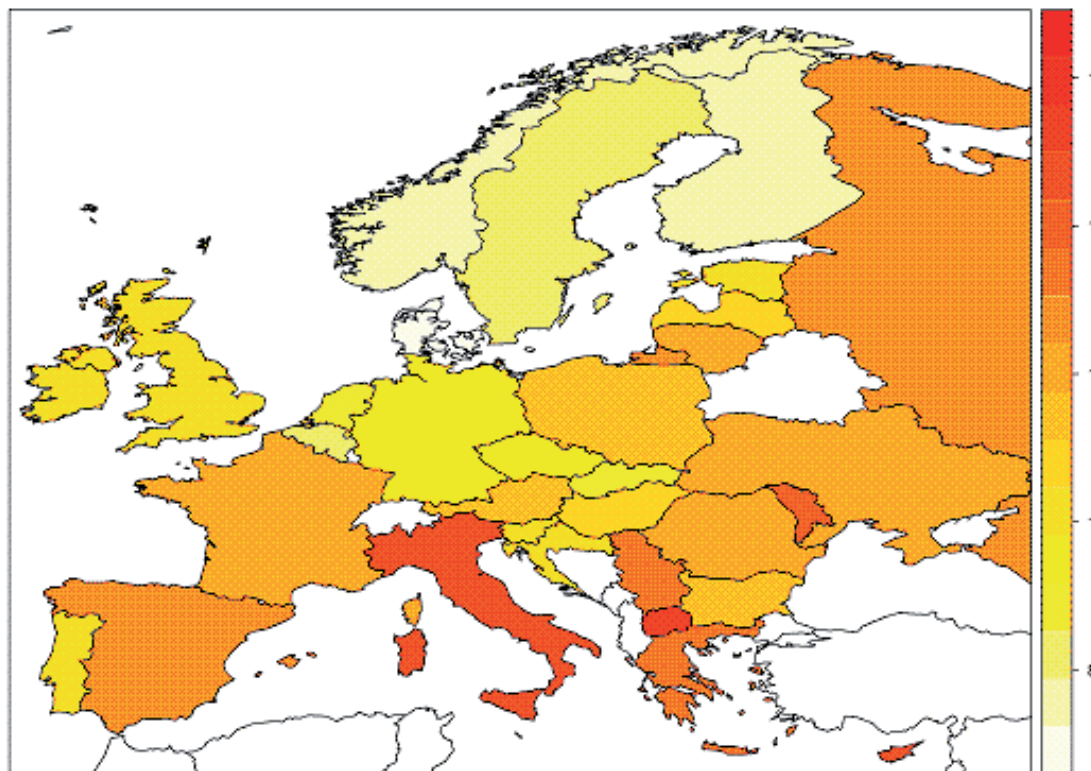
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

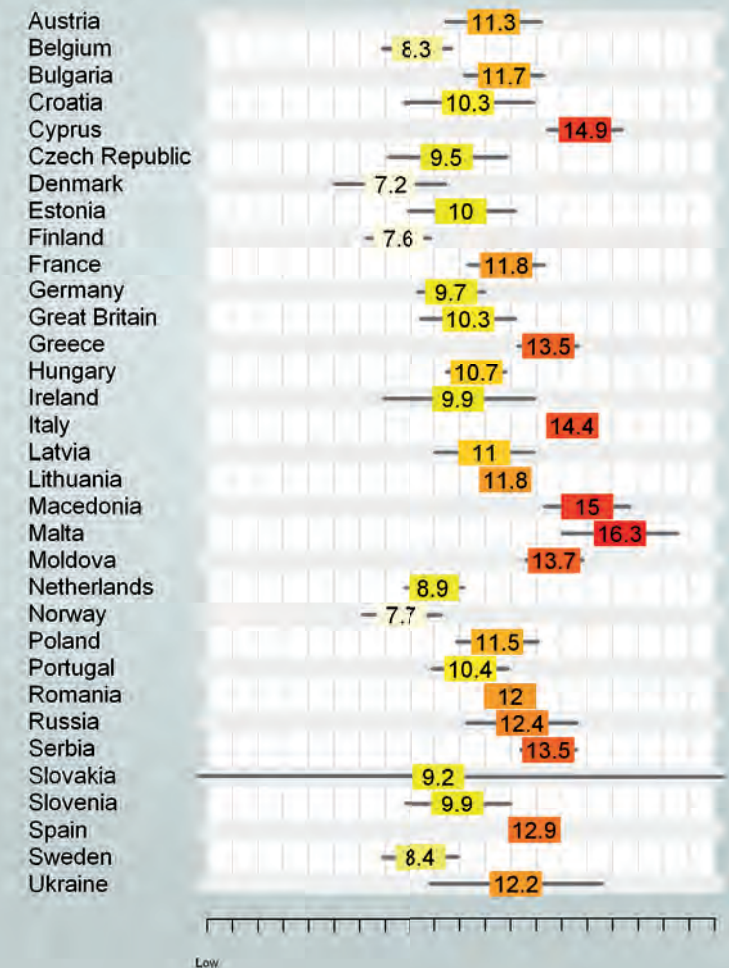
Composite measure: Partisan Bias plus Policy Advocacy - Newspapers and TV Channels Together

partall

Average expert opinion about national media on 0 (Low) to 20 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

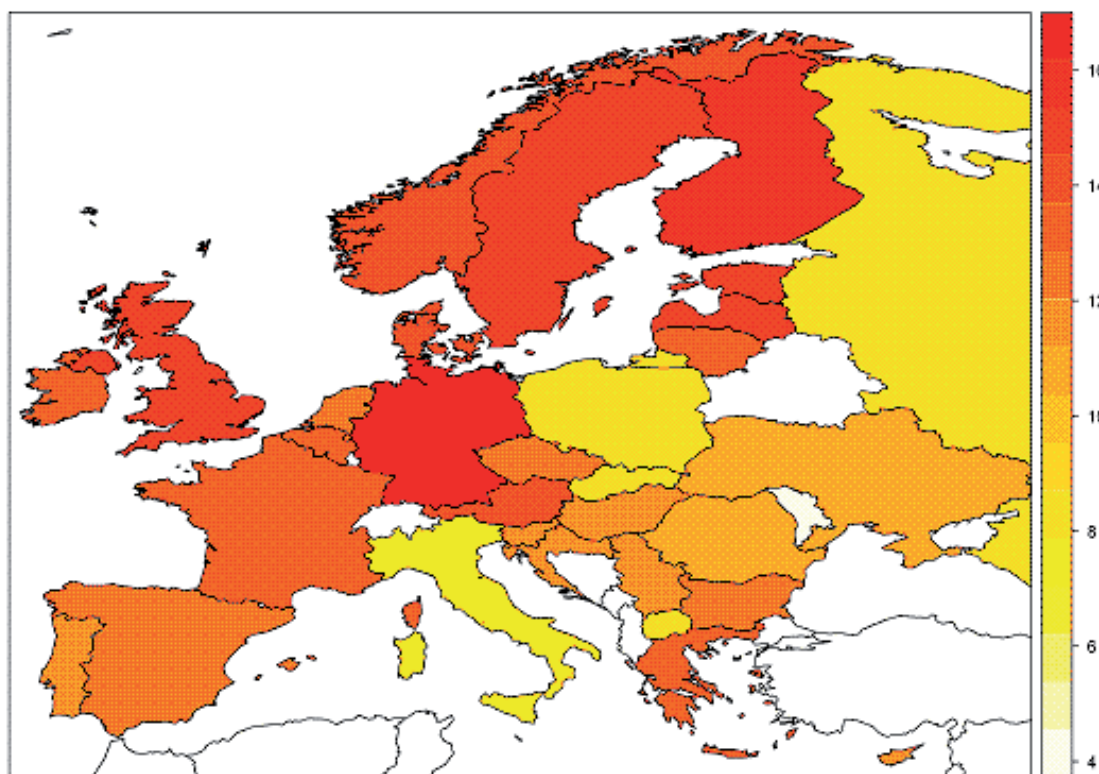
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

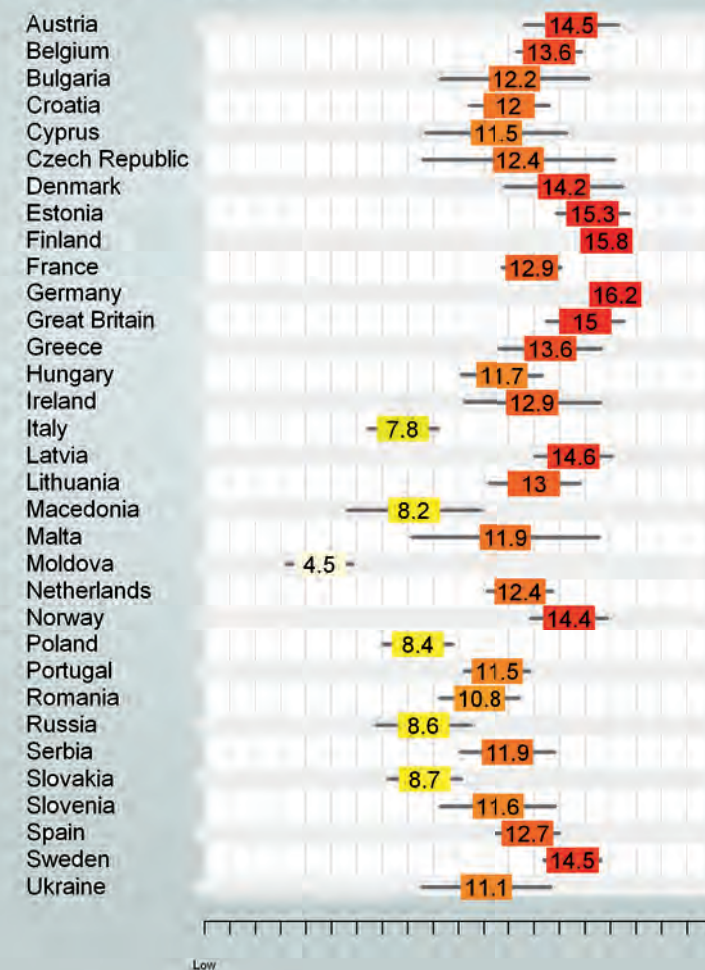
Composite measure: Factual Accuracy plus Argument Diversity - Weighted Average of Public TV Channels

qualpbtv

Average expert opinion about national media on 0 (Low) to 20 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

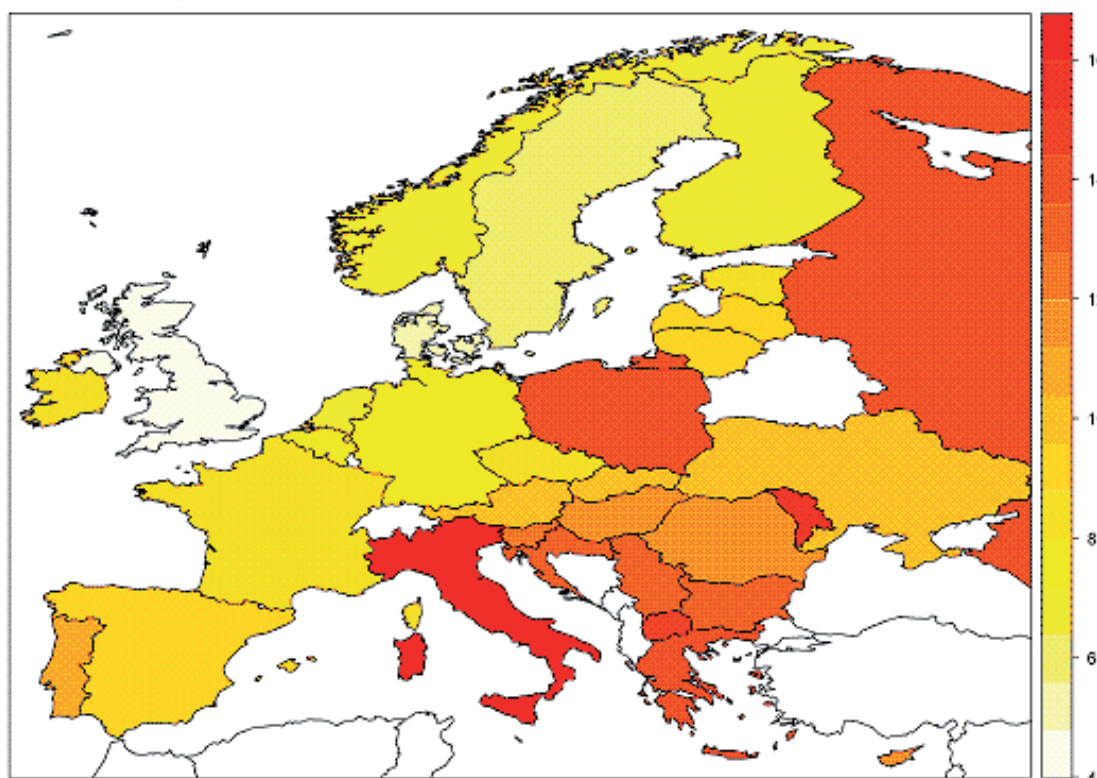
© EuroGeographics for administrative boundaries

Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Partisan Bias plus Policy Advocacy - Weighted Average of Public TV Channels

partpbtv

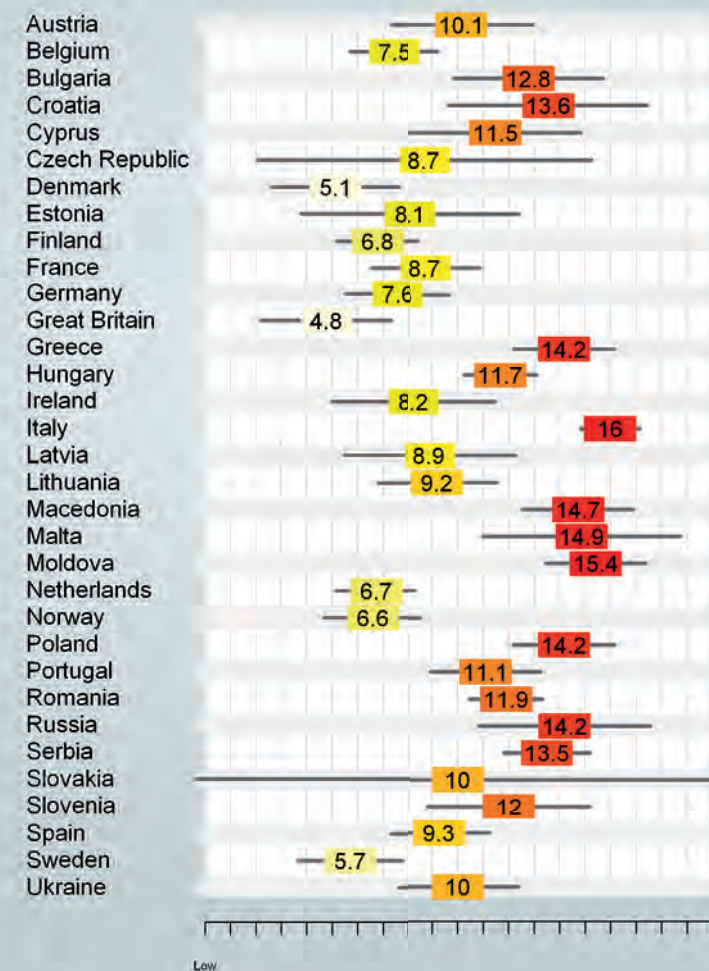
Average expert opinion about national media on 0 (Low) to 20 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

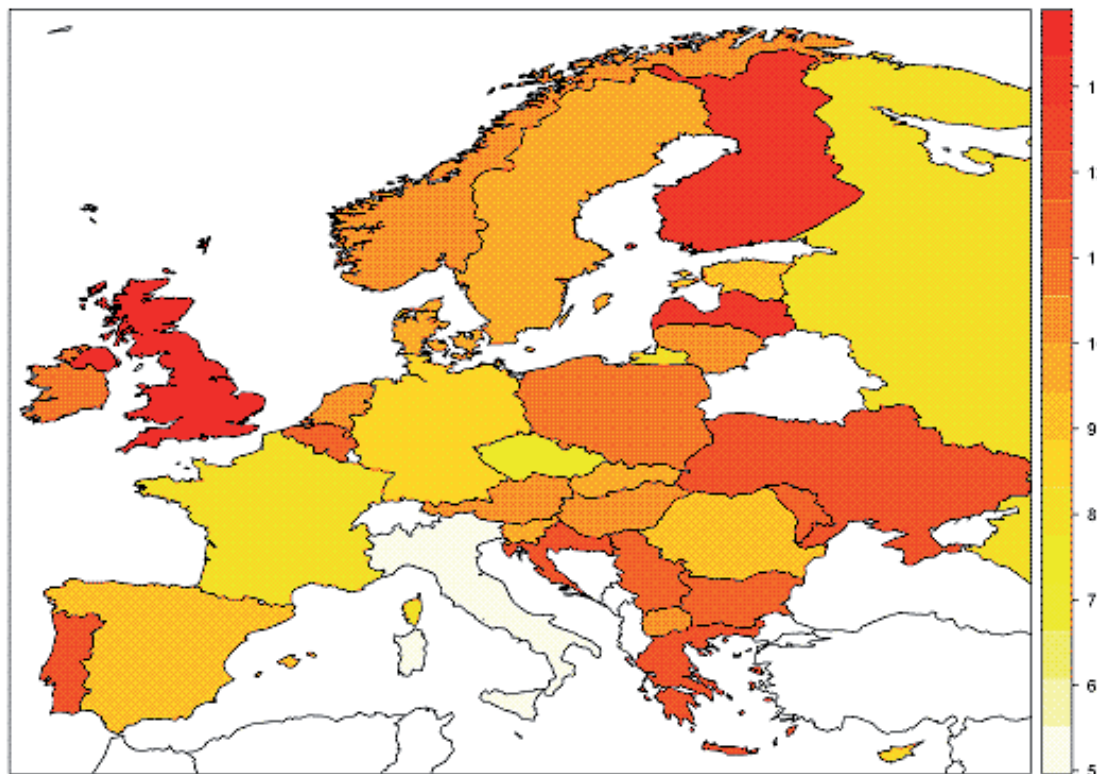


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Factual Accuracy plus Argument Diversity - Weighted Average of Private TV Channels

qualprtv

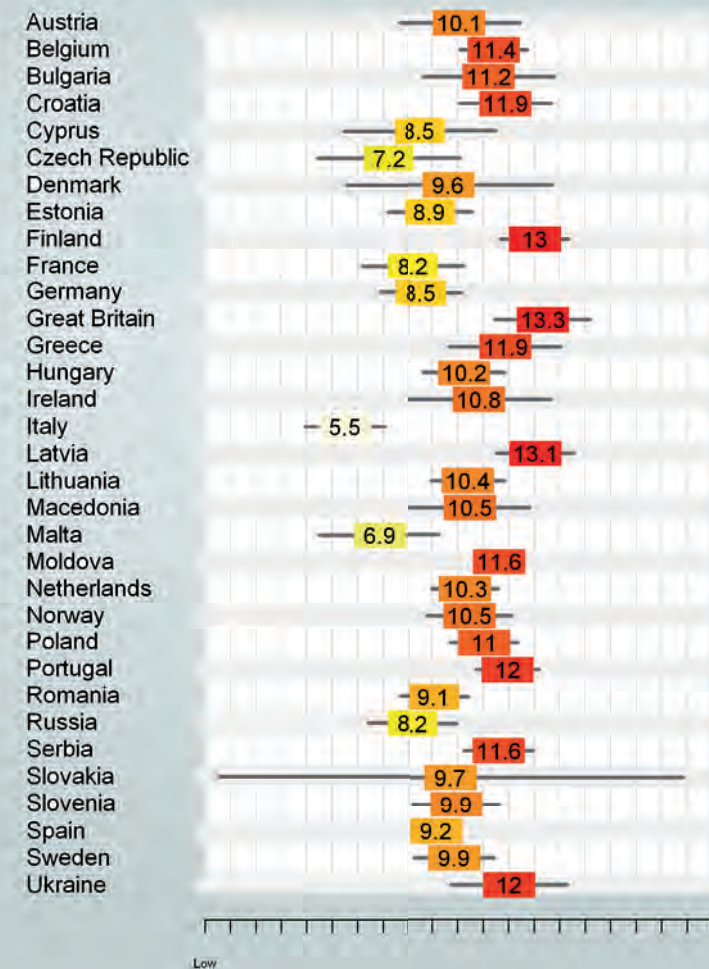
Average expert opinion about national media on 0 (Low) to 20 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

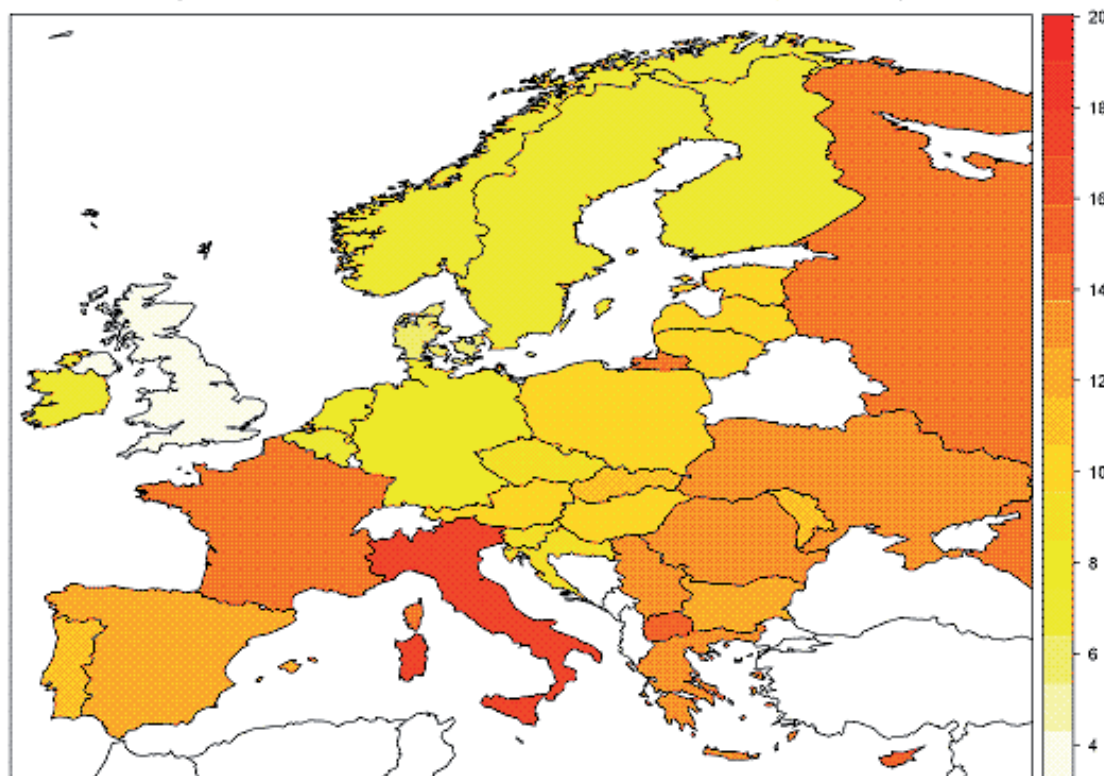


Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Partisan Bias plus Policy Advocacy - Weighted Average of Private TV Channels

partprtv

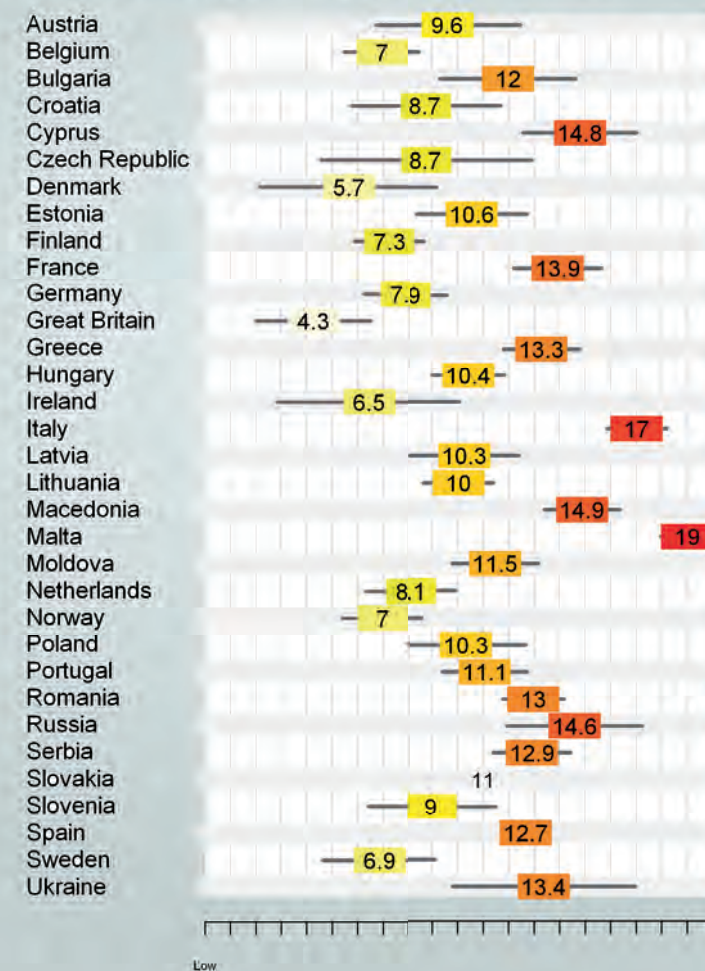
Average expert opinion about national media on 0 (Low) to 20 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

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Country averages with 95% confidence intervals

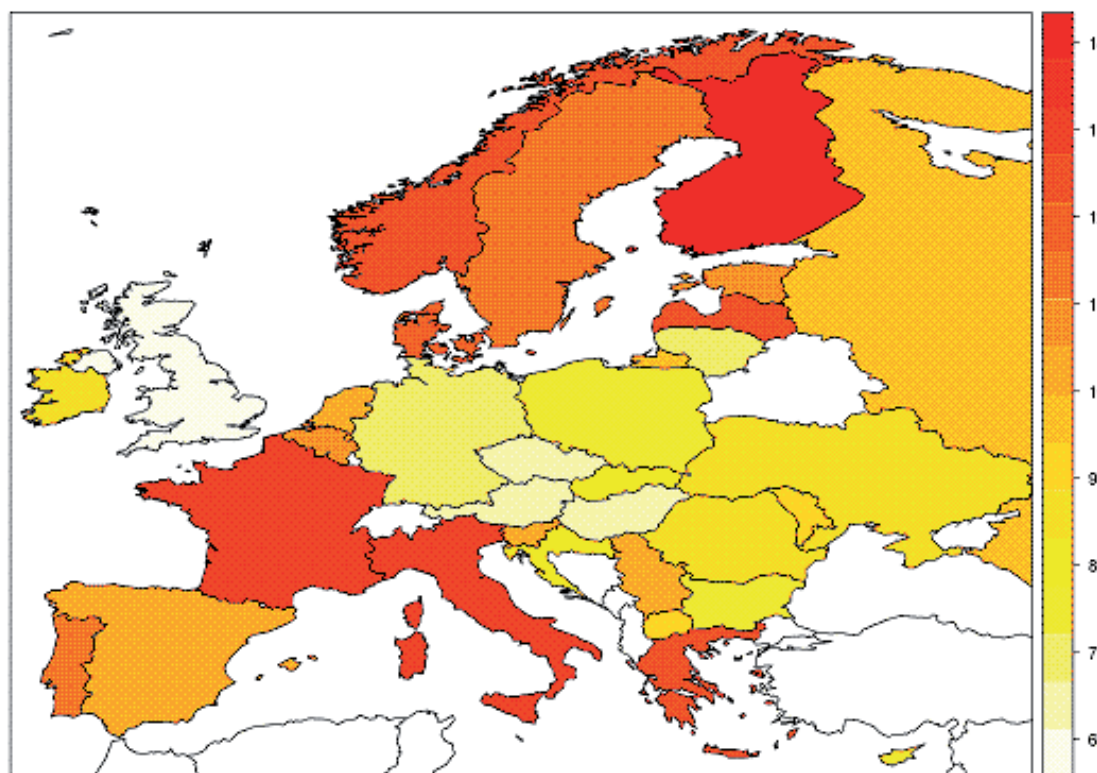


Data: Marina Popescu et al.: 2010 European Media Systems Survey

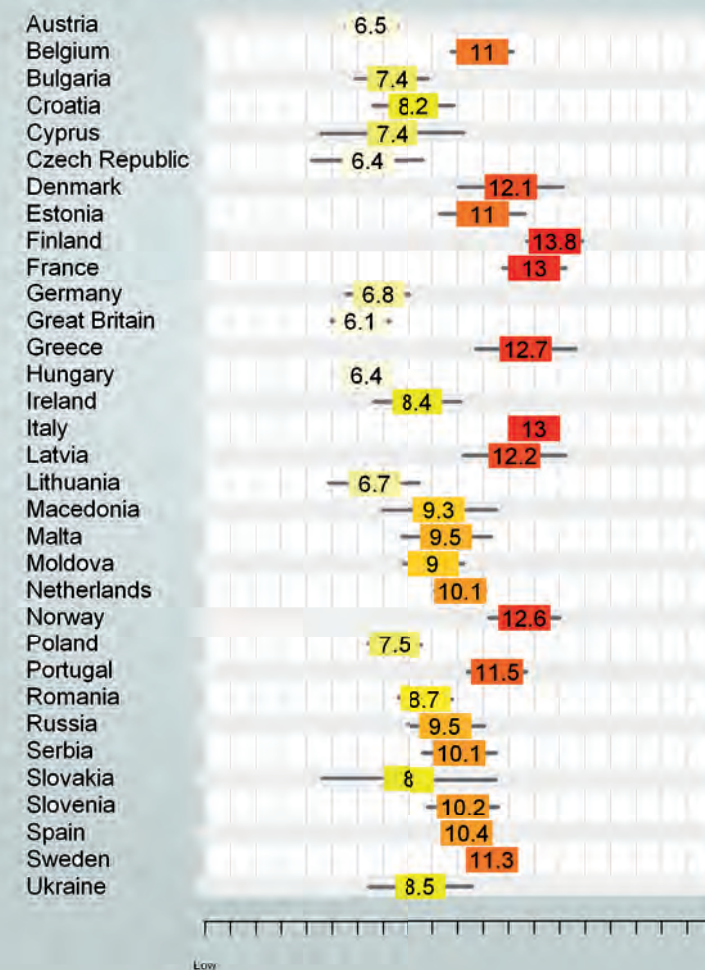
Composite measure: Factual Accuracy plus Argument Diversity - Weighted Average of Newspapers

qualnews

Average expert opinion about national media on 0 (Low) to 20 (High) scale



Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

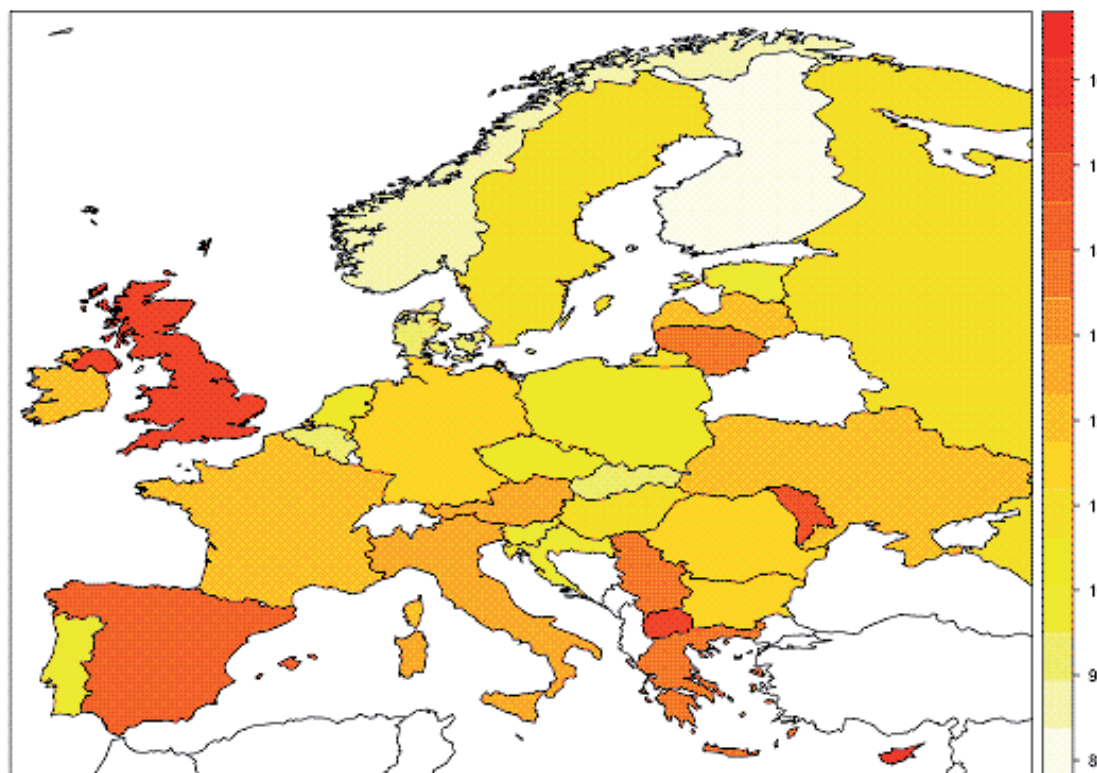
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Data: Marina Popescu et al.: 2010 European Media Systems Survey

Composite measure: Partisan Bias plus Policy Advocacy - Weighted Average of Newspapers

partnews

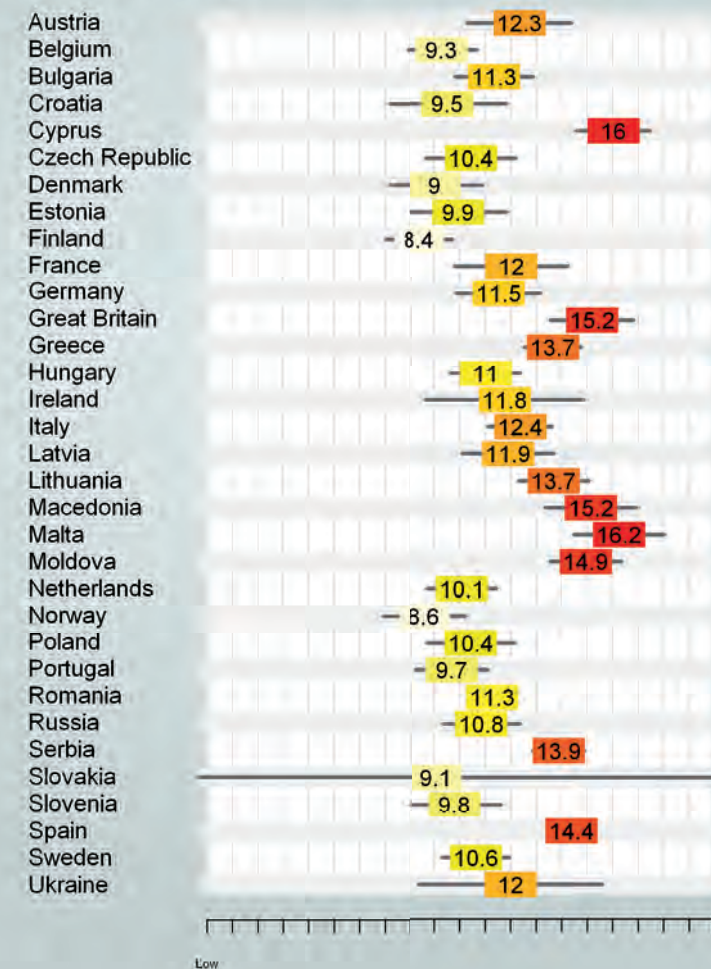
Average expert opinion about national media on 0 (Low) to 20 (High) scale



Data: Marina Popescu et al.: 2010 European Media Systems Survey

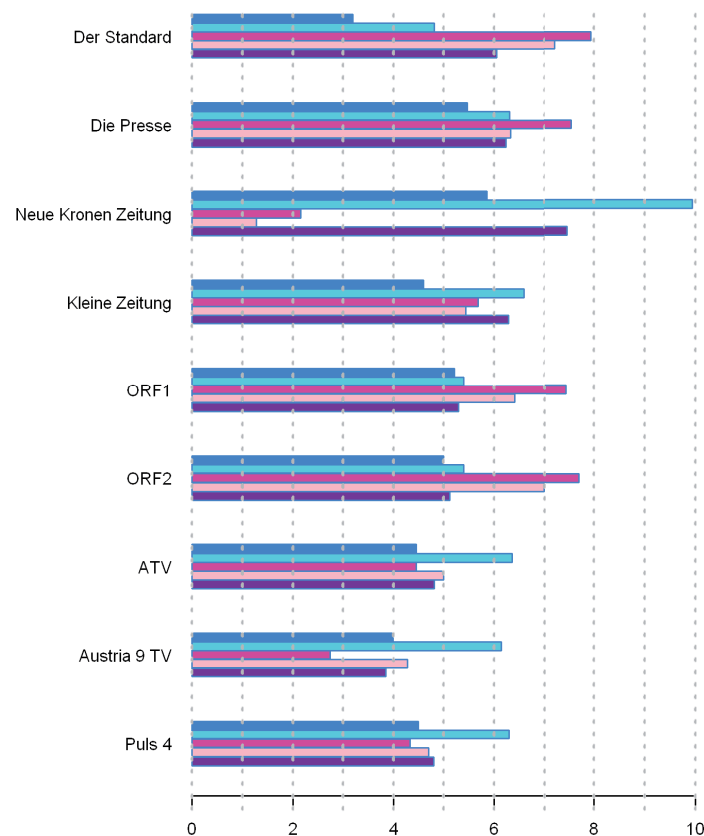
© EuroGeographics for administrative boundaries

Country averages with 95% confidence intervals



Data: Marina Popescu et al.: 2010 European Media Systems Survey

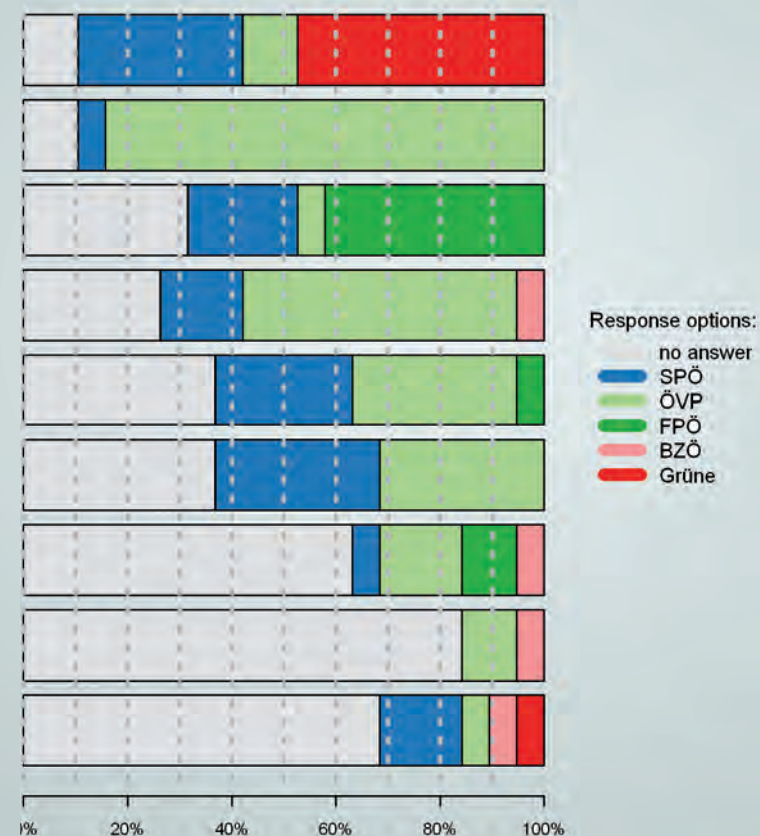
Media outlets in Austria:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
- How much is the political coverage in [this media] influenced by its owners? (0=Not at all, 10=Strongly)
- To what extent does [this media] provide accurate information on facts backed by credible sources and expertise? (0=Never, 10=Always)
- To what extent does [this media] present well the arguments of all sides in political debates? (0=Never, 10=Always)
- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

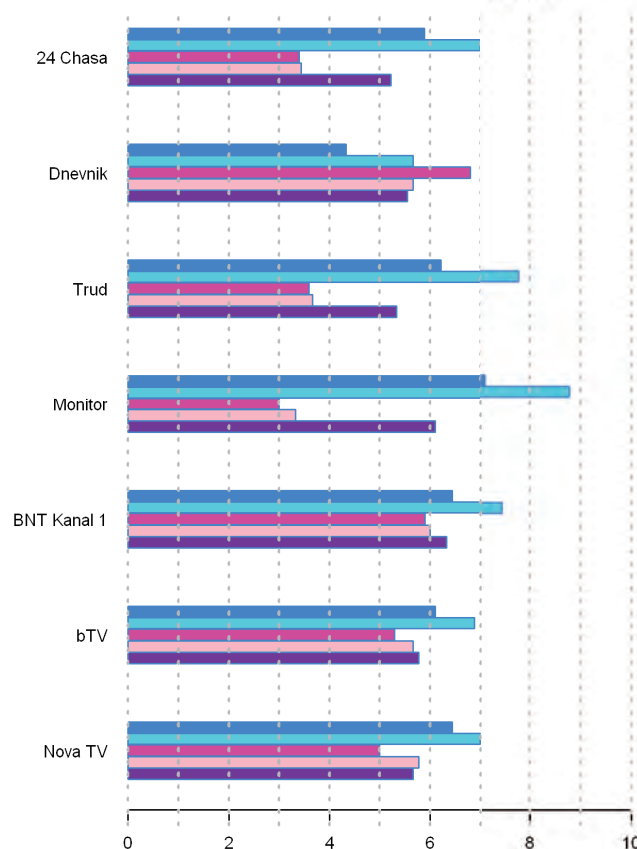
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- SPÖ
- ÖVP
- FPÖ
- BZÖ
- Grüne

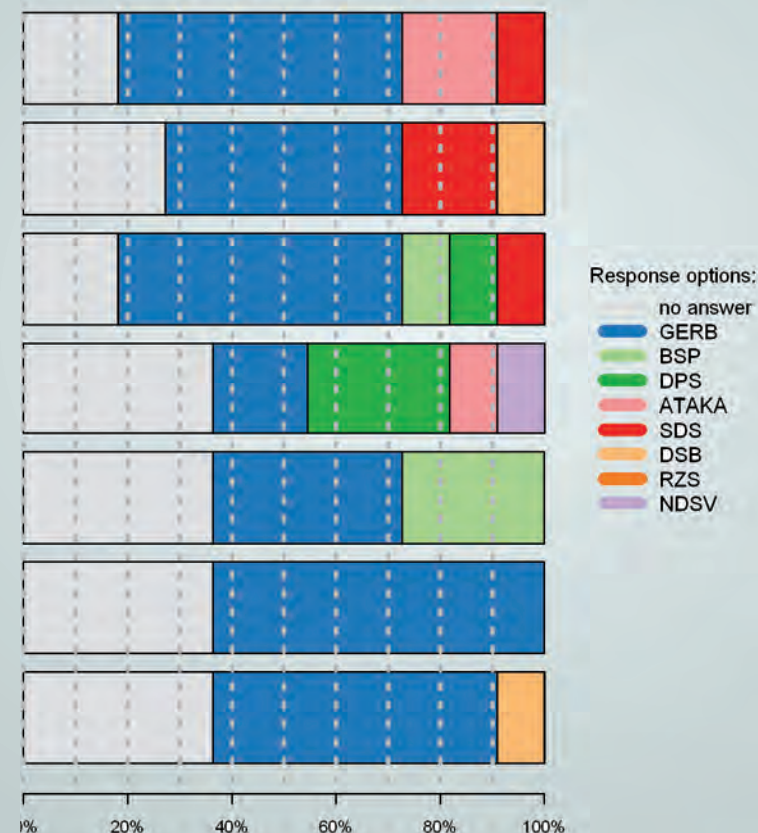
Media outlets in Bulgaria:
Mean expert ratings on 0-10 scales



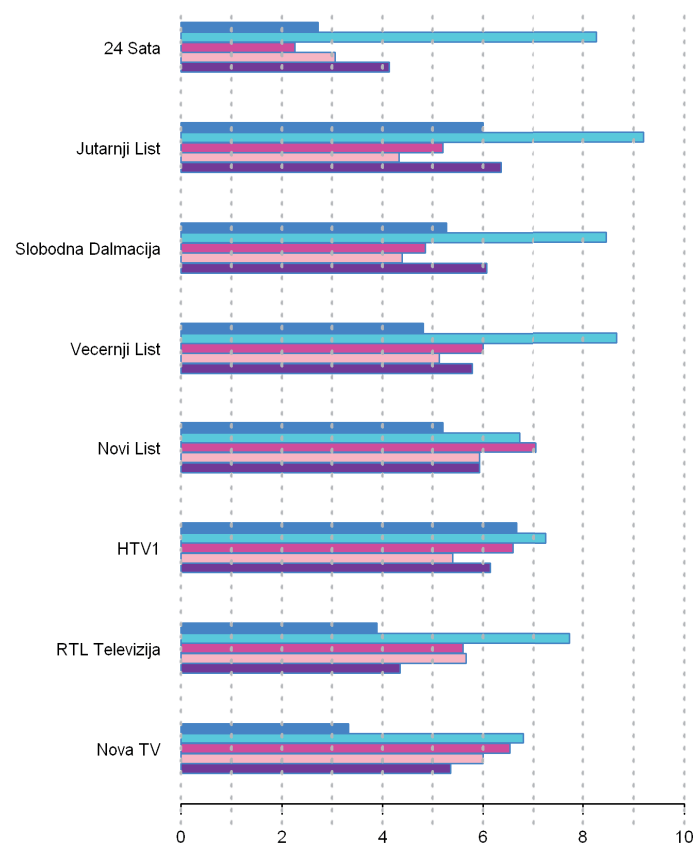
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



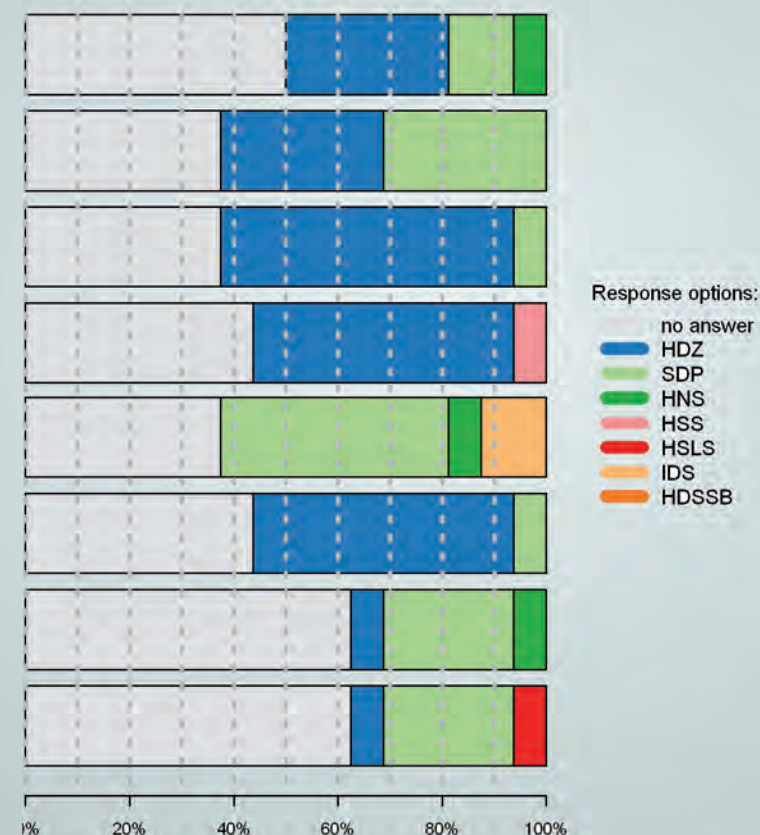
Media outlets in Croatia:
Mean expert ratings on 0-10 scales



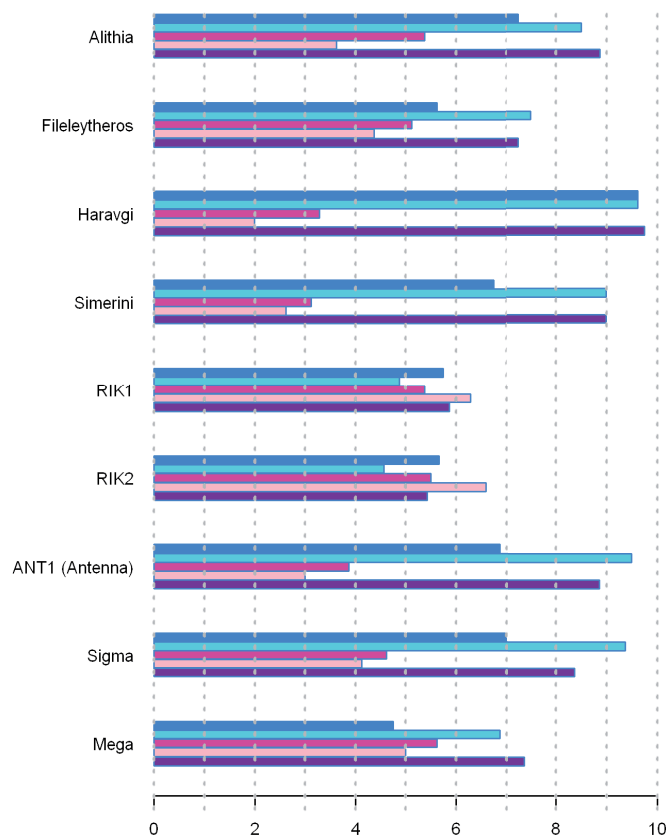
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



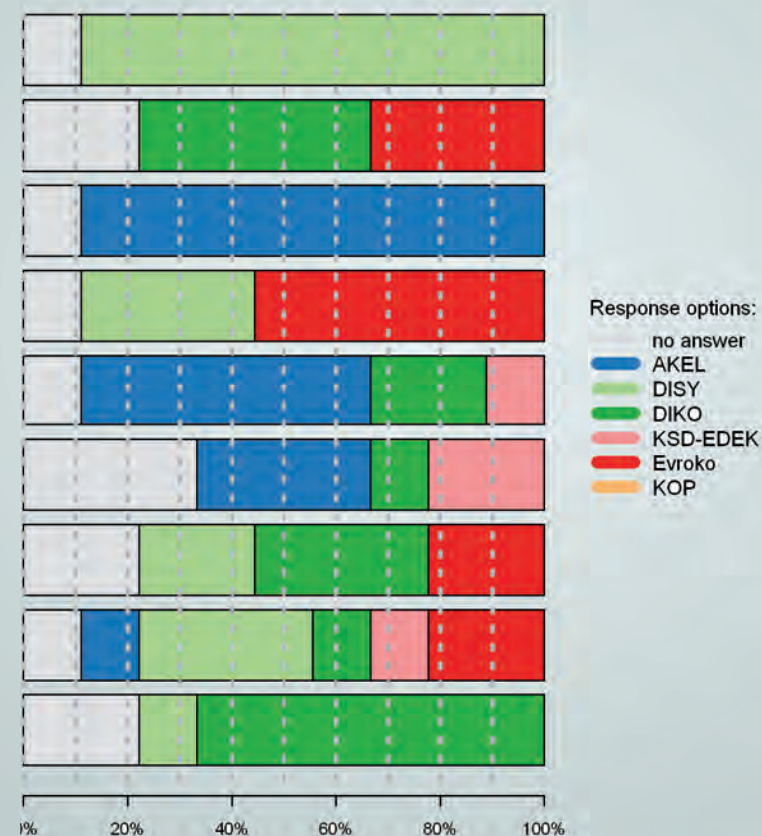
Media outlets in Cyprus:
Mean expert ratings on 0-10 scales



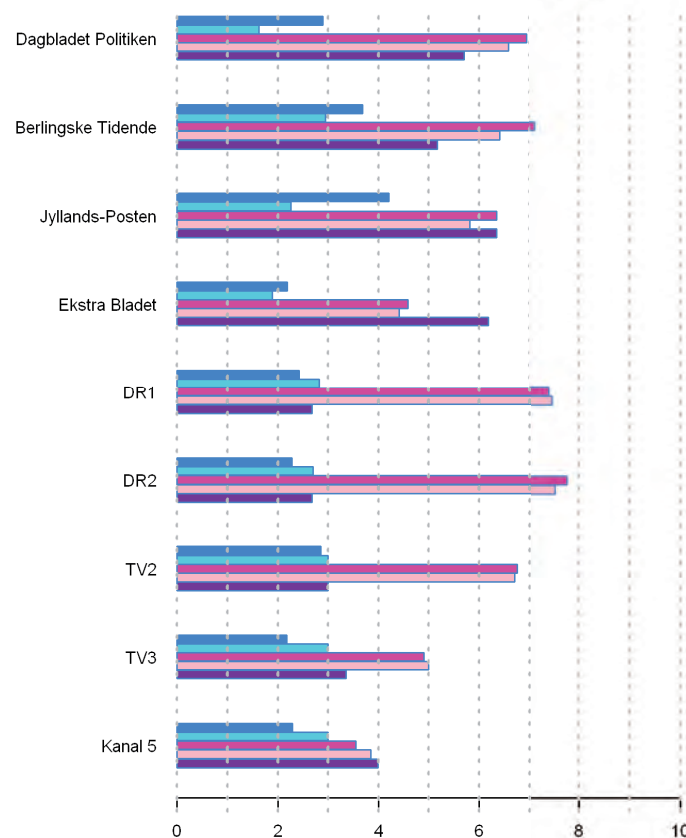
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



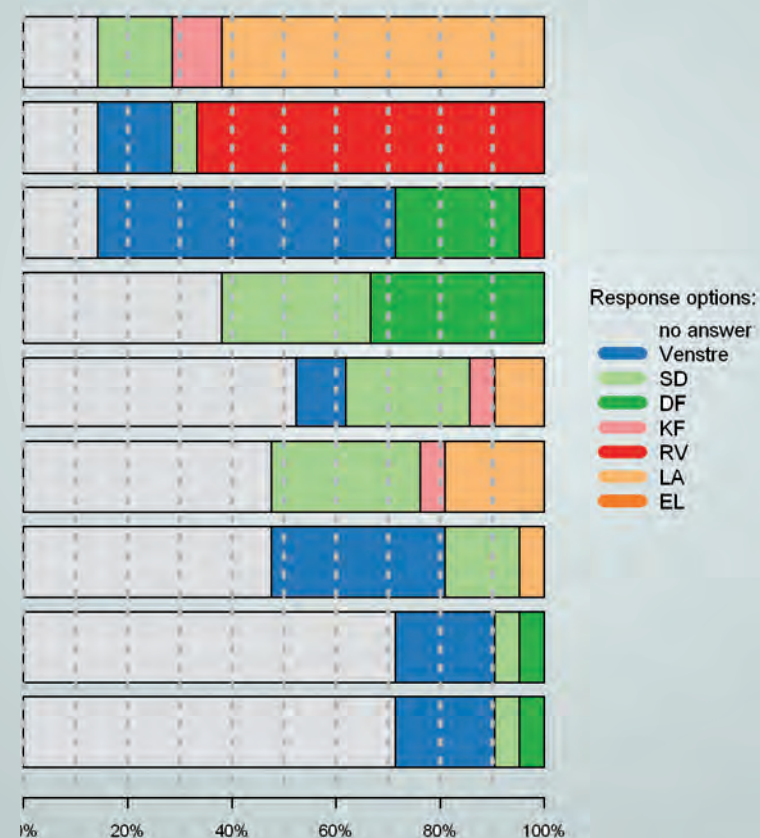
Media outlets in Denmark:
Mean expert ratings on 0-10 scales



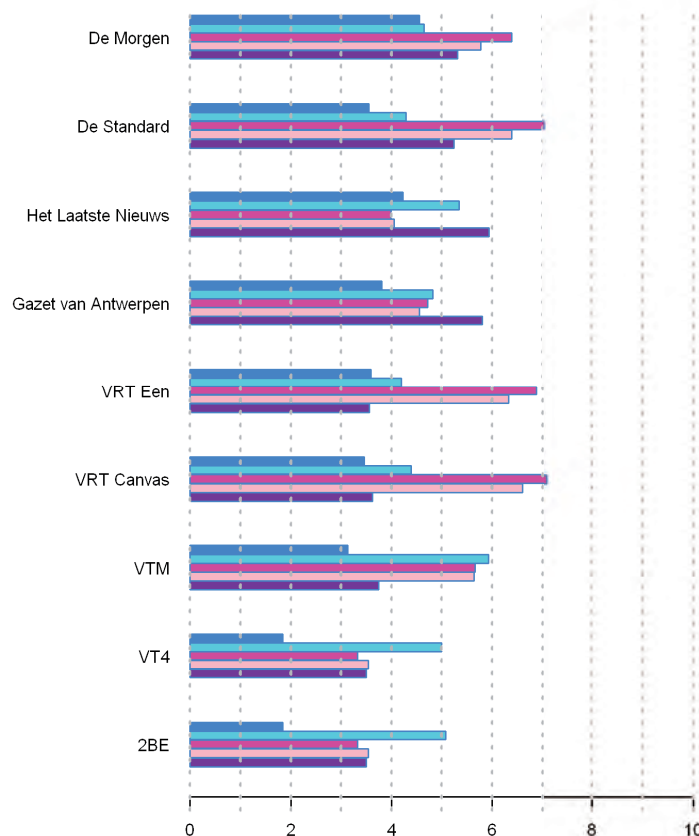
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



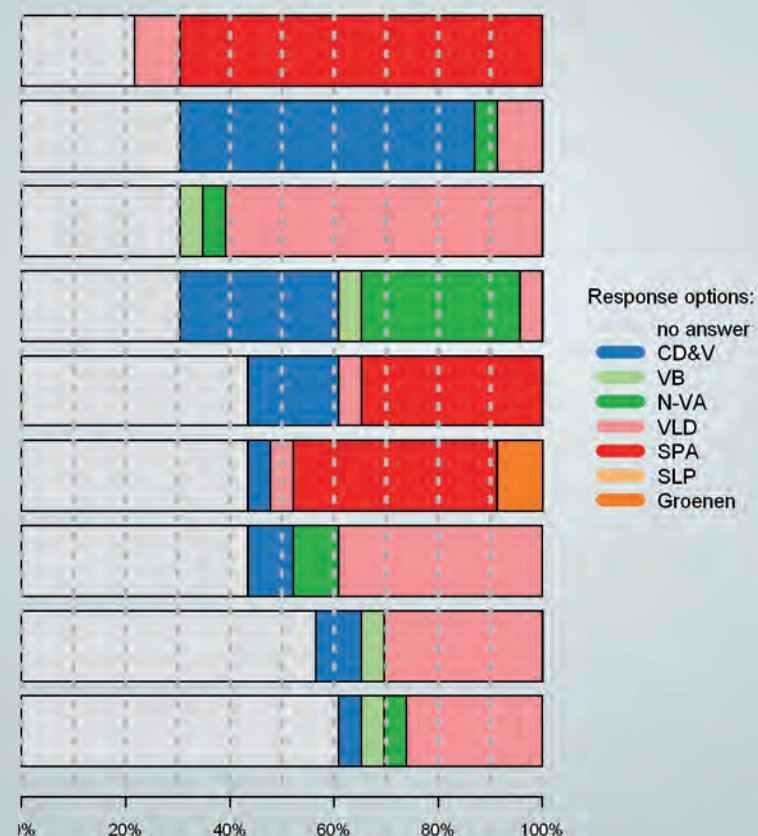
Media outlets in Duch-speaking Belgium:
Mean expert ratings on 0-10 scales



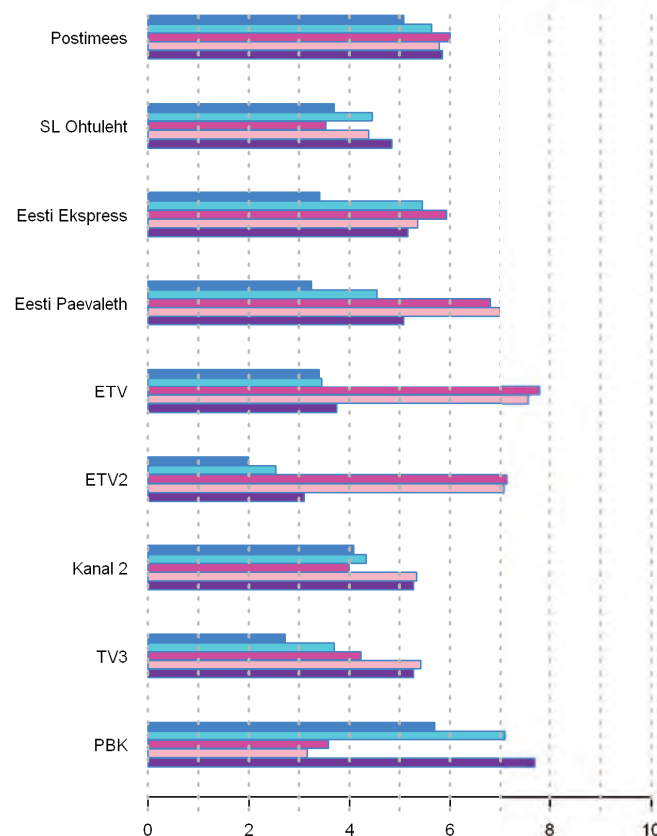
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



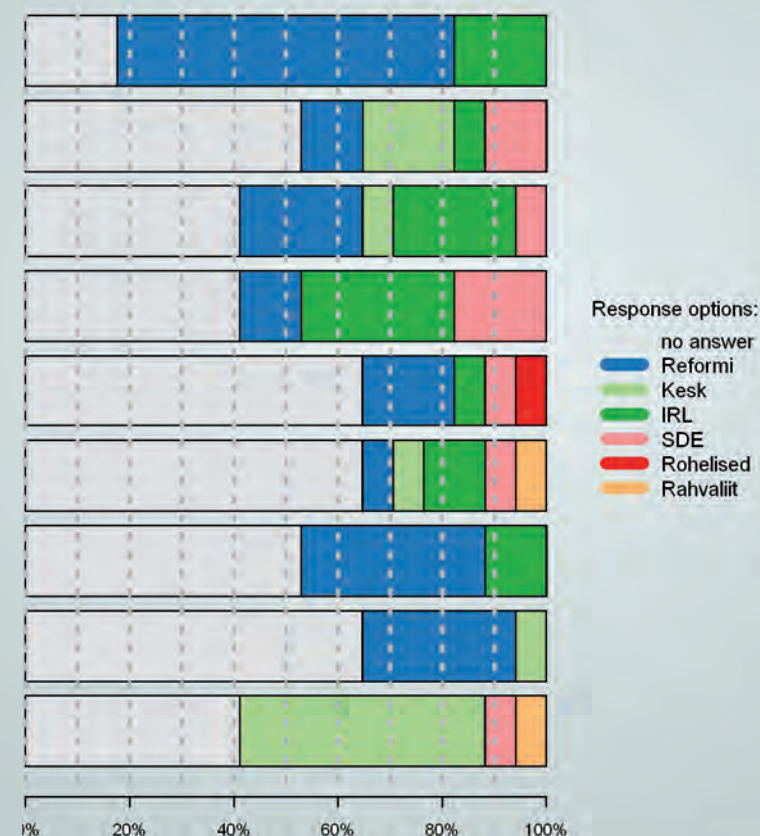
Media outlets in Estonia:
Mean expert ratings on 0-10 scales



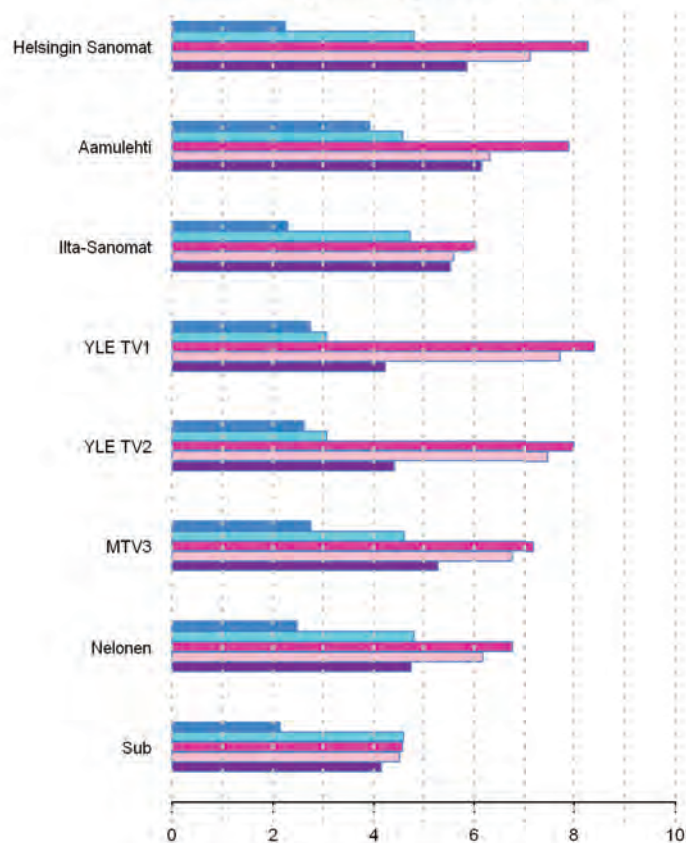
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



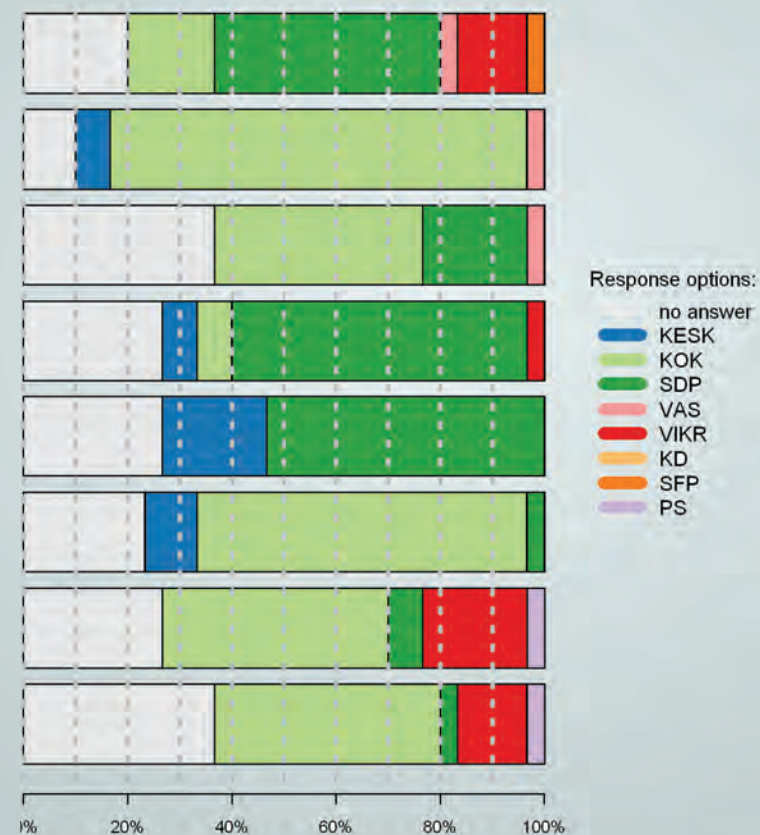
Media outlets in Finland:
Mean expert ratings on 0-10 scales



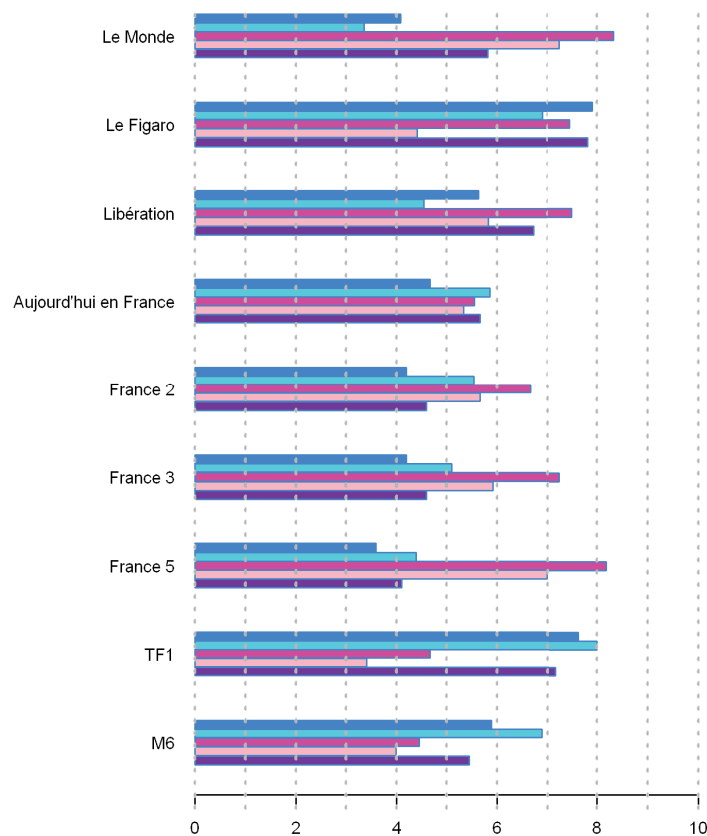
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in France:
Mean expert ratings on 0-10 scales

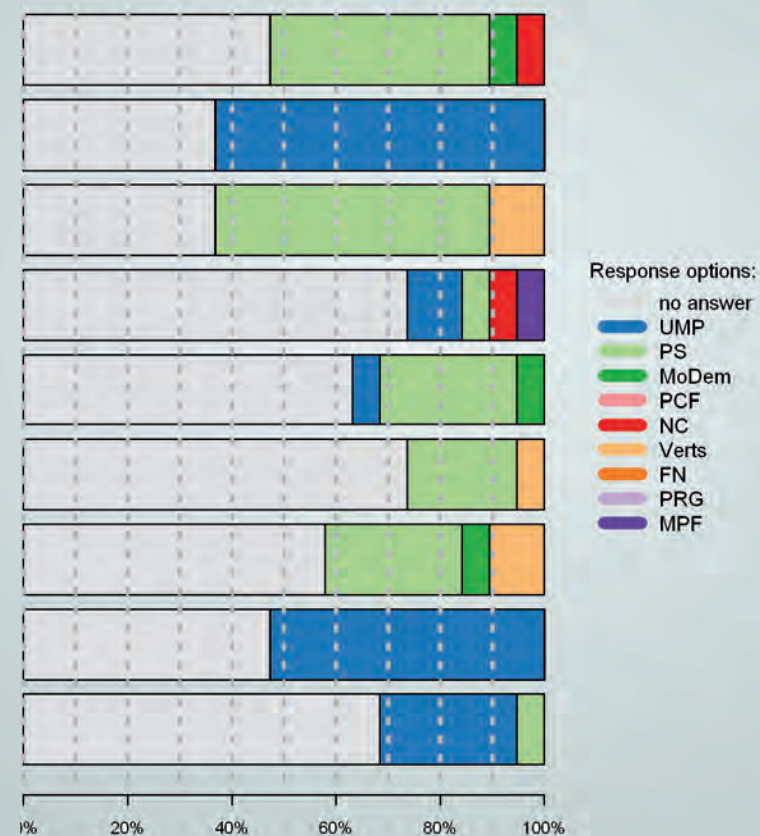


Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
- How much is the political coverage in [this media] influenced by its owners? (0=Not at all, 10=Strongly)
- To what extent does [this media] provide accurate information on facts backed by credible sources and expertise? (0=Never, 10=Always)
- To what extent does [this media] present well the arguments of all sides in political debates? (0=Never, 10=Always)
- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

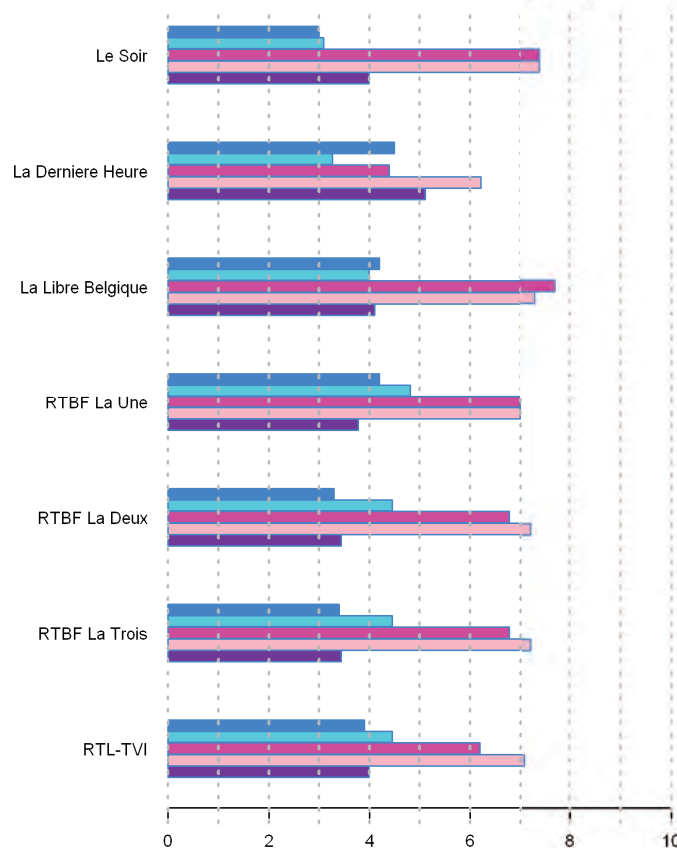
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- UMP
- PS
- MoDem
- PCF
- NC
- Verts
- FN
- PRG
- MPF

Media outlets in Francophone Belgium:
Mean expert ratings on 0-10 scales

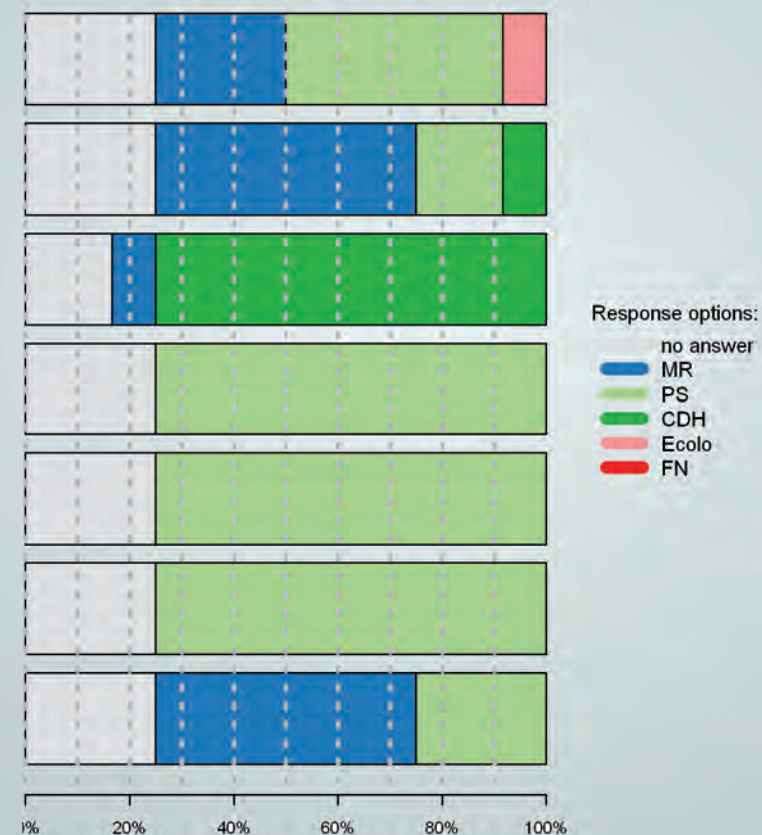


Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
- How much is the political coverage in [this media] influenced by its owners? (0=Not at all, 10=Strongly)
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

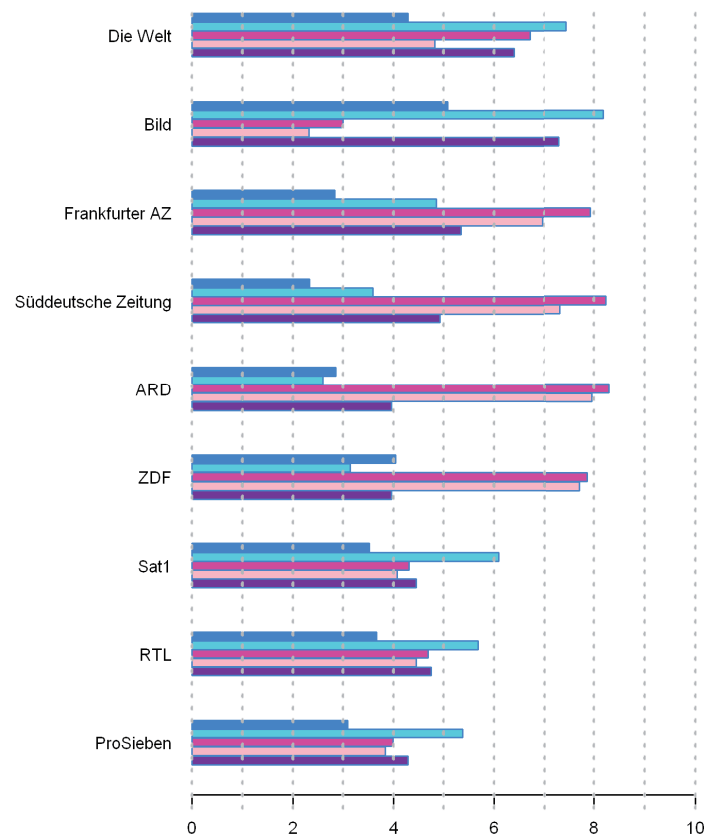
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- MR
- PS
- CDH
- Ecolo
- FN

Media outlets in Germany:
Mean expert ratings on 0-10 scales

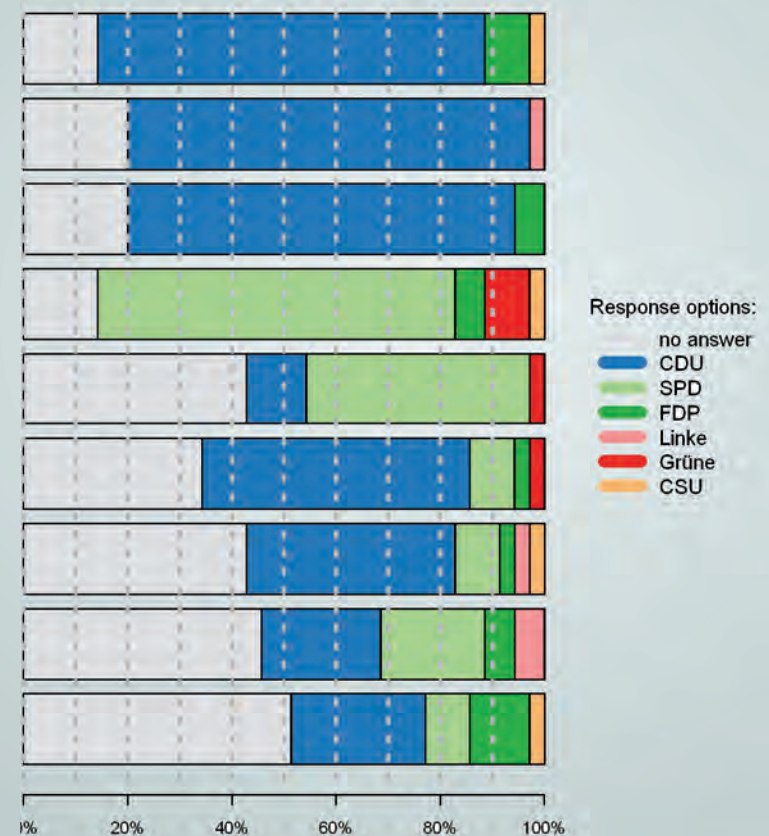


Question wording for 0-10 scales:

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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

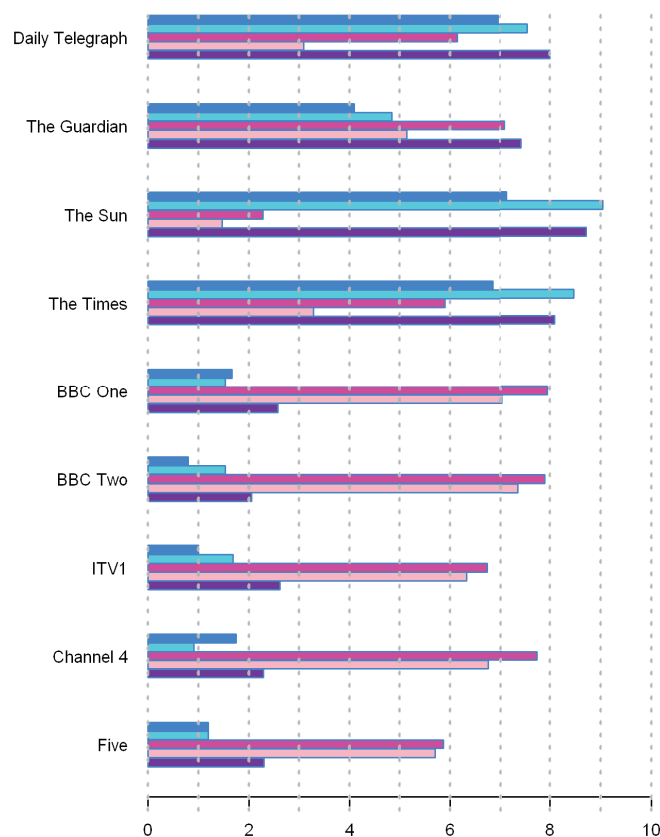
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- CDU
- SPD
- FDP
- Linke
- Grüne
- CSU

Media outlets in Great Britain:
Mean expert ratings on 0-10 scales

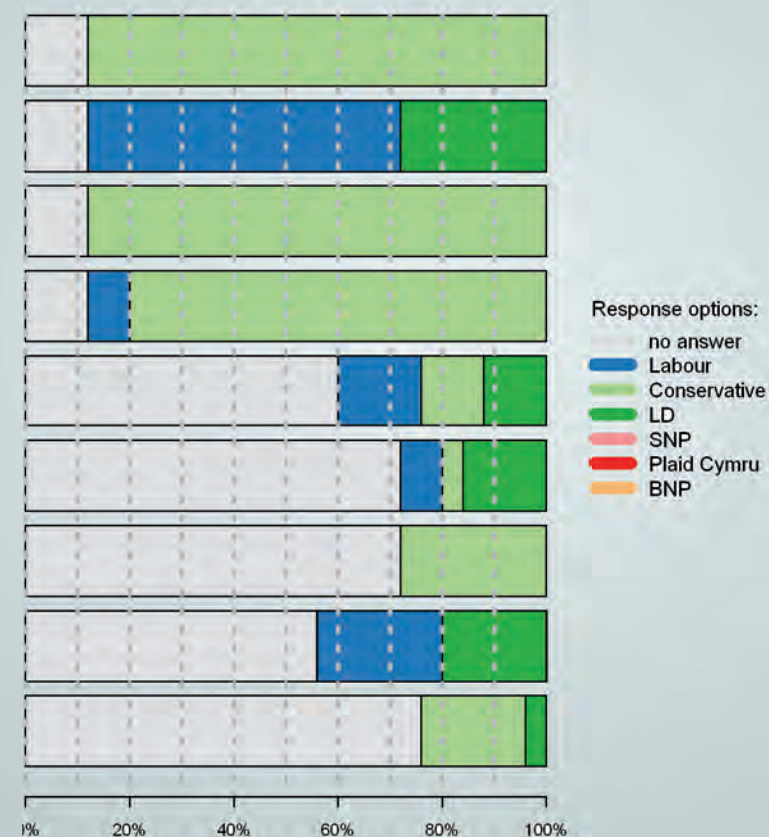


Question wording for 0-10 scales:

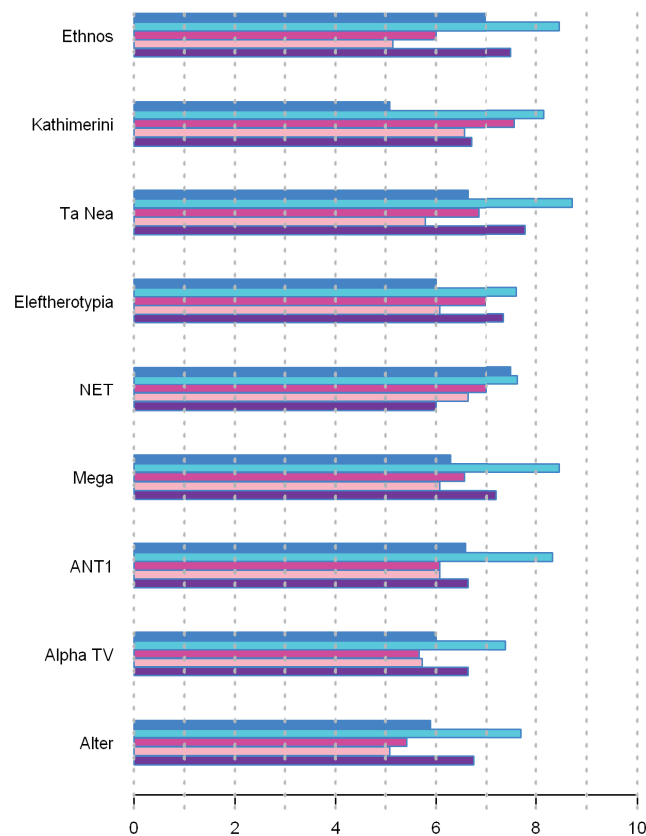
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Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

Which party each media agrees with most often?
Frequency of responses (in %)



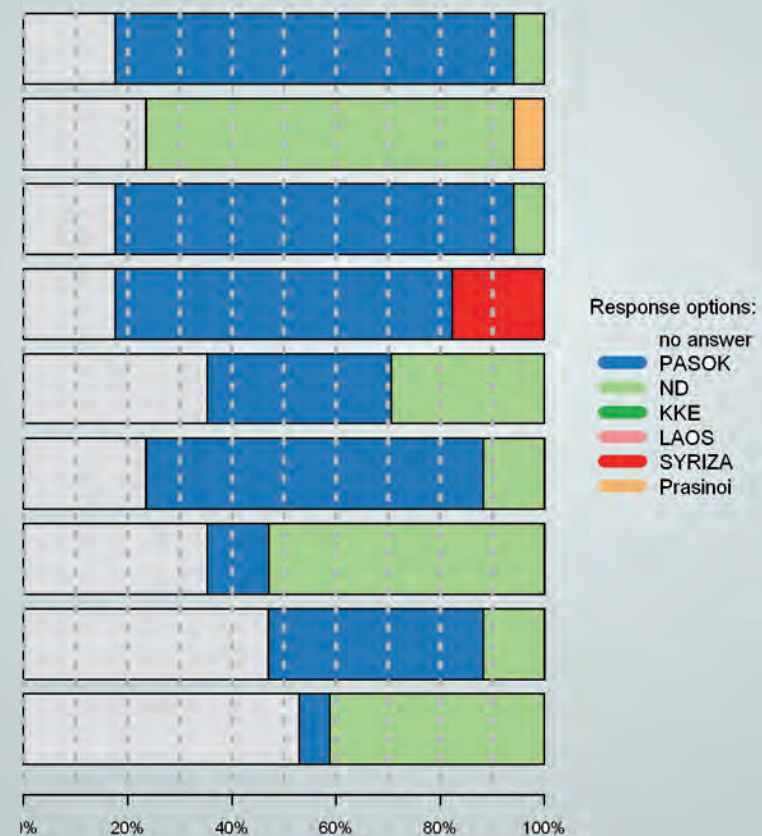
Media outlets in Greece:
Mean expert ratings on 0-10 scales



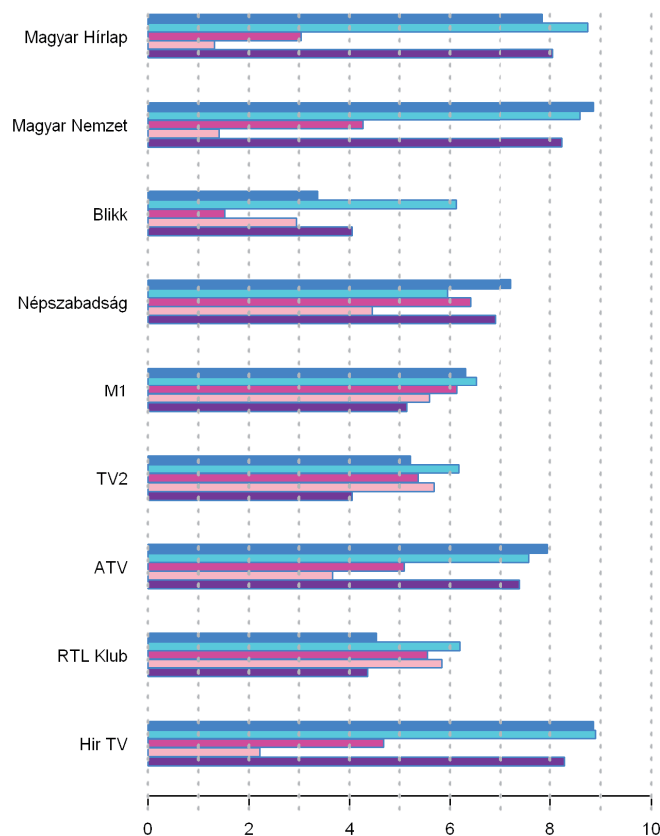
Question wording for 0-10 scales:

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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



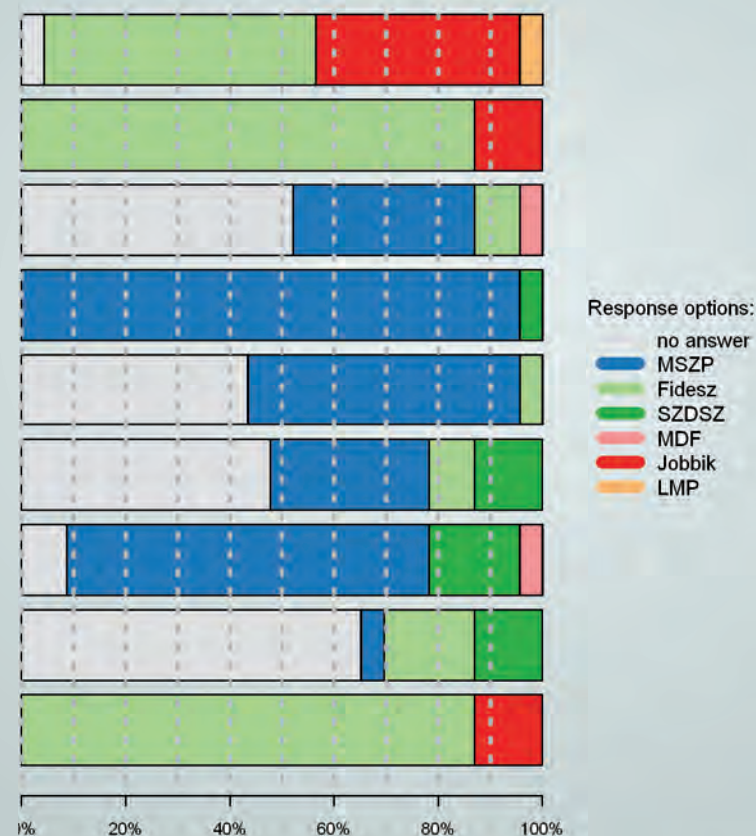
Media outlets in Hungary:
Mean expert ratings on 0-10 scales



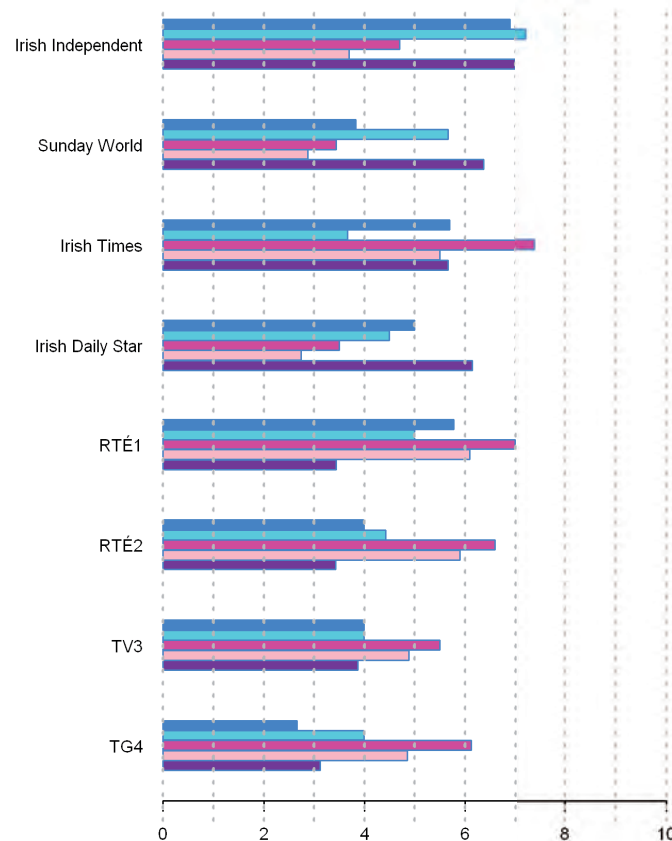
Question wording for 0-10 scales:

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Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in Ireland:
Mean expert ratings on 0-10 scales

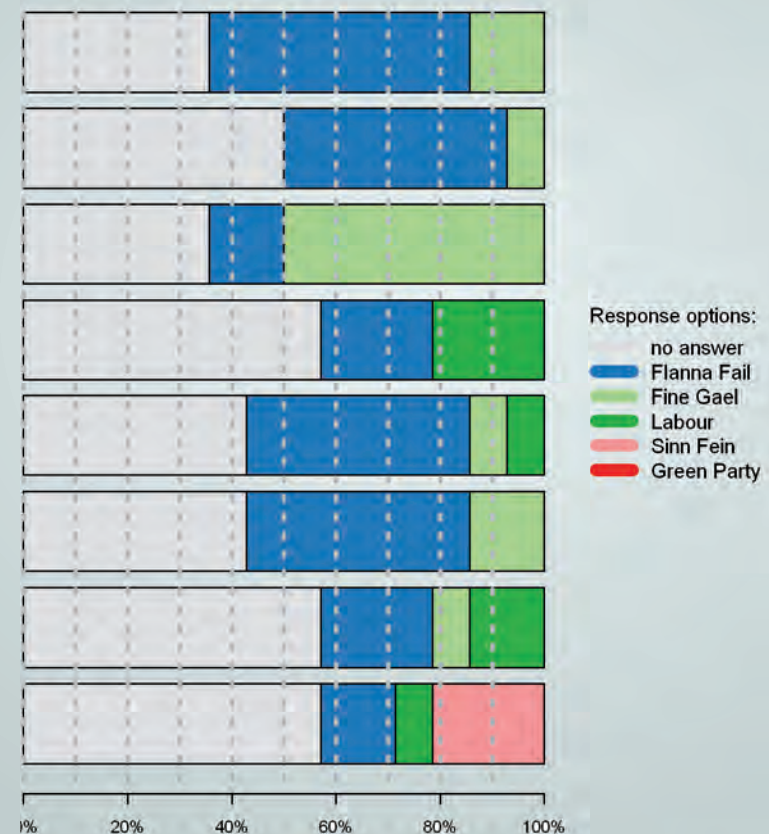


Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
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Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

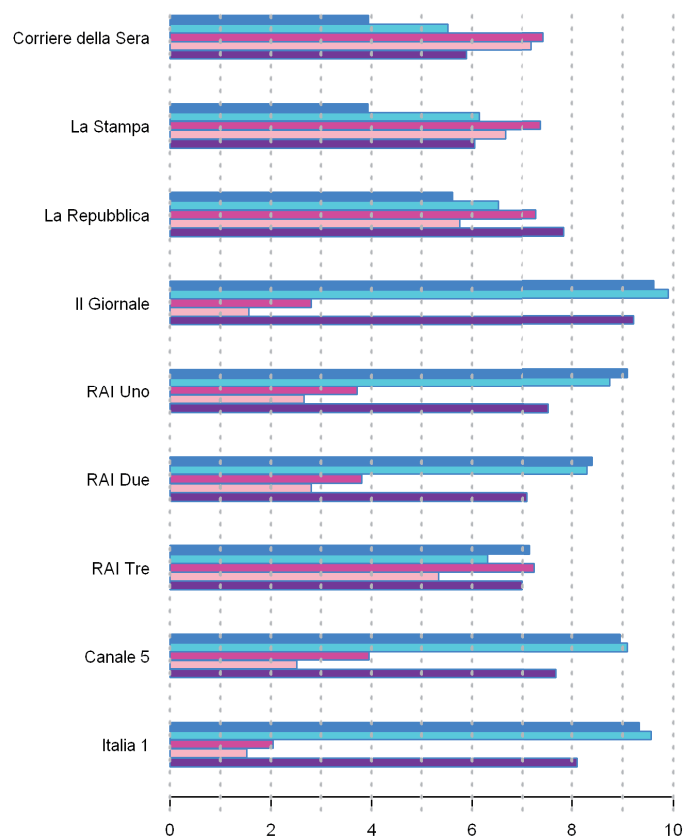
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- Flanna Fail
- Fine Gael
- Labour
- Sinn Fein
- Green Party

Media outlets in Italy:
Mean expert ratings on 0-10 scales

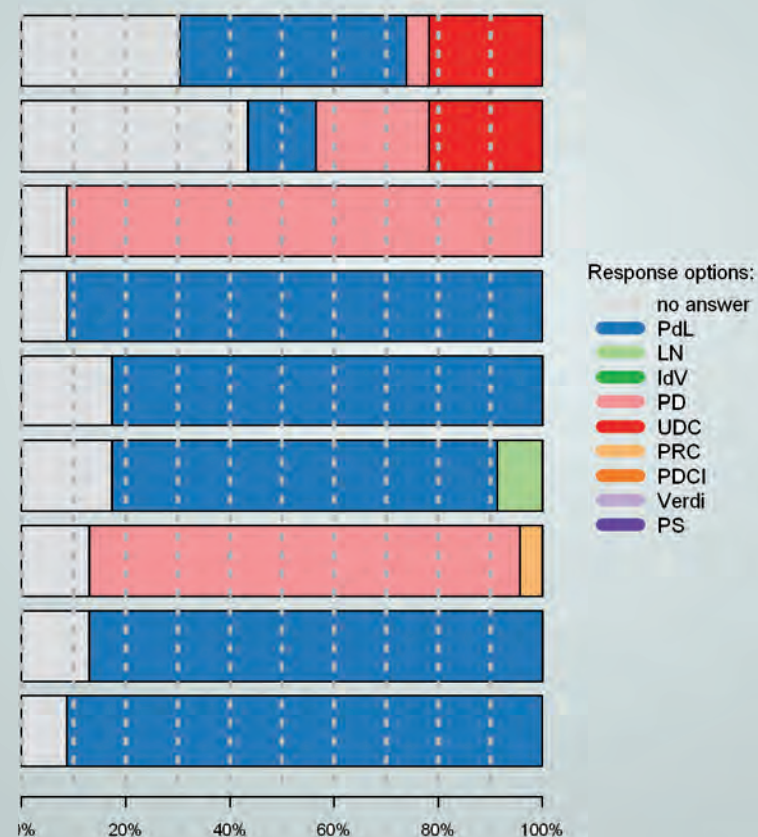


Question wording for 0-10 scales:

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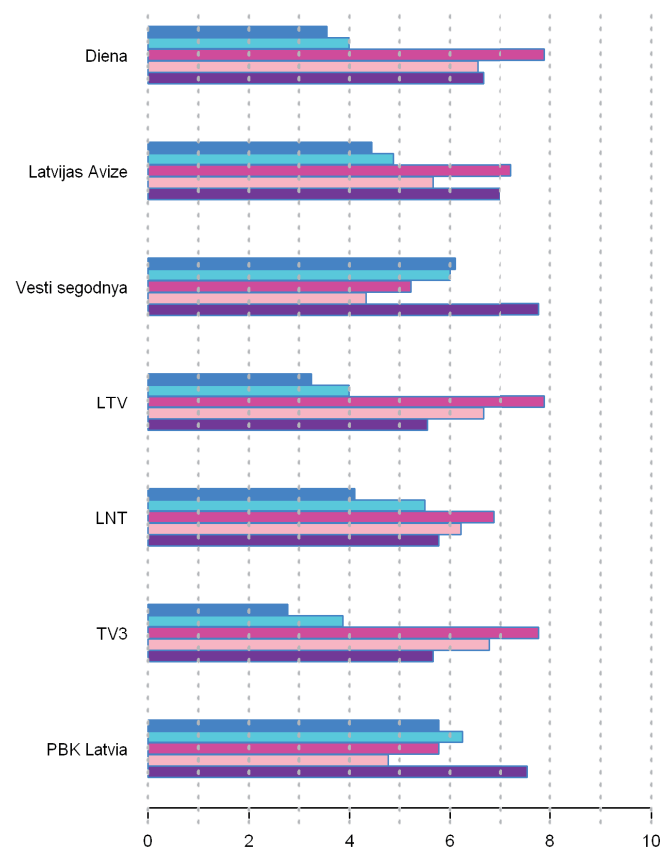
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- PdL
- LN
- IdV
- PD
- UDC
- PRC
- PDCI
- Verdi
- PS

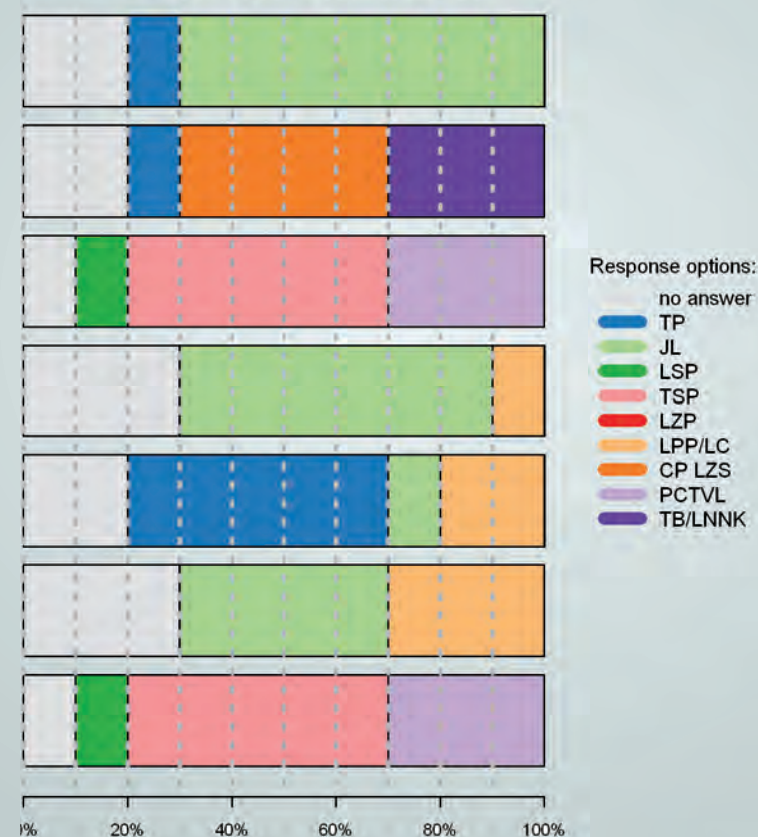
Media outlets in Latvia:
Mean expert ratings on 0-10 scales



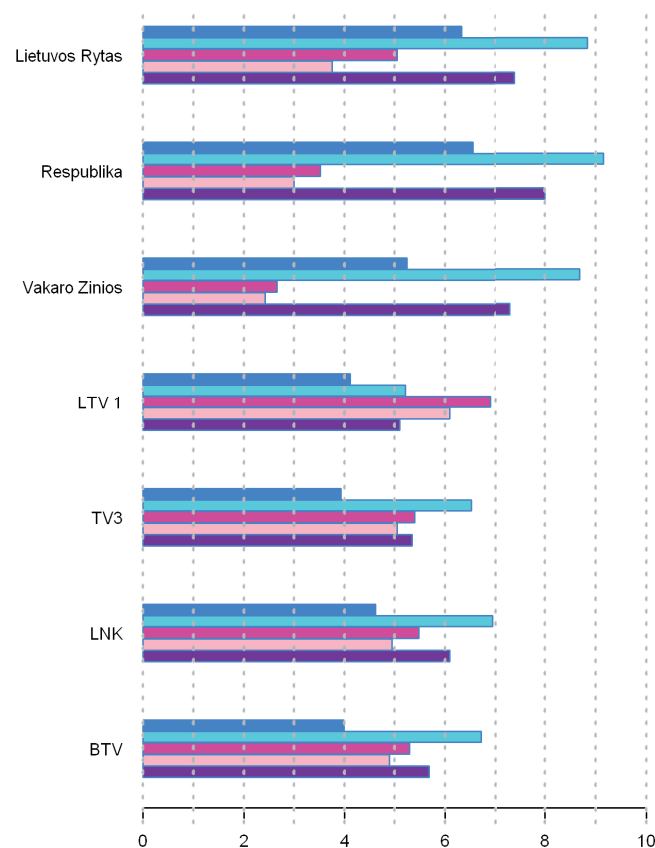
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



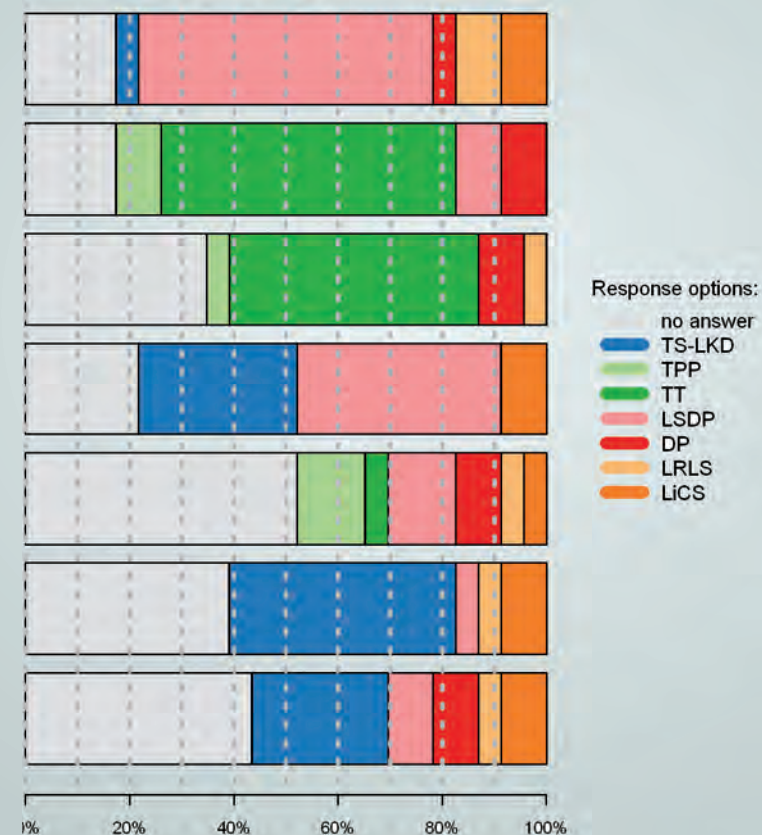
Media outlets in Lithuania:
Mean expert ratings on 0-10 scales



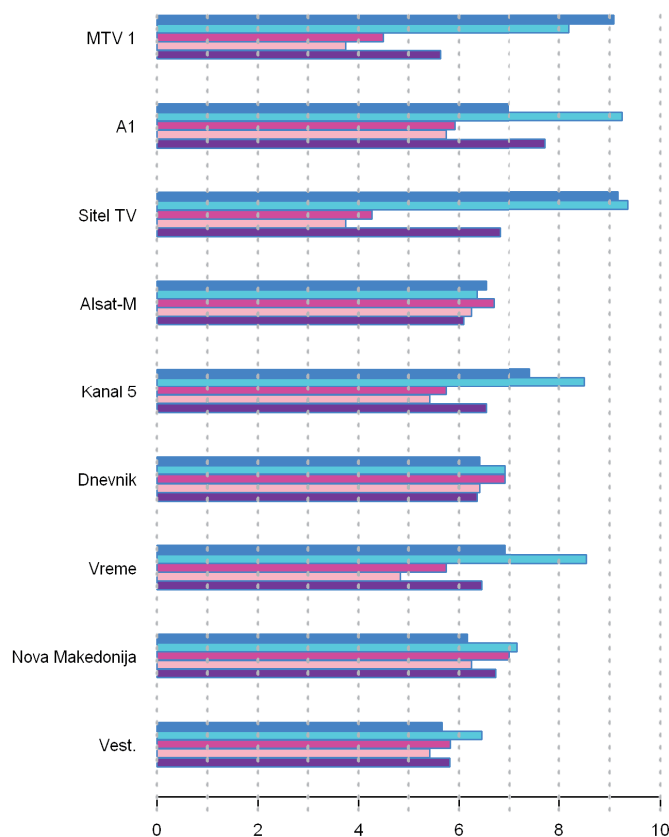
Question wording for 0-10 scales:

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Which party each media agrees with most often?
Frequency of responses (in %)



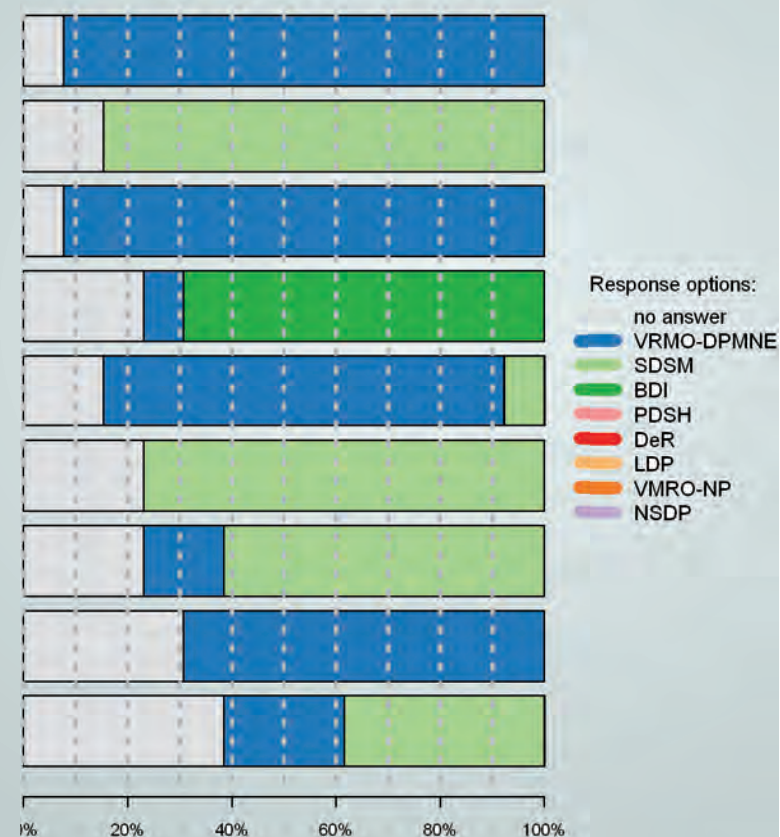
Media outlets in Macedonia:
Mean expert ratings on 0-10 scales



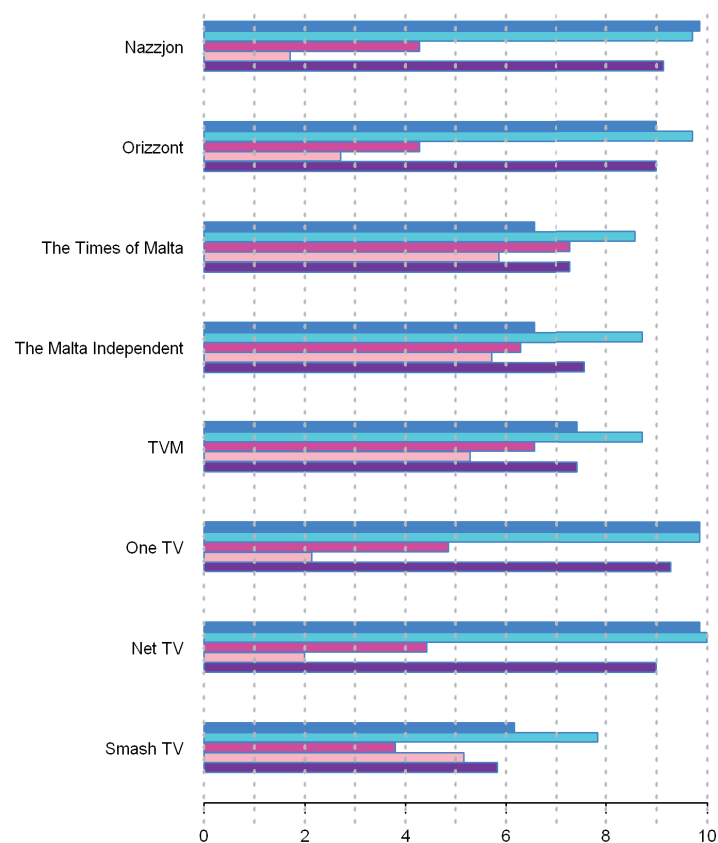
Question wording for 0-10 scales:

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Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in Malta:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

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- To what extent does [this media] present well the arguments of all sides in political debates? (0=Never, 10=Always)
- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

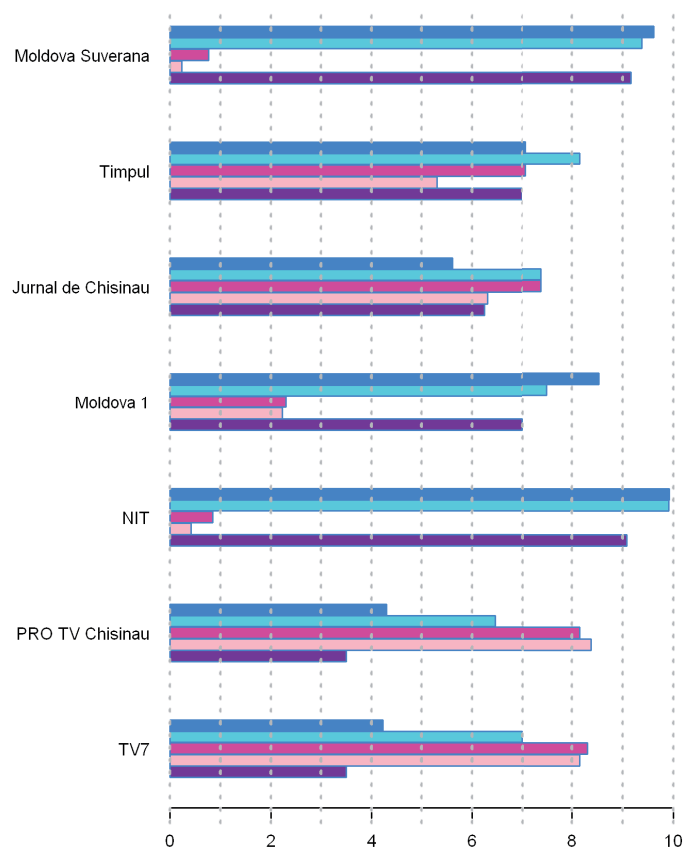
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- AD
- PN
- PL
- AN

Media outlets in Moldova:
Mean expert ratings on 0-10 scales

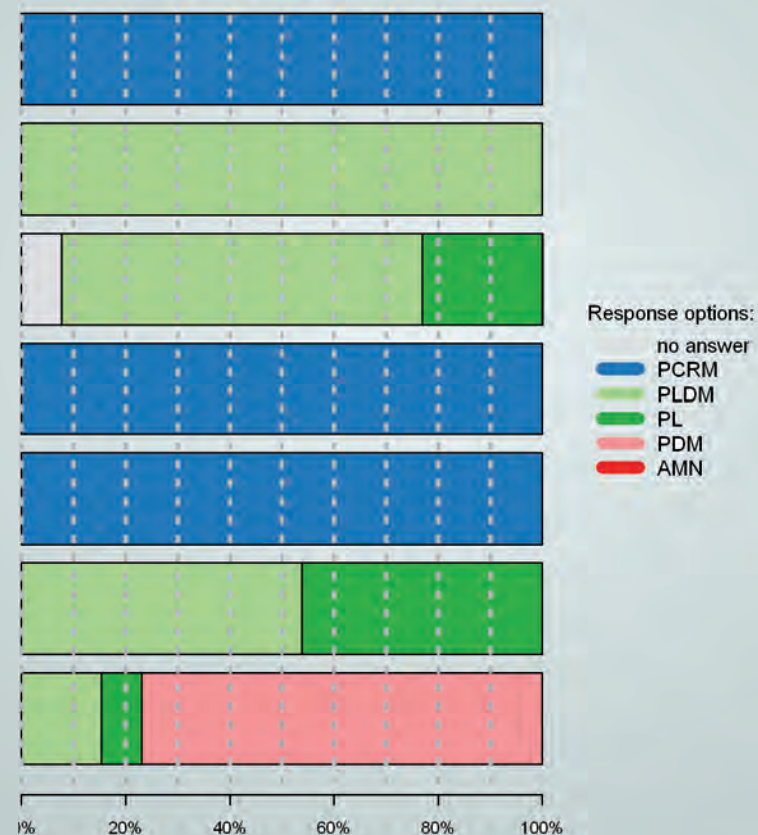


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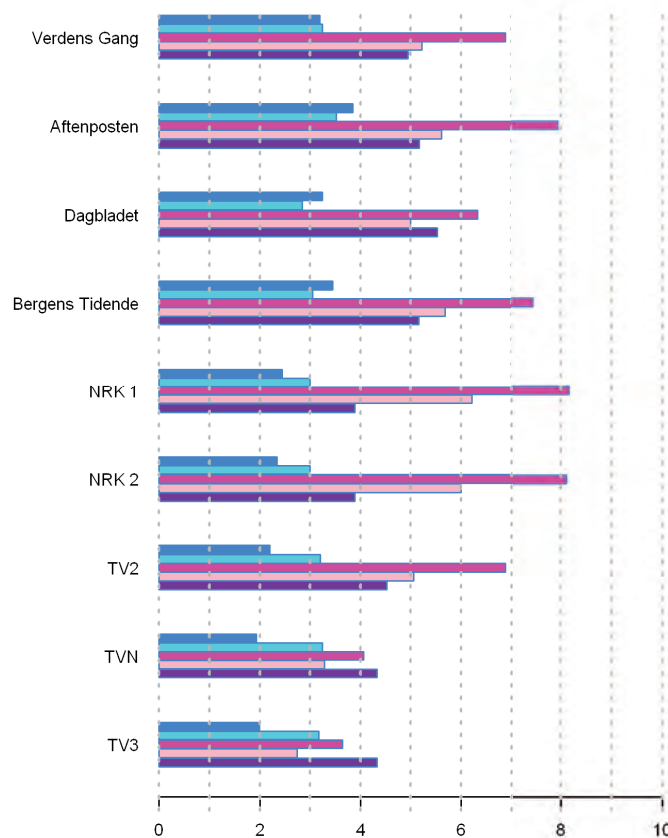
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- PCRM
- PLDM
- PL
- PDM
- AMN

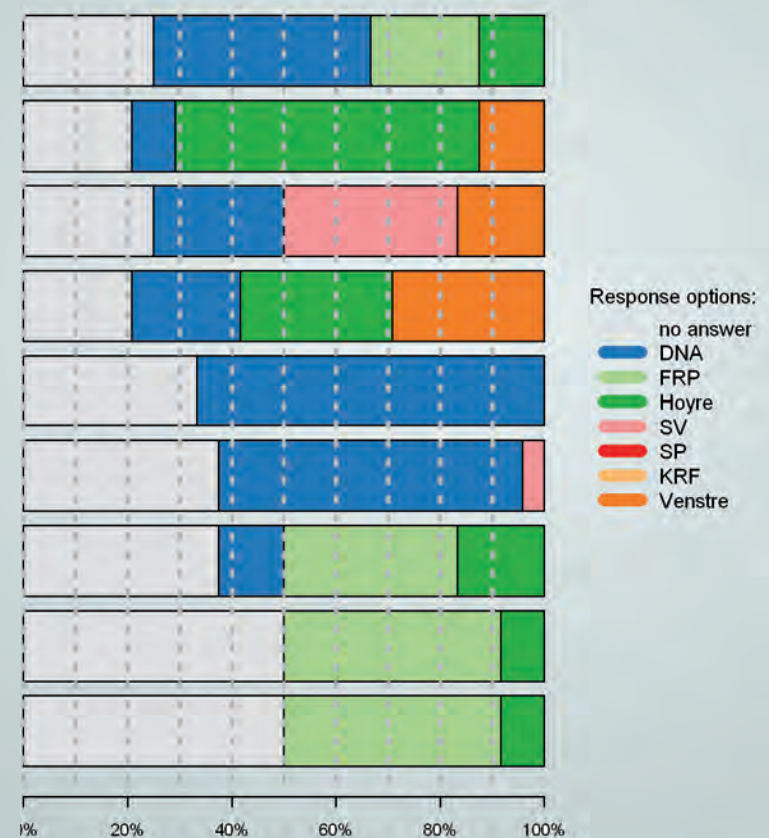
Media outlets in Norway:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

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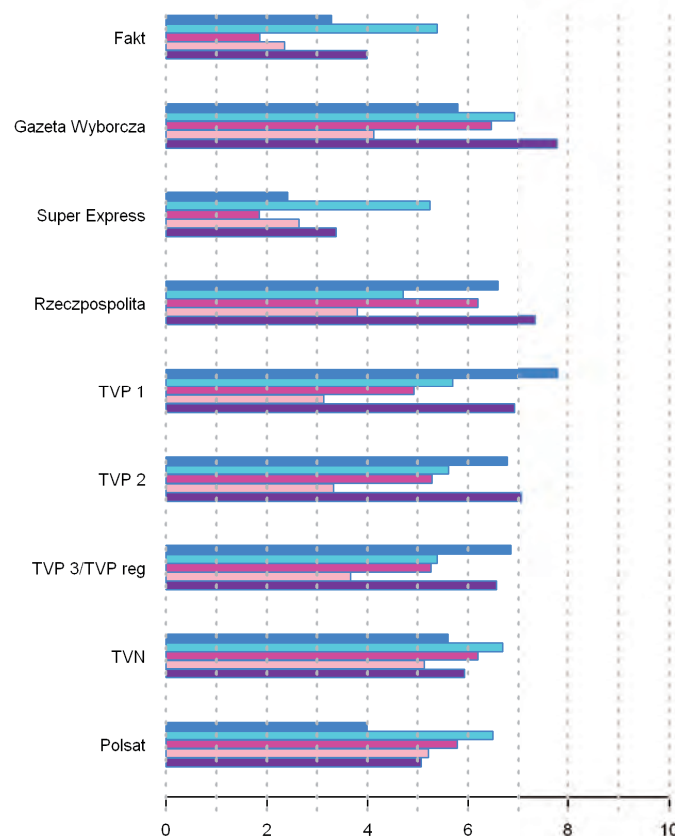
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- DNA
- FRP
- Høyre
- SV
- SP
- KRF
- Venstre

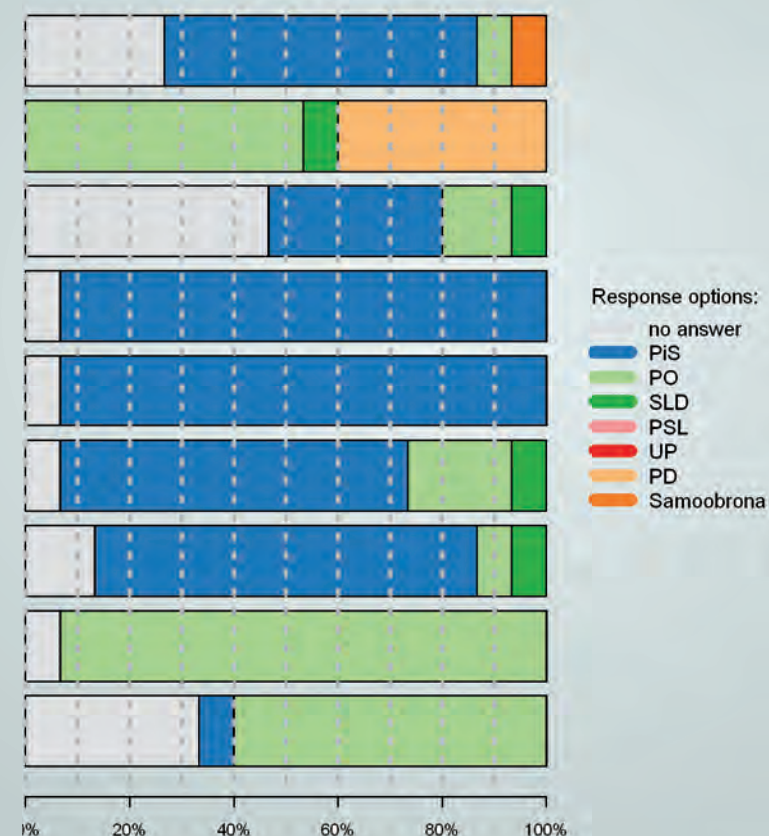
Media outlets in Poland:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

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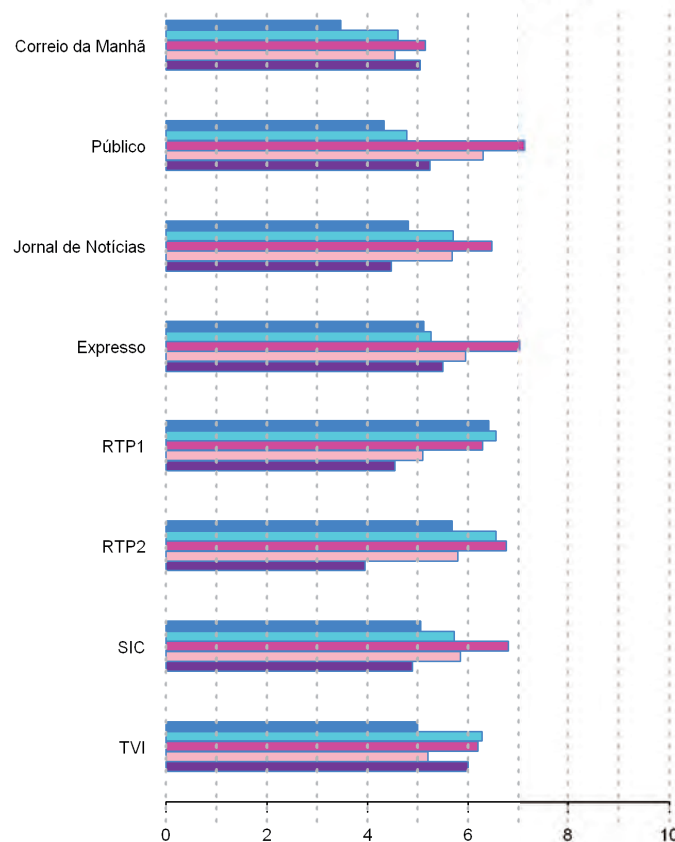
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- PiS
- PO
- SLD
- PSL
- UP
- PD
- Samobrona

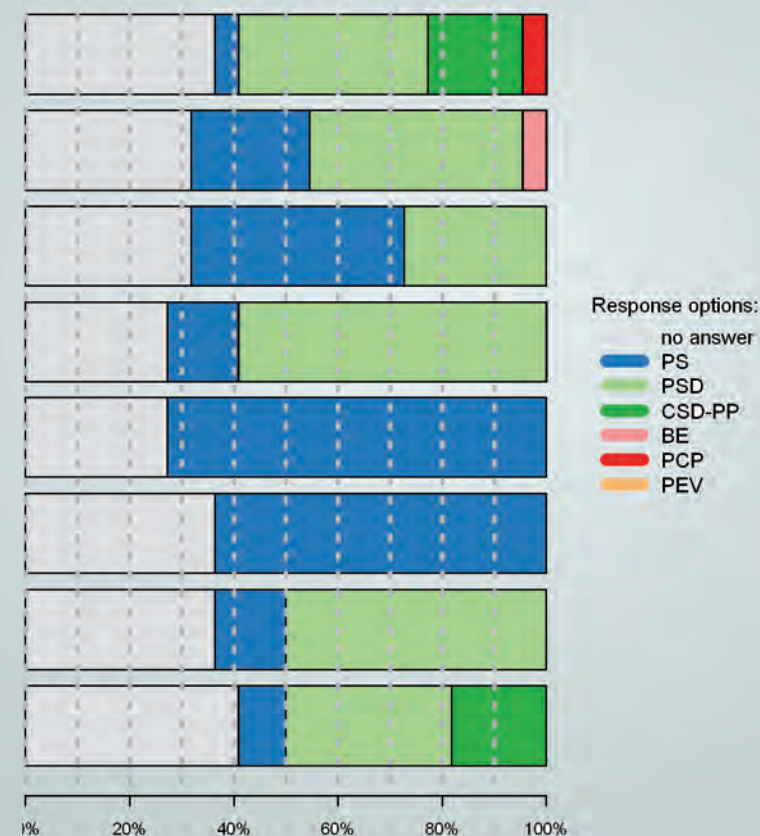
Media outlets in Portugal:
Mean expert ratings on 0-10 scales



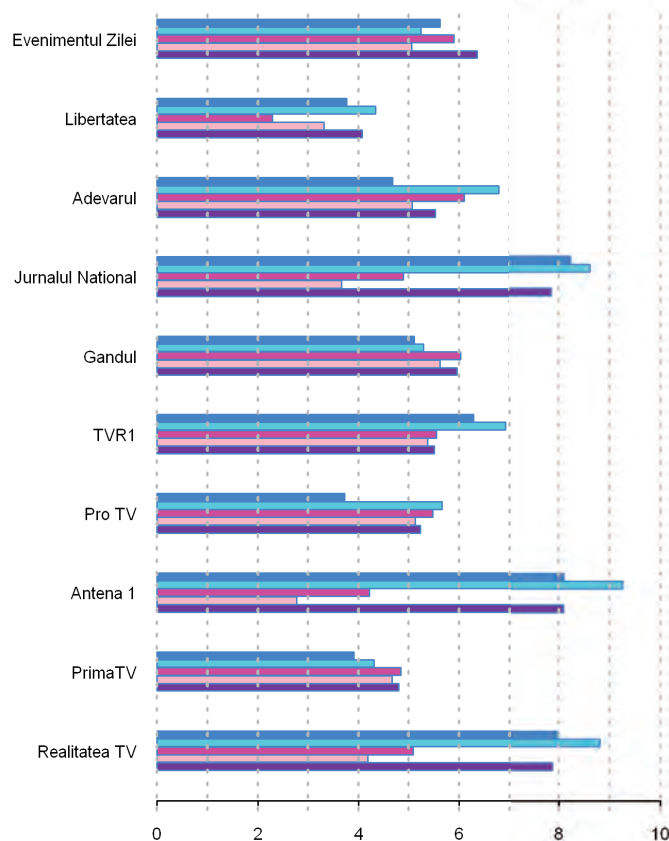
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Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in Romania:
Mean expert ratings on 0-10 scales



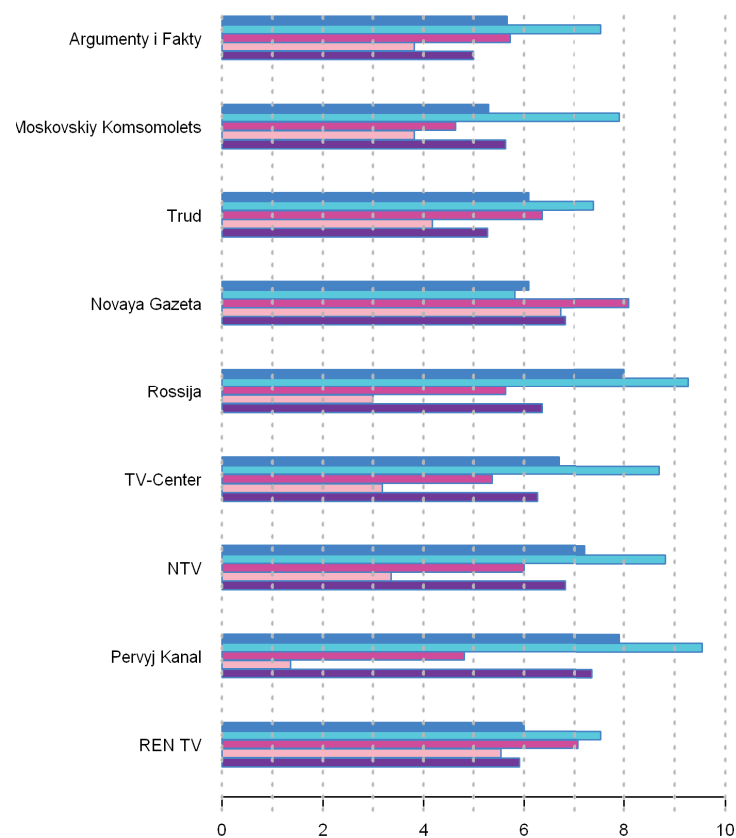
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



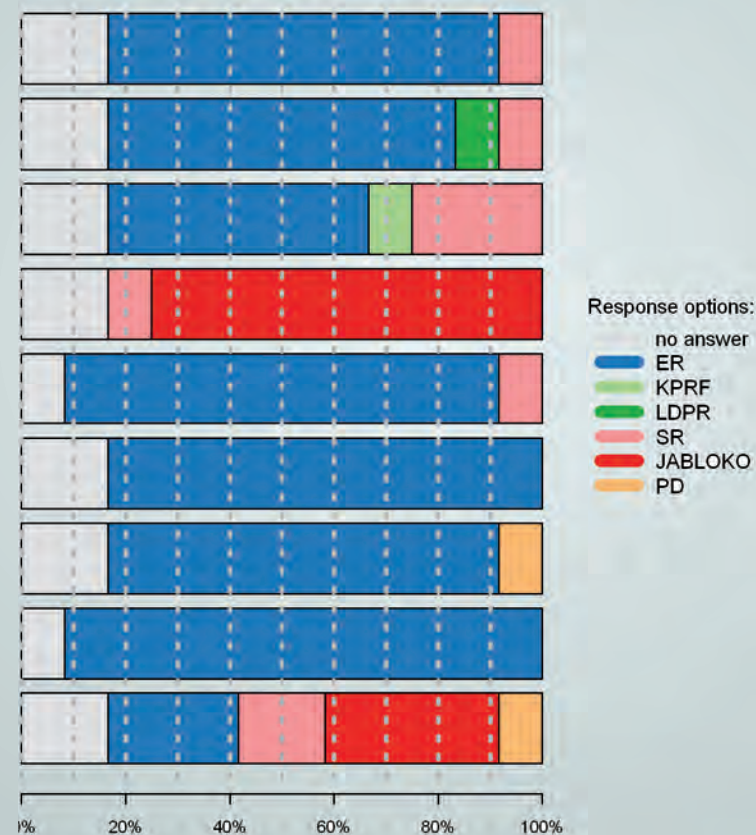
Media outlets in Russia:
Mean expert ratings on 0-10 scales



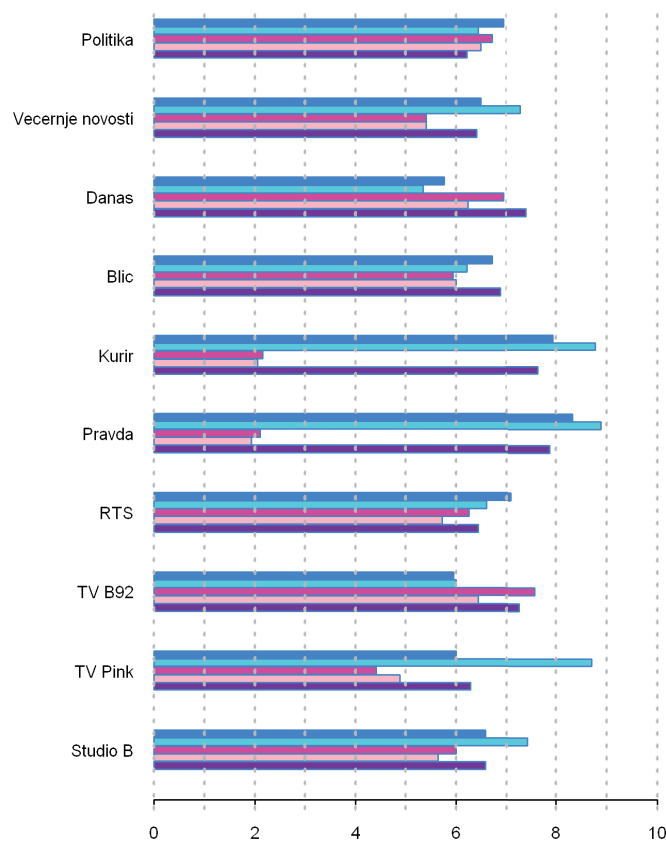
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Which party each media agrees with most often?
Frequency of responses (in %)



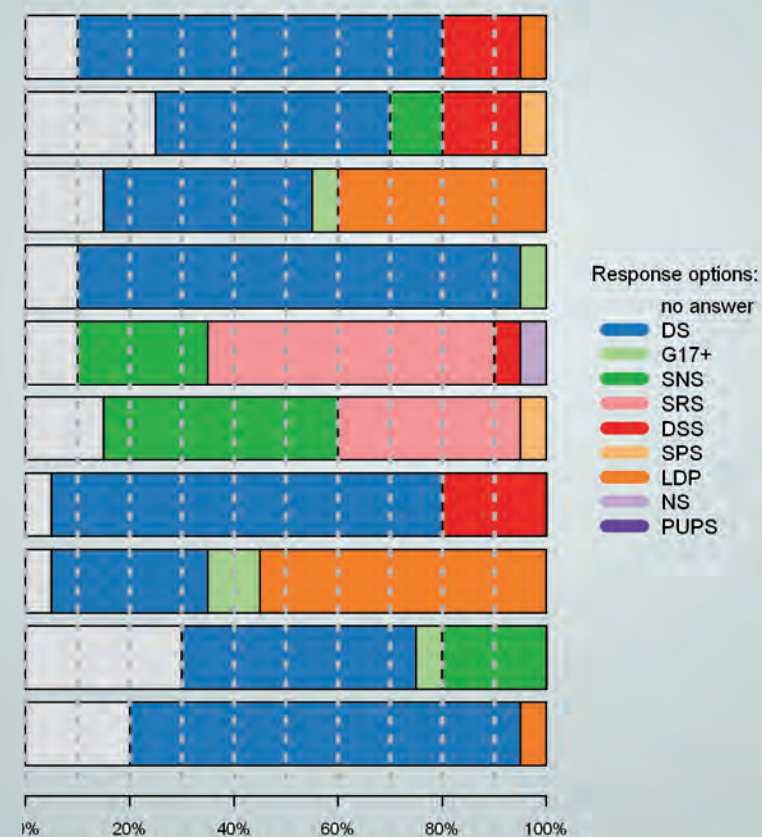
Media outlets in Serbia:
Mean expert ratings on 0-10 scales



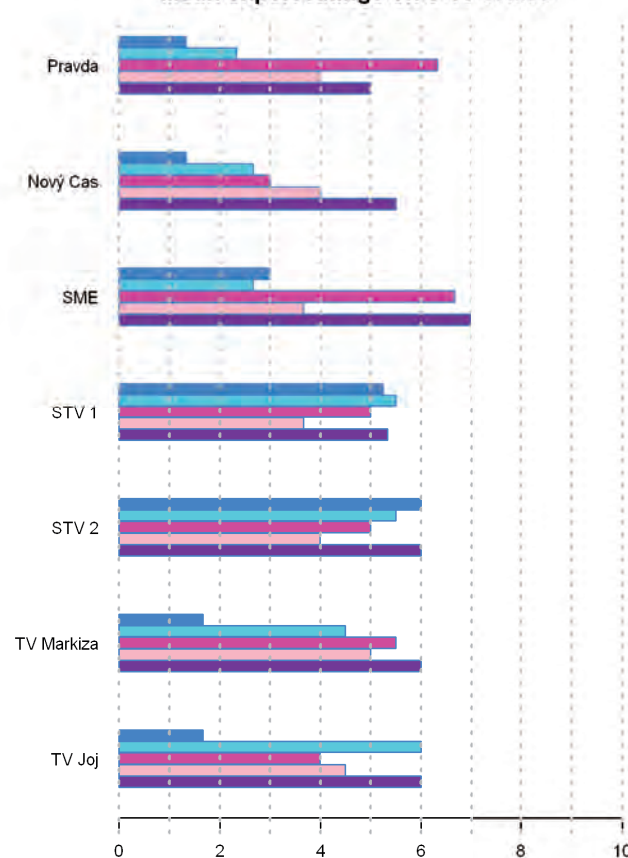
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Which party each media agrees with most often?
Frequency of responses (in %)



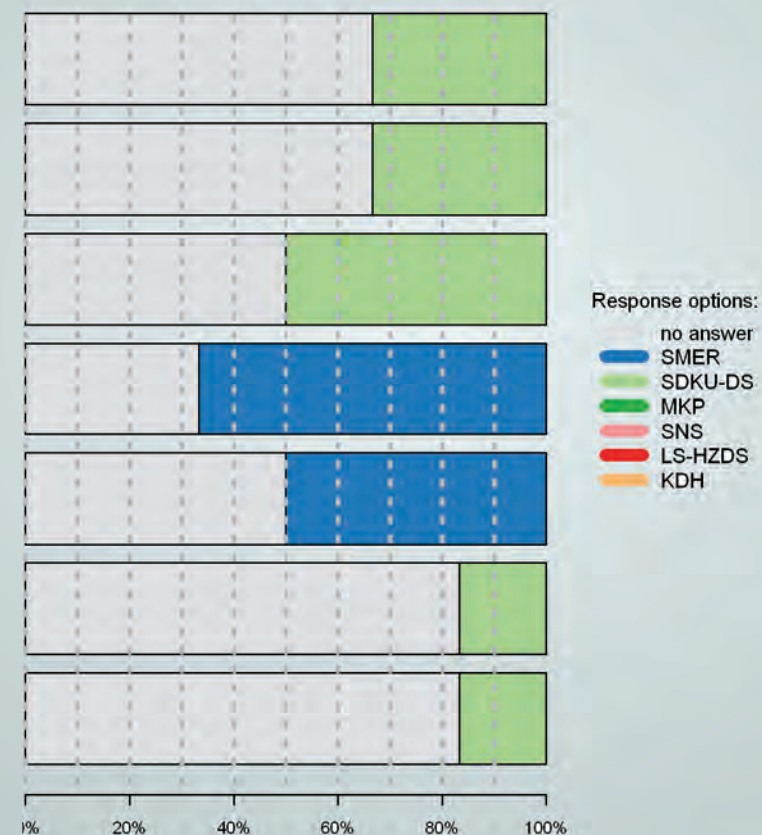
Media outlets in Slovakia:
Mean expert ratings on 0-10 scales



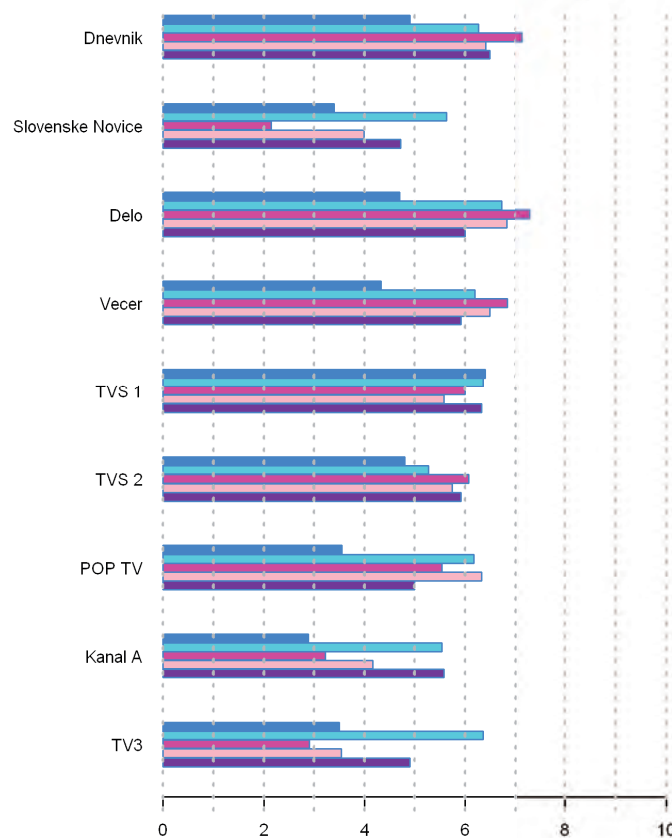
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



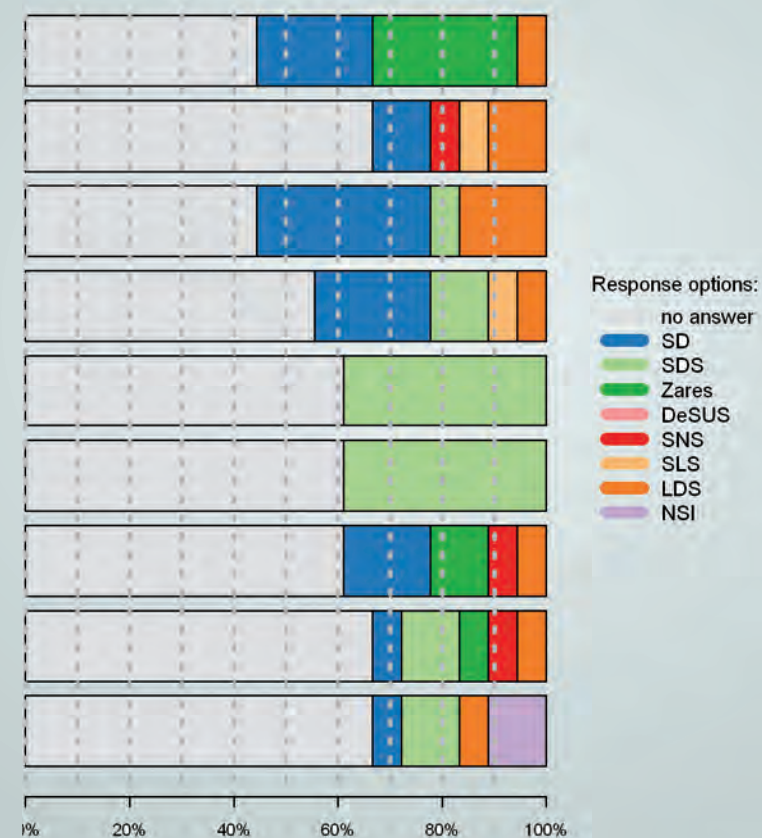
Media outlets in Slovenia:
Mean expert ratings on 0-10 scales



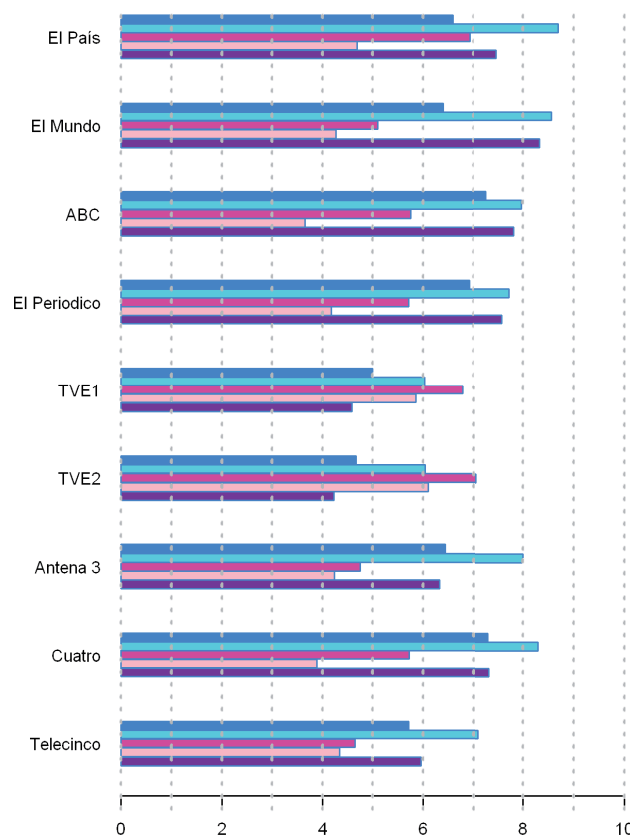
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in Spain:
Mean expert ratings on 0-10 scales



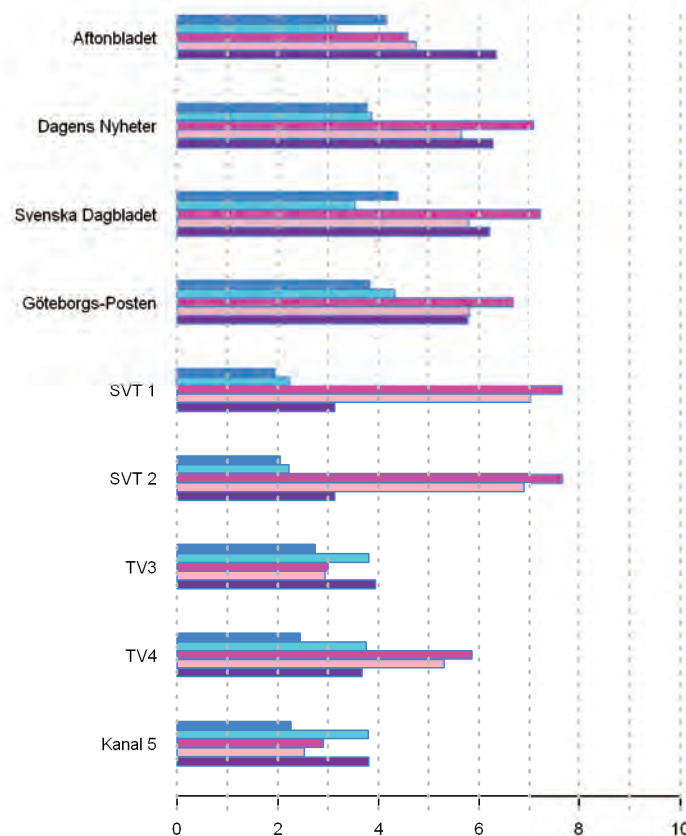
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- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



Media outlets in Sweden:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

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Source: Popescu, Santana Pereira and Gosselin (2010) at www.mediasystemsineurope.org

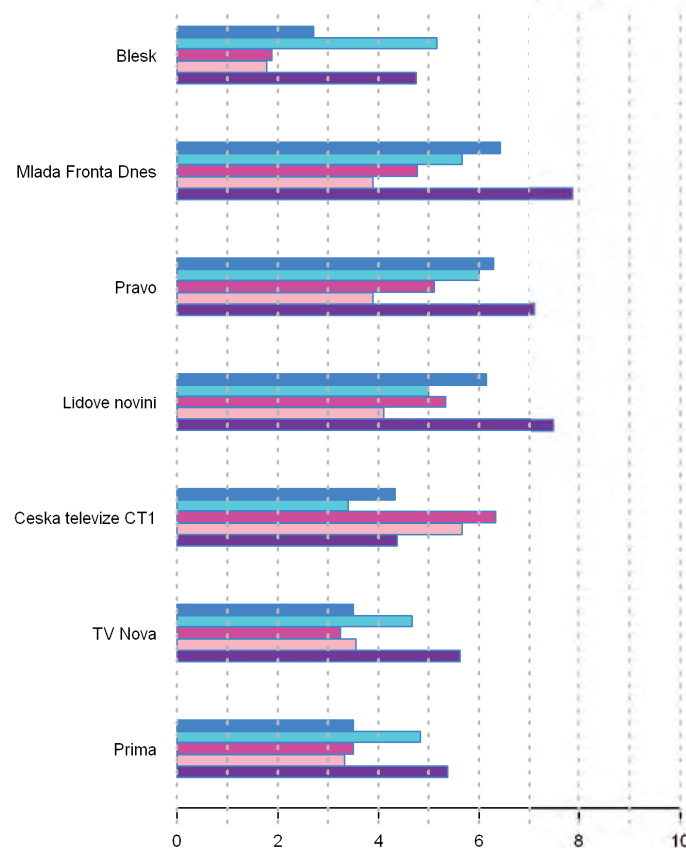
Which party each media agrees with most often?
Frequency of responses (in %)



Response options:

- no answer
- SAP
- M
- C
- FP
- KD
- VP
- MP

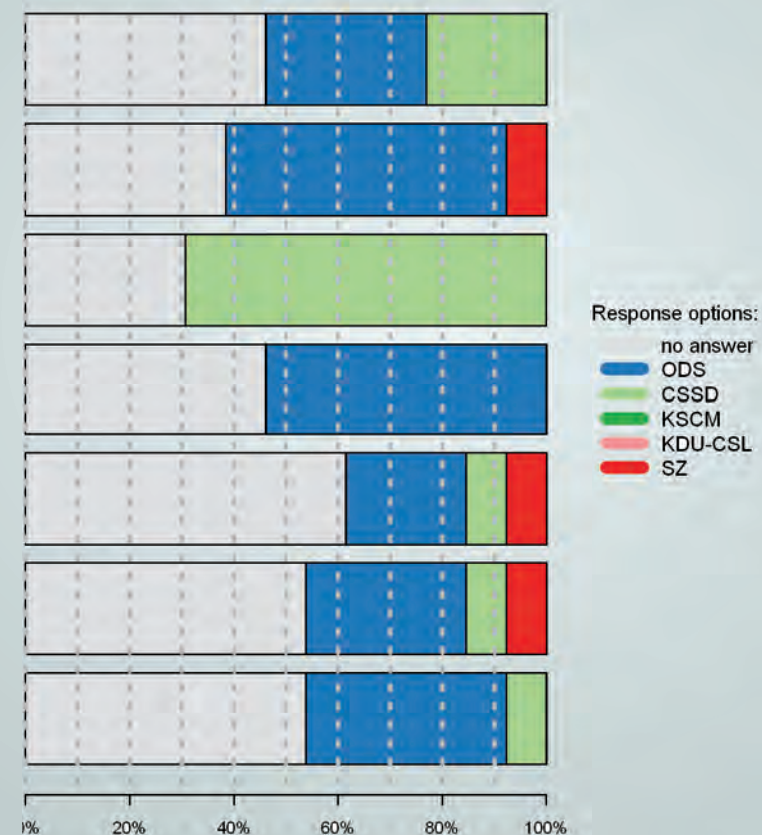
Media outlets in the Czech Republic:
Mean expert ratings on 0-10 scales



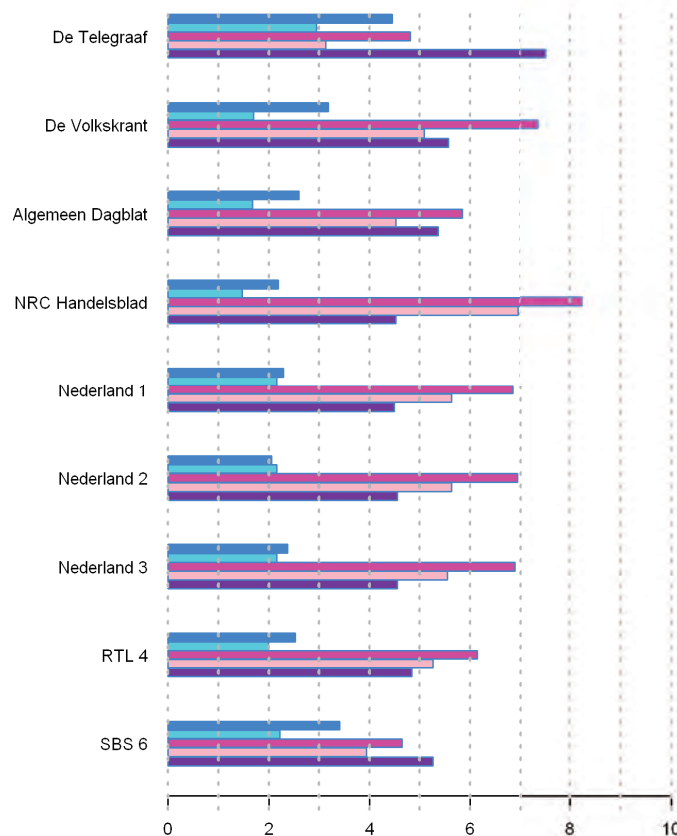
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Which party each media agrees with most often?
Frequency of responses (in %)



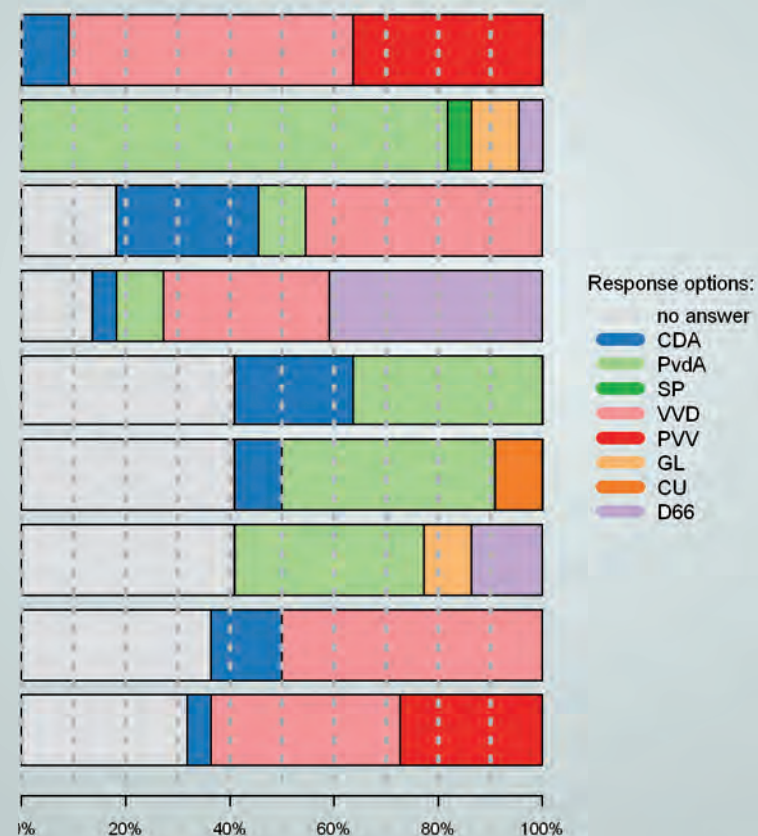
Media outlets in the Netherlands:
Mean expert ratings on 0-10 scales



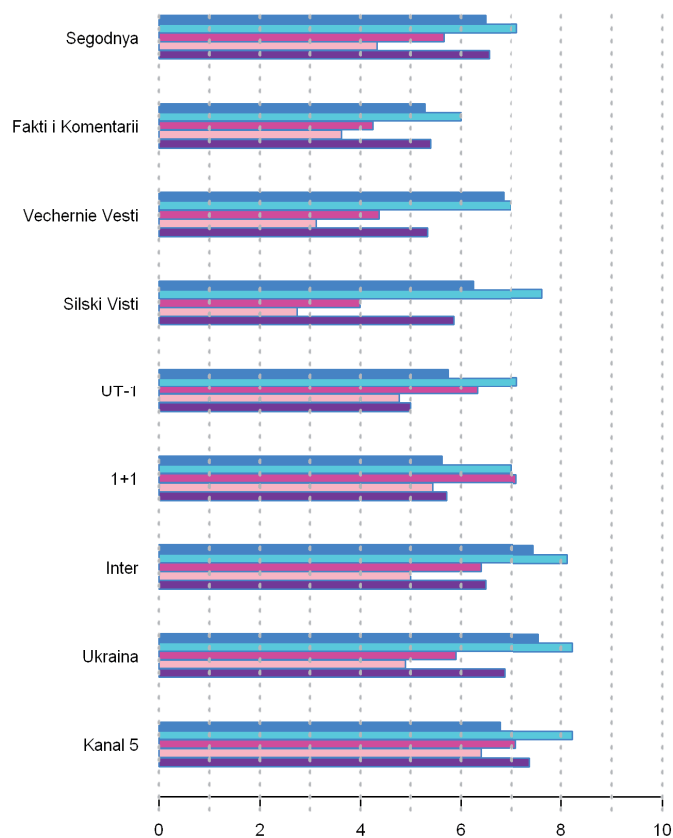
Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
- How much is the political coverage in [this media] influenced by its owners? (0=Not at all, 10=Strongly)
- To what extent does [this media] provide accurate information on facts backed by credible sources and expertise? (0=Never, 10=Always)
- To what extent does [this media] present well the arguments of all sides in political debates? (0=Never, 10=Always)
- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



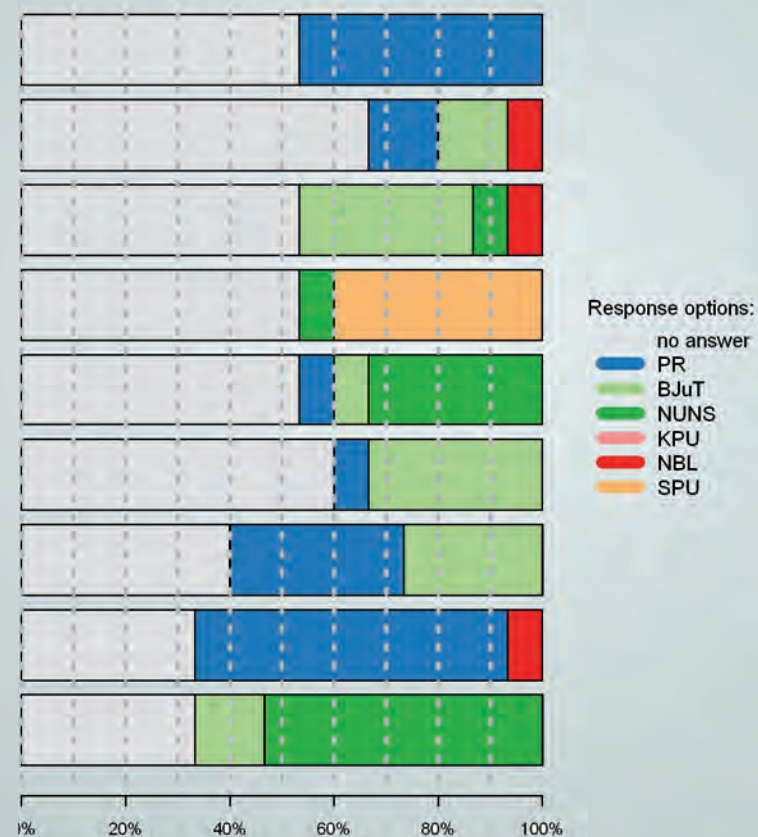
Media outlets in Ukraine:
Mean expert ratings on 0-10 scales



Question wording for 0-10 scales:

- How far is the political coverage of [this media] influenced by a party or parties to which it is close?
- How much is the political coverage in [this media] influenced by its owners? (0=Not at all, 10=Strongly)
- To what extent does [this media] provide accurate information on facts backed by credible sources and expertise? (0=Never, 10=Always)
- To what extent does [this media] present well the arguments of all sides in political debates? (0=Never, 10=Always)
- To what extent does [this media] advocate particular views and policies? (0=Never, 10=Always)

Which party each media agrees with most often?
Frequency of responses (in %)



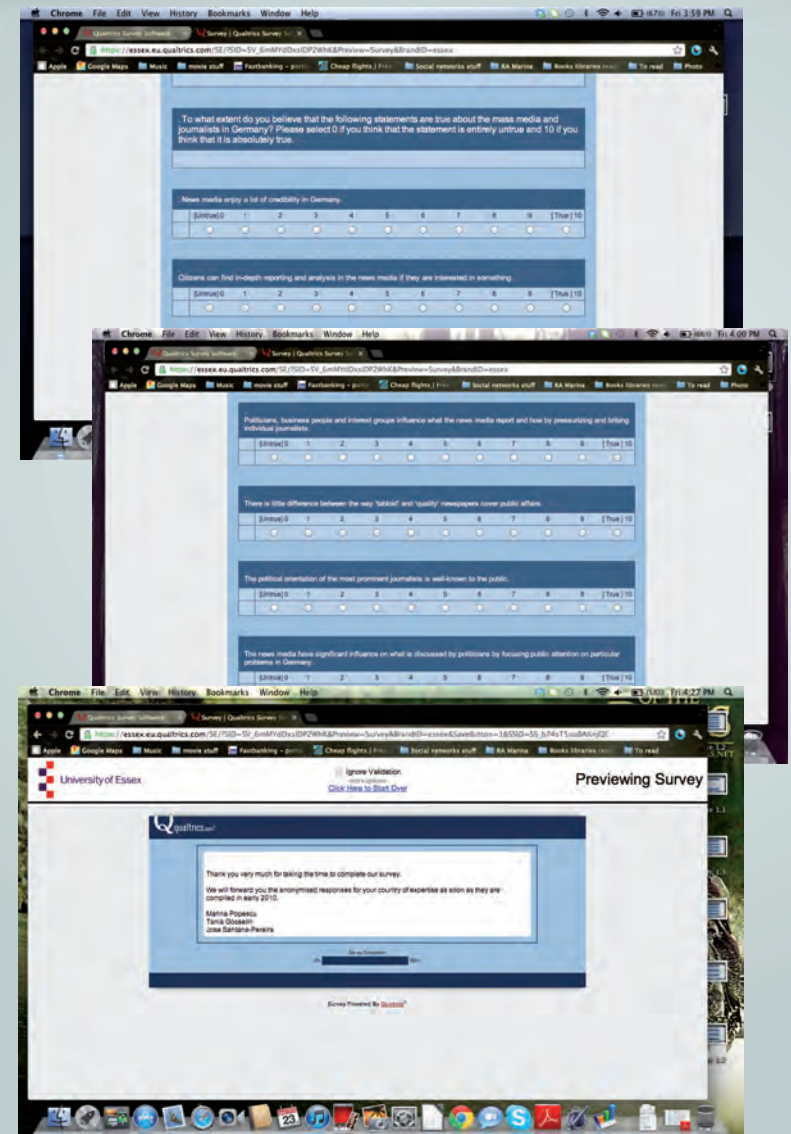
Questionnaire entry page

Political Information and Media Systems in Comparative Perspective

Thank you for answering our questionnaire on comparing media systems in Europe. We would be very grateful if you responded to all our questions and if you added any comments or information when you considered necessary. The responses and the comments

remain anonymous.

For most questions, we would like to ask you to express your opinion by selecting a single number on a 0-10 scale. The meaning of 0 and 10 is always shown above the scale in the questionnaire.



To what extent do you believe that the following statements are true about the mass media and journalists in [COUNTRY]? Please select 0 if you think that the statement is entirely untrue and 10 if you think that it is absolutely true:

News media enjoy a lot of credibility in [COUNTRY]

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

Citizens can find in-depth reporting and analysis in the news media if they are interested in something.

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

The production costs of hard news content are so high that most news media cannot afford to present carefully researched facts and analyses.

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

Politicians, business people and interest groups influence what the news media report and how by pressurizing and bribing individual journalists.

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

There is little difference between the way 'tabloid' and 'quality' newspapers cover public affairs.

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

The political orientation of the most prominent journalists is well-known to the public.

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

The news media have significant influence on what is discussed by politicians by focusing public attention on particular problems in [COUNTRY].

Untrue 0 1 2 3 4 5 6 7 8 9 10 True

To what extent do you believe that the following are true about the online news media in [COUNTRY]:

The internet has made journalism more responsive to the public.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

The internet has significantly broadened the range of actors who can influence public opinion.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Online news media outlets are not yet significant competitors of traditional media outlets.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Would you say that all major political opinions in [COUNTRY] are present in the newspapers or rather that only some opinions are present?

Only some opinions All major opinions

0 1 2 3 4 5 6 7 8 9 10

And how about television, would you say that all major political opinions or that only some political opinions in [COUNTRY] are present in broadcasting?

Only some opinions All major opinions

0 1 2 3 4 5 6 7 8 9 10

Independently of the above, would you say that on the whole newspapers in [COUNTRY] provide an accurate representation of the facts in public affairs or not at all?

Not at all accurate Accurate

0 1 2 3 4 5 6 7 8 9 10

And how about the television channels, would you say that on the whole they provide an accurate representation of the facts in public affairs or not at all?

Not at all accurate Accurate

0 1 2 3 4 5 6 7 8 9 10

Thinking now about the analysis of the causes, contextual circumstances, consequences and implications of important developments in public affairs, would you say that newspapers provide a lot, enough or rather too little analysis?

Too little Enough A lot of analysis

0 1 2 3 4 5 6 7 8 9 10

And how about television channels, would you say that they present a lot, just about enough or too little analysis of the causes, consequences and implications of important developments in public affairs?

Too little Enough A lot of analysis

0 1 2 3 4 5 6 7 8 9 10

Looking at the [COUNTRY] news media in general, how wide is the range of specialists from different domains presenting expert information and analysis?

Just a few specialists Wide range of specialists

0 1 2 3 4 5 6 7 8 9 10

And would you say that the different media outlets in [COUNTRY] provide a variety of different stories and information or that the same few things are repeated in nearly all media outlets?

Same few Many different

0 1 2 3 4 5 6 7 8 9 10

Do the news media in [COUNTRY] focus too much, just enough or too little on ...

... information about economic issues facing [COUNTRY]?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... information about international affairs?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... individual politicians, their character and motivations?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... policy differences between competing parties and politicians

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... investigative reports on important issues?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... the sensational aspects of events and stories?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

... politics seen as a game, a horse-race, just a competition for power?

Too little Enough Too much
0 1 2 3 4 5 6 7 8 9 10

Thinking about how various media report and analyze political news, please rate them according to how often they do various things.

How would you characterize the political colour of each of these media outlets in COUNTRY? Please select for each media which political party it agrees with most often.

Newspaper 1	Menu of parties
Newspaper 2	Menu of parties
Newspaper 3	Menu of parties
Public TV 1	Menu of parties
Private TV 1	Menu of parties
Private TV 2	Menu of parties
Private TV 3	Menu of parties

How far is the political coverage of each of the following media outlets influenced by a party or parties to which it is close?

	Not at all										Strongly
Newspaper 1	0	1	2	3	4	5	6	7	8	9	10
Newspaper 2	0	1	2	3	4	5	6	7	8	9	10
Newspaper 3	0	1	2	3	4	5	6	7	8	9	10
Public TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 2	0	1	2	3	4	5	6	7	8	9	10
Private TV 3	0	1	2	3	4	5	6	7	8	9	10

And how much is the political coverage in the following media outlets influenced by its owners?

	Not at all										Strongly
Newspaper 1	0	1	2	3	4	5	6	7	8	9	10
Newspaper 2	0	1	2	3	4	5	6	7	8	9	10
Newspaper 3	0	1	2	3	4	5	6	7	8	9	10
Public TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 2	0	1	2	3	4	5	6	7	8	9	10
Private TV 3	0	1	2	3	4	5	6	7	8	9	10

To what extent do these media provide accurate information on facts backed by credible sources and expertise?

	Never										Always
Newspaper 1	0	1	2	3	4	5	6	7	8	9	10
Newspaper 2	0	1	2	3	4	5	6	7	8	9	10
Newspaper 3	0	1	2	3	4	5	6	7	8	9	10
Public TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 2	0	1	2	3	4	5	6	7	8	9	10
Private TV 3	0	1	2	3	4	5	6	7	8	9	10

Thinking about how various media report and analyze political news, please rate them according to how often they do various things.

To what extent does each present equally well the arguments of all sides in political debates?

	Never										Always
Newspaper 1	0	1	2	3	4	5	6	7	8	9	10
Newspaper 2	0	1	2	3	4	5	6	7	8	9	10
Newspaper 3	0	1	2	3	4	5	6	7	8	9	10
Public TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 2	0	1	2	3	4	5	6	7	8	9	10
Private TV 3	0	1	2	3	4	5	6	7	8	9	10

To what extent does each advocate particular views and policies?

	Never										Always
Newspaper 1	0	1	2	3	4	5	6	7	8	9	10
Newspaper 2	0	1	2	3	4	5	6	7	8	9	10
Newspaper 3	0	1	2	3	4	5	6	7	8	9	10
Public TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 1	0	1	2	3	4	5	6	7	8	9	10
Private TV 2	0	1	2	3	4	5	6	7	8	9	10
Private TV 3	0	1	2	3	4	5	6	7	8	9	10

Do you think it is true that public television in [COUNTRY], compared to private television channels, provides ...:

	Untrue										True
More political news	0	1	2	3	4	5	6	7	8	9	10
Wider range of programming	0	1	2	3	4	5	6	7	8	9	10
More boring programmes for the average viewer	0	1	2	3	4	5	6	7	8	9	10
More in-depth coverage of politics and public affairs	0	1	2	3	4	5	6	7	8	9	10
A less sensationalist style	0	1	2	3	4	5	6	7	8	9	10
More focus on the culture and traditions of minorities in [COUNTRY]	0	1	2	3	4	5	6	7	8	9	10
More trustworthy information	0	1	2	3	4	5	6	7	8	9	10

To your knowledge, to what extent it is true that the following apply to journalism and journalists in [COUNTRY]

Journalists in [COUNTRY] are motivated by an ethic of serving the public interest.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Journalists in [COUNTRY] agree on the criteria for judging excellence in their profession regardless of their political orientations

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Journalists have sufficient training to ensure that basic professional norms like accuracy, relevance, completeness, balance, timeliness, double-checking and source confidentiality are respected in news-making practices.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

The journalistic content of public television in [COUNTRY] is entirely free from governmental political interference.

Untrue True

0 1 2 3 4 5 6 7 8 9 10

How far do [COUNTRY] media outlets in general succeed in:

... stimulating general interest among citizens in public affairs?

Not at all Very much

0 1 2 3 4 5 6 7 8 9 10

... providing a forum for politicians and parties to debate in front of citizens?

Not at all Very much

0 1 2 3 4 5 6 7 8 9 10

... providing a variety of perspectives on the important issues of the day?

Not at all Very much

0 1 2 3 4 5 6 7 8 9 10

... serving as 'watchdog' scrutinizing the actions of government officials on behalf of citizens?

Not at all Very much

0 1 2 3 4 5 6 7 8 9 10

To what extent would you say the following statements are true in [COUNTRY]:

Media coverage of public affairs has a lot of influence on public opinion in [COUNTRY]

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Media coverage of public affairs has a lot of influence in political and policy circles in [COUNTRY]

Untrue True

0 1 2 3 4 5 6 7 8 9 10

Thank you very much for taking time to fill the questionnaire. [END OF QUESTIONNAIRE]

II. The coding of national media outlets covered in EMSS 2010

Country name	Channel name	Code	Newspaper Name	Code	Country name	Channel name	Code	Newspaper Name	Code
Austria	ORF 1	5	Der Standard	1	Cyprus	RIK 1	5	Alithia	1
	ORF 2	6	Die Presse	2		RIK 2	6	Fileleytheros	2
	ATV	7	Neue Kronen Zeitung	3		ANT 1	7	Haravgi	3
	Austria 9 TV	8	Kleine Zeitung	4		Sigma	8	Simerini	4
	Puls 4	9				Mega	9		
Belgium (Dutch-speaking)	VRT Een	5	De Morgen	1	Czech Republic	Ceska televize	5	Blesk	1
	VRT Canavas	6	De Standard	2		TV Nova	6	Mlada Fronta Dnes	2
	VTM	7	Het Laatste Nieuws	3		Prima	7	Pravo	3
	VT4	8	Gazet van Antwerpen	4	Denmark			Lidove Novini	4
	2BE	9				DR 1	5	Dagbladet Politiken	1
Belgium (Francophone)	RTBF La Une	4	Le Soir	1		DR 2	6	Berlingske Tidende	2
	RTBF La Deux	5	La Derniere Heure	2		TV 2	7	Jyllands Posten	3
	RTBF La Trois	6	La Libre Belgique	3		TV 3	8	Ekstra Bladet	4
	RTL-TVI	7				Kanal5	9		
Bulgaria	BNT Kanal 1	5	24 Casa	1	Estonia	ETV	5	Postimees	1
	BTV	6	Denevnik	2		ETV2	6	SL Ohtuleht	2
	Nova TV	7	Trud	3		Kanal 2	7	Eesti Ekspress	3
Croatia			Monitor	4		TV3	8	Eesti Paevalth	4
	HTV – Hrvatska televizija	6	24 Sata	1		PBK	9		
	RTL	7	Jutarnji List	2	Finland	YLE TV1	4	Helsingin Sanomat	1
	Nova TV	8	Slobodna Dalmacija	3		YLE TV2	5	Aamulehti	2
			Večernji List	4		MTV3	6	Ilta-Sanomat	3
			Novi List	5		Nelonen	7		
						Sub	8		

Country name	Channel name	Code	Newspaper Name	Code					
France	France 2	5	Le Monde	1	Italy	RAI Uno	5	Corriere della Sera	1
	France 3	6	Le Figaro	2		RAI Due	6	La Stampa	2
	France 5	7	Libération	3		RAI Tre	7	La Repubblica	3
	TF1	8	Aujourd'hui en France	4		Canale 5	8	Il Giornale	4
	M6	9				Italia 1	9		
					Latvia	LTV	4	Diena	1
Germany	ARD	5	Die Welt	1		LNT	5	Latvijas Avize	2
	ZDF	6	Bild	2		TV3	6	Vesti segodnya	3
	Sat1	7	Frankfurter Allgemeine Zeitung	3		BPK Latvia	7		
	RTL	8	Süddeutsche Zeitung	4	Lithuania	LTV1	4	Lietuvos Rytas	1
	ProSieben	9				TV3	5	Respublika	2
						LNK	6	Vakaro Zinios	3
Greece	NET	5	Ethnos	1		Malta	BTV	7	
	Mega	6	Kathimerini	2	TVM	5	Nazzion	1	
	ANT1	7	Ta Nea	3		One TV	6	Orizzont	2
	Alpha TV	8	Eleftherotypia	4		Net TV	7	The Times of Malta	3
	Alter	9				Smash TV	8	The Malta Independent	4
Hungary	M1	5	Magyar Hírlap	1		Moldova	Moldova 1	4	Moldova Suverana
	TV2	6	Magyar Nemzet	2		NIT	5	Timpul	2
	ATV	7	Blikk	3		ProTV Chisinau	6	Jurnalul de Chisinau	3
	RTL Klub	8	Népszabadság	4		TV7	7		
	Hir TV	9			The Netherlands	Nederland1	5	De Telegraaf	1
Ireland	RTÉ1	5	Irish Independent	1		Nederland2	6	De Volkskrant	2
	RTÉ	6	Sunday World	2		Nederland3	7	Algemeen Dagblad	3
	TV3	7	Irish Times	3		RTL4	8	NRC Handelsblad	4
	TG4	8	Irish Daily Star	4		SBS 6	9		

Country name	Channel name	Code	Newspaper Name	Code
Norway	NRK 1	5	Verdens Gang	1
	NRK 2	6	Aftenposten	2
	TV2	7	Dagbladet	3
	TVN	8	Bergens Tidende	4
	TV3	9		
Poland	TVP1	5	Fakt	1
	TVP2	6	Gazeta Wyborcza	2
	TVP3/TVP reg	7	Super Express	3
	TVN	8	Rzeczpospolita	4
	Polsat	9		
Portugal	RTP1	5	Correio da Manhã	1
	RTP2	6	Público	2
	SIC	7	Jornal de Notícias	3
	TVI	8	Expresso	4
Romania	TVR1	6	Evenimentul Zilei	1
	Pro TV	7	Libertatea	2
	Antena 1	8	Adevarul	3
	Prima TV	9	Jurnalul National	4
	Realitatea TV	10	Gandul	5

Country name	Channel name	Code	Newspaper Name	Code
Russia	Rossiya	5	Argumenty i Fakty	1
	TV centr	6	Moskovskiy Komsomolets	2
	NTV	7	Trud	3
	Perviy Kanal	8	Novaya Gazeta	4
	Ren-TV	9		
Serbia	RTS	7	Politika	1
	TV B92	8	Večernje novosti	2
	TV Pink	9	Danas	3
	Studio B	10	Blic	4
			Kurir	5
Slovakia			Pravda	6
	STV1	4	Pravda	1
	STV2	5	Nový Čas	2
	TV Markiza	6	SME	3
	TV Joj	7		
Slovenia	TVS1	5	Dnevnik	1
	TVS2	6	Slovenske Novice	2
	POP TV	7	Delo 3	
	Kanal A	8	Večer	4
	TV3	9		

Country name	Channel name	Code	Newspaper Name	Code
Spain	TVE1	5	El País	1
	TVE2	6	El Mundo	2
	Antena 3	7	ABC	3
	Cuatro	8	El Periodico	4
	Telecinco	9		
Sweden	SVT1	5	Aftonbladet	1
	SVT2	6	Dagens Nyheter	2
	TV3	7	Svenska Dagbladet	3
	TV4	8	Göteborgs-Posten	4
	Kanal 5	9		

Country name	Channel name	Code	Newspaper Name	Code
United Kingdom	BBC One	5	Daily Telegraph	1
	BBC Two	6	The Guardian	2
	ITV 1	7	The Sun	3
	Channel 4	8	The Times	4
	Five	9		

Country Name	Party Name	Code
Austria	SPÖ	1
	ÖVP	2
	FPÖ	3
	BZÖ	4
	Grüne	5
Belgium (Dutch-speaking)	CD&V	1
	VB	2
	N-VA	3
	VLD	4
	SPA	5
	SLP	6
	Groenen	7
Belgium (Francophone)	MR	1
	PS	2
	CDH	3
	Ecolo	4
	FN	5
Bulgaria	GERB	1
	BSP	2
	DPS	3
	ATAKA	4
	SDS	5
	DSB	6
	RZS	7
	NDSV	8

Country Name	Party Name	Code
Croatia	HDZ	1
	SDP	2
	HNS	3
	HSS	4
	HSLS	5
	IDS	6
	HDSSB	7
Cyprus	AKEL	1
	DISY	2
	DIKO	3
	KSD-EDEK	4
	Evroko	5
	KOP	6
Czech Republic	ODS	1
	ČSSD	2
	KSČM	3
	KDU-ČSL	4
	SZ	5
Denmark	Venstre	1
	SD	2
	DF	3
	KF	4
	RV	5
	Liberal Alliance	6
	EL-De Rød-Grønne	7
Estonia	Eesti Reformierakond	1
	Eesti Keskerakond	2
	Isamaa ja Res Publica Liit	3
	Sotsiaal-demokraatlik Erakond	4
	Eestimaa Rohelised	5
	Eestimaa Rahvaliid	6

To be continued on the next page

Country Name	Party Name	Code	Country Name	Party Name	Code
Finland	KESK	1	Hungary	MSZP	1
	KOK	2		Fidesz-MPSZ	2
	SDP	3		SZDSZ	3
	VAS	4		MDF	4
	VIKR	5		Jobbik	5
	KD	6		LMP	6
	SFP	7	Ireland	Fianna Fail	1
	PS	8		Fine Gael	2
France	UMP	1		Labour	3
	PS	2		Sinn Fein	4
	MoDem	3		Green Party	5
	PCF	4	Italy	PDL	1
	Nouveau Centre	5		LN	2
	Verts	6		IDV	3
	FN	7		PD	4
	PRG	8		UDC	5
	MPF	9		PRC	6
Germany	CDU	1		PDCI	7
	SPD	2		Verdi	8
	FDP	3		PS	9
	Linke	4	Latvia	Tautas Partija	1
	Grüne	5		Jaunais Laiks	2
	CSU	6		LSP	3
Greece	PASOK	1		TSP	4
	ND	2		Latvijas Zaļā Partija	5
	KKE	3		LPP - Latvijas Ceļš	6
	LAOS	4		CP - Latvijas Zemnieku Savienība	7
	SYRIZA	5		Par Cilvēka Tiesībām Vienotā Latvijā	8
	Oikologoi Prasinoi	6		Tēvzemei un Brīvībai /LNNK	9

To be continued on the next page

Country Name	Party Name	Code
Lithuania	TS-LKD	1
	TPP	2
	Tvarka ir Teisingumas	3
	LSDP	4
	Darbo Partija	5
	LRLS	6
	Liberalų ir Centro Sąjunga	7
Malta	Alternattiva Demokratika	1
	Partit Nazzjonalista	2
	Partit Laburista	3
	Azzjoni Nazzjonali	4
Moldova	PCRM	1
	PLDM	2
	PL	3
	PDM	4
	AMN	5
The Netherlands	CDA	1
	PvdA	2
	SP	3
	VVD	4
	PVV	5
	GL	6
	CU	7
	D66	8
Norway	DNA	1
	FRP	2
	Hoyre	3
	SV	4
	SP	5
	KRF	6
	Venstre	7

Country Name	Party Name	Code
Poland	PiS	1
	PO	2
	SLD	3
	PSL	4
	UP	5
	PD	6
	Samoobrona RP	7
Portugal	PS	1
	PSD	2
	CSD-PP	3
	BE	4
	PCP	5
Romania	PEV	6
	PSD	1
	PDL	2
	PNL	3
	UDMR	4
	PRM	5
Russia	PC	6
	Edinaja Rossija	1
	KPRF	2
	LDPR	3
	Spravedlivaja Rossija	4
	JABLOKO	5
	Pravoe Delo	6

To be continued on the next page

Country Name	Party Name	Code
Serbia	DS	1
	G17+	2
	SNS	3
	SRS	4
	DSS	5
	SPS	6
	LDP	7
	NS	8
	PUSP	9
	JS	10
Slovakia	SMER	1
	SDKU-DS	2
	MKP	3
	SNS	4
	LS-HZDS	5
	KDH	6
Slovenia	SD	1
	SDS	2
	Zares	3
	DeSUS	4
	SNS	5
	SLS	6
	LDS	7
	NSI	8

Country Name	Party Name	Code
Spain	PSOE	1
	PP	2
	IU	3
	UPD	4
	CiU	5
	PNV	6
Sweden	SAP	1
	M	2
	C	3
	FP	4
	KD	5
	VP	6
	MP	7
Ukraine	Partija Regionov	1
	Blok Julii Tymošenko	2
	NUNS	3
	KPU	4
	Narodnyj Blok Lytvyna	5
	SPU	6
United Kingdom	Labour	1
	Conservative	2
	Liberal Democrats	3
	SNP	4
	Plaid Cymru	5
	BNP	6

IV. Outlet-level variables with their name, coding, wording/construction and reliability in EMSS 2010

Variable name	Question wording / Variable label	Content	Formula	Reliability
country	Nation id	Unique numerical codes for each national context	See section on the coding of id variables.	N/AP
Cname	Name of country	Character string of country name	N/AP	N/AP
outlet	Media outlet id	Unique numerical codes for each media within each national context	See section on the coding of id variables.	N/AP
Oname	Name of media outlet	Character string of name of media outlet	N/AP	N/AP
Party0	Percentage of experts who do not answer which party Medium X most often agrees with	Percentage of respondents who did not answer the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party1	Percentage of experts who think Medium X most often agrees with Party 1	Percentage of respondents who named Paty 1 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party2	Percentage of experts who think Medium X most often agrees with Party 2	Percentage of respondents who named Paty 2 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party3	Percentage of experts who think Medium X most often agrees with Party 3	Percentage of respondents who named Paty 3 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP

Variable name	Question wording / Variable label	Content	Formula	Reliability
Party4	Percentage of experts who think Medium X most often agrees with Party 4	Percentage of respondents who named Paty 4 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party5	Percentage of experts who think Medium X most often agrees with Party 5	Percentage of respondents who named Paty 5 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party6	Percentage of experts who think Medium X most often agrees with Party 6	Percentage of respondents who named Paty 6 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party7	Percentage of experts who think Medium X most often agrees with Party 7	Percentage of respondents who named Paty 7 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party8	Percentage of experts who think Medium X most often agrees with Party 8	Percentage of respondents who named Paty 8 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
Party9	Percentage of experts who think Medium X most often agrees with Party 9	Percentage of respondents who named Paty 9 at the question. Responses about individual media outlets stacked.	See section on stacking.	N/AP
bias	Medium X coverage is influenced by a political party	Original responses in a stacked form	See section on stacking.	0.92
oinf	Medium X coverage is influenced by owners	Original responses in a stacked form	See section on stacking.	0.93

Variable name	Question wording / Variable label	Content	Formula	Reliability
acc	Medium X provides accurate information from credible sources	Original responses in a stacked form	See section on stacking.	0.94
arg	Medium X presents equally well the arguments of all sides	Original responses in a stacked form	See section on stacking.	0.91
adv	Medium X advocates particular views and policies	Original responses in a stacked form	See section on stacking.	0.9
w_tv	Audience-proportional weights for all tv channels	Size-dependent weights for television channels	See section on weights.	N/AP
w_pbtv	Audience-proportional weights for public tv channels	Size-dependent weights for public television channels only	See section on weights.	N/AP
w_prtv	Audience-proportional weights for private tv channels	Size-dependent weights for private television channels only	See section on weights.	N/AP
w_news	Circulation-proportional weights for newspapers	Size-dependent weights for newspapers	See section on weights.	N/AP
w_all	Audience-proportional weights for all media outlets	Size-dependent weights for all media outlets combined	See section on weights.	N/AP

V. Country-level variables with their name, coding, wording/construction and reliability in EMSS 2010

Variable name	Question wording / Variable label	Content	Formula	Reliability
country	Nation id	Unique numerical codes for each national context	See section on the coding of id variables.	N/AP
Cname	Name of country	Character string of country name	N/AP	N/AP
v11a	News media enjoy a lot of credibility in [COUNTRY]	Original responses by the respondents.	N/AP	0.91
v11b	Citizens can find in-depth reporting and analysis in the news media if they are interested in something	Original responses by the respondents.	N/AP	0.91
v11c	The production costs of hard news content are so high that most news media cannot afford to present carefully researched facts and analyses	Original responses by the respondents.	N/AP	0.71
v11d	Politicians, business people and interest groups influence what the news media report and how by pressurizing and bribing individual journalists	Original responses by the respondents.	N/AP	0.92
v11e	There is little difference between the way tabloid and quality newspapers cover public affairs	Original responses by the respondents.	N/AP	0.86

Variable name	Question wording / Variable label	Content	Formula	Reliability
v11f	The political orientation of the most prominent journalists is well-known to the public	Original responses by the respondents.	N/AP	0.93
v11g	The news media have significant influence on what is discussed by politicians by focusing public attention on particular problems in [COUNTRY]	Original responses by the respondents.	N/AP	0.85
v12a	The internet has made journalism more responsive to the public	Original responses by the respondents.	N/AP	0.76
v12b	The internet has significantly broadened the range of actors who can influence public opinion	Original responses by the respondents.	N/AP	0.77
v12c	Online news media outlets are not yet significant competitors of traditional media outlets	Original responses by the respondents.	N/AP	0.81
v13	Would you say that all major political opinions in [COUNTRY] are present in the newspapers or rather that only some opinions are present?	Original responses by the respondents.	N/AP	0.78
v14	And how about television, would you say that all major political opinions or that only some are present in broadcasting?	Original responses by the respondents.	N/AP	0.77

Variable name	Question wording / Variable label	Content	Formula	Reliability
v15	Independently of the above, would you say that on the whole one finds in [COUNTRY] an accurate representation of the facts in public affairs in the papers?	Original responses by the respondents.	N/AP	0.87
v16	Independently of the above, would you say that on the whole one finds in [COUNTRY] an accurate representation of the facts in public affairs on television?	Original responses by the respondents.	N/AP	0.89
v17	Thinking about the analysis of the causes, contextual circumstances, consequences and implications of important developments in public affairs, would you say that newspapers provide a lot, enough or rather too little analysis?	Original responses by the respondents.	N/AP	0.82
v18	And how about television channels, would you say that they present a lot, just about enough or too little analysis of the causes, consequences and implications of important developments in public affairs?	Original responses by the respondents.	N/AP	0.7
v19	Looking at the [COUNTRY] news media in general, how wide is the range of specialists from different domains presenting expert info and analysis?	Original responses by the respondents.	N/AP	0.75

Variable name	Question wording / Variable label	Content	Formula	Reliability
v20	Would you say that the different media outlets in [COUNTRY] provide a variety of different stories and information or that the same few things are repeated in nearly all media outlets?	Original responses by the respondents.	N/AP	0.73
v21a	Do the news media in [COUNTRY] focus too much, just enough or too little on information about economic issues facing [COUNTRY]?	Original responses by the respondents.	N/AP	0.83
v21b	Do the news media in [COUNTRY] focus too much, just enough or too little on information about international affairs?	Original responses by the respondents.	N/AP	0.81
v21c	Do the news media in [COUNTRY] focus too much, just enough or too little on information about individual politicians, their character and motivations?	Original responses by the respondents.	N/AP	0.76
v21d	Do the news media in [COUNTRY] focus too much, just enough or too little on policy differences between competing parties and politicians?	Original responses by the respondents.	N/AP	0.81
v21e	Do the news media in [COUNTRY] focus too much, just enough or too little on information on investigative reports on important issues?	Original responses by the respondents.	N/AP	0.75

Variable name	Question wording / Variable label	Content	Formula	Reliability
v21f	Do the news media in [COUNTRY] focus too much, just enough or too little on information about the sensational aspects of events and stories?	Original responses by the respondents.	N/AP	0.83
v21g	Do the news media in [COUNTRY] focus too much, just enough or too little on information about politics seen as a game, a horse-race, just a competition for power?	Original responses by the respondents.	N/AP	0.83
v22a	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more political news?	Original responses by the respondents.	N/AP	0.92
v22b	Do you think it is true that public television in [COUNTRY], compared to private television channels, has a wider range of programming?	Original responses by the respondents.	N/AP	0.9
v22c	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more boring programmes for the average viewer?	Original responses by the respondents.	N/AP	0.82
v22d	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more in-depth coverage of politics and public affairs?	Original responses by the respondents.	N/AP	0.94

Variable name	Question wording / Variable label	Content	Formula	Reliability
v21f	Do the news media in [COUNTRY] focus too much, just enough or too little on information about the sensational aspects of events and stories?	Original responses by the respondents.	N/AP	0.83
v21g	Do the news media in [COUNTRY] focus too much, just enough or too little on information about politics seen as a game, a horse-race, just a competition for power?	Original responses by the respondents.	N/AP	0.83
v22a	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more political news?	Original responses by the respondents.	N/AP	0.92
v22b	Do you think it is true that public television in [COUNTRY], compared to private television channels, has a wider range of programming?	Original responses by the respondents.	N/AP	0.9
v22c	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more boring programmes for the average viewer?	Original responses by the respondents.	N/AP	0.82
v22d	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more in-depth coverage of politics and public affairs?	Original responses by the respondents.	N/AP	0.94

Variable name	Question wording / Variable label	Content	Formula	Reliability
v22e	Do you think it is true that public television in [COUNTRY], compared to private television channels, has a less sensationalist style?	Original responses by the respondents.	N/AP	0.81
v22f	Do you think it is true that public television in [COUNTRY], compared to private television channels, has more focus on the culture and traditions of minorities in [COUNTRY]?	Original responses by the respondents.	N/AP	0.89
v22g	Do you think it is true that public television in [COUNTRY], compared to private television channels, provides more trustworthy information?	Original responses by the respondents.	N/AP	0.92
v23a	Journalists in [COUNTRY] are motivated by an ethic of serving the public interest	Original responses by the respondents.	N/AP	0.9
v23b	Journalists in [COUNTRY] agree on the criteria for judging excellence in their profession regardless of their political orientations	Original responses by the respondents.	N/AP	0.91
v23c	Journalists have sufficient training to ensure that basic professional norms like accuracy, relevance, completeness, balance, timeliness, double- checking and source confidentiality are respected in news-making practices	Original responses by the respondents.	N/AP	0.88

Variable name	Question wording / Variable label	Content	Formula	Reliability
v23d	The journalistic content of public television in [COUNTRY] is entirely free from governmental political interference	Original responses by the respondents.	N/AP	0.94
v24a	Finally, how far do [NATIONALITY] media outlets in general succeed in stimulating general interest among citizens in public affairs?	Original responses by the respondents.	N/AP	0.82
v24b	Finally, how far do [NATIONALITY] media outlets in general succeed in providing a forum for politicians and parties to debate in front of citizens?	Original responses by the respondents.	N/AP	0.82
v24c	Finally, how far do [NATIONALITY] media outlets in general succeed in providing a variety of perspectives on the important issues of the day?	Original responses by the respondents.	N/AP	0.82
v24d	Finally, how far do [NATIONALITY] media outlets in general succeed in serving as watchdog scrutinizing the actions of government officials on behalf of citizens?	Original responses by the respondents.	N/AP	0.88
v25a	Media coverage of public affairs has a lot of influence on public opinion in [COUNTRY]	Original responses by the respondents.	N/AP	0.74
v25b	Media coverage of public affairs has a lot of influence in political and policy circles in [COUNTRY]	Original responses by the respondents.	N/AP	0.85

Variable name	Question wording / Variable label	Content	Formula	Reliability
biastv	Party Influence - Weighted Average of All TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of bias*w_tv.	0.94
oinftv	Owner Influence - Weighted Average of All TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of oinf*w_tv.	0.94
acctv	Factual Accuracy - Weighted Average of All TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of acc*w_tv.	0.87
argtv	Argument Diversity - Weighted Average of All TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of arg*w_tv.	0.87
advtv	Policy Advocacy - Weighted Average of All TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of adv*w_tv.	0.91
biaspbtv	Party Influence - Weighted Average of Public TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of bias*w_pbtv.	0.93
oinfpbtv	Owner Influence - Weighted Average of Public TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of oinf*w_pbtv.	0.91
accnews	Factual Accuracy - Weighted Average of Newspapers	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of acc*w_news.	0.94

Variable name	Question wording / Variable label	Content	Formula	Reliability
argnews	Argument Diversity - Weighted Average of Newspapers	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of arg*w_news.	0.91
advnews	Policy Advocacy - Weighted Average of Newspapers	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of adv*w_news.	0.87
biasall	Party Influence - Weighted Average of Newspapers and TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of bias*w_all.	0.93
oinfall	Owner Influence - Weighted Average of Newspapers and TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of oinf*w_all.	0.95
accall	Factual Accuracy - Weighted Average of Newspapers and TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of acc*w_all.	0.89
argall	Argument Diversity - Weighted Average of Newspapers and TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of arg*w_all.	0.86
advall	Policy Advocacy - Weighted Average of Newspapers and TV Channels	Audience-weighted national averages of original responses regarding multiple media outlets	Country-bycountry sum of adv*w_all.	0.87
pers	Personalisation of Politics	Original responses to v21 recoded into 0=low or enough 10=too much	recode v21c (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)	0.76

Variable name	Question wording / Variable label	Content	Formula	Reliability
sensat	Sensationalism about Politics	Original responses to v21 recoded into 0=low or enough	10=too much recode v21f (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)	0.83
polgame	Gamification of Politics	Original responses to v21 recoded into 0=low or enough	10=too much recode v21g (0 thru 5 = 0) (6=2) (7=4) (8=6)(9=8) (10=10)	0.79
econiss	Information about Economic Issues	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21a (5 thru 10 = 10) (4=8) (3=6) (2=4) (1=2) (0=0)	0.76
internat	Information about International Affairs	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21b (5 thru 10 = 10) (4=8) (3=6) (2=4) (1=2) (0=0)	0.8
policy	Information about Policy	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21d (5 thru 10 = 10) (4=8) (3=6) (2=4) (1=2) (0=0)	0.78
investig	Investigative Journalism	Original responses to v21 recoded into 0=too little 10=enough or more	recode v21r (5 thru 10 = 10) (4=8) (3=6) (2=4)(1=2) (0=0)	0.75
infoqual	Overall Information Quality index	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v15, v16, v17, v18, v19, v20, v21e)	0.85

Variable name	Question wording / Variable label	Content	Formula	Reliability
richness	Overall Information Quality index w/o v15 v16 v21e	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v17, v18, v19, v20)	0.83
depth	Overall Information Quality index w/o v15 v16 v19 v20	Average of multiple indicators for the same concept (0-10 scale)	mean (v11b, v17, v18, v21e)	0.83
infocomm	Commercialisation of Political Coverage index	Average of multiple indicators for the same concept (0-10 scale)	mean (pers, sensat, polgame)	0.82
infosubs	Amount of Politics and Economics Coverage Index	Average of multiple indicators for the same concept (0-10 scale)	mean (econiss, internat, policy)	0.8
extdiv	Overall Political Diversity index	Average of multiple indicators for the same concept (0-10 scale)	mean (v13, v14)	0.77
jprof	Journalistic Professionalism index	Average of multiple indicators for the same concept (0-10 scale)	mean (v23b, v23c)	0.91
jindep	Journalistic Independence index	Average of multiple indicators for the same concept (0-10 scale)	mean ((10 - v11d), v23a)	0.93
jrnult	Journalistic Culture index	Average of multiple indicators for the same concept (0-10 scale)	mean (jprof, jindep)	0.93
pbtvq	Public Television Quality index (alternative A)	Average of multiple indicators for the same concept (0-10 scale)	mean (v23d, v22a, v22b, v22d, v22e, v22f, v22g)	0.94
pbtvqall	Public Television Quality index (alternative B)	Average of multiple indicators for the same concept (0-10 scale)	mean (v23d, v22a, v22b, v22d, v22e, v22f, v22g, (10 - v22c))	0.95

Variable name	Question wording / Variable label	Content	Formula	Reliability
intern_t	Internet Significance index	Average of multiple indicators for the same concept (0-10 scale)	10 - v12c	0.81
intern_p	Internet Added Value index	Average of multiple indicators for the same concept (0-10 scale)	mean (v12a, v12b)	0.8
internet	Overall Internet Contribution index	Average of multiple indicators for the same concept (0-10 scale)	mean (internetpos, internet_tradm)	0.79
medinf	Media Influence index	Average of multiple indicators for the same concept (0-10 scale)	mean (v11g, v25a, v25b)	0.86
medper	Media Performance index	Average of multiple indicators for the same concept (0-10 scale)	mean (v24a, v24b, v24c, v24d)	0.87
ac_all	Factual Accuracy in News Media - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (accall, mean (v15, v16))	0.89
ac_tv	Factual Accuracy on TV - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (acctv, v16)	0.9
ac_news	Factual Accuracy in Newspapers - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (accnews, v15)	0.92
ow_all	Pressure-induced Political Bias - Average of All Indicators	Average of multiple indicators for the same concept (0-10 scale)	mean (oinfall, v11d)	0.95
qualtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for All TV Channels	Sum of two weighted averages (0-20 scale)	acctv + argtv	0.89
parttv	Party Influence plus Policy Advocacy - Sum of Two Weighted Averages for All TV Channels	Sum of two weighted averages (0-20 scale)	biastv + advtv	0.94

Variable name	Question wording / Variable label	Content	Formula	Reliability
qualpbtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Public TV Channels	Sum of two weighted averages (0-20 scale)	accpbtv + argpbtv	0.92
partpbtv	Party Influence plus Policy Advocacy - Sum of Two Weighted Averages for Public TV Channels	Sum of two weighted averages (0-20 scale)	biaspbtv + advpbtv	0.92
qualprtv	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Private TV Channels	Sum of two weighted averages (0-20 scale)	accprtv + argprtv	0.86
partprtv	Party Influence plus Policy Advocacy - Sum of Two Weighted Averages for Private TV Channels	Sum of two weighted averages (0-20 scale)	biasprtv + advprtv	0.94
qualnews	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Newspapers	Sum of two weighted averages (0-20 scale)	accnews + argnews	0.94
partnews	Party Influence plus Policy Advocacy - Sum of Two Weighted Averages for Newspapers	Sum of two weighted averages (0-20 scale)	biasnews + advnews	0.91
qualall	Factual Accuracy plus Argument Diversity - Sum of Two Weighted Averages for Newspapers and TV Channels Combined	Sum of two weighted averages (0-20 scale)	accall + argall	0.89
partall	Party Influence plus Policy Advocacy - Sum of Two Weighted Averages for Newspapers and TV Channels Combined	Sum of two weighted averages (0-20 scale)	biasall + advall	0.93