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Modeling Perceived Influences on Journalism: Evidence from a Cross-National Survey of Journalists

59th Annual Conference of the International Communication Association
Chicago, 21-25 May 2009



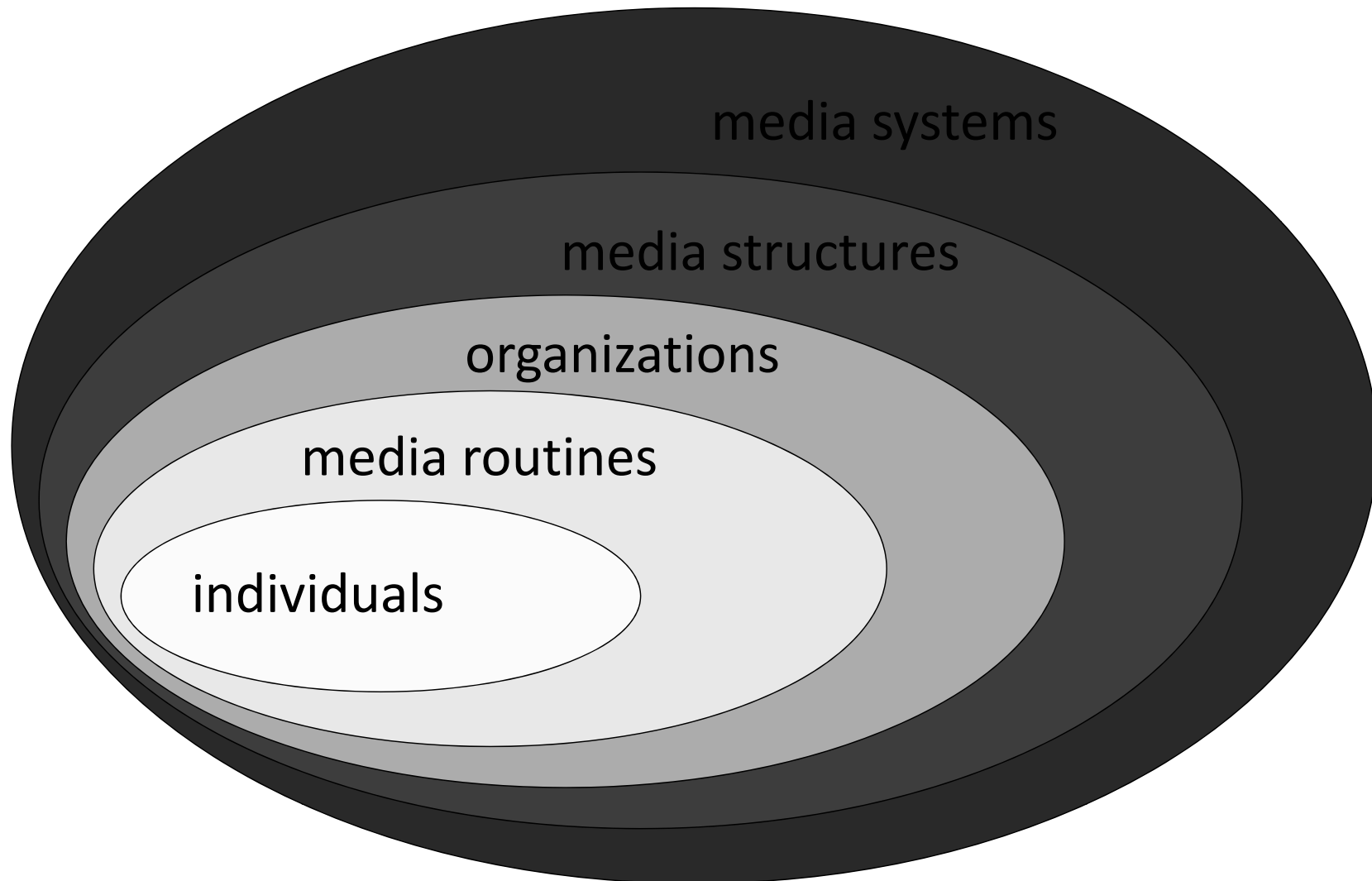
Theorizing influences on news work

Synopsis of approaches

Level of influence	Weischenberg (1995)	Shoemaker & Reese (1996)	Esser (1998)	Ettema et al. (1987); Whitney et al. (2004)	Donsbach (2000)	McQuail (2000)	Preston (2009)
Individuals							
Media routines						included in media structures	
Organisation							
Media structures							
Society							
Culture & ideology							



Theorizing influences on news work





Research questions

- Is there any meaningful dimensional structure that underlies the journalists' perception of influences?
- Is there any hierarchy among the various sources of influence in terms of their relative importance?
- How do the countries included in this study compare to each other with respect to the journalists' perception of influences?



Data collection

- individual level:
fully standardized telephone/face to face interviews with a quota sample of 100 working journalists for each country
- organizational level:
investigation to obtain data about the 20 newsrooms and media organizations per country for which the interviewed journalists work
- societal level:
17 countries: Australia, Austria, Brazil, Bulgaria, Chile, China, Egypt, Germany, Indonesia, Israel, Romania, Russia, Spain, Switzerland, Turkey, Uganda and the USA



Worlds of Journalism

Dimensionality of influences

PCA with Varimax rotation; var. expl. = 57.1%;
loadings < 0.40 suppressed; KMO=0.837;
Bartlett's test p<0.001

Source of influence	1	2	3	4	5	6
Government officials	0.830					
Politicians	0.827					
Censorship	0.680					
Business people	0.655					
Public relations	0.456					
Advertising considerations		0.788				
Profit expectations		0.760				
Advertisers		0.739				
Market and audience research		0.600				
Professional conventions			0.799			
Newsroom conventions			0.673			
Media laws			0.628			
Journalism unions			0.575			
Sensibilities			0.444			
Colleagues in other media				0.801		
Friends, acquaintances, family				0.748		
Readers, listeners or viewers			0.421	0.488		
Competing news organizations				0.451		
News deadlines					0.826	
Procedures and standards					0.743	
Shortage of resources					0.602	
Management						0.785
Supervisors and higher editors						0.734
Ownership						0.682
Peers on the staff				0.455		0.494

Political influences

Economic influences

Professional influences

Reference groups

Procedural influences

Organizational influences



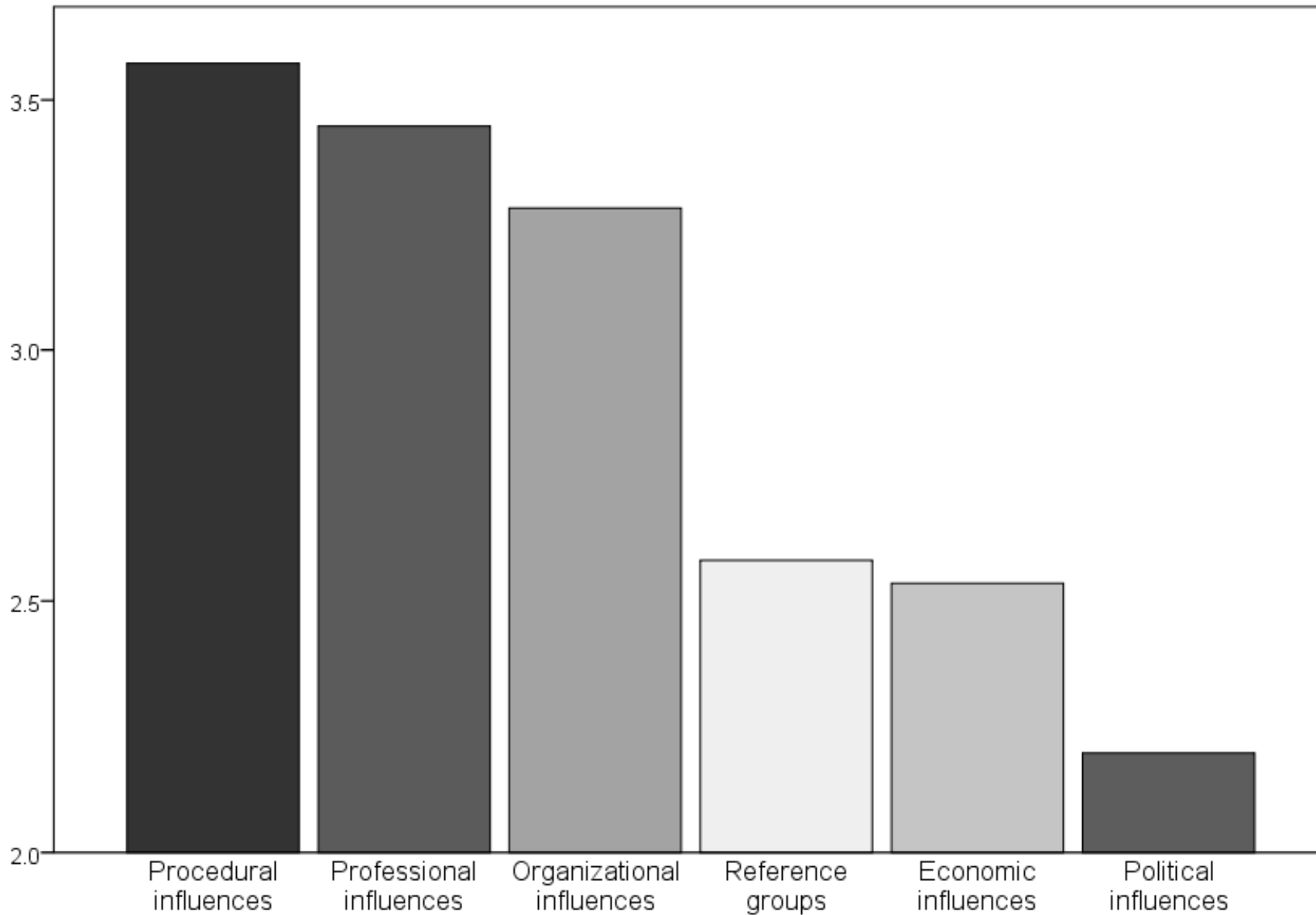
Structural similarity

	Congruence coefficient	Double-Scaled Euclidean Similarity
Australia	0.83	0.88
Brazil	0.89	0.91
Bulgaria	0.91	0.91
Chile	0.76	0.86
China	0.81	0.87
Egypt	0.87	0.90
Germany	0.84	0.89
Indonesia	0.81	0.88
Israel	0.89	0.91
Romania	0.89	0.91
Russia	0.76	0.86
Spain	0.86	0.90
Switzerland	0.86	0.89
Turkey	0.85	0.89
Uganda	0.82	0.88
USA	0.87	0.90



Worlds of Journalisms

Hierarchy of influences as perceived

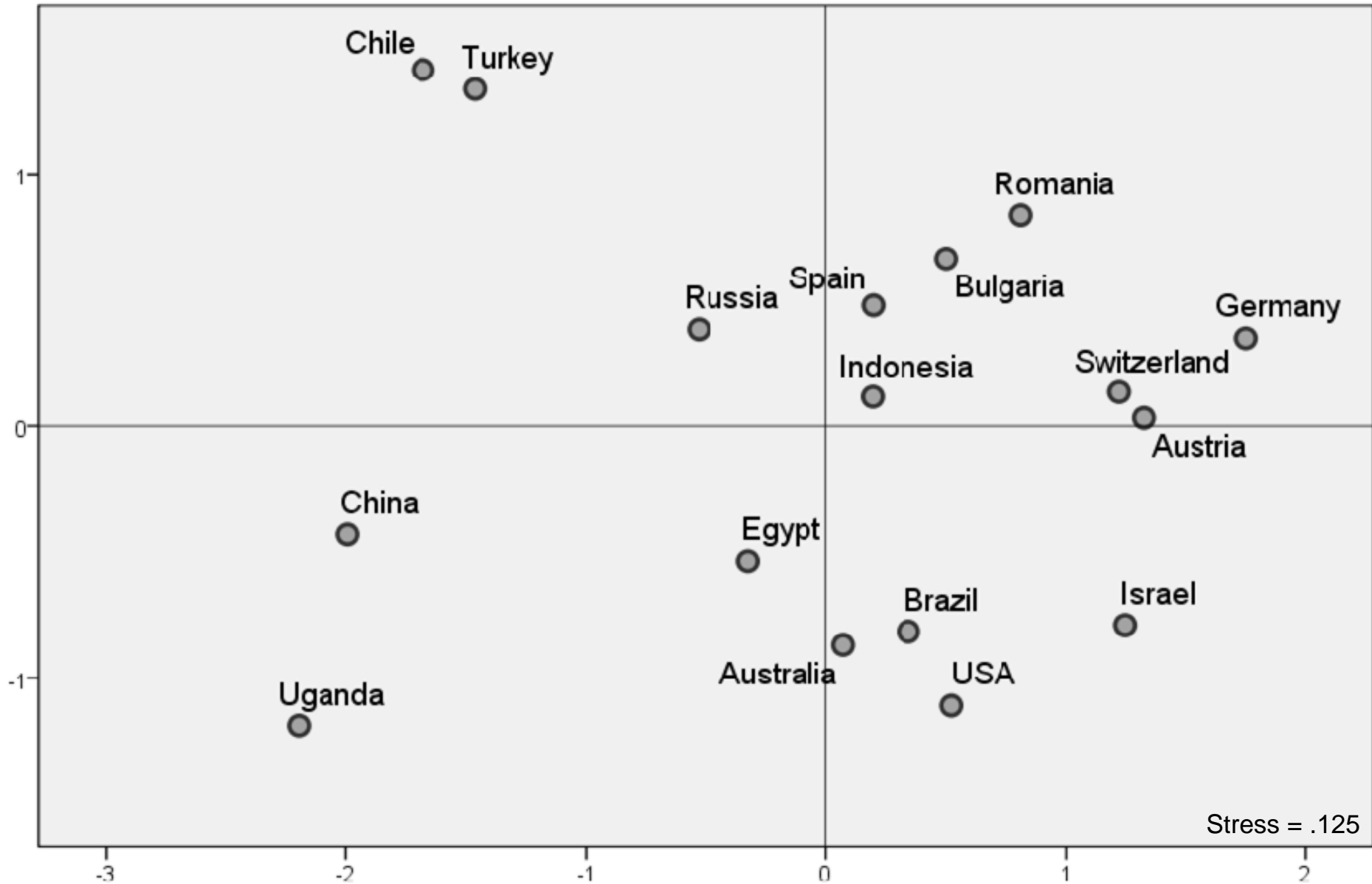




Worlds of Journalisms

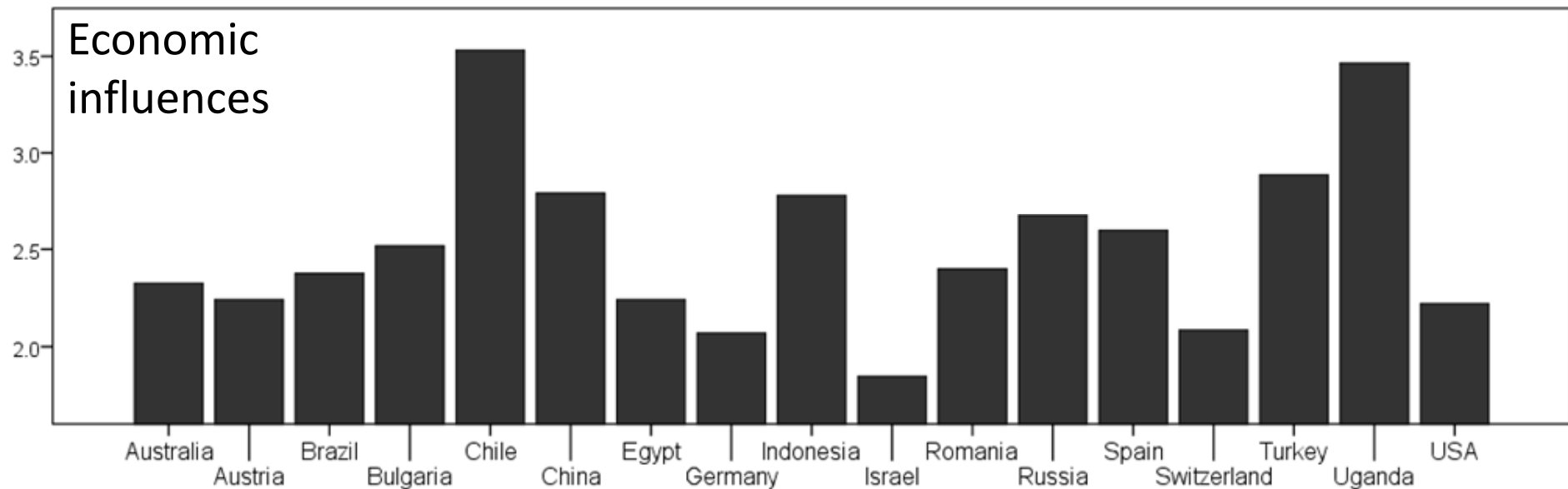
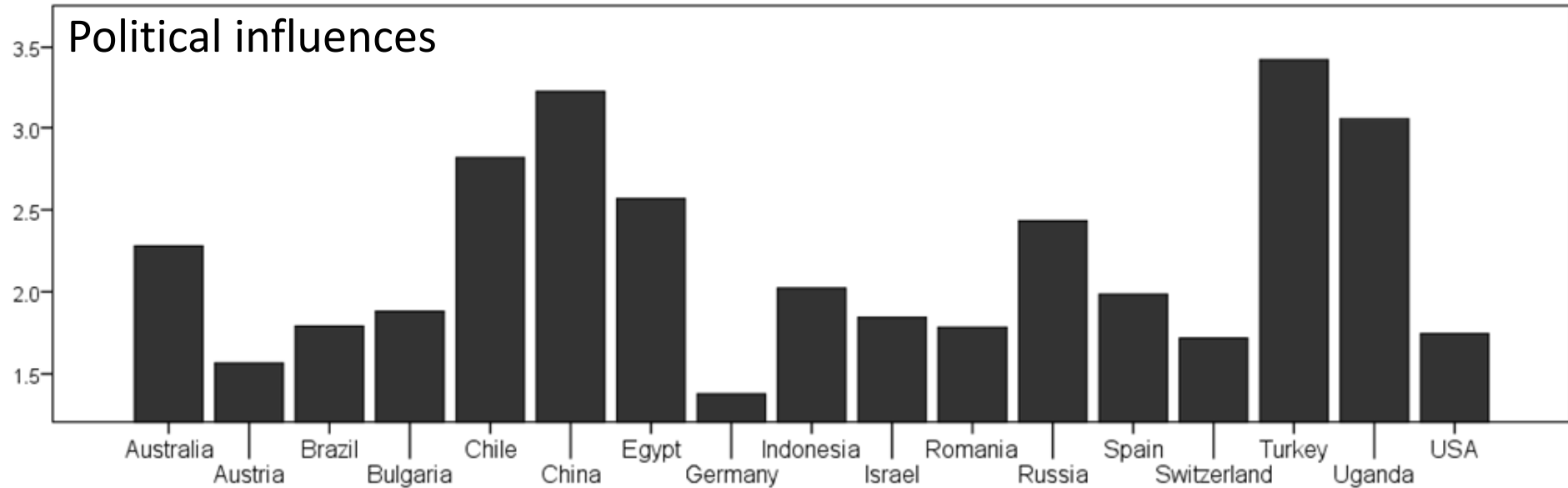
Influences across countries

(Multidimensional Scaling, distances based on country means across all indices)





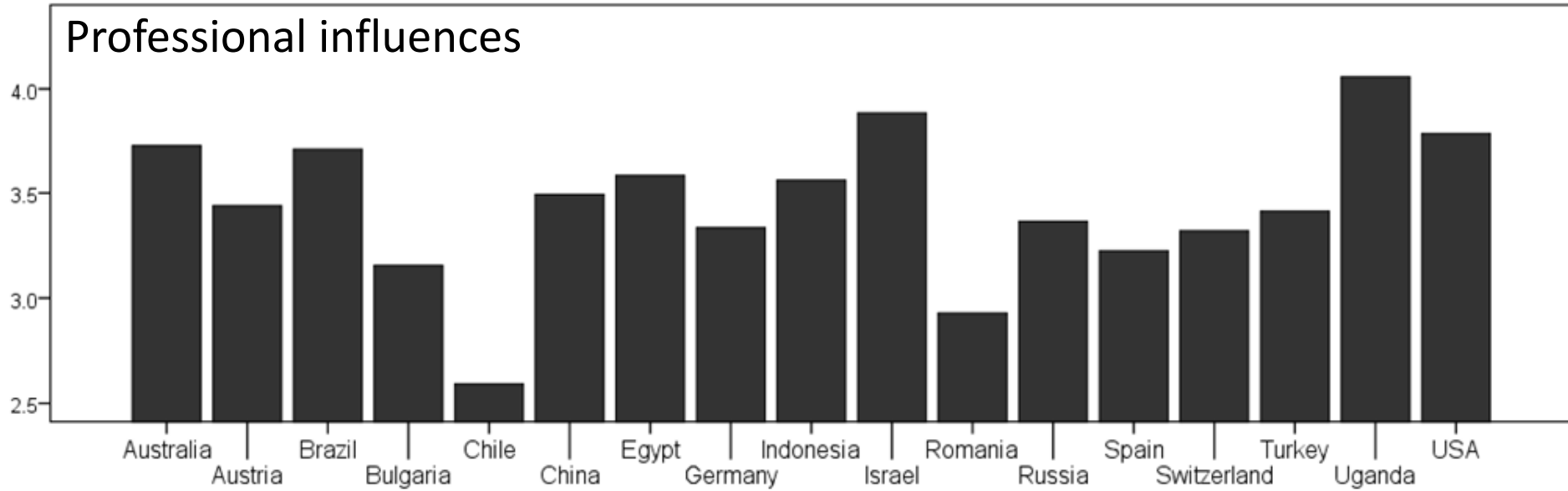
Influences across countries



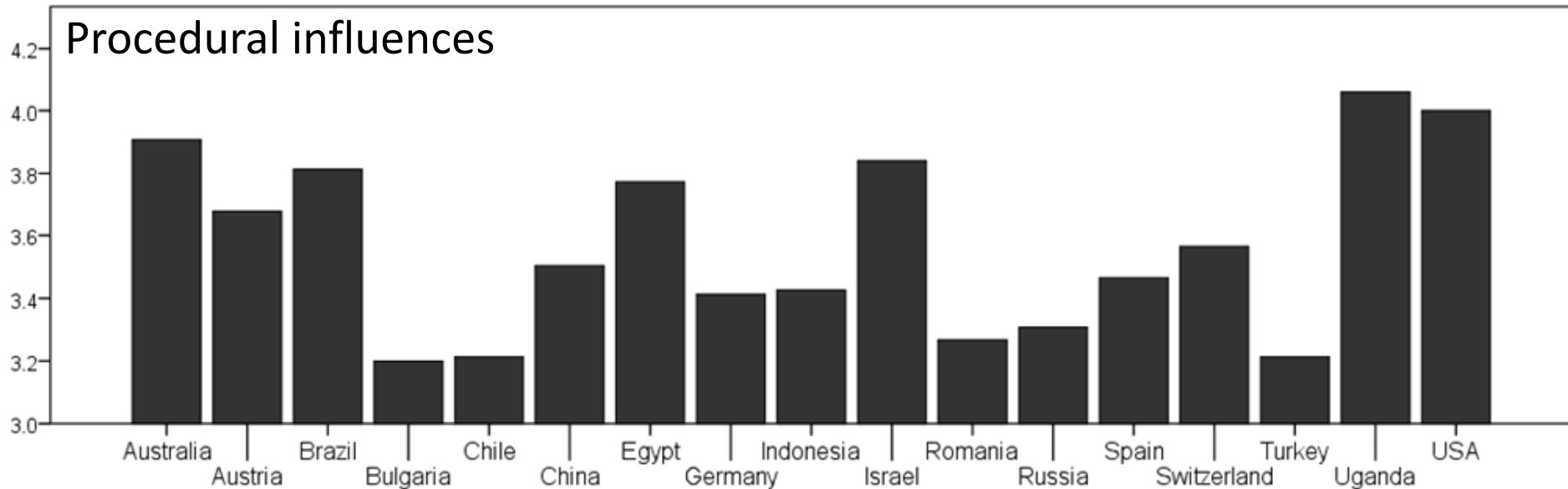


Influences across countries

Professional influences



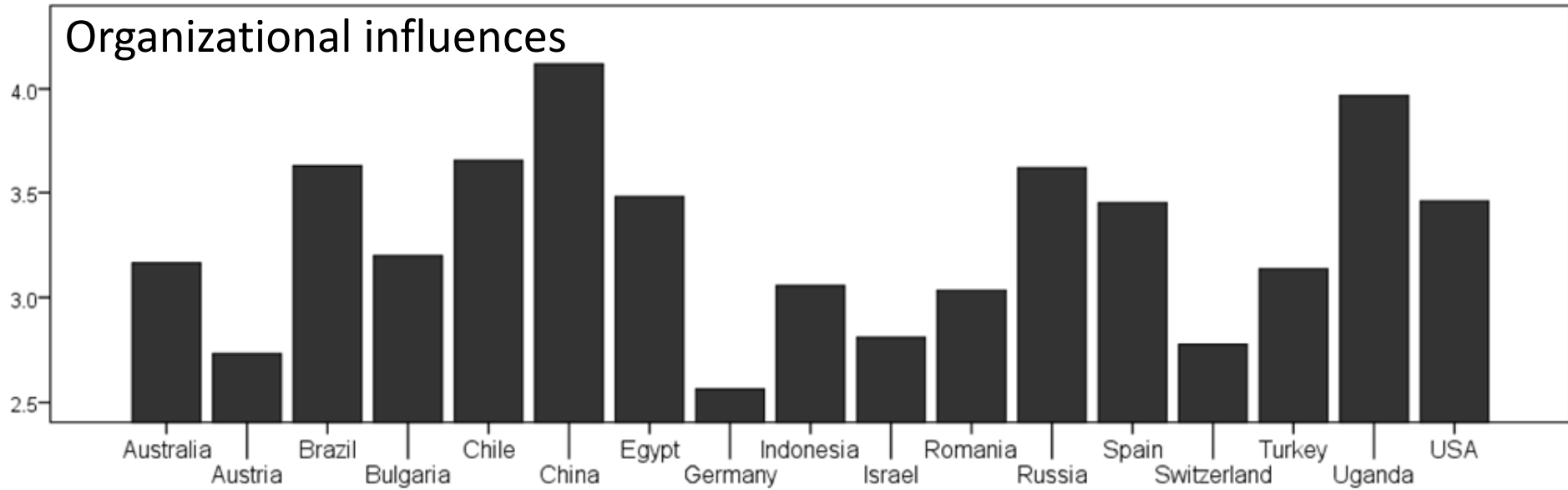
Procedural influences



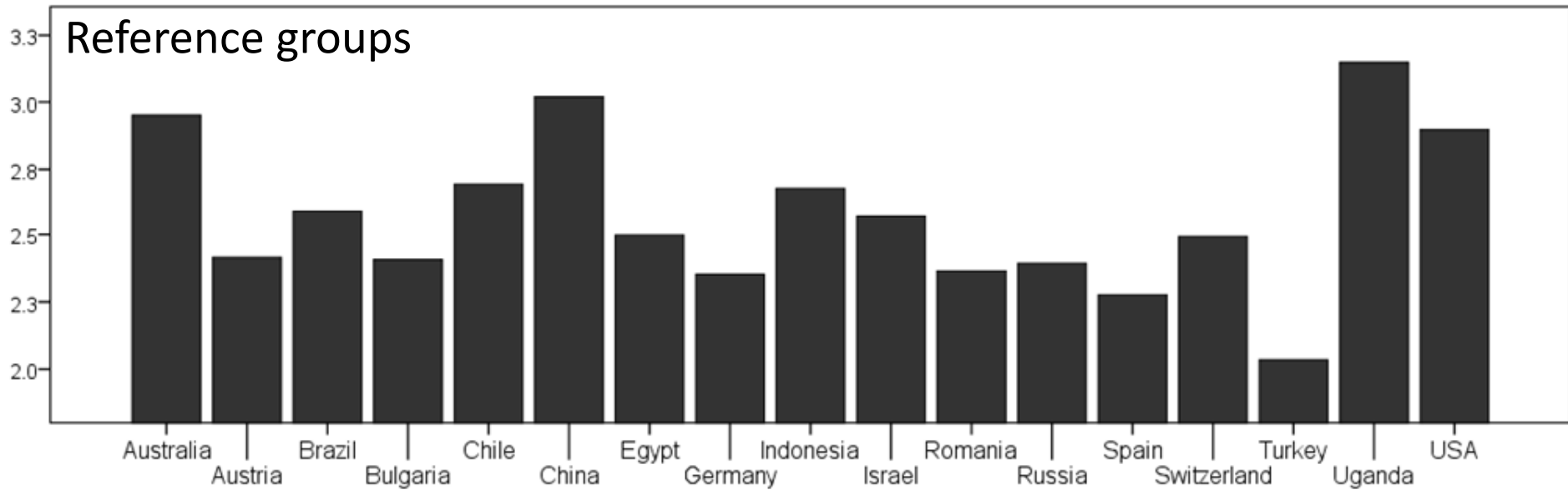


Influences across countries

Organizational influences



Reference groups



Worlds of Journalisms

Worlds of Journalisms - home - Windows Internet Explorer

http://www.worldsofjournalisms.org/index.htm



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WHAT'S NEW

19 June 2008
Austria and Chile joined in. Field research in these countries will be coordinated by Dr. Joseph Seethaler and Claudia Mellado.

A paper outlining the theory behind the study has been published in *Communication Theory*.

UPCOMING

First results will be presented at the annual conventions of the IAMCR (July, 2008) and ECREA (November, 2008).

[Links to other projects](#)
POLITICAL COMMUNICATION CULTURES

||||| The Project in Brief

Welcome to the home of the *Worlds of Journalisms* project. On this site we provide information about the project's background, objectives and organizational structure as well as the theoretical approach and research design.

The study *Worlds of Journalisms* sets out to tap into the frequently used but rarely elaborated concept of journalism culture. The overall objective of the project is to map journalistic cultures onto a grid of common dimensions and explore their variation across nations, various types of news organizations and different professional milieus. Another goal is to identify the driving forces behind the still existing differences in journalistic cultures.



National surveys will be conducted in 19 culturally diverse countries, including Australia, Austria, Brazil, Bulgaria, Chile, China, Egypt, Fiji, Germany, Indonesia, Israel, Mexico, Romania, Russia, Spain, Switzerland, Turkey, Uganda and the United States. The study will also be applied to a sub sample of foreign correspondents covering the European Union.

The study is mainly funded by the German Research Foundation (DFG) and the Swiss National Science Foundation (SNSF). The first wave of surveys is currently underway, and first findings will be presented in 2008.

Download *Worlds of Journalisms* in Brief (ppt, 11-15-2007)

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Sampling

Media	Sublevel	National media	Local media	Total
Daily newspaper	<i>quality: citizen-oriented</i>	2 (10)	3 (15)	5 (25)
	<i>popular: consumer-oriented</i>	1 (5)	1 (5)	2 (10)
General interest weekly (magazine/ newspaper)	<i>quality: citizen-oriented</i>	1 (5)	–	1 (5)
	<i>popular: consumer-oriented</i>	1 (5)	–	1 (5)
News agency		1 (5)	–	1 (5)
Television	<i>state-owned/public</i>	1 (5)	1 (5)	2 (10)
	<i>private</i>	3 (15)	1 (5)	4 (20)
Radio	<i>state-owned/public</i>	1 (5)	1 (5)	2 (10)
	<i>private</i>	1 (5)	1 (5)	2 (10)
Total		12 (60)	8 (40)	20 (100)

Numbers in paratheses represent the total subsample of journalists in the respective media category



Data collection: progress

Country	Journalists	Organizational data
Australia	100	✓
Austria	100	✓
Brazil	100	✓
Bulgaria	100	✓
Chile	100	✓
China	100	(✓)
Germany	100	✓
Egypt	100	✓
Fiji	x	x
Indonesia	100	✓
Israel	100	✓
Mexico	x	x
Romania	100	✓
Russia	100	✓
Spain	100	✓
Switzerland	100	✓
Turkey	100	✓
Uganda	100	✓
USA	100	x
Total	1700	