



Role Perceptions, Professional Milieus and the Journalistic Field: Putting Theory to Test

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

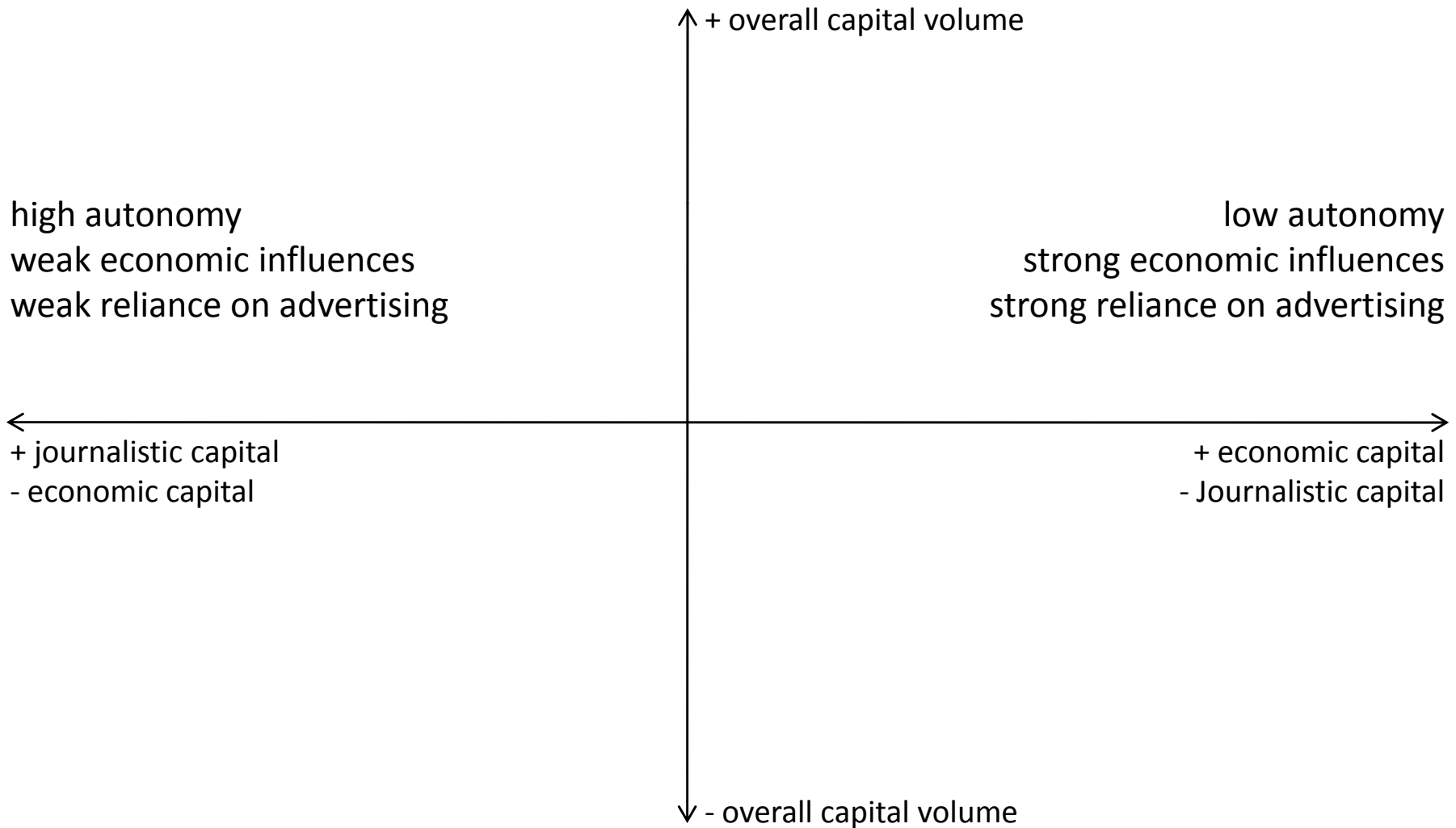


Professional milieus in journalism

- Are one of the concrete manifestations of journalism culture (in addition to organizational journalism cultures or editorial cultures and national journalism cultures)
- Consist of journalists who share similar professional role perceptions
- Are highly mobile in that they transcend the boundaries of organizations and nations
- Define the positions in the journalistic field



The journalistic field: structure





Research questions

- Which global professional milieus can be empirically identified?
- How do they position in relation to each other?
- How do professional milieus position within the journalistic field in relation to economic and journalistic capital?
- How do they position across countries?



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



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	



Professional milieus: identification

	1	2	3	4	5
provide political information			++	--	
be detached observer	++	--	++	--	
be watchdog of government	--		++	-	+
be watchdog of business	--		++	-	++
motivate people				-	+
set the political agenda	-	++	-		
influence public opinion	-	++	--	+	+
advocate for social change			--		++
support official policies	+	--	--	++	+
convey positive image		-	-	++	--
attract widest audience	+	+	-	+	--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

Professional milieus: identification

	1	2	Detached watchdog	4	5
provide political information			++		
be detached observer	++	--	++		
be watchdog of government	--		++		
be watchdog of business	--		++		
motivate people					
set the political agenda	-	++	-		
influence public opinion	-	++	--		
advocate for social change			--		
support official policies	+	--	--		
convey positive image		-	-		
attract widest audience	+	+	-		
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

- prototype of the „watchdog“ journalist in western societies
- journalism as Fourth Estate
- providing political contents...
- but no influence

Professional milieus: identification

	Neutral service provider	2	Detached watchdog	4	5
provide political information				--	
be detached observer	++			--	
be watchdog of government	--			-	+
be watchdog of business	--			-	++
motivate people				-	+
set the political agenda	-				
influence public opinion	-			+	+
advocate for social change					++
support official policies	+	--	--	++	+
convey positive image		-	-	++	--
attract widest audience	+	+	-	+	--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

- does also emphasize detachment
- does not necessarily involve a critical stance
- is most orientated towards the audience

Professional milieus: identification

	Neutral service provider	Anti-authoritarian opinion maker	Detached watchdog		
provide political information					
be detached observer	++	--			
be watchdog of government	--				
be watchdog of business	--		+		
motivate people					
set the political agenda	-	++			
influence public opinion	-	++			
advocate for social change					
support official policies	+	--			
convey positive image		-	-	++	--
attract widest audience	+	+	-	+	--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

- intends to influence public opinion and the political agenda
- pays attention to the audience
- is sceptical of authorities
- strongest disapproval of detachment

Professional milieus: identification

	Neutral service provider	Anti-authoritarian	Detached watchdog	4	Constructive change agent
provide political information					
be detached observer	++				
be watchdog of government	--				+
be watchdog of business	--				++
motivate people					+
set the political agenda	-				
influence public opinion	-				+
advocate for social change					++
support official policies	+			+	+
convey positive image				+	--
attract widest audience	+				--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

- strong interventionist attitude
- intends to bring about social change
- mobilizes people to participate in civic activity and political discussion
- Contains elements of a critical watchdog that go together with a constructive attitude towards government support



Professional milieus: identification

	Neutral service	Anti-authoritarian	Detached watchdog	Opportunist facilitator	Constructive change agent
provide political information				--	
be detached observer				--	
be watchdog of government				-	+
be watchdog of business				-	++
motivate people				-	+
set the political agenda					
influence public opinion				+	+
advocate for social change					++
support official policies				++	+
convey positive image				++	--
attract widest audience				+	--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308

- cooperative relationship with authorities
- disapproval of detachment and critical supervision
- little intent to motivate political participation
- Smallest inclination to providing political information



Professional milieus: identification

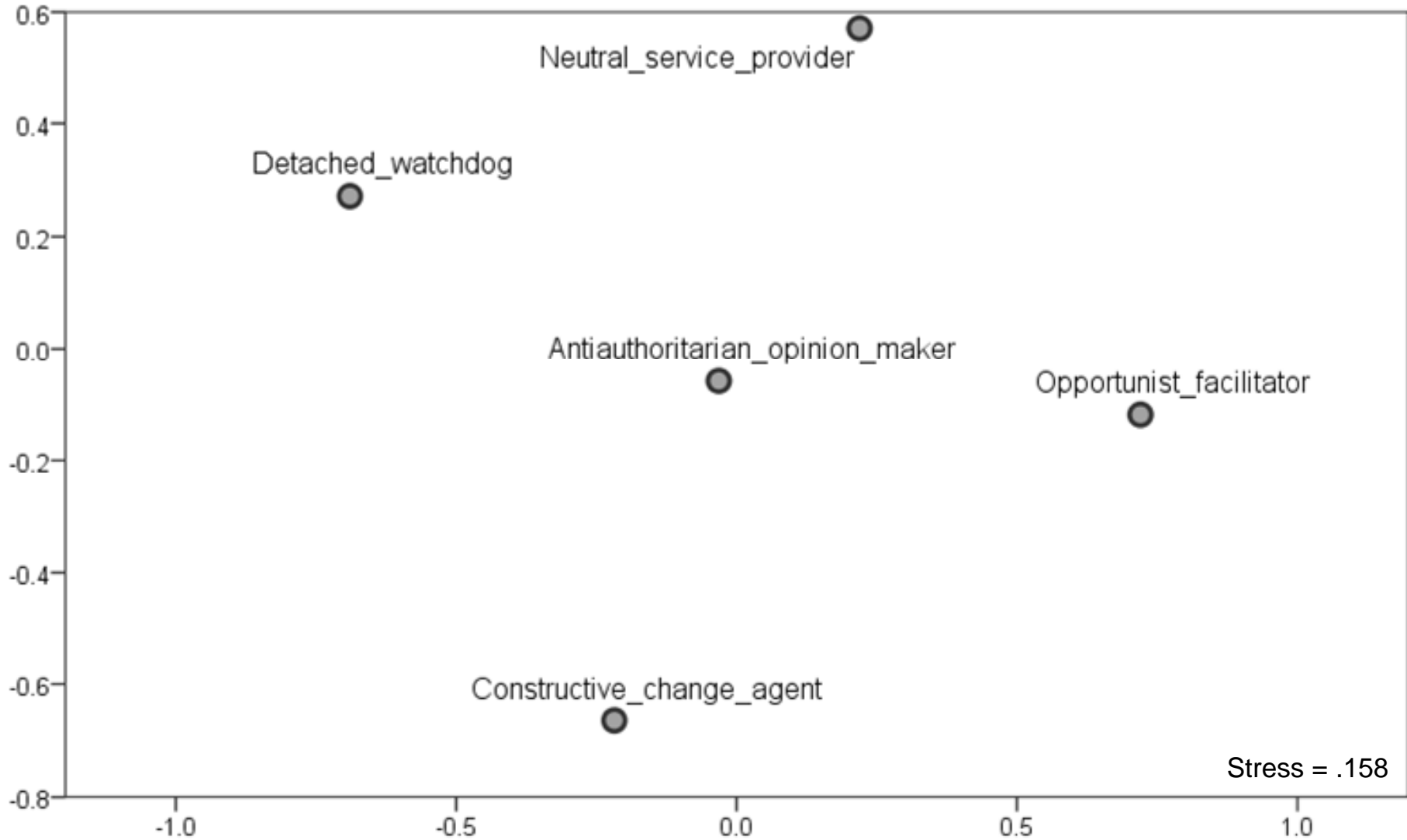
	Neutral service provider	Anti-authoritarian opinion maker	Detached watchdog	Opportunist facilitator	Constructive change agent
provide political information			++	--	
be detached observer	++	--	++	--	
be watchdog of government	--		++	-	+
be watchdog of business	--		++	-	++
motivate people				-	+
set the political agenda	-	++	-		
influence public opinion	-	++	--	+	+
advocate for social change			--		++
support official policies	+	--	--	++	+
convey positive image		-	-	++	--
attract widest audience	+	+	-	+	--
provide most interest. inform.	++	+	+	-	--
N	346	264	336	300	308



Worlds of Journalisms

Professional milieus: relations

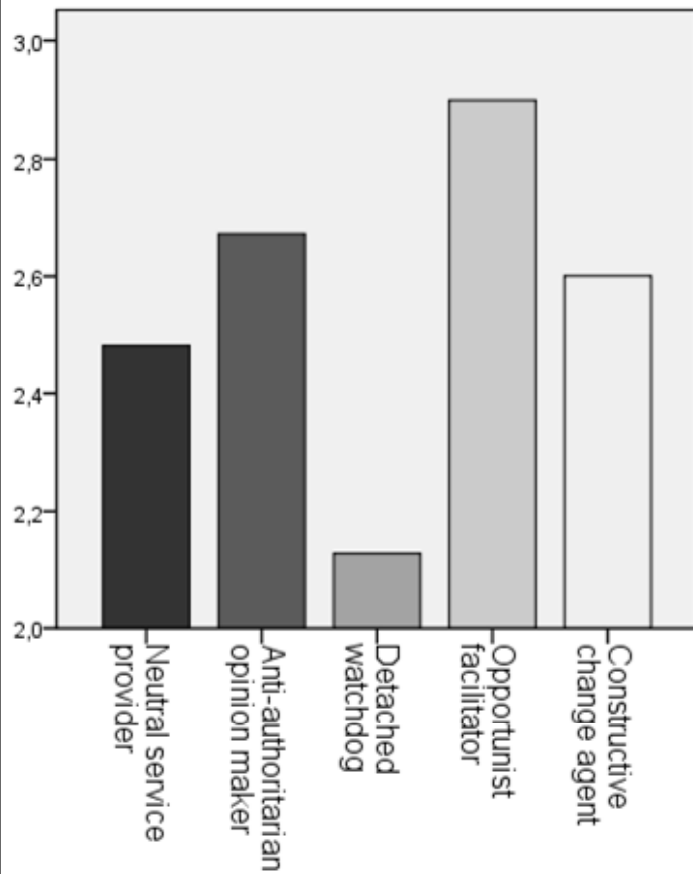
(Multidimensional Scaling, distances based on country means across all role items)





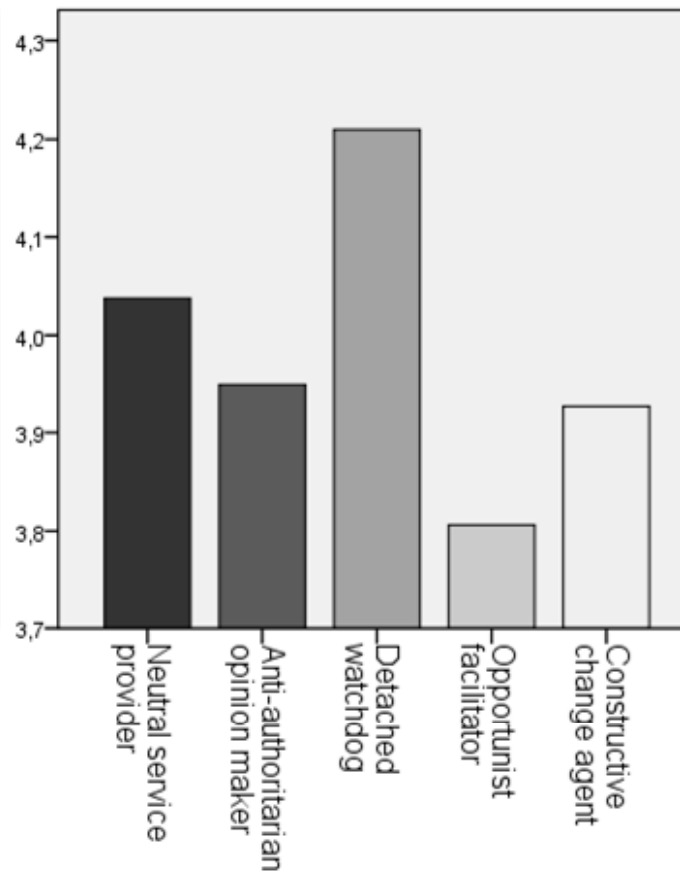
Professional milieus: economic logic

Economic influences



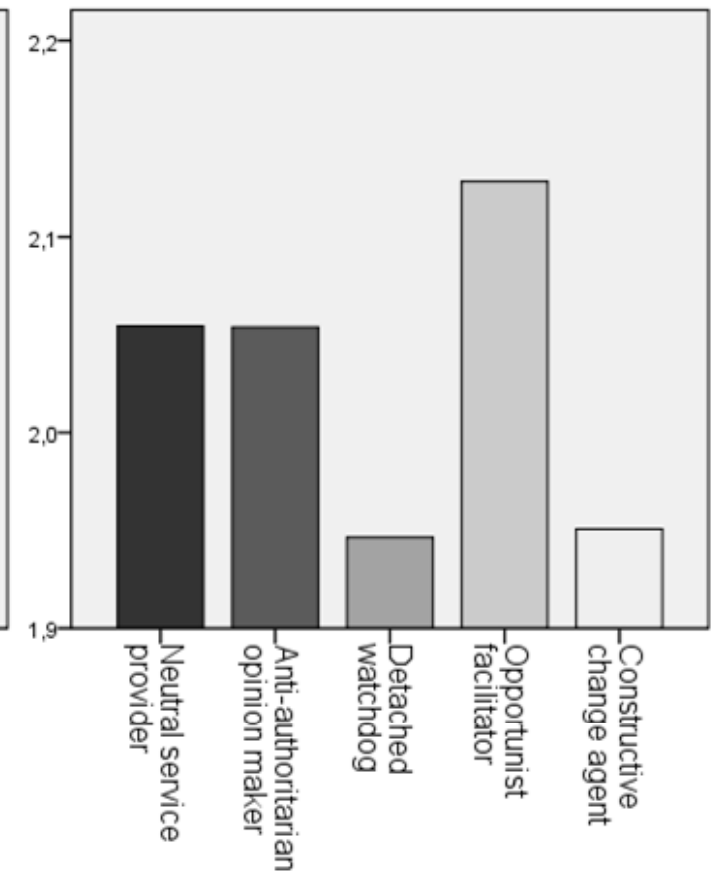
F=26.265; df=4; p<.001
 $\chi^2=108,421$; df=4; p<.001

Autonomy



F=10.057; df=4; p<.001
 $\chi^2=35,014$; df=4; p<.001

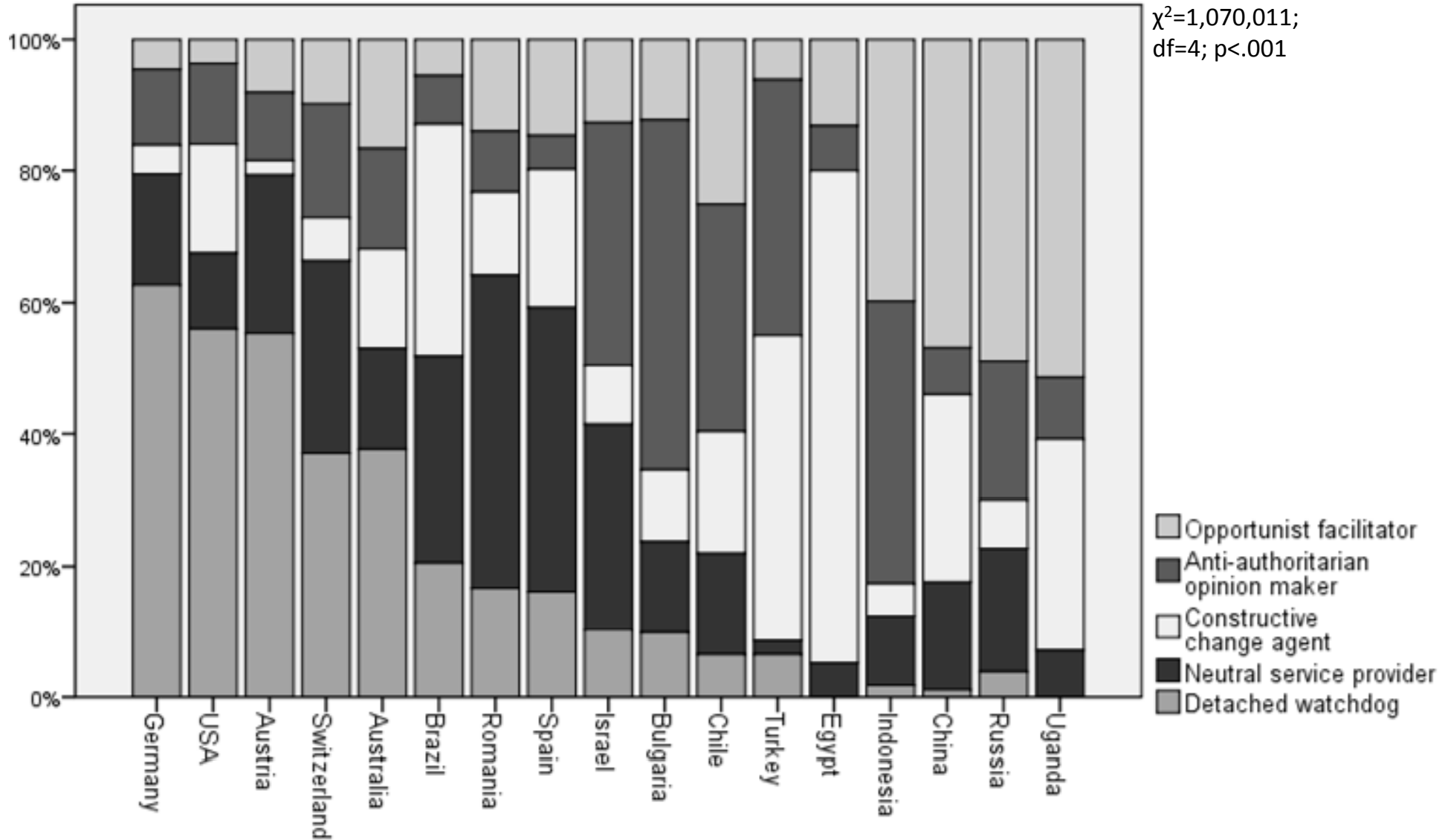
Reliance on advertising



F=2.970; df=4; p<.05
 $\chi^2=11,833$; df=4; p<.05



Professional milieus across countries



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



Professional milieus: identification

	1	2	3	4	5
provide political information	1.35	0.13	1.36	-0.01	0.84
be detached observer	0.07	0.45	1.34	0.21	1.02
be watchdog of government	0.89	0.92	1.48	0.37	1.01
be watchdog of business	0.35	0.20	-0.26	0.19	-0.74
motivate people	-0.75	0.04	-0.81	-0.31	-0.52
set the political agenda	-1.48	-1.99	-1.73	-0.18	-2.15
influence public opinion	1.24	0.78	0.67	0.05	-0.94
advocate for social change	-0.62	0.57	-1.05	0.10	0.13
support official policies	-0.41	-1.52	-1.66	0.18	-0.37
convey positive image	-0.05	0.02	-0.74	-0.14	0.58
attract widest audience	-0.97	-0.02	0.96	-0.29	0.57
provide most interest. inform.	0.36	0.42	0.44	-0.16	0.56
N	346	264	336	300	308



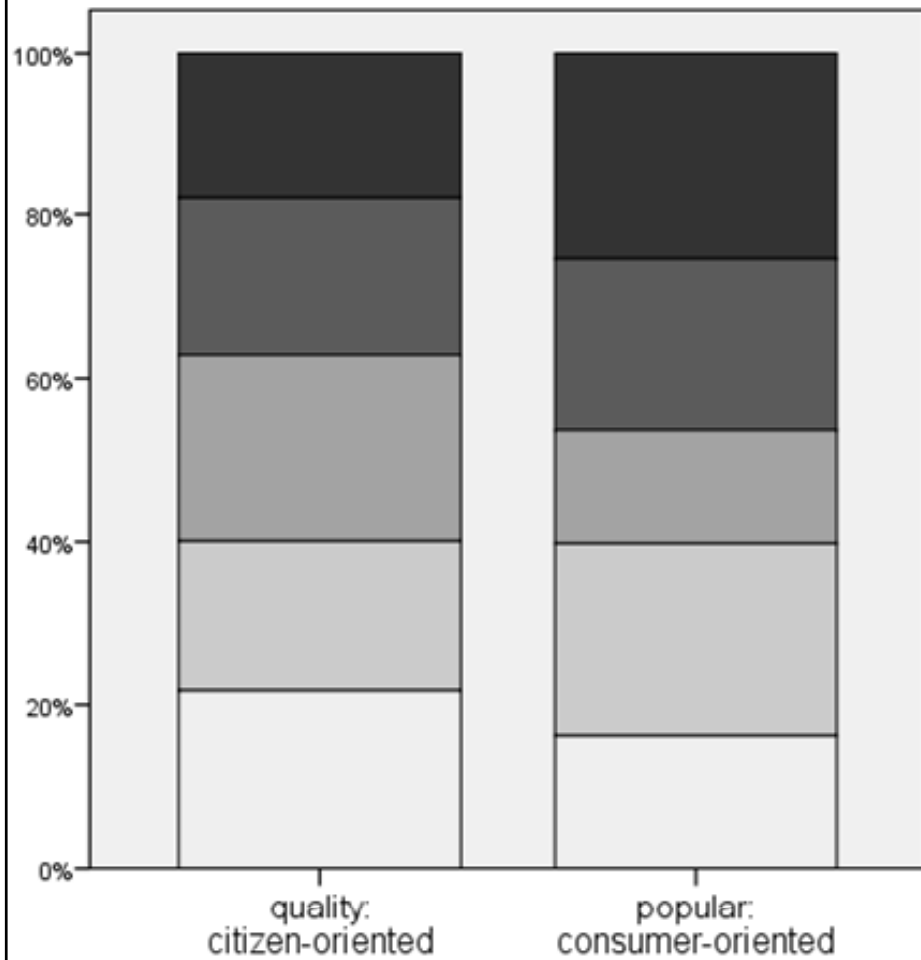
Professional milieus: description

	N	Neutral service provider	Anti-authoritarian opinion maker	Detached watchdog	Opportunist facilitator	Constructive change agent	
Female journalists (%)	1550	23.6%	17.9%	18.2%	18.4%	21.9%	$\chi^2=10,705$; $df=4$; $p<.05$
Age (y, \bar{x})	1499	36.2	36.9	41.4	35.1	37.5	$F=18.234$; $df=4$; $p<.001$
Graduated f. college (%)	1548	22.8%	16.8%	21.3%	18.9%	20.2%	$\chi^2=1,676$; $df=4$; n.s.
Prof. experience (y, \bar{x})	1540	12.3	12.9	17.1	11.6	14.1	$F=18.027$; $df=4$; $p<.001$ $\chi^2=74,847$; $df=4$; $p<.001$
Senior position (%)	1554	20.7%	18.8%	22.5%	17.8%	20.2%	$\chi^2=6,095$; $df=4$; n.s.
Tasks (%):							
<i>Investigation</i>	1530	32.7	33.9	29.6	37.4	34.7	$F=4.870$; $df=4$; $p<.001$ $\chi^2=21,643$; $df=4$; $p<.001$
<i>Production</i>	1529	34.3	33.3	31.2	34.9	33.2	$F=1.505$; $df=4$; n.s.
<i>Presentation</i>	1523	12.7	11.1	12.1	9.7	11.9	$F=2.095$; $df=4$; n.s. $\chi^2=6,942$; $df=4$; n.s.
<i>Coordination</i>	1526	20.2	22.2	27.0	19.0	20.7	$F=4.760$; $df=4$; $p<.001$ $\chi^2=19,259$; $df=4$; $p<.001$



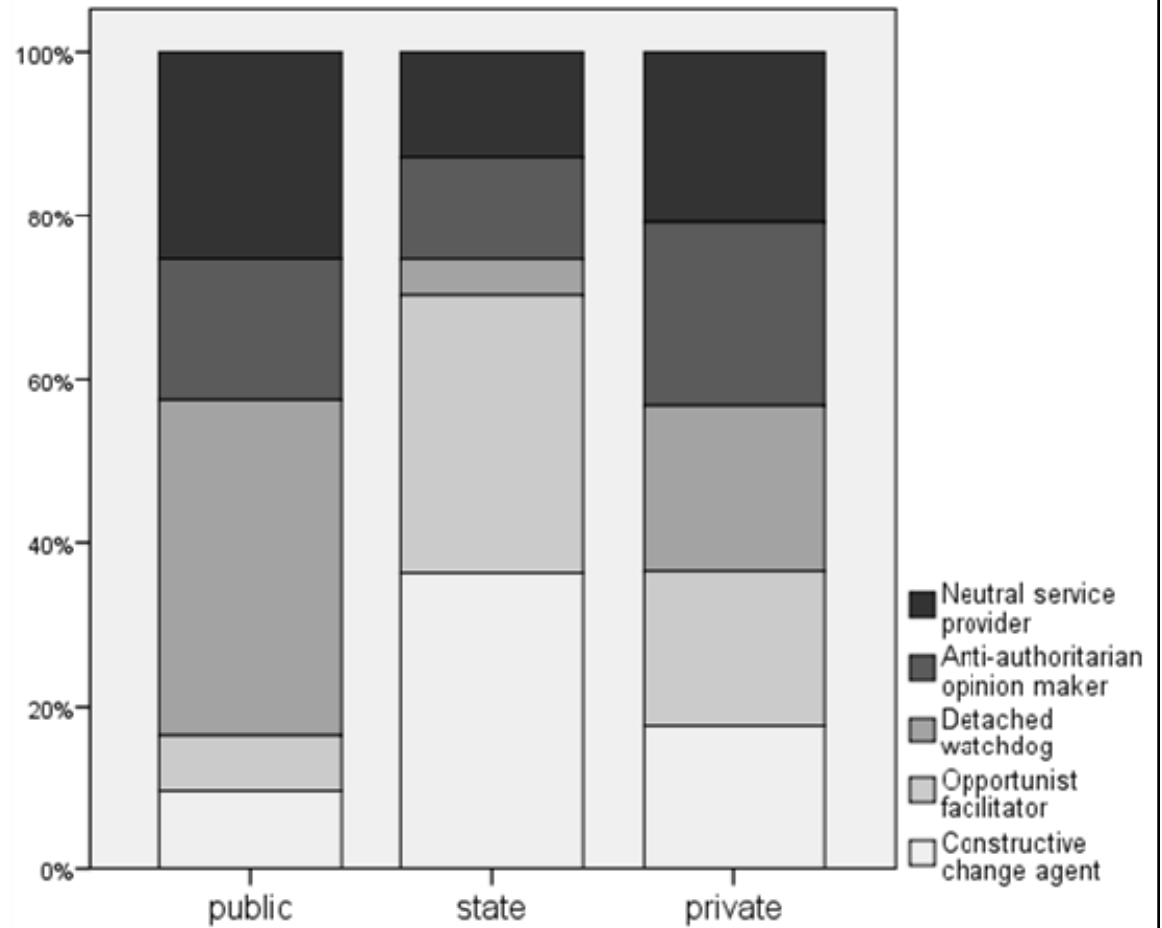
Professional milieus: economic logic

Media orientation



Chi²=13,113; df=4; p<.05

Ownership



Chi²=149,750; df=4; p<.001