

Study of reading habits 1989 - Gästrikland

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Associated documentation

0477q.pdf (671.53 KB)

Citation

Weibull, L. (1994) Study of reading habits 1989 - Gästrikland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002499>

Creator/Principal investigator(s)

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Research principal

[University of Gothenburg](#) - Department of Journalism Media and Communication

Description

This survey forms part of a series of local readership studies undertaken within the research program 'Dagspresskollegiet'. The surveys deals with the relation toward dailies and media in general, and toward the local paper in particular. There are questions about the use of media, dailies read, and what kind of news paper content one reads. This survey is mainly a replication of a survey conducted in the same five municipalities in 1986.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-75 years and residing in Gävle, Hofors, Ockelbo, Sandviken and Älvkarleby municipalities

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1989-11-01 - 1989-12-01

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1989-11-01 – 1989-12-01
- Data collector: University of Gothenburg, Department of Journalism Media and Communication
- Source of the data: Population group

Geographic spread

Geographic location: [Älvkarleby Municipality](#), [Ockelbo Municipality](#), [Hofors Municipality](#), [Gävle Municipality](#), [Sandviken Municipality](#)

Responsible department/unit

Department of Journalism Media and Communication

Research area

[Political behaviour and attitudes](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

[Leisure, tourism and sport](#) (CESSDA Topic Classification)

Keywords

[Internal politics](#)

Publications

Severinsson, R. (1991) Tidningsvanor i Gästrikland. Presentation av en läsarundersökning. Work report no. 9. Göteborg: Department of Journalism and Mass Communication.

Polygon (Lon/Lat)

16.13393883, 61.09010171

16.13393883, 60.19498519

17.64154676, 60.19498519

17.64154676, 61.09010171

16.13393883, 61.09010171

Accessibility level

Access to data through SND

Access to data is restricted

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 1994-01-01

Related research data in SND's catalogue

[Study of reading habits 1993 - Gästrikland](#)

[Study of reading habits 1992 - Norrbotten](#)

[Study of reading habits 1984 - Alingsås](#)

[Study of reading habits 1984 - Stockholm](#)

[Study of reading habits 1981 - Sundsvall](#)

[Study of reading habits 1984 - Kalmar](#)

[Study of reading habits 1982 - Jönköping](#)

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