

Media barometer 1999_2

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Associated documentation

0744.html (210.75 KB)

0744.radio.html (53.85 KB)

0744q.pdf (609.07 KB)

Citation

(2001) Media barometer 1999_2 (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/000979>

Creator/Principal investigator(s)

University of Gothenburg, Nordicom - Nordic Information Centre for Media and Communication Research

Research principal

[University of Gothenburg](#) - Nordicom - Nordic Information Centre for Media and Communication Research

Description

The first Media Barometer was conducted in 1979 and since then the survey has been carried out annually. The purpose is to explore how the Swedish population is using different media during an average day. In 1999 the respondents were asked about their usage of different media equipment such as television, text-television, radio, video recorder, CD-player/record player, and tape recorder, the day before the interview. Respondents using any of these equipments were asked about time spent using the equipment. For equipment not used the day before the respondents were asked when it was last used. Television watchers were asked about which channels they had watched. Video watchers were asked if they watched a recorded program, a rented movie or a movie they had bought. All respondents were asked if they had been reading any of the following the day before: morning paper, evening paper, weekly magazine, comics or any other magazine, or book. If so, they were asked how many and for how long period. Readers of morning and evening papers were asked if they read the printed version or the internet version. Book readers were also asked what kind of literature they were reading, and paper and magazine readers were asked about what kind of paper/magazine they read. Those respondents who answered that they did not read any paper, magazine or book the day before were asked when they last did so. The survey also includes detailed information on at what time the day before the respondent spent time reading morning paper, evening paper, listening to the radio or watching television. There is also more detailed information on which news magazines the respondent watched. The respondents also had to state what kind of advertisements they had been reading/looking to during the last week. A number of questions dealt with computer usage at home and at work respectively, and the usage of Internet at home and at work. Background variables includes information on age, gender, education, occupation, and household composition. Questions about which radio channels the respondent listened to are not asked in the main survey. These questions are put in a separate survey.

Purpose:

Describe the trends and changes in people's use of mass media.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 9-79 years

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1999-01-01 – 1999-12-01

Variables

79

Number of individuals/objects

2399

Data format / data structure

[Numeric](#)

Data collection 1

- Time period(s) for data collection: 1999-01-01 – 1999-12-01
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Nordicom - Nordic Information Centre for Media and Communication Research

Research area

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

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

[Information society](#) (CESSDA Topic Classification)

[Media](#) (CESSDA Topic Classification)

Keywords

[Newspaper readership](#), [Periodicals readership](#), [Listening to music](#), [Book use](#), [Local broadcasting](#), [Radio stations](#), [Satellite television](#), [Television channels](#), [Advertising](#), [Television viewing](#), [Internet](#), [Internet access](#), [Electronic mail](#), [Audio and video equipment](#), [Information retrieval](#), [Computers](#), [Households](#), [Radio listening](#), [Reading \(activity\)](#)

Publications

Nordicom (2000) Nordicom-Sveriges Mediebarometer 1999. MedieNotiser, No. 1, 2000. Göteborg: Nordicom.

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

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. 2001-10-10

Related research data in SND's catalogue

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[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

[Media barometer 1984](#)

[Media barometer 1985/1986](#)

[Media barometer 1986/1987](#)

[Media barometer 1987 - autumn](#)

[Media barometer 1988](#)

[Media barometer 1989](#)

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[Media barometer 1991](#)

[Media barometer 1992](#)

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