

## Journalistic Roles, Values and Qualifications 2020

**Journalistic Roles, Values and Qualifications** Thank you for participating in our research on 'Journalistic Roles, Values and Qualifications in the 21st century; How journalism educators across the globe view the future of a profession in transition'. This is a survey among teachers involved in journalism education across the globe. It will approximately take 15 minutes to complete the survey.

All of your answers are private and confidential. By answering the following questions you approve that the data from this global, anonymous survey are being stored in Europe (Ireland) by our partner investigators and accessed by them using a two-step verification process.

If you want, you can pause your survey by clicking on the Pause link at the bottom of the survey page: After clicking the Pause link, you will see the screen below: You have to save the URL and use it later to go back to where you left.

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### 1. 1. Where is your institute located?

1. Australia
2. Brasil
3. Canada
4. China
5. New Zealand
6. Nigeria
7. Russia
8. South Africa
9. USA
10. Asia Pacific\*
11. Europe Nordic Countries\*\*
12. French speaking countries\*\*\*
13. Other (Non-USA members AEJMC only), please specify  
.....

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**2. 2a. In which country is your institute located?**

1. Bangladesh
2. Bhutan
3. Cambodia
4. India
5. Indonesia
6. Malaysia
7. Myanmar
8. Philippines
9. Sri Lanka
10. Taiwan
11. Thailand
12. Vietnam

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**3. 2b. In which country is your institute located?**

1. Denmark/Greenland
2. Finland
3. Iceland
4. Norway
5. Sweden

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**4. 2c. In which country is your institute located?**

1. Belgique
2. Canada
3. Côte d'Ivoire
4. France
5. Madagascar
6. Maroc
7. Roumanie
8. Sénégal
9. Tunisie

<b>Canadian respondents:</b>	
<b>5. 2d. In what region of the country is your institute located?</b>	
1. Western Canada (BC, Alberta, Saskatchewan, Manitoba)	
2. Central and Northern Canada (Ontario, Quebec, Yukon, NWT, Nunavut)	
3. Atlantic Canada (New Brunswick, Newfoundland and Labrador, Nova Scotia, PEI)	
<b>6. 2e. In what type of institution do you mostly teach?</b>	
1. College	
2. University	

	<b>7. 3. What subject do you teach mainly (choose only one)?</b>	
	1. Journalism (skills, principles)	
	2. Communication science/ Media theory	
	3. Language (native, foreign)	
	4. General knowledge (e.g. economics, history, law, philosophy)	
	5. Research methods	
	6. Advertising/PR	
	7. Other, please specify .....	

	<b>8. 4. Are you working full-time or part-time?</b>	
	1. Full-time	
	2. Part-time (1 – 20%)	
	3. Part-time (21 – 40%)	
	4. Part-time (41 – 60%)	
	5. Part-time (61 – 80%)	
	6. Part-time (81 – 100%)	

**9. We now would like to know your view on the future importance of a number of tasks that professional journalists perform. We are interested in what you wish for, in what you think should happen.5. Compared to today, in the next ten years the importance of the following task for professional journalists should become:**

(1 Much Lower, 2 Lower 3 Same as now 4 Higher 5 Much higher 99 Don't know)

a. Get information to the public quickly	
b. Stay away from stories that cannot be verified	
c. Monitor and scrutinize government	
d. Stand up for the disadvantaged	
e. Provide entertainment and relaxation	
f. Expose social abuses	
g. Make as many stories as possible each day	
h. Provide analysis and interpretation of current affairs	
i. Monitor and scrutinize business organizations	
j. Give ordinary people a chance to express their views	
k. Concentrate on news that will sell	
l. Provide information that people need to make political decisions	
m. Concentrate on bringing the latest news	
n. Provide in-depth background information	
o. Monitor and scrutinize civil society organizations	
p. Motivate people to get socially involved	
q. Treat the public as consumers rather than citizens	
r. Point people toward possible solutions for societal problems	

**10. 6. Do you have any comments on the previous questions (question number 5)?**

1. No

2. Yes, please specify

.....

**11. The following question is about the position of journalists in society ('neutrality') and with regard to reality/truth ('objectivity').7. A journalist should....**

(1 Strongly disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly agree 99 Don't know)

- a. be a detached observer
- b. promote social change
- c. remain strictly impartial
- d. influence public opinion
- e. be a neutral disseminator of information
- f. set the socio-political agenda
- g. mirror reality as it is
- h. report about positive developments in society
- i. not let personal beliefs and convictions influence reporting
- j. be transparent about the working process
- k. let facts speak for themselves
- l. monitor and scrutinize the reporting of other news media

**12. 8. Do you have any comments on the previous questions (question number 7)?**

- 1. No
- 2. Yes, please specify  
.....

**13. The following question is about professional ethics. Consider an assignment about an important economic topic given to a journalist. We would like to know whether or not you find that certain practices are acceptable. 9. The following practice is acceptable in case of an important economic topic.**

(1 Strongly disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly agree 99 Don't know)

a. Reveal confidential sources	
b. Claim to be somebody else	
c. Use hidden microphones and cameras	
d. Pay people for confidential information	
e. Get employed in an organization to get inside information	
f. Use confidential government documents without authorization	
g. Use personal documents without permission	
h. Exert pressure on unwilling informants to get a story	
i. Agree to protect confidentiality but not doing so.	
j. Use re-creations or dramatizations of news by actors without mention	
k. Publish a story with unverified content	
l. Accept money from sources	
m. Alter photographs substantially	
n. Alter quotes from sources substantially	
o. Use copyrighted material without permission	
p. Reveal the truth, no matter the consequences	

**14. 10. Do you have any comments on the previous question (question number 9)?**

1. No

2. Yes, please specify

.....

**15. In several countries there are or have been discussions about whether or not professional journalism should be “redefined” in the 21st century. Below you will find 10 statements about the direction in which journalism might evolve. Please indicate to what extent you agree with those statements: 11. In my view, it would be good if journalism was...**

(1 Strongly disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly agree 99 Don't know)

a. more about social responsibility and less about earning money
b. more about ordinary people and less about the ruling elites
c. more about long term issues and less about the events of the day
d. more about solutions and less about problems
e. more about consensus and less about conflict
f. more about what's next and less about what happened
g. more about interacting with audiences and less about one-way sending
h. more about getting the whole story and less about trying to be first
i. more about successes and less about failures
j. more about renewing journalistic content and less about new technology

<b>16. 12. Do you have any comments on the previous question (question number 11)?</b>	
1.	No
2.	Yes, please specify .....



**17. The following question is about qualifications for (beginning) journalists. There are many qualifications that are important for journalism education. We would like to know your view on the future importance of the following qualifications. We are interested in what you wish for, in what you think should happen. 13. Compared to today, in the next ten years the importance of the following qualifications for professional journalists should become:**

(1 Much Lower, 2 Lower 3 Same as now 4 Higher 5 Much higher 99 Don't know)

a. Have a commitment to democratic society

b. Link the local with the national and the global

c. Know current events and their context

d. Discover newsworthy issues on the basis of in-depth research

e. Work under time pressure

f. Organise contributions from the public

g. Have a wide general knowledge

h. Have a more specialised knowledge in a field

i. Be able to find multiple perspectives on an issue

j. Be able to evaluate sources

k. Interact with the public

l. Select information on the basis of reliability

m. Select information on the basis of relevance

n. Use different types of story-telling techniques

o. Make journalistic use of technology

p. Present content in effective combinations of words, sounds and visuals

q. Take responsibility for the choices you made during the process

r. Take responsibility for the impact of your product

s. Be able to recognize market opportunities

t. Be able to develop new products/formats

u. Reflect on the future of journalism

v. Provide workable solutions for complex practical issues that professional journalism faces

<b>18. 14. Do you have any comments on the previous question (question number 13)?</b>	
1.	No
2.	Yes, please specify .....

<b>19. We have one question about your view on the future labour market for your students. 15. To what extent do you agree that your current students will be working in following positions within the next 10 years?</b>	
(1 Strongly disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly agree 99 Don't know)	
a.	Having a contracted job at an established news organization
b.	Freelancing for established news organizations
c.	Doing journalism at a start-up/new outlet
d.	Working at a media production company
e.	Doing part-time journalism and part-time something else
f.	Working in a PR/communication job
g.	Working outside of journalism and communication
h.	Something else? Please, specify briefly .....

<b>20. Finally, we would like to get more insight in the characteristics of journalism teachers around the globe. 16. What is your sex:</b>		<input type="checkbox"/>
1.	Male	<input type="checkbox"/>
2.	Female	<input type="checkbox"/>
3.	Non-binary	<input type="checkbox"/>
4.	Prefer not to answer	<input type="checkbox"/>

<b>21. 17. What is your age:</b>	
1.	20 – 29
2.	30 – 39
3.	40 – 49
4.	50 – 59
5.	60 – 69
6.	Older

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<b>22. 18. What is your highest educational degree?</b>	
1.	Primary school
2.	Secondary school
3.	Bachelor degree
4.	Master degree
5.	PhD degree
6.	Other, please specify: .....

<b>23. 19. How many years of practical experience do you have working as a journalist?</b>	
1.	None
2.	1 – 5
3.	6 – 15
4.	16 – 30
5.	More than 30

**24. 20. In the next ten years, for journalism teachers the importance of the following qualifications should become:**

a. Having practical experience in journalism
b. Having a university degree in journalism or a related field
c. Having a university degree in any field
d. Having didactical-pedagogical knowledge and skills
e. Having a wide general knowledge
f. Having knowledge in a specialised field
g. Having research skills
h. Having linguistic skills
i. Having technical skills for digital media
j. Something else? Please, specify briefly: .....

**Thank you very much for your cooperation!**