

2012 Survey of Irish journalists on media ownership and diversity- Nessa Childers MEP



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Table of Contents	Page
1. Acknowledgements	1
2. Foreword	2
3. Media ownership, editorial control, economic viability	6
4. Methodology	10
5. Journalists Demographics	12
• Media types- Broadcast, Print and Online	
• Employment Status	
• Gender	
• Respondent Age-group	
6. Journalistic control, views and opinions	17
• a. I have a lot of control over the work that I do	
• b. Being free to make independent judgement on how I work is important to me	
• c. Independence of media is important to democratic life	
• d. Ireland has adequate diversity in its media mix	
• e. Media diversity is at risk in Ireland due to trends in media ownership	
• f. Growth of Internet media is helping protect media diversity	
• g. Regulation to protect diversity in Ireland's broadcast media is adequate	
• h. Regulation to protect diversity in Ireland's print media is needed	
• i. The government's proposed legislation on media mergers is welcome	
7. Diversity of media ownership and economic viability of the media.	25
• 7a How important do you consider the following: Diversity of media ownership	
• 7b How important do you consider the following: Economic viability of media	
8. Diversity of media ownership and economic viability of the media- full and part-time journalistic experiences	27
• a. I know who the owners are of the company for which I work	
• b. I know what other investments these owners have in media	
• c. I know what other investments these owners have outside media	
• d. Our owners keep employees well informed on the company's financial performance	
• e. Shortage of news-gathering resources has a strong influence on editorial division	
• f. Our owners keep employees well informed on strategic and planning issues	
• g. Shortage of news-gathering resources	
• h. Our owners have direct influence on editorial content	
• i. Our owners have indirect influence on editorial content through senior managers	
• j. Relations between financial, commercial and editorial divisions are transparent to employees	
• k. Our company's media represent an important part of Ireland's media mix	
Appendix A- Bibliography	37
Appendix B- Survey	38

1. Acknowledgements

The survey could not have been possible without the time and effort of the journalists who responded, and for their interest I am very grateful.

I would also like to acknowledge the input of Brian Trench who gave advice on the questionnaire, and to thank Séamus Dooley Secretary of the National Union of Journalists for circulating the survey to NUJ members in the Republic of Ireland.

My thanks also to Maggie Pym, from my Ireland East Office, who analysed the results using S.P.S.S. and wrote the survey report.

Finally I would like to thank Bronwen Maher from my Ireland East Office and Ciara Galvin, a graduate of NUIM and intern in my Brussels office, who worked on the survey, results and supporting documentation.

2. Forward

As an MEP I work with 27 different countries and 27 different media, and each country's media has different relationships with diversity. It was observing these relationships in the European Parliament that sparked off my interest in diversity of media ownership and eventually prompted me to host a conference on media diversity in Dublin on the 6th February 2012- this survey was launched at the conference.

My work in the European Parliament's Culture and Education committee also involves the issue of media pluralism. The word pluralism is now being widely used by EU institutions as the relevant term when looking at media, ownership and diversity of voices and opinion. The term was fashionable in the 1970s and is now back in favour as an umbrella term to cover people, businesses and opinions in media. To be relevant, pluralism must not only be about the market place, it must involve journalistic and editorial independence, and there must be support for high-quality public broadcasting services, and a guaranteed place for content with a cultural and economic value.

This issue is treated as an important part of the fabric of European democracy by both the Parliament and Commission. The European Commission set up a high-level group on media pluralism and freedom in October 2011. This group's mandate is to see how the EU can enable freedom and pluralism of the media, including independent media governance. Both the Commission and the European Parliament believe these are key elements for enabling the exercise of freedom of expression, one of the essential foundations of the European Union.

The Dublin conference was directed at political activists, students, journalists and academics and anyone interested in the role of media and society, and set out to address the issue of diversity in media ownership, reflecting work in the EU and coincided with the publication of legislation to regulate media mergers due to be passed through the Irish Parliament in 2012.

The conference theme examined the implications for traditional notions of democratic accountability and journalistic independence with the emergence and dominance of multi-national Media Corporations and was structured around the following sub-themes:

➤ **Regulating for Media Diversity – how effective is it?**

- Examination of the effectiveness of European and international policies for regulating the media.

➤ **Media Ownership in Ireland**

- A review of the extent to which the Irish media is diverse and a discussion on the balance that needs to be struck between diversity and economic viability in order to have a strong media to hold authority to account.

➤ **Media Diversity: a condition of democracy?**

- A discussion on how important, or otherwise, media diversity is to a thriving democracy.

➤ **Murdoch Unmasked: Are the Moguls in Decline?**

- A presentation on the evolving situation in relation to News International and what this situation reveals, if anything, about the future for media conglomerates.

➤ **New Media, New Voices?**

- A panel discussion on the extent to which new media presents an alternative forum to traditional media for new voices to emerge, or just an additional strand to the traditional media mix.

In order to include the opinions of working journalists I commissioned this survey of journalists in the Republic of Ireland on the question of ownership. The results are interesting.

Nearly half of those surveyed believe that Ireland does not have adequate media diversity and agree that legislation is needed to protect diversity, and 42% of respondents welcome the fact that the Irish government is introducing legislation on media mergers.

Less than a fifth of the respondents believe we have adequate diversity, and 77% believe that media diversity is at risk in Ireland due to trends in media ownership. Half of the respondents agreed that internet media is helping to protect diversity, and 61.3% agree strongly that we need regulation to protect diversity in print media.

But although the journalists in the survey are concerned about diversity, in their day to day work over half say that owners do not directly influence their work – however a not insignificant 20.3% say owners have influence on their work.

This is just a small snapshot of the results and the complete report gives detailed analysis across print and broadcast media.

This survey and a report from the Dublin Conference was submitted to the high level group established by European Commission, and to the Minister for Communications, Marine and Natural Resources, Pat Rabbitte TD.



Nessa Childers MEP

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3. Media ownership, editorial control, economic viability

There is a wide range of literature available on the topic of influences on journalistic independence and a number of studies have been done which look at the values and influences of journalists.

For the purposes of this research three key works on the topic of journalistic independence are reviewed:

The first - *Mapping Journalism cultures across nations*- was carried out in 2010 by Thomas Hanitzsch et al and asked 100 journalists across 18 countries to fill in a survey. The study found that traditional western ideals of being a detached observer, providing political information and acting as a watchdog of the government are the three highest priorities of journalists across the world. Interestingly, acting as a watch-dog of business elites ranked significantly lower worldwide than watching political elites.

Journalists also consider providing the most interesting information an important part of their work, particularly in Western Europe where they rate it above appealing to the widest possible audience. In both Western and Eastern Europe, journalists are aware of the “motivational potentials” of their work in creating an active and engaged citizenry.

Overall, the 2010 study found three general clusters of journalistic cultures - “western journalism culture”, “peripheral western” and the third group consisting of developing countries. These groups were not neatly geographical, and there is a considerable variation within countries as well as between them. The study

formed the basis of the next piece of research considered here on how journalists around the world perceive influences on their work.

Hanitzsch and Mellado 2011 based their study, *What shapes the news?*, on the same survey as *Mapping Journalistic Cultures*. In this article the authors delve deeper into the responses provided on the issue of influences on journalists' work, but also comparing differing levels of certain influences on private and state-owned media.

Six types of influences were identified: political, economic, organisational, procedural, professional and reference groups. Most relevant to our topic are the findings on the impact of economic and organisational influences. Economic influences incorporate advertising considerations, advertisers, profit expectations, market and audience research. Organisational influences include ownership, management, supervisors and higher editors.

It was found that in Western countries the perceived level of economic influences is higher in countries with greater economic freedom, but that contrary to expectations the perceived level of economic influences is not necessarily higher in private news organisations than in public and state-owned media.

Overall, economic imperatives ranked relatively low among the six types of influence, and below that of organisational influence. Political influences were ranked last – which surprised the researchers considering their impact is a major theme in research on mass communication. Hanitzsch and Mellado draw the conclusion that journalists are mostly not aware of the real power of these influences – which poses the important question of how, if they are not aware of

them, can journalists develop an adequate response. In their conclusions, the authors observe the importance of news managers who may “filter, negotiate, and redistribute” economic and political influences to their subordinates, and while doing so “render the original sources of influence invisible to individual journalists”. As neither of these two studies included Ireland, and in order to get a view of Irish journalists’ opinions we look at work carried out by Mary P. Corcoran in the late 1990s, *The Political Preferences and Value Orientations of Irish Journalists*.

This study is interesting in the patterns it exposes about the personal values and professional values of Ireland's journalists. In it, she observes the relationship between Irish Journalists, the public audience for whom they frame the news, and the aspects of the media culture of which they form a part. 112 respondents from a variety of national print and broadcast media outlets took part in her survey of journalists between April and September 1997.

On the whole the journalists in this study believe that the interests of those sectors of society that are served by public relations machines are better represented in their news coverage than more marginalised groups.

When asked to plot their own political preference and the editorial position of their news organisation on a left-right scale, Corcoran found that as a group Irish Journalists identified more with the left than the right, but see the organisations they work for as inherently more conservative than themselves. They also regard themselves as more liberal than the audience they write for – although they do not moderate their writing to conform to the views they think their audience have.

But while journalists may not consider themselves as moderating their writing, most strongly subscribe to the norm of objectivity. Only a small minority (less than 10 percent) favour an advocacy style of journalism. This may be related to the observation that that opportunities for journalists to work for news organisations in the business of promoting the same values as their own are “very limited” in Ireland.

Finally and interestingly, Corcoran found Irish journalists in the late 1990s to be a largely homogenous group - middle-class, highly educated and quite a young profession, with a 2:1 male to female ratio.

The issue of media ownership, and the influence it has on journalistic independence falls outside the scope of Corcoran’s study, as do the full extent of the influence editors and other organisational constraints have on the news cycle. These issues are explored later in our research.

4. Methodology

Core to this undertaking was the need to identify what journalists themselves felt about the topic of media diversity, and the influences on their work. To achieve a balance of opinion it was necessary to engage journalists across the broadcast, print and online sectors.

Having reviewed the available literature it became obvious that there were questions that needed to be asked in the Irish context, a need to include online media- historically excluded due to infancy of development. Ireland's online media has grown over the past decade to form a significant part of Ireland's media mix, which warranted its inclusion in this study.

This research was conducted through the circulation of a survey to journalists working in the Republic of Ireland- be they full-time or part-time staff members, or working in a freelance capacity. The survey was conducted throughout December 2011 and early January 2012.

Local and national journalists were invited to complete the survey via direct e-mail invitations and the National Union of Journalists was instrumental in highlighting the survey to their members. Within this frame, participants were self-selecting.

100 journalists completed the questionnaire. The membership of the National Union of Journalists is 3083 members registered in the Republic of Ireland, and 850 registered in Northern Ireland. Though the overall percentage may seem small, the number of responses is in line with the studies of both Corcoran (n=112) and Hanitzsch (n=100 in each country)

Journalists were asked to respond to a series of questions to identify demographic statistics in advance of responding to a series of questions rated using a Likart Scale model ranging from agree strongly to disagree strongly.

All journalists were assured complete anonymity to facilitate candid answers.

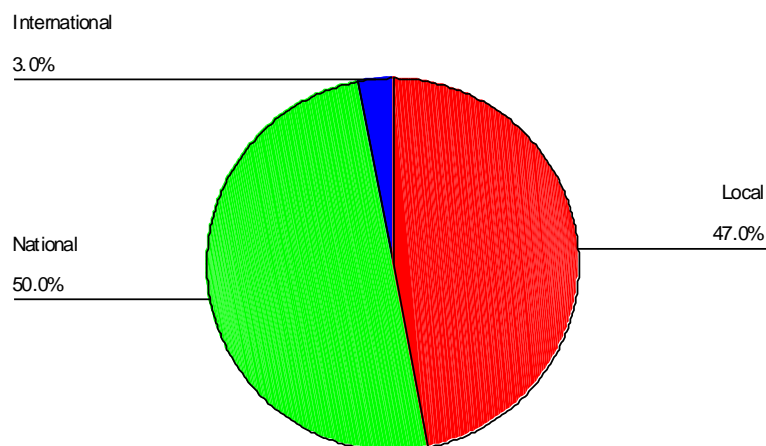
This survey was completed online using 'SurveyMonkey', an online research tool. Upon completion of this stage of the research, the 'raw' data was transferred to Excel for review prior to analysis. Analysis was conducted using S.P.S.S. which allows for full sub-analysis of the findings in addition to the more basic response collation.

It is this analysis that has been used in the construction of this report.

5. Journalists Demographics

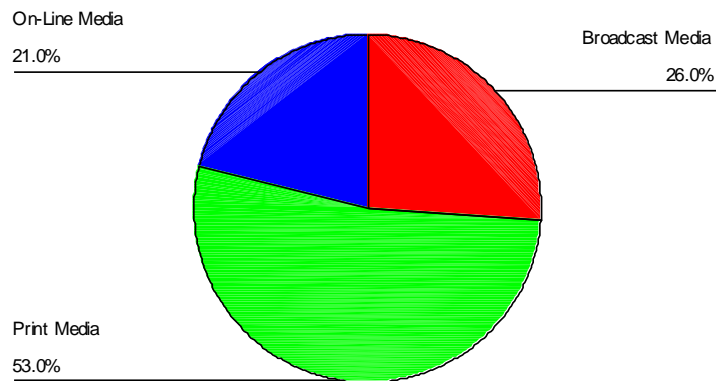
- The first section of the survey asked a series of questions to facilitate identifying the demographic backgrounds of respondents. This included:
 - 1. Type of media orientation- Local, National or International?
 - 2. Broadcast, print or online media?
 - 3. Primary employment status, full-time, part-time or freelance?
 - 4. Gender, male or female?
 - 5. Age-group?

1. Do you work for media that are primarily oriented to Local, National or International Media?



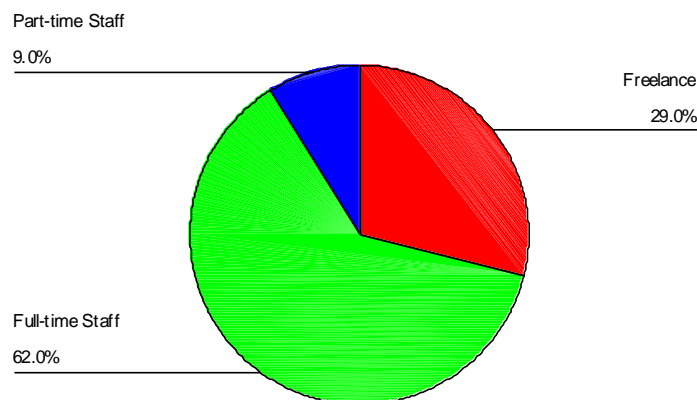
- The majority of respondent journalists work for media that are primarily oriented towards national audiences (50%), while 47% work for local audiences, and only 3% identified their target audience as international.

2. Do you work in Broadcast, Print On-Line Media?



- Just over half of the respondents, 53%, work in print media, while 26% work in broadcast media and 21% in online media.

3. Is your employment status Freelance, Full-time or Part-time Staff Member?

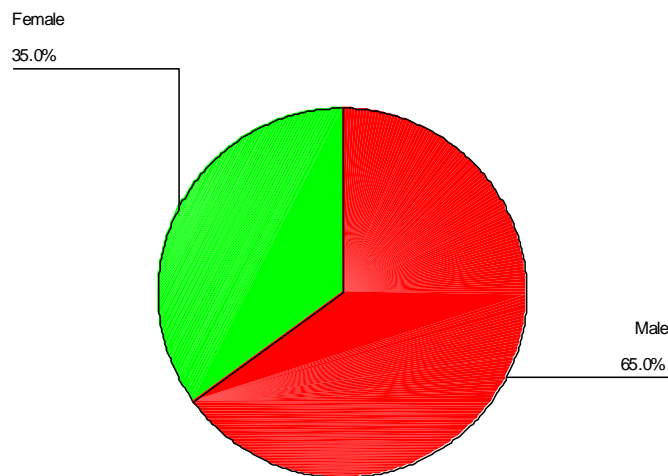


- 62% of respondents are employed full-time by media companies, while 9% are part-time staff and the remaining 29% work freelance.

- The following table shows the breakdown between print, broadcast and online media and employment status of those journalists who responded.

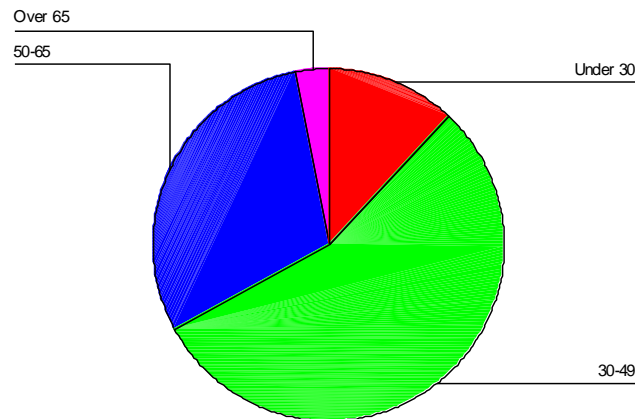
		Freelance Journalist	Full-time Staff Member	Part-time Staff Member	Total
Broadcast Media	Count	3	19	4	26
	% within 2. Do you work in Broadcast, Print or Online Media?	11.5%	73.1%	15.4%	100.0%
	% within 3. Is your employment status Freelance, Full-time or Part-time Staff Member?	10.3%	30.6%	44.4%	26.0%
	% of Total	3.0%	19.0%	4.0%	26.0%
Print Media	Count	19	31	3	53
	% within 2. Do you work in Broadcast, Print or Online Media?	35.8%	58.5%	5.7%	100.0%
	% within 3. Is your employment status Freelance, Full-time or Part-time Staff Member?	65.5%	50.0%	33.3%	53.0%
	% of Total	19.0%	31.0%	3.0%	53.0%
On-line Media	Count	7	12	2	21
	% within 2. Do you work in Broadcast, Print or Online Media?	33.3%	57.1%	9.5%	100.0%
	% within 3. Is your employment status Freelance, Full-time or Part-time Staff Member?	24.1%	19.4%	22.2%	21.0%
	% of Total	7.0%	12.0%	2.0%	21.0%
Total	Count	29	62	9	100
	% within 2. Do you work in Broadcast, Print or Online Media?	29.0%	62.0%	9.0%	100.0%
	% within 3. Is your employment status Freelance, Full-time or Part-time Staff Member?	100.0%	100.0%	100.0%	100.0%
	% of Total	29.0%	62.0%	9.0%	100.0%

4. Are you Male or Female?



- 65% of respondents identified as male and 35% as female. Research conducted in the 1990's identified that 30% of journalists working in Ireland were female (Mary P. Corcoran).
- Of the 35% of female respondents 37.1% work in broadcasting, 42.9% work in print media and 20% work in online media.
- Of the 65% of male respondents 20% work in broadcasting, 58.5% work in print media and 21.5% work in online media. The balance are broadcast journalists.
- It is interesting to note that while journalism may be perceived as a largely male-dominated profession in Ireland, our sample shows a balance between male and female online journalists.
- The sample also reflects more females working in broadcast journalism, while more are males work in print media journalism.

5. Respondent Age-group



- 12% of respondents are under 30.
- 55% of respondents fell within the 30-49 age group
- 30% between the ages of 50 and 65
- 3% of respondents were over the age of 65.

		Media Types			Total	
		Broadcast Media	Print Media	On-line Media		
Age Groups	Under 30	Count	2	4	6	12
		% of Total	2.0%	4.0%	6.0%	12.0%
	30-49	Count	14	29	12	55
		% of Total	14.0%	29.0%	12.0%	55.0%
	50-65	Count	10	18	2	30
		% of Total	10.0%	18.0%	2.0%	30.0%
	Over 65	Count		2	1	3
		% of Total		2.0%	1.0%	3.0%
Total	Count	26	53	21	100	
	% of Total	26.0%	53.0%	21.0%	100.0%	

6. Journalistic control, views and opinions

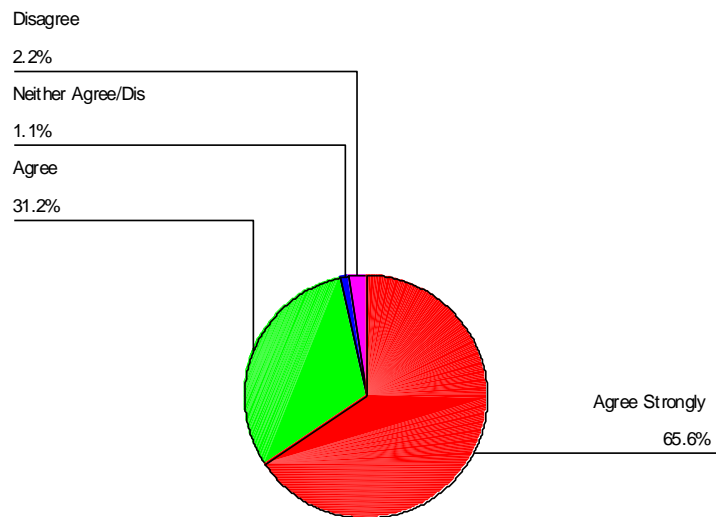
At this stage in the research all journalists (full, part-time and freelance) were asked to respond to a series of statements and questions ranging from agree strongly to disagree strongly. Journalists could also choose not to respond or indicate that they didn't know how to respond.

Journalists were asked to rate accordingly the following statements:

- I have a lot of control over the work that I do
- Being free to make independent judgement on how I work is important to me
- Independence of media is important to democratic life
- Ireland has adequate diversity in its media mix
- Media diversity is at risk in Ireland due to trends in media ownership
- Growth of Internet media is helping protect media diversity
- Regulation to protect diversity in Ireland's broadcast media is adequate
- Regulation to protect diversity in Ireland's print media is needed
- The government's proposed legislation on media mergers is welcome

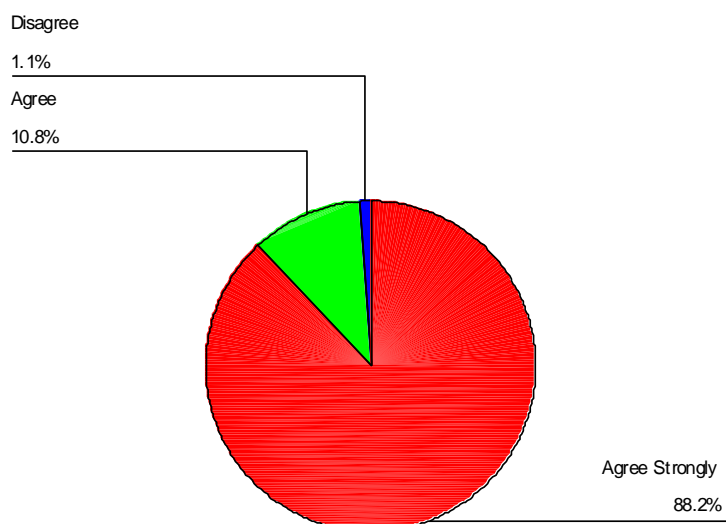
Seven journalists chose not to respond to these questions therefore these results reflect the responses of a total of 93 journalists.

6a. I have a lot of control over the work that I do



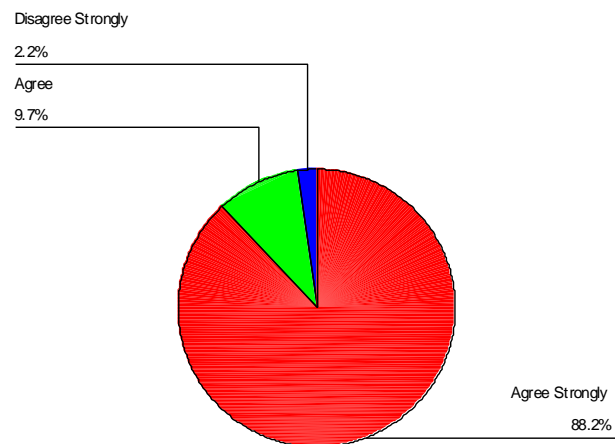
- The majority of journalists feel that they have control over the work that they do- the small minority who do not feel this have a local audience focus.

6b. Being free to make independent judgement on how I work is important to me



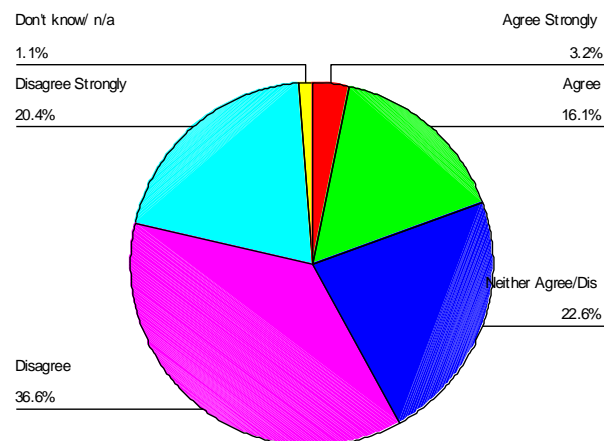
- Again the overwhelming majority of journalists value independence of journalistic judgement.

6c. Independence of media is important to democratic life



- While again the overwhelming majority feel independence of media is important to democratic life, two journalists (one in print media and one in broadcasting) disagreed strongly.

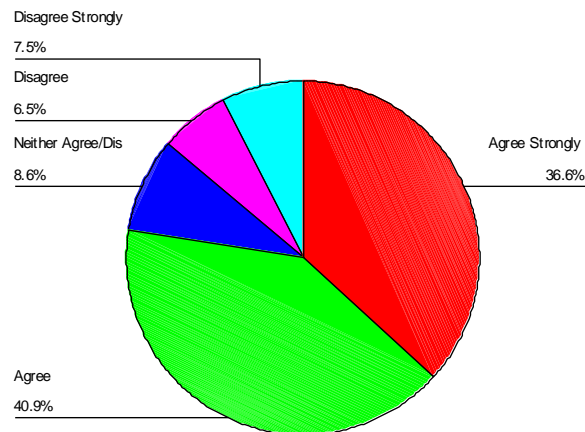
6d. Ireland has adequate diversity in its media mix



- Opinion was more mixed on the question of media diversity in Ireland. Only 3.2% agreed strongly and 16.1% agreed that Ireland has adequate diversity in its media mix.
- 57% disagree or disagree strongly that there is adequate diversity.

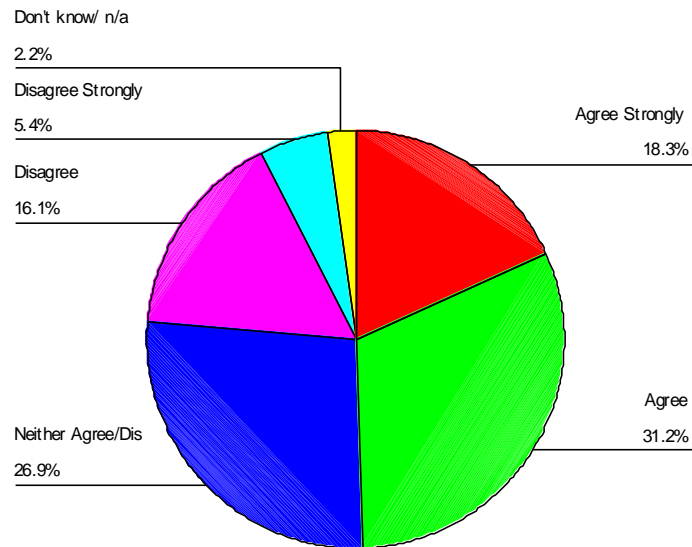
- 36.6% disagreed and 20.4% disagreed strongly.
- 22.6% neither agreed nor disagreed.
- There is a balance of differing opinion between those who agree and those who disagree across broadcast, print and online journalists.

6e. Media diversity is at risk in Ireland due to trends in media ownership



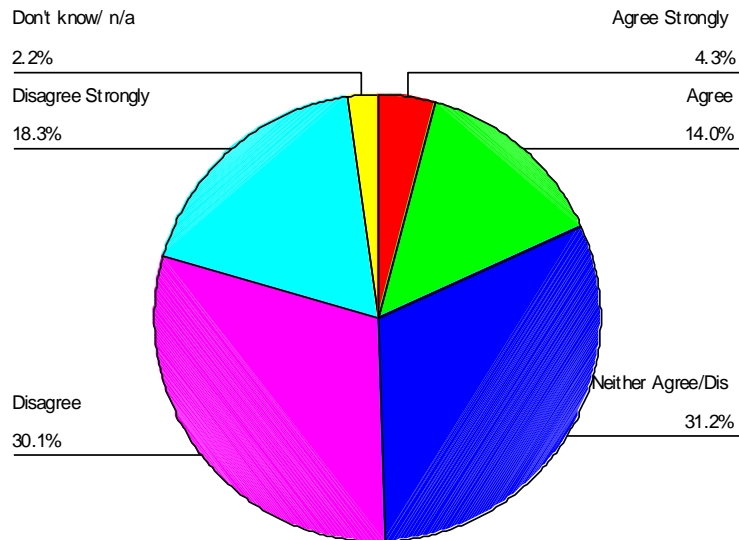
- 77.5% of journalists believe that media diversity is at risk in Ireland due to trends in media ownership. 14% do not believe this.
- The majority who disagree with this are journalists working in print media.

6f. Growth of Internet media is helping protect media diversity



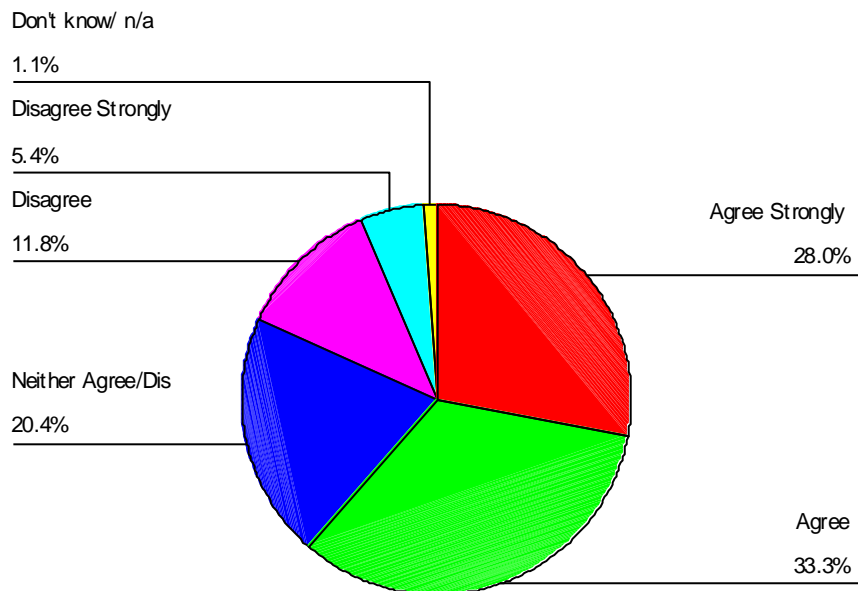
- While the growth of Internet media has been largely welcomed, with 49.5% agreeing it is helping protect media diversity, 21.5% disagree.
- Furthermore 26.9% were unable to agree or disagree and were primarily journalists working in the print media.
- In addition one journalist working in online media was also unable to agree or disagree.

6g. Regulation to protect diversity in Ireland's broadcast media is adequate



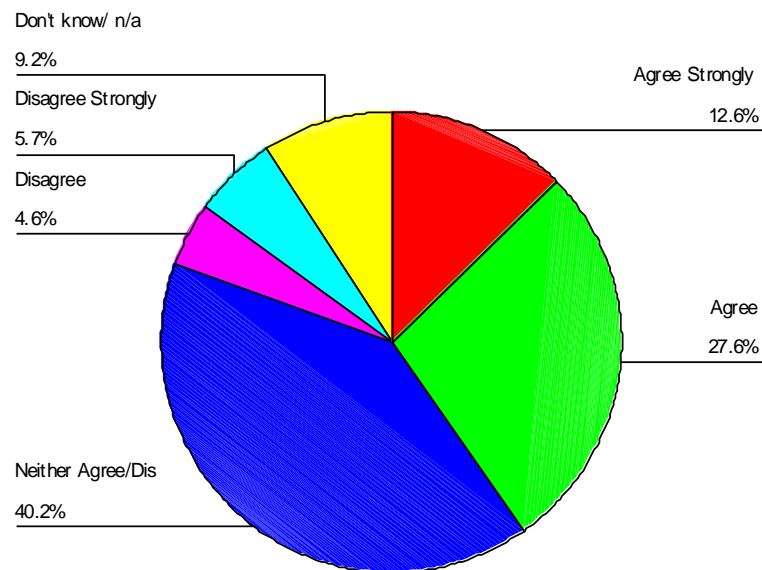
- 48.4% of journalists do not agree that regulation to protect media diversity in Ireland's broadcast media is adequate.
- 18.3% of journalists believe that current regulation to protect diversity in Ireland's broadcast media is adequate.
- This opinion was balanced between those journalists working in broadcast media and those in print media.
- Of the 18.3% who agree that current regulation is adequate, the majority work in print and on-line media.

6h. Regulation to protect diversity in Ireland's print media is needed



- 61.3% of journalists feel that regulation to protect diversity in Ireland's print media is needed- 28% agreeing strongly with this sentiment.
- 11.8% disagreed that regulation was needed, with 5.4% disagreeing strongly. These responses reflect the opinion of journalist working in both print and online media.
- A substantial 20.4% neither agreed nor disagreed. This reflected the opinion of 53% of the print media journalists, 26% of the broadcast journalists and 21% of the online journalists.

6i. The government's proposed legislation on media mergers is welcome

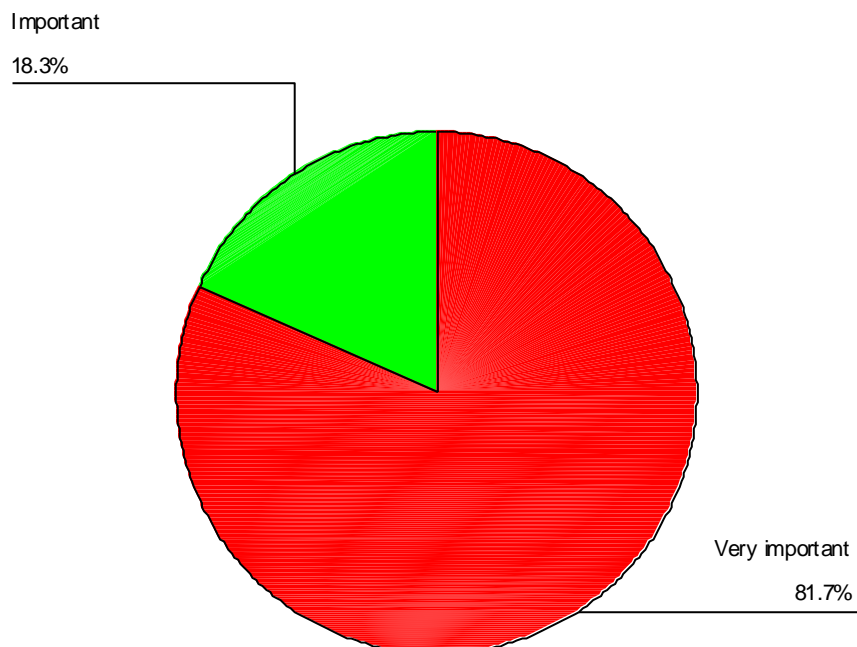


- When asked if the government's proposed legislation on media mergers is welcome 40.2% were in agreement.
- In addition 40.2% were unable to agree or disagree.
- Furthermore 9.2% responded that they did not know if the proposed media mergers legislation is welcome.
- These differing opinions are equally balanced across broadcast, print and online media.

7. Diversity of media ownership and economic viability of the media.

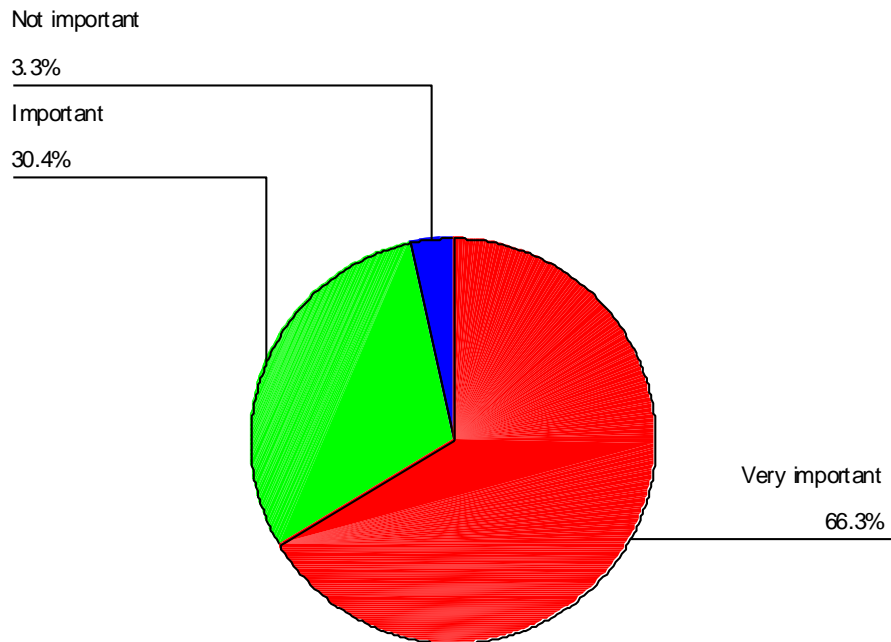
All journalists were asked to respond to a series of statements and questions ranging from agree strongly to disagree strongly. Journalists could also choose not to respond or indicate that they didn't know how to respond. Eight journalists chose not to respond. Therefore these results represent a sample of 82 journalists.

7a How important do you consider the following: Diversity of media ownership



- Regarding the importance of diversity of media ownership and of the economic viability of media, both were considered by journalists to be important though diversity of media ownership was rated relatively more important than the economic viability of media.
- 81.7% of journalists deemed diversity of media ownership to be very important.

7b How important do you consider the following: Economic viability of media



- 96.7% of respondents acknowledge the importance of media ownership diversity.
- 66.3% of respondents feel that economic viability is very important.
- Those who feel that the economic viability of media work is not important are broadcast and online journalists- 3.3% of respondents.

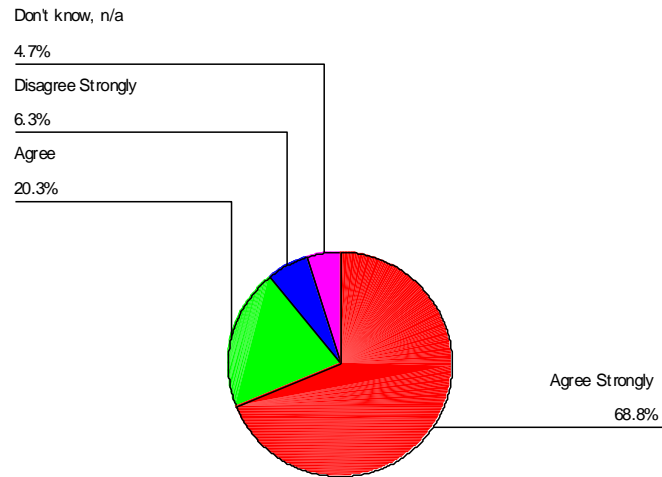
8. Diversity of media ownership and economic viability of the media- full and part-time journalistic experiences

Only those journalists working in a full or part-time capacity were asked to respond to the following statements and questions with optional responses ranging from agree strongly to disagree strongly. Journalists could also choose not to respond or indicate that they didn't know how to respond. The findings presented reflect the responses of those 71 full and part-time journalists.

Journalists were asked to rate accordingly the following statements:

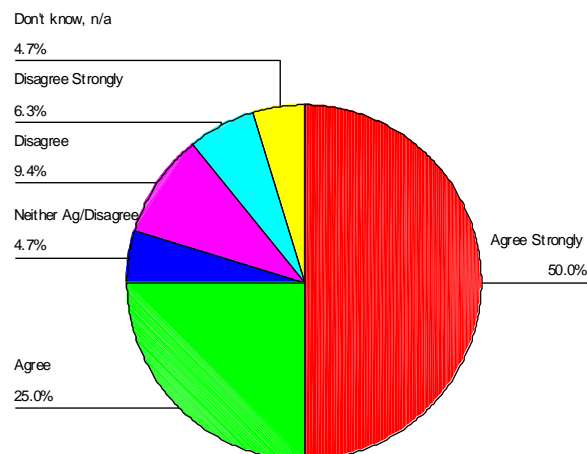
- I know who the owners are of the company for which I work
- I know what other investments these owners have in media
- I know what other investments these owners have outside media
- Our owners keep employees well informed on the company's financial performance
- Our owners keep employees well informed on strategic and planning issues
- Shortage of news-gathering resources, including staff, has a strong influence on how the editorial division is run
- Our owners have direct influence on editorial content
- Our owners have indirect influence on editorial content through senior managers
- Relations between financial, commercial and editorial divisions are transparent to employees
- Our company's media represent an important part of Ireland's media mix.

8a. I know who the owners are of the company for which I work



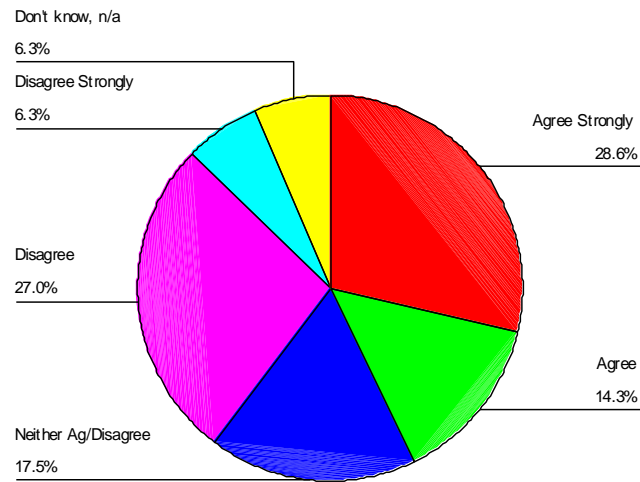
- 68.8% of journalists in full or part-time employment agreed strongly that they know who the owners of the company they worked for are, 20.3% agree. 6.3% of journalists disagreed strongly while 4.7% didn't know/n.a.

8b. I know what other investments these owners have in media



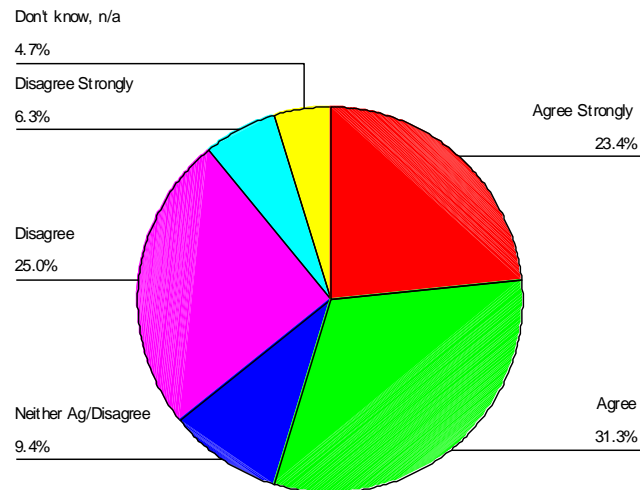
- 75% journalists in full or part-time employment agreed that they know what other investments these owners have in media (of these 50% agree strongly) while 15.7% disagreed overall (6.3% disagreed strongly).

8c. I know what other investments these owners outside media



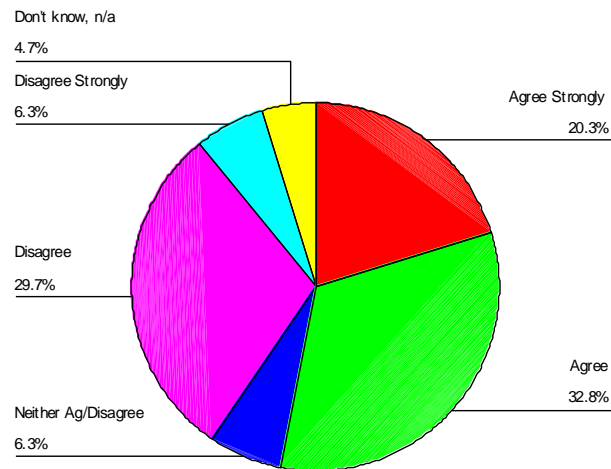
- A considerably smaller percentage knows what other investments their owners have outside of media.
- Overall, 40.9 % agreed they knew, encompassing 26.6% agreeing strongly and 14.3% agreeing.
- A much larger percentage disagreed that they knew what other investments their owners had outside media, with 27% disagreeing and another 6.3% disagreeing strongly.
- This time 17.5% chose to neither disagree nor agree with the statement with a further 6.3% don't know.
- It may be concluded that the issue of transparency or lack thereof is evident in the experience of these journalists.

8d. Our owners keep employees well informed on the company's financial performance.



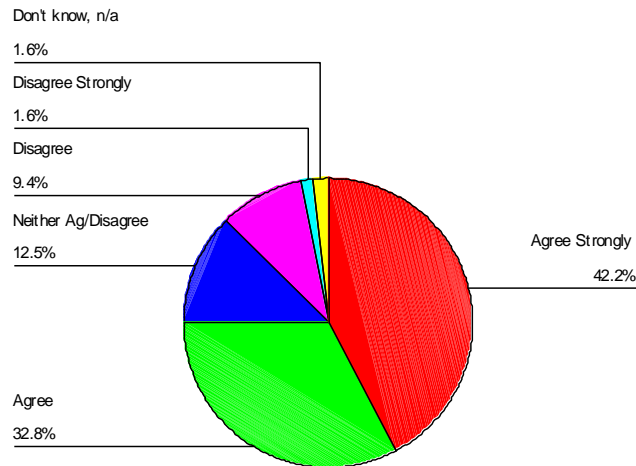
- Overhalf of the respondents thought their owners kept the employees well-informed on the company's financial performance, 31.3% agreeing and 23.4% agreeing strongly.
- On the other hand, 25% disagreed that employees were kept well informed, with 6.3% disagreeing strongly.
- These levels of agreement and disagreement are reflected equally across broadcast, print and online media.
- 9.4% neither agreed nor disagreed and 4.7% didn't know or felt it not applicable to respond.

8e. Our owners keep employees well informed on strategic and planning issues



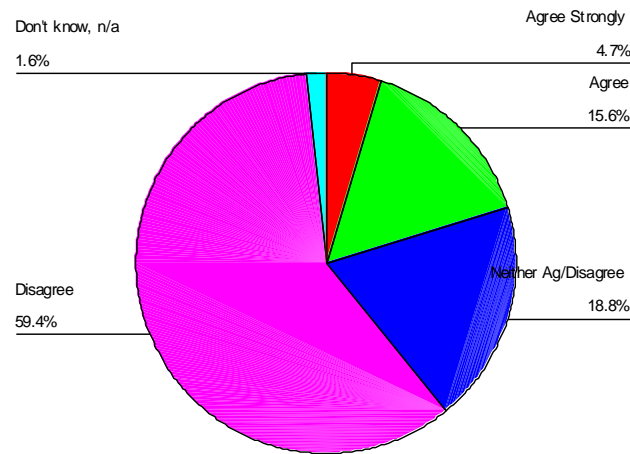
- 53.1% of full and part-time journalists agree or agree strongly that owners keep employees well informed on strategic and planning issues.
- 29.7% of journalists disagreed, while 6.3% of journalists disagreed strongly.
- 57.9% of those who feel that owners do not keep them well informed on strategic and planning issues are journalists working in print media.
- 6.3% neither agreed nor disagreed and 4.7% didn't know or thought it not applicable.

8f. Shortage of news-gathering resources has a strong influence on how the editorial division is run.



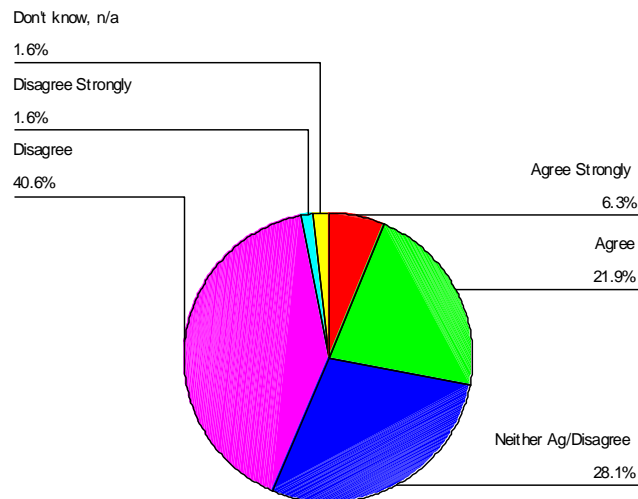
- 75% of full and part-time journalists agree or agree strongly that a shortage of news-gathering resources has a strong influence on how the editorial division is run.
- 73.9% of full and part-time journalists working in broadcast media feel that shortage of news-gathering resources has a strong influence on how their editorial division is run.
- 67.7% of full and part-time journalists working in print media feel that shortage of news-gathering resources has a strong influence on how their editorial division is run.
- 57.2% of full and part-time journalists working in online media feel that shortage of news-gathering resources has a strong influence on how their editorial division is run.

8g. Our owners have direct influence on editorial content



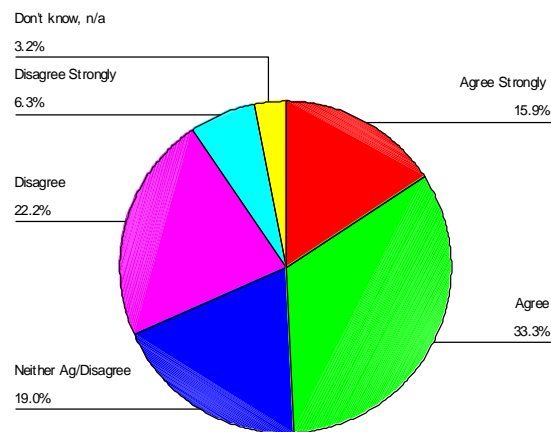
- 59.4% of full and part-time journalists feel that owners do not have a direct influence on editorial content.
- 20.3% of journalists agree/ agree strongly that owners do have a direct influence on editorial content.
- Those journalists who agree/ agree strongly with this statement work primarily in broadcast and print media.
- 18.8% of full and part-time journalists responded that they neither agree or disagree that owners have direct influence on editorial content.
- 50% of those journalists who neither agree or disagree work in broadcast media and 33% work in print media.
- Interestingly, no-one disagreed strongly with the statement.

8h. Our owners have indirect influence on editorial content through senior managers



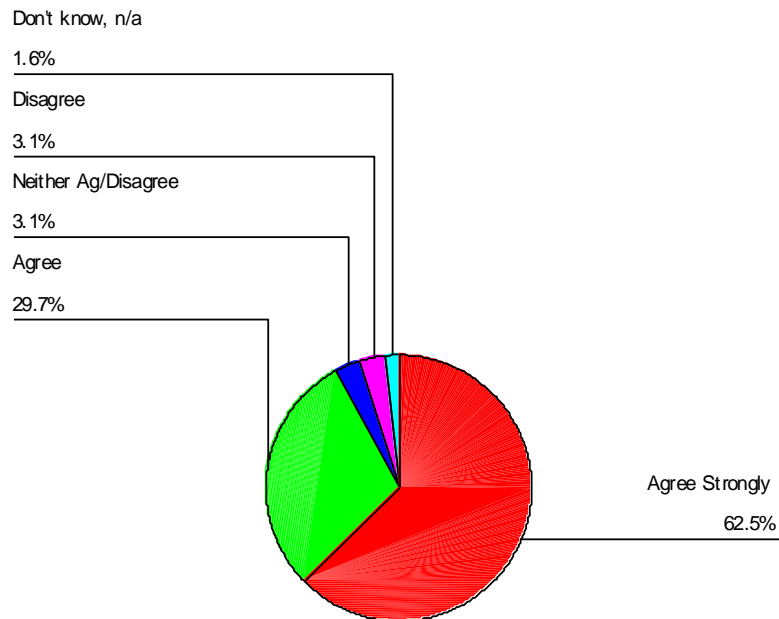
- 42.2% of full and part-time journalists do not believe that owners have indirect influence on editorial content through senior managers.
- On the other end of the scale, 28.2% of full and part-time journalists agree that indirect influence on editorial content through senior managers does exist.
- Of this 28.2%, 43.5% work in broadcast media and 40.9% work in print media.
- Interestingly over a quarter of full and part-time journalists, 28.1% neither agreed nor disagreed with this statement. This suggests a greater degree of uncertainty on the matter of indirect influence when compared to the 18.8% of journalists who neither agreed nor disagreed regarding direct influence on editorial content by owners.

8i. Relations between financial, commercial and editorial divisions are transparent to employees



- 49.2% of full and part-time journalists agree or agree strongly that relations between financial, commercial and editorial division are transparent to employees.
- 64.3% of online journalists believe that relations between financial, commercial and editorial divisions are transparent to employees however 25.3% disagree with this observation.
- A sizable 19% neither agree nor disagree while 2.8% don't know and were unable to comment. 75% of those full and part-time journalists who neither agree or disagree work in print media.
- 92.3% of full and part-time journalists who agree or agree strongly that relations are transparent interdepartmentally also indicated that that owners keep employees well informed on strategic and planning issues.

- **8j. Our company's media represent an important part of Ireland's media mix**



- The vast majority of respondents (92.2%) agreed with the statement that their company's media represent an important part of Ireland's media mix. Over half (52.5%) agreed strongly.
- No full or part-time journalists working in broadcast media disagreed with this claim- the small percentage that did are balanced between print and online media.

Appendix A- Bibliography

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Appendix B- Survey

There are two sets of questions after those below, one set on each of the following two pages. We request all respondents to answer the first set. We request journalists who are in continuous employment (full-time, casual or part-time) within a media company to answer the second set.

1. Do you work for media that are primarily oriented to

- Do you work for media that are primarily oriented to Local audiences?
- National audiences?
- International audiences?

2. Do you work

- Do you work in broadcast media?
- In print media?
- In online media?

3. Is your employment status

- Is your employment status Freelance?
- Staff member (full-time)?
- Staff member (part-time)?

4. Are you

- Are you Male?
- Female?

5. Are you

- Are you Under 30?
- 30-49?
- 50-65?
- Over 65?

There are two sets of questions after those below, one set on each of the following two pages. We request all respondents to answer the first set. We request journalists who are in continuous employment (full-time, casual or part-time) within a media company to answer the second set.

6. Do you work for media that are primarily oriented to

- Do you work for media that are primarily oriented to Local audiences?
- National audiences?
- International audiences?

7. Do you work

- Do you work in broadcast media?
- In print media?
- In online media?

8. Is your employment status

- Is your employment status Freelance?
- Staff member (full-time)?
- Staff member (part-time)?

9. Are you

- Are you Male?
- Female?

9. Are you

Are you

- Are you Under 30?
- 30-49?
- 50-65?
- Over 65?

11. All respondents are requested to answer this set of questions

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
I have a lot of control over the work that I do	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Being free to make independent judgement on how I work is important to me	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Independence of media is important to democratic life	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Ireland has adequate diversity in its media mix	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Media diversity is at risk in Ireland due to trends in media ownership	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Growth of Internet media is helping protect media diversity	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Regulation to protect diversity in Ireland's broadcast media is adequate	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Regulation to protect diversity in Ireland's print media is needed	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
The government's proposed legislation on media mergers is welcome	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer

12. How important do you consider the following?

	Very important	Important	Not important
Diversity of media ownership	Very important	Important	Not important
Economic viability of media	Very important	Important	Not important

13. Journalists who are in continuous employment (full or part-time) within a media company are requested to answer the following.

	Agree strongly	Agree	Neither agree or disagree	Disagree	Disagree strongly	Don't know, N/A or Don't wish to answer
I know who the owners are of the	Agree	Agree	Neither agree nor	Disagree	Disagree strongly	Don't know, Not applicable or don't

	Agree strongly	Agree	Neither agree or disagree	Disagree	Disagree strongly	Don't know, N/A or Don't wish to answer
company for which I work	strongly		disagree			wish to answer
I know what other investments these owners have in media	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
I know what other investments these owners have outside media	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Our owners keep employees well informed on the company's financial performance	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Our owners keep employees well informed on strategic and planning issues	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Shortage of news-gathering resources, including staff, has a strong influence on how the editorial division is run	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Our owners have direct influence on editorial content	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Our owners have indirect influence on editorial content through senior managers	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Relations between financial, commercial and editorial divisions are transparent to employees	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer
Our company's media represent an important part of Ireland's media mix	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know, Not applicable or don't wish to answer

