

APPENDIX D

Tables for Russia

TABLE D.1 Sample of Russian news media

<i>City and number of respondents</i>	<i>Press/news agency (Traditional)</i>	<i>Radio/TV (Traditional)</i>	<i>Online</i>
Moscow: 48	Newspapers: <i>Rossiyskaya gazeta</i>	Siti FM Radio Rossii	Chastnyi korrespondent
Traditional: 24	<i>Komsomolskaya pravda</i>	Ekho Moskvu	Ezhednevnyi zhurnal
Online: 24	<i>Vechernyaya Moskva</i> <i>Sport-ekspres</i>	TV Moskva 24 TV Tsentr TV Rossiya 24	Gazeta.ru Newsru.com Lenta.ru LifeNews Rbc.ru
	Magazines: <i>Bolshoj gorod</i> <i>Russkiy reporter</i>		Journalistic startups: Colta.ru TV Dozhd Look at Me Slon.ru The Village

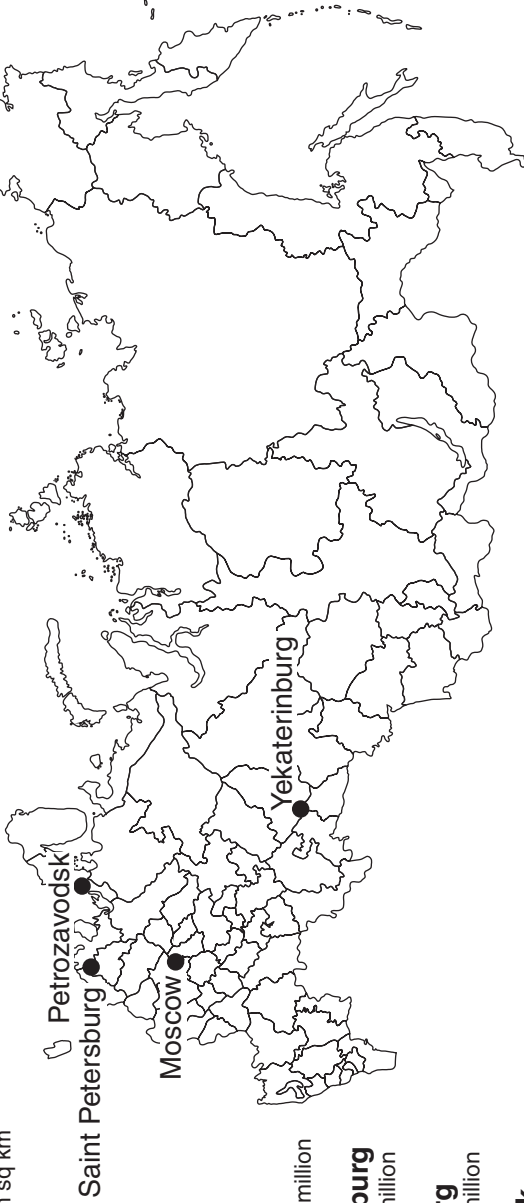
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TABLE D.1 (Continued)

<i>City and number of respondents</i>	<i>Press/news agency (Traditional)</i>	<i>Radio/TV (Traditional)</i>	<i>Online</i>
St. Petersburg: 49	Newspapers:	Radio Zenit	Firstnews.ru
	<i>Novskoe Vremya</i>	Radio Baltika	Lenizdat.ru
Traditional: 26	<i>Komsomolskaya pravda</i>	Radio Svoboda	Peterburgskiy dnevnik
Online: 23	<i>RBK</i>	Radio Rossiya	Rbc.ru
		TV-Pyatyi Kanal	Zaks.ru
	Magazines:	LOT TV	
	<i>Darya</i>	Sankt-Peterburg TV	Journalistic startups:
	<i>Ekspert Severo-Zapad</i>		Bumaga.ru
	<i>Gorod 812</i>		TV Dozhd
			Fontanka.ru
			Karpovka.net
			Obshestvennyi control
			Politgramota.ru
			V kurse
Yekaterinburg: 24	Newspapers:	Ekho Moskvyy–Yekaterinburg	EAN
	<i>Oblastnaya gazeta</i>	Chetvrtiy Kanal TV	Internet TV Malina
Traditional: 12		Studia 41 TV	Just media
Online: 12	Magazines:		Novyi region
	<i>Biznes i zhizn</i>		
	<i>Ekspert Urala</i>		Journalistic startups:
			Ura.ru
			Znak.com
Petrozavodsk: 23	Newspapers:	GTRK Karelia (Radio)	Respublika Karelia
	<i>Karelia</i>	GTRK Karelia (TV)	Stolitsa na Onego
Traditional: 12	<i>Moi Petrozavodsk</i>	Nika TV	Vedomosti Karelii
Online: 11	<i>TVR Panorama</i>	Sampo TV	Vesti Karelii
			Journalistic startups:
			Internet zhurnal Litsei
			politika.karelia.ru

RUSSIA

9 federal districts, including 85 regions
Population: 146 million
Area: 17.1 million sq km



Moscow

Population: 12.2 million

Saint Petersburg

Population: 5.1 million

Yekaterinburg

Population: 1.4 million

Petrozavodsk

Population: 275,000

Compiled by Leonardo Custódio

MAP 2 The location and population of the four Russian cities

Source: Russian Federal State Statistics Service (Rosstat), 2015

TABLE D.2 Demographic background and other variables in number of respondents (percentages in brackets)

<i>Media</i>	<i>Moscow</i>		<i>St. Petersburg</i>		<i>Yekaterinburg</i>		<i>Petrozavodsk</i>		<i>All</i>	
	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>
<i>Number of respondents</i>	24	24	26	23	12	12	12	11	74	70
Age: 18–29	12 (50)	12 (50)	10 (38)	18 (76)	6 (50)	9 (75)	5 (42)	3 (27)	33 (44)	41 (58)
Gender: Female	15 (63)	17 (71)	11 (42)	10 (43)	6 (50)	5 (42)	9 (75)	6 (55)	42 (57)	37 (53)
Influence of gender: None	13 (54)	16 (67)	14 (54)	10 (43)	9 (75)	11 (92)	8 (67)	10 (91)	44 (59)	48 (68)
Degree: College	23 (96)	22 (92)	25 (96)	21 (91)	12 (100)	12 (100)	12 (100)	11 (100)	72 (97)	66 (94)
Major: Journalism	14 (58)	13 (54)	9 (35)	15 (65)	9 (75)	8 (67)	1 (8)	2 (18)	33 (44)	27 (53)
Social class: Professional	15 (64)	13 (54)	22 (85)	22 (96)	8 (67)	5 (42)	8 (67)	8 (73)	53 (72)	48 (68)
Year of entering journalism: Since 2001	14 (58)	17 (71)	6 (23)	19 (82)	5 (42)	7 (58)	7 (58)	5 (45)	33 (44)	48 (68)
Marital status: Married	11 (46)	12 (50)	20 (77)	8 (34)	7 (58)	3 (25)	8 (67)	5 (45)	8 (62)	28 (40)
Number of previous jobs: Two and more	15 (63)	17 (71)	24 (92)	22 (96)	11 (92)	11 (92)	12 (100)	10 (91)	62 (84)	60 (86)
Form of employment: Salaried	18 (75)	22 (92)	26 (100)	23 (100)	12 (100)	12 (100)	12 (100)	11 (100)	68 (92)	68 (97)
Type of employment: Permanent, full time	16 (67)	17 (71)	26 (100)	22 (96)	11 (92)	12 (100)	12 (100)	10 (91)	65 (88)	60 (86)
Second job: Yes	8 (33)	17 (71)	17 (65)	15 (65)	7 (58)	5 (42)	5 (42)	9 (82)	36 (49)	60 (68)
Total monthly income: Sufficient	17 (71)	14 (58)	7 (27)	8 (34)	1 (8)	9 (75)	7 (58)	4 (36)	33 (44)	37 (53)
Union membership: Yes	5 (21)	1 (4)	8 (31)	4 (17)	2 (16)	1 (8)	8 (67)	6 (55)	24 (32)	13 (18)
Party membership: Yes	0 (0)	1 (4)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)
NGO membership: Yes	1 (<4)	1 (4)	5 (19)	4 (17)	2 (16)	0 (0)	2 (16)	3 (27)	9 (12)	8 (11)

TABLE D.3 Three most frequently mentioned reasons for journalists' job satisfaction

	<i>Reason 1</i>	<i>Reason 2</i>	<i>Reason 3</i>
Moscow: Traditional	Creative work and new knowledge	Communication with people	Effectiveness of materials and gratitude from the audience
Moscow: Online	Creative work and process of work	Awareness of well-done work	Feedback from the audience, 'likes' of users
St. Petersburg: Traditional	Creative work and self-realization	Gratitude and feedback from the audience and interaction with them	Materials of high quality
St. Petersburg: Online	Gratitude and feedback from the audience and interaction with them	Creative work and self-realization	Respect and acknowledgment from colleagues
Yekaterinburg: Traditional	Creative work and self-realization	Gratitude and feedback from the audience and interaction with them	New knowledge and new people
Yekaterinburg: Online	Creative work and self-realization	Gratitude and feedback from the audience and interaction with them	Effectiveness of materials and new knowledge, people
Petrozavodsk: Traditional	Gratitude and feedback from audience and interaction with them	Materials of high quality	Creative work and self-realization
Petrozavodsk: Online	Creative work and self-realization	Materials of high quality	Gratitude and feedback from audience and interaction with them

TABLE D.4 Three most important social media apps for journalists

	<i>Social media apps 1</i>	<i>Social media apps 2</i>	<i>Social media apps 3</i>
Moscow: Traditional	Facebook	Twitter	VKontakte
Moscow: Online	Facebook	Twitter	VKontakte
St. Petersburg: Traditional	VKontakte	Facebook	Twitter
St. Petersburg: Online	VKontakte	Facebook	Twitter
Yekaterinburg: Traditional	Facebook	VKontakte	LiveJournal
Yekaterinburg: Online	Facebook	VKontakte	Twitter
Petrozavodsk: Traditional	VKontakte	Facebook	Twitter
Petrozavodsk: Online	VKontakte	Twitter	Facebook

TABLE D.5 Professional orientation and related variables in number of respondents (percentages in brackets)

<i>Media</i>	<i>Moscow</i>		<i>St. Petersburg</i>		<i>Yekaterinburg</i>		<i>Petrozavodsk</i>		<i>All</i>	
	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>
<i>Number of respondents</i>	24	24	26	23	12	12	12	11	74	70
To stay in profession: Yes	3 (13)	23 (96)	18 (69)	16 (61)	11 (91)	11 (91)	11 (92)	6 (55)	43 (58)	54 (77)
Journalists should not cover subjects that play into the hands of our country's enemies: Yes	3 (13)	2 (8)	4 (15)	2 (8)	4 (33)	2 (16)	1 (8)	1 (9)	12 (16)	6 (9)
Sometimes it is necessary to block access to the Internet: No, in no circumstance	15 (63)	21 (88)	4 (15)	12 (48)	9 (75)	7 (58)	2 (17)	2 (18)	30 (41)	40 (57)
Need to control political affairs content: No	14 (58)	21 (88)	17 (66)	16 (61)	7 (58)	5 (42)	2 (17)	5 (45)	41 (55)	46 (65)
Need to control entertainment content: No	4 (17)	19 (79)	9 (34)	12 (52)	9 (75)	6 (50)	7 (58)	4 (36)	29 (39)	40 (58)
Approach to corruption in journalism: Negative	16 (67)	17 (71)	13 (50)	7 (30)	7 (58)	2 (16)	3 (25)	7 (64)	39 (53)	35 (47)
Have you produced articles for money or services in past 12 months? Yes	4 (17)	1 (4)	3 (11)	4 (18)	4 (33)	8 (63)	3 (25)	5 (45)	14 (19)	19 (25)
Attitude to protests in your city, country: Positive	13 (54)	20 (83)	9 (35)	11 (48)	4 (33)	2 (16)	4 (33)	5 (45)	30 (41)	38 (51)

TABLE D.6 Three core qualities of professional journalists

	<i>Quality 1</i>	<i>Quality 2</i>	<i>Quality 3</i>
Moscow: Traditional	Skills in gathering and analysing information	Ethical conduct	Generally erudite and scholarly
Moscow: Online	Experience in profession	Objectivity and honesty	Communicative and managerial skills
St. Petersburg: Traditional	Generally erudite and scholarly	Competence about subject	Ethical conduct
St. Petersburg: Online	Skills in writing and using technology	Generally erudite and scholarly	Honest, sincere
Yekaterinburg: Traditional	Skills in gathering and analysing information	Honest, sincere	Ethical conduct
Yekaterinburg: Online	Generally erudite and scholarly	Ethical conduct	Skills in gathering and analysing information
Petrozavodsk: Traditional	Skills in writing and using technology	Generally erudite and scholarly	Honest, sincere
Petrozavodsk: Online	Competence about subject	Generally erudite and scholarly	Skills in writing and using technology

TABLE D.7 Three key functions that journalism should fulfil

	<i>Function 1</i>	<i>Function 2</i>	<i>Function 3</i>
Moscow: Traditional	Provide information	Educate and enlighten	Entertain
Moscow: Online	Provide information	Educate and enlighten	Entertain
St. Petersburg: Traditional	Provide information	Enlighten	Entertain
St. Petersburg: Online	Provide information	Entertain	Make audience think
Yekaterinburg: Traditional	Provide information	Entertain	Promote objectivity
Yekaterinburg: Online	Provide information	Enlighten	Educate
Petrozavodsk: Traditional	Provide information	Entertain	Form opinions
Petrozavodsk: Online	Provide information	Entertain	Form opinions

TABLE D.8 Three key roles that journalists should perform

	<i>Role 1</i>	<i>Role 2</i>	<i>Role 3</i>
Moscow: Traditional	Report news	Enlighten	Entertain
Moscow: Online	Report news	To provide communication between society and power, to be moderator	Enlighten
St. Petersburg: Traditional	Report news	Enlighten	Help people
St. Petersburg: Online	Report news	Provide analysis	Entertain
Yekaterinburg: Traditional	Report news	Enlighten	Help people
Yekaterinburg: Online	Report news	Provide analysis	Teach
Petrozavodsk: Traditional	Report news	Report objectively	Entertain
Petrozavodsk: Online	Report news	Enlighten	Help people

TABLE D.9 Three key differences between traditional and online news media journalists

	<i>Difference 1</i>	<i>Difference 2</i>	<i>Difference 3</i>
Moscow: Traditional	No principal differences	We have good experience and a serious school of journalistic profession	Quality of journalism is higher here
Moscow: Online	Speed	Universality of online journalists and reduction of online media staff	Work with information and amount of information in online media
St. Petersburg: Traditional	Speed	Quality of analysis	Level of responsibility
St. Petersburg: Online	Speed	Quality of analysis	Quality of journalism
Yekaterinburg: Traditional	Speed	Approaches to work	Quality of journalism
Yekaterinburg: Online	Speed	Quality of analysis	Approaches to work
Petrozavodsk: Traditional	Speed	Quality of analysis	Quality of journalism
Petrozavodsk: Online	Speed	Quality of analysis	Quality of journalism

TABLE D.10 Three most important social–political changes needed in your country for journalism to perform its functions

	<i>Change needed 1</i>	<i>Change needed 2</i>	<i>Change needed 3</i>
Moscow: Traditional	Have more democracy	Socialism	Developed and civilized society
Moscow: Online	Have more democracy	Liberal values	Deliberate society with developed culture of mutual respect
St. Petersburg: Traditional	Ensure media and economic independence	Nothing to change	Have more democracy
St. Petersburg: Online	Have more democracy	Ensure media and economic independence	Increase political competition, compliance with the laws in the country, the openness of the authorities
Yekaterinburg: Traditional	Have more democracy	Russia with its problems is ideal country	Nothing to change
Yekaterinburg: Online	Russia with its problems is the ideal country for journalism	Ensure media and economic independence	Have more democracy
Petrozavodsk: Traditional	Have more democracy	Nothing to change	Ensure media and economic independence
Petrozavodsk: Online	Have more democracy	Nothing to change	Ensure media and economic independence