



Mainstream: More common than different

Svetlana Pasti, University of Tampere
IAMCR 2015, Montreal, 15 July
Journalism Research & Education (JRE)

Questions for Discussion

- Where is difference between new online journalists and legacy media journalists?

For examination:

- Profile
- Job satisfaction
- Perceptions of professionalism

City Sample: Moscow, St. Petersburg, Yekaterinburg and Petrozavodsk



Media Sample

City	Press	Radio/Television	Online
<p>Moscow</p> <p>(N = 48) 12 old+12 new media, among them 5 – journalist startups (JS)</p>	<p>Rossijskaja gazeta Komsomol'skaja pravda Vechernjaja Moskva Sport-ekspress</p> <p>Magazines: Bol'shoj gorod Russkij reporter</p>	<p>Siti FM Radio Rossii Ekho Moskvy TV Moskva 24 TV centr TV Rossiaya 24</p>	<p>Rbc.ru Colta.ru Chastnyj korrespondent The Village Look at Me Lenta.ru Gazeta.ru Newsru.com Slon.ru Dozhd' Internet TV LifeNews Ezhednevnyi zhurnal</p>
<p>St Petersburg</p> <p>(N = 49) 13 old+12 new media, among them 7 JS</p>	<p>Nevskoe Vremya Komsomol'skaya Pravda RBK Gorod 812 Ekspert Severo-Zapad Darja</p>	<p>radio Zenit radio Baltika radio Svoboda radio Rossia TV-5th Channel LOT TV Sankt-Peterburg TV</p>	<p>Peterburgskii dnevnik Rbc.ru Fontanka.ru Firstnews.ru Lenizdat.ru Karpovka.net Bumaga.ru Zaks.ru Obshestvennyi control Dozhdj internet TV Politgramota.ru V kypce</p>
<p>Yekaterinburg</p> <p>(N = 24) 6 old+6 new media, among them 2 JS</p>	<p>Oblastnaya gazeta Biznes i zhiznj Ekspert Urala</p>	<p>Ekho Moskvy–Yekaterinburg 4th Channel Studia 41</p>	<p>Ura.ru Znak.com EAN Novyi region Just media Internet TV Malina</p>
<p>Petrozavodsk</p> <p>(N = 23) 6 old and 6 new media, among them 2 JS</p>	<p>Karelia Moi Petrozavodsk TVR Panorama</p>	<p>GTRK Karelia GTRK Karelia Nika TV Sampo TV</p>	<p>Respublika Karelia Internet zhurnal Litsei politika.karelia.ru Vesti Karelii Stolitsa na Onego Vedomosti Karelii</p>

Profile of Journalists

Four Cities	All respondents: 144	
Media/ number of journalists, (%)	Old media: 74	New media: 70
Age, 18-29	33 (44)	41 (58)
Gender, female	42 (57)	37 (53)
Influence of gender, no effect	44 (59)	48 (68)
Holding college Degree	72 (97)	66 (94)
Majoring in journalism	33 (44)	27 (53)
Social class, professional	53 (72)	48 (68)
Year of entering in journalism, since 2001	33 (44)	48 (68)

Profile of Journalists

Four Cities	All respondents: 144	
Media/ number of journalists, (%)	Old: 74	new: 70
Married	8 (62)	28 (40)
Earlier job placed, 2 and more	62 (84)	60 (86)
Form of employment, salaried	68 (92)	68 (97)
Type of employment, permanent, full day	65 (88)	60 (86)
Second job	36 (49)	60 (68)
Total Monthly income, sufficient	33 (44)	37 (53)
Union membership	24 (32)	13 (18)
Party membership	0 (0)	1 (1)
NGO membership	9 (12)	8 (11)

	1. Reason	2. Reason	3. Reason
Moscow media: old	Creative work and new knowledge	Communication with people	Effectiveness of materials and thanks from audience
new	Creative work and working process	Awareness of well-done work	Feedback from audience, "likes" of users
St Petersburg media: old	Creative work and self-realization	Thanks from audience and feedback	Materials of high quality
new	Thanks from audience and feedback	Creative work and self-realization	Respect and acknowledgement from colleagues
Yekaterinburg media: old	Creative work and self-realization	Thanks from audience and feedback	New knowledge and new people
new	Creative work and self-realization	Thanks from audience and feedback	Effectiveness of materials and new knowledge, people
Petrozavodsk media: old	Thanks from audience and feedback	Materials of high quality	Creative work and self-realization
new	Creative work and self-realization	Materials of high quality	Thanks from audience and feedback

Competences in professionalism

	1. Competence	2. Competence	3. Competence
Moscow media: old	Skills in gathering and analyzing information	Ethical conduct	Generally erudite and scholarly
new	Experience in profession	Objectivity and honesty	Communicative and managerial skills
St Petersburg media: old	Generally erudite and scholarly	Competence about subject	Ethical conduct
new	Skills in writing and using of technology	Generally erudite and scholarly	Honest, sincere
Yekaterinburg media: old	Skills in gathering and analyzing information	Honest, sincere	Ethical conduct
new	Generally erudite and scholarly	Ethical conduct	Skills in gathering and analyzing information
Petrozavodsk media: old	Skills in writing and using of technology	Generally erudite and scholarly	Honest, sincere
new	Competence about subject	Generally erudite and scholarly	Skills in writing and using of technology

Conclusion: Reasons for similarity

Their mobility in the profession:

- Main job combining with Second job for online and mainstream and other professions (PR, advertising, teaching in journalism)
- Changing job places in the media market

Technology of their labor

- Traditional media are conglomerates of the old and new digital media

Conclusion: What is new in online?

- They are younger
- More reluctant about membership in the Union
- Moving to gender equality
- Aspiring to political independence of their profession
- Formal institutionalization of the media is Not important
- New values: freedom of creativity, knowledge and communication

Innovativeness of New Media

- Adherence to political independence in the profession
- Economic rationality and ability to sustain itself in the market
- True interest in the needs of society (social networks integration)
- Young people optimism for the future and their wish for more democracy in their country

Thanks for your attention!

Svetlana.Pasti@uta.fi

[http://www.uta.fi/cmt/en/contact/staff/
svetlanapasti/index.html](http://www.uta.fi/cmt/en/contact/staff/svetlanapasti/index.html)