

QUESTIONNAIRE

used in face-to face interviews in Brazil, Russia and China as translation in Portuguese, Russian and Chinese

A1 Respondent's name and name of medium & type (newspaper, magazines, radio, television, online media)

Interviewer code/name: _____

A2 Classify the respondent's rank according to the following categories:

Senior manager (editor in chief, managing editor) 1

Junior manager (desk head, department head, senior editor) 2

Non-management staff (reporter, news writer) 3

A3 Date of interview: (format: dd.mm.yy)

A4 Start and end time of interview: (format: hh:mm, 24hrs)

A5 Respondent's location: Office 1 Home 2 Other 3

A6 Respondent's contacts (phone, email) for the possibility of feedback

START OF INTERVIEW

1. Background (19 questions)

1. Sex (male, female)
2. Pseudonym of respondent
3. Age (year of birth)
4. Marital status
5. Education (journalism or not? If not, what institute and faculty?). *(Here we want to know if a respondent has professional journalism education or came into the journalism profession from other professions.)*
6. Who are your parents? (What is your parents' education? Where do they work? Where did you grow up?)
7. Year of beginning work in journalism
8. Motivation: Why did you become a journalist? *(Here we want to clarify for what reasons and how the respondent came into the profession.)*
9. Briefly, places of work from the beginning of working career.
10. Ownership (state, private, mixed as state-private).
11. Who is the owner of your media?
12. Size of your media organization (How many employees? How many journalists?).
13. Speciality (present) (Which beat or area do you usually work on?)
14. Form of employment (On staff or not? Working full time or not? Salaried or hourly wage worker?)
15. Do you have a second job?
16. How often do you work a second job? Why do you work a second job?
17. Income monthly (size of your income)
18. Is your monthly income enough or not?
19. Influence of gender on the profession:
What are your views about how the gender of the journalist influences reactions in the organization in terms of pay, assignments, opportunities, etc.?
Does it help or hinder your work and career?

2. Job Conditions: Changes (7 questions)

2.1 New Technology and Economy Impact

2.1.1a. *What* technological changes (innovations) have happened in the past years in your media organization?

2.1.2a. *What* economic changes (innovations) have happened in the past years in your media organization?

2.1.1b *How* have these changes influenced the profession?

2.1.2b. *How* has journalism changed owing to the new technology and the new economic politics (workload is increased, “economic or profit emphasis”) in your media?

2.2. Outcomes of Job

a) About job satisfaction or dissatisfaction

2.2.1a. What gives you the greatest satisfaction in your job?

2.2.1b. Why?

2.2.2a. What causes you the greatest dissatisfaction in your job?

2.2.2b. Why?

b) About commitment

2.2.3a. Do you want to stay in the profession?

2.2.3b. Why or why not?

3. Journalists and Democracy (9 questions)

3.1. Citizen Participation in and through Media

3.1.1a Are ordinary people’s voices and opinions represented in your media?

3.1.1b. If, yes, how are they represented? By what topics and rubrics?

3.1.2a. What is your opinion about social media?

3.1.2b. How do you use social media in your professional work?

3.1.3b. How do you use social media in your private life?

3.2. Freedom of Speech

3.2.1. Do you agree that 'journalists should not cover subjects that play into the hands of our country's enemies?'

3.2.2. 'It is sometimes necessary to block access to the internet. For example, to prevent the spread of pornography. But control of the internet may also be necessary in other cases - since the internet is a source not only of political information but also of disinformation.' Do you agree with this statement? Explain your position.

3.2.3. Is there a need to control the content of political materials in media?

3.2.4. Is there a need to control the content of entertainment in media?

4. Professionalism and Ethics (29 questions)

4.1. Perceptions on Professionalism

4.1.1. Who is a professional in journalism?

4.1.2. Do you consider yourself a professional? Explain

4.1.3. What do you consider to be the most unprofessional qualities of a journalist?

4.1.4. What do you consider should be the functions of journalism?

4.1.5. How are you and the journalists of your media different from the journalists working in the traditional/new online media?

4.1.6. Is it more prestigious to work in the traditional media or in new online media?

4.2. Political Independence and Self-Regulation

4.2.1a. Are you a member of an association or union of journalists?

4.2.1b. Why yes or no?

4.2.2a. Is there a primary organization of a professional association/union in your media outlet?

4.2.2b. If not, why?

4.2.3. Are you a member of some other professional organizations?

4.2.4a. Should journalists have their own trade union?

- 4.2.4b. Why?
- 4.2.4c. What are the barriers to establishing a trade union?
- 4.2.5a. What is the hierarchy in your newsroom/media?
- 4.2.5b. How does the hierarchy help or complicate your work?
- 4.2.5c. What is the nature of the relationship between you and your boss? (*Here we would like to clarify the work atmosphere – is it friendly and creative or more formal and hierarchical.*)
- 4.2.6. What factors impede solidarity of journalists?
- 4.3. Corruption**
- 4.3.1. How is the widespread practice of writing articles for money connected with the notion of professionalism? Could they be combined?
- 4.3.2. What is your opinion about this journalistic practice of writing articles for money or services?
- 4.3.3. During the past 12 months, have you produced articles for money or services?
- 4.3.4. Have you experienced ethical dilemmas (difficult moral choices) in your professional work? Give examples.
- 4.3.5. Are there unwritten rules in your journalistic community? What are these rules?
- 4.4. Present Status and Future of the Profession**
- 4.4.1a. What is your opinion about the profession of a journalist today?
- 4.4.1b. What will the profession be like after 10 years?
- 4.4.2. What needs to change in the social-political conditions of the country in order for journalism to fully comply with its functions and tasks?
- 4.4.3. Is a journalist an important/influential person in your city?
- 4.4.4a. Are you a member of a political party?
- 4.4.4b. Are you a member of a voluntary organization?
- 4.4.5. What is your attitude to protests in your city, country?
- 4.4.6a. What should be the three most important roles of journalists?
- 4.4.6 b. What are the roles journalists actually perform?

Coding Sheet for Interviews in Brazil, Russia and China

Introduction

This coding sheet is designed to help you code the transcriptions of the journalists' interviews conducted in your country. It follows the order of questions in the questionnaire and is modeled after the method used to code the 49 transcribed interviews from St. Petersburg. Once the interviews were coded using this coding sheet, the data was entered into an Excel spreadsheet from which in turn a 71-page summary report (written in Times New Roman 12) including 57 tables (Times New Roman 10) and a St Petersburg's media landscape (3 pages) report was generated. Use of this coding sheet will provide consistency in coding across the researchers in the five countries and thus make the final reports comparable within the BRICS countries and between the BRICS countries and the West. The coding sheet alone however cannot ensure consistency; care should be exercised in coding to ensure both accuracy and consistency across transcriptions and across researchers.

Once interviews are transcribed, each researcher should use this coding sheet to code the content of the transcriptions. The unit of analysis is each transcribed interview, i.e., one coding sheet

should be used for one interview. Please assign each respondent in your study a code number (R1, R2, and so on) and enter that number into the coding sheet that represents the respondent's interview. While coding your interviews, you may need to add typologies to those suggested in this sheet and then code accordingly. If you have completed coding before another researcher, please share your additional typologies your additional typologies to members of your national team. This way the next researcher from the team who is beginning her/his coding can use them and the numbers assigned to each response thus remain consistent. If simultaneous coding is occurring, we can all agree on the code numbers to represent additional typologies once all coding is completed and use FIND and REPLACE to achieve consistency. Thus it is also important not to reuse any number already in use even if that response is not applicable to your country.

Once the coding is complete, the data in the coding sheets including the assigned code number for each respondent should be entered into an Excel table. One column should be used to represent each respondent (i.e., each coding sheet). The data may take the form of a number or text (for example, in questions with the 'other' option, you will enter the number associated with 'other' as well as the text specified for 'other').

The data in the Excel spreadsheets should then be used to produce summary reports for each selected city. Each summary report should be translated into English and sent to Svetlana Pasti in Tampere, Finland. Also, as you are coding the transcriptions, please enter any noteworthy and illustrative quotations into a separate file for use in your reports to provide voice to the journalists.

Notes:

- *If you are more comfortable inputting the data in SPSS, please do that making sure to indicate in SPSS that text based variables are string variables.*
- *Also, you may use this coding sheet as you conduct the interview so that you can code directly as you are interviewing except where the answers are open ended and need reflection before coding.*
- *Enter the variable number and full name as rows and respondents as columns. Full names are necessary so that it will be easy to compare across the Excel spreadsheets. If you are using SPSS, the software determines this.*
- *For many of the variables below, instructions are not provided because all you have to do is enter the text or the number in the answers. Where the interviewee provides answers not represented in the questionnaire (this is usually the case for the open-ended questions), extract the themes. Where these themes are already present in the coding sheet from the St. Petersburg experience and context (the red colored text indicates this), use the code numbers presented. Where your themes are not represented in the coding sheet, go ahead and create code numbers for each new theme but do not duplicate the numbers already present.*

Applicability of the Russian coding scheme:

- *The Russian coding scheme below sometimes combines answers to two or three questions (in some cases, the number may not start with 1 because of this). You may divide the codes among the relevant questions but please still use the numbers used in the Russian coding to enable comparison.*
- *Further, the Russian coding scheme does not provide themes and code numbers for some of the questions.*
- *And, the Russian coding scheme uses some extraneous variables, for example average salary in the region, in the coding scheme. In the case that this does not apply to your country, enter Not Applicable (NA).*

- *Even further, some of the codes presented in the Russian coding scheme, are not directly related to the questions asked but are possible answers interviewees give as they are answering a related question (see for example the coding scheme under social media questions—none of the questions asks what social media journalists use but there is a coding scheme that provides for this.*
- *Finally, some of the themes in the Russian coding scheme may not be interpretable to researchers from other countries.*

A. Technical information (to be completed by the interviewer)

- T0. Interviewer name: _____
- T1. Respondent name (code): _____ and phone number: _____
 Note: In countries where you are not able to collect names, please enter 'Not Collected'.
- T2. Current job title (e.g., reporter, editor, photojournalist, managing editor, etc.): _____
 Note: Interviewer should classify the respondent's rank according to the following categories
- | | |
|--|---|
| Senior manager (editor in chief, managing editor) | 1 |
| Junior manager (desk head, department head, senior editor) | 2 |
| Non-management staff (reporter, news writer) | 3 |
- T3. Date of interview: _____
- T4. Start time of interview: _____
- T5. End time of interview: _____
- T6. Interview conducted in: Office 1 Home 2 Other 3: _____
- T7. Type of medium: Newspaper 1 Magazine 2 Radio 3 TV 4 Online 5
- T8. Name of outlet: _____
- T9. Ownership of outlet: State 1 Private (owned by company) 2 Mixed (private with state shares) 3
 Other 4 Foreign capital 5
 Note: For responses under Other: If the outlet is owned by a journalist, please write 'independently owned by journalist.'
- T10. Owner of outlet? _____
- T11. Total number of staff (including non-journalistic staff) in the outlet: _____
 Number of journalists in the outlet: _____
- Character of outlet**
- 1 – Business
 2 – Entertainment/yellow
 3 – General interest
 4 – Other; please specify: _____
- Audience of outlet**
- 1 – National
 2 – Regional
 3 – Local
 4 – Subculture (special public group; e.g., young, minority, ethnic, interest group, sports, etc.)
 5 – Other; please specify: _____

BEGIN INTERVIEW

B. Background and job details of respondent

B.1. Gender: 1 – Female 2 – Male

B.2. Year of birth: _____

B.3.a Martial status

- 1 – Single (unmarried, divorced, or widowed)
 2 – Married
 3 – Other

B.3.b. Have children?

- 1 – Yes
- 2 -- No

B.4. Education: High school 1 Some college 2 Bachelor’s 3 Master’s 4 Other 5 (technical, etc.):

a) *If education is more than Some College:* Is your degree in journalism? Yes 1 No 2

b) *If No,* What subject/institute/faculty did you study (in)? _____

B.5. Who are your parents? (your parents’ education, workplace, etc.)

- 1 – Both urban workers or farm workers
- 2 – One urban worker/farm worker, other specialist with high education, but not a journalist
- 3 – Both specialists with high education, not journalists
- 4 – Both specialists with high education, one is a journalist
- 5 – Both journalists
- 6 – Other; please specify: _____

B.6. Year joined journalism: _____

Note: Please enter the actual year above; the data may be collapsed into decades after that.

- 1 - Before 1990
- 2 - 1991 – 2000
- 3 - 2001 – 2010
- 3 - 2011 –

B.7 Which beat or area do you usually work on? _____

- 1 Administrative work
- 2 Analysis
- 3 Information
- 4 Political journalism
- 5 Economic/business journalism
- 6 Social/cultural topics
- 7 Entertainment
- 8 Other; please specify: _____

B. 8. Why did you become a journalist?

- 1. Family tradition
- 2. Wrote well since childhood, was aware of his/her talent for journalism, contributed to a school newspaper
- 3 Desire to join journalism
- 4. By chance
- 5. Worked in another occupation, contributed successfully to a newspaper
- 6. Other; please specify: _____

B.9. Briefly, where did you work from the beginning of your working career?

Number of past jobs: _____
this the only job had: Yes -- 1 No -- 2

Number of past job locations: _____
7 Have worked in old and new media: Yes -- 1 No -- 2
8 Changed type of media worked for: Yes -- 1 No -- 2

Your current job has:
2 Absence of upward mobility: Yes -- 1 No -- 2
3 Presence of upward mobility: Yes -- 1 No -- 2
4 Presence of downward mobility: Yes -- 1 No -- 2

B.10. Type of employment

- Permanent 1 Long term contract (3 to 5 years) 2 Short term contract (< 3 years) 3 Temporary (no contract) 4
- 5-- Owner/co-founder
- 6 – Freelancer
- 7 -- Other; please specify: _____

If permanent, Full time 1 Part time 2

If freelancer, Salary: _____ per article or per month (*please circle per article or per month*)

B.10.1. Form of employment: Salaried 1 Hourly wage worker 2 Other (please specify):

B.10.2 Monthly income from your primary journalism job:

- | | |
|--------------------------------------|--------------------------------------|
| 1 Up to Currency 10,000 | 2 Currency 10,001 to Currency 20,000 |
| 3 Currency 20,001 to Currency 30,000 | 4 Currency 30,001 to Currency 40,000 |
| 5 Currency 40,001 to Currency 50,000 | 6 Currency 50,001 to Currency 60,000 |
| 7 Currency 60,001 to Currency 70,000 | 8 Currency 70,001 to Currency 80,000 |
| 9 Currency 80,001 to Currency 90,000 | 10 Greater than Currency 90,000 |

B.11. Do you have a second job? Yes -- 1 No -- 2

One second job: Yes -- 1 No -- 2

Two or more second jobs: Yes -- 1 No -- 2

If holding second job, the job is in:

Teaching: Yes -- 1 No -- 2

Other media: Yes -- 1 No -- 2

Other non-journalism work: Yes -- 1 No -- 2

Marketing, advertising and PR: Yes -- 1 No -- 2

Other; please specify: _____: Yes -- 1 No -- 2

B.11.1 If yes, Is your second job in: Journalism 1 PR 2 Advertising 3 Other 4:

B.12. If yes, How often do you work a second job?

1. No second job
2. Irregularly
3. Regularly

B.12.1 If yes, Why do you work a second job?

B.13 Total monthly income from all jobs: _____

B.14. Is this monthly income sufficient?: Yes -1, No -2

Note: Average monthly income (all jobs and basic job) only for coding, not for asking a journalist
This is information you need to collect from a secondary source. You compare average monthly income in the selected city/region with the monthly income of a journalist from all job (a) and then from the basic job (b). Thus, in St Petersburg average monthly income was 26000 rubles. This was compared with the monthly income of every journalist regarding all his jobs (a) and his basic job (b).

Average monthly income (all jobs): _____

1. Less than average salary in the region – two to three times smaller
2. Less than average salary in the region -- less than two times smaller
3. In the range of average salary in the region
4. More than average salary in the region
5. More than average salary in the region – two to three times larger
- 5.1. No answer

Average monthly income in the basic job

6. Less than average salary in the region – two to three times smaller
7. Less than average salary in the region -- less than two times smaller
8. In the range of average salary in the region
9. More than average salary in the region
10. More than average salary in the region – two to three times larger
11. No answer

B.15 What about influence of gender on the profession: does it help or hinder work and career?

1. Has no effect
2. It is easier for a man to rise in his career within or outside journalism
3. It is easier for a woman to rise in her career within or outside journalism
4. Women are better journalists than men
5. Men are better journalists than women

C. Work Conditions

C.1 What technological changes (innovations) have happened in the past five years in your media organization?

1. No changes
2. Presence of new technological equipment in newsroom
3. New technology used to work with information
4. Convergence including multiplatforms such as print, online, internet TV, magazine in any combination
5. Other: please specify: _____

C.1.1 How have the technological changes affected the profession and your work? Probe: In terms of editorial plurality, democratic voices, market orientation, etc.?

1. Not affected
2. Influenced in a positive way: easier to collect and process information
3. Influenced in a positive way: increased feedback from your audience
4. Affected in negative ways: reduced professionalism
5. Other positive effects: please specify: _____
6. Other negative effects: please specify: _____

C.2. What economic and budgetary changes have occurred in the past five years in your media organization?

Have your wages?:

1. Grown
2. Fallen
4. Not changed for the past 3 to 5 years
5. No answer

Has payment of your wages been delayed?

Yes -- 1 No -- 2

Have advertising revenues?

1. Grown
2. Fallen
3. Not changed for the past 3 to 5 years
4. No answer

How have these changes influenced your work?

Probe: Staff reduction? Increased work load? No travel funds for stories in other towns/places?

Emphasis on profit? Etc.?

Structure of editorial office

1. Staff reductions
2. Recruitment of staff
3. No change

What changes have you seen in ownership patterns of media organizations (e.g., media concentration, increased independent ownership, etc.)?

Ownership structure 1. Has changed 2. Has not changed Yes -- 1 No -- 2

C.3. Job satisfaction

C.3 How satisfied are you with your job? A lot 4 Somewhat 3 Little 2 Not at all 1

C.4. Tell us what gives you the greatest satisfaction in your work? Why?

1. Journalistic materials of high quality
2. The process of creativity and creative self-realization
3. Systematic work without failures
4. Gratitude of audience, feedback from audience
5. Effectiveness of materials
6. Recognition in a professional environment
7. Other: please specify: _____

C.5 What gives you the greatest dissatisfaction? Why?

1. Low wages
2. The pressure from owners, no-freedom
3. Bad editorial management, bureaucracy
4. Ethical aspects of profession
5. The internal climate in the editorial office
6. Routine, repetitive, monotonous work

7. Irregular work schedule

8. Other: please specify: _____

C.6 Do you want to stay in the profession? Yes – 1 No – 2 Depends on the situation – 3

E. POLITICAL VALUES

Participation of citizens in/through your medium

E.1 Whether in your media you include ordinary, city residents voices, opinions, positions and, if so, how they are presented (what themes, headings).

1 – No

2 – Yes, "hot line"

3 – Yes, polls

4 – Yes, publications/topics with the opinion of the audience

5 – Yes, readers' participation in the formation of thematic spectrum

6 – Yes, answers to letters of readers, viewers

E.2 What social media do you use and how do you use these media in your work and life?

1. VKontakte

2. Twitter

3. Facebook

4. Instagram

5. Live journal

6. LinkedIn

7. Other: please specify: _____

E.3 What do you think about social media?

1. Positive assessment

2. Negative assessment

3. Ambivalent assessment

4. Sees no distinction between old and new media

Freedom of Speech

E.4 Do you agree with the following statements in quotes:

"Journalists should not cover subjects that play into the hands of our country's enemies?"

1. Question is stupid, the country has no enemies

2. Yes, you do not need to play in their (enemies') team

3. You should write about everything, there is no taboo

4. Yes and no, depending on the situation

E.5 Sometimes it is necessary to block access to the Internet? For example, to prevent the spread of pornography. But control of the internet may also be necessary in other cases - since the internet is a source not only of political information but also of disinformation.' Do you agree with this statement? Explain your position.

1. No, in no event

2. Block--No, Control--Yes

3. Block only pornography, suicide, extremism, etc.

4. Yes

E.6 Is there a need to control the content of political materials in media?

1. Yes, by State

2. Yes, by society, public

3. Yes, by professional community, editorial offices

4. Yes, by journalist

5. No need for any control

E.7 Is there a need to control the content of entertainment in media?

6. Yes, by State

7. Yes, by society, public

8. Yes, by professional community, editorial offices

9. Yes, by journalist

10. No need for any control

F. PROFESSIONALISM AND ETHICS

Perception of the profession

F.1 Who, in your opinion, is a professional in journalism?

- a. Named qualities of the professional journalist
 1. Generally erudite and scholarly
 2. Honest, sincere
 3. Competent, knowledgeable about subject
 4. Good writer
 5. Not proficient in use of technology
 6. Independent
 7. Unbiased
 8. Not-mercenary
 - 9.. Does not insert personal speculation about problems, human tragedy, etc.
 10. Engages in ethical conduct in general and in profession
 11. Courageous, has grit
 12. Other; please specify: _____
 13. Is objective
- b. Named surnames – your role models?
 1. Parfenov
 2. Pozner
 3. Politkovskaya
 4. Journalist, editor from your professional environment
 5. Other; please specify: _____:

F.2 Do you consider yourself a professional? Yes—1 No—2 No, not quite—3

F.3 What are the most unprofessional qualities in a journalist?

1. Not educated
2. Dishonest, not sincere
3. Incompetent, ignorant about subject
4. Poor writer,
5. Proficient in use of technology
6. Biased
7. Not-mercenary
8. Inserts personal speculation about problems, human tragedy, etc.
9. Engages in unethical conduct in general and in profession
10. Cowardly
11. Lacks character
12. Other: please specify: _____
13. Inattentive to facts

F.4 What functions should journalism implement?

1. Provide information
2. Entertain
3. Enlighten
4. Help form opinions (public's, various groups)
5. Control society
6. Enable the audience to think critically
7. Search for solutions (constructive criticism)
8. Engage in propaganda
9. Promote objectivity
10. Provide a picture of the world/day
11. Bring up and build people's mindset
12. Mediate

13. Educate
14. Provide cognitive fodder for people
15. Protect people/society
16. Help people/society
17. Regulate for societal order
 - 17.1 Regulate so as to enable communication between people and institutions
18. Interpret issues such as new laws, societal problems, etc.
19. Provide warning about dangers, financial scams such as pyramid schemes, etc.
20. Provide prognoses about society
21. Feed journalists
22. Orient people/society to an unfriendly, chaotic world
23. Promote social comfort
24. Define moral and traditional orientations as well as government policy orientation and purpose

In the following question, use the words "traditional/online" as appropriate to the interviewee's workplace.

F.5 How are you and the journalists in your outlet different from the journalists working in other traditional/new online media outlets?

- 1 No differences
- 2 There are differences in:
 1. Speed
 2. Quality of journalism produced
 3. Quality of analysis
 4. Degree of responsibility
 5. Ethics
 6. Other: please specify: _____

Is it more prestigious to work in the traditional media or in new online media?

1. In new media
2. In traditional media
3. No difference
4. Depends on the media outlet

F.6 Is there solidarity among journalists in COUNTRY, i.e., a feeling of a professional community that sticks together? Yes 1 No 2 Not Sure 3

F.7 Why or why not? What factors impede or facilitate solidarity among journalists?

1. Professional competition
2. Competition between media
3. Different professional cultures among journalists (i.e., some journalists work well in teams, other journalists prefer to work individually without taking directions from others)
4. The society and profession are not ready for the concept of solidarity
5. Other: please specify: _____
6. Solidarity exists

Political independence and self-regulation

F.8 Are you a member of the Union of journalists? Yes -1, No--2

F.9 For the answer 'No' Why?

1. It makes no sense, it is not necessary
2. The Union does not perform any useful tasks; the union does nothing
3. Other: please specify: _____

F.10 Is there a primary organization of journalists' Union in your media? Yes -1, No -- 2

F.11 If No, Probe: why?

1. The employer is not interested
2. Journalists don't want or need a union, we have it all and things are good

F. 12 Are you a member of other professional organizations? Which?

1. No
2. Yes, Mediasoyz (Media Union)

3. Yes, RASO, AKAR
4. Yes, other creative organizations

F.13. Should journalists have their own trade union? Yes -- 1, No --2

Probe: Why yes or no?

1. Yes, to protect journalists from employers

F.14 What are the barriers to establishing a trade union?

1. It's not needed
2. Inertia, lack of time
3. Resistance of editor-in chief, owners
4. Other: please specify: _____

F.15 What is the hierarchy in your newsroom and media? (*i.e., relationship between different levels of staff, nature of newsroom culture—democratic, formal, etc.*)?

1. No hierarchy
2. Standard (editor-in-chief, deputy, members of the editorial board, heads of newsrooms)
3. Non-standard, informal
4. Other: please specify: _____

F.17. Does this hierarchy help or hinder your work?

1. Has no effect
2. Makes it easier to work
3. Makes it difficult to work

F.18 What is the nature of relationship between you and your boss?

1. Usual as between a superior and subordinate
2. A relationship of equality, partnership, friendship
3. Other: please specify: _____

F.19 How does the relationship with your boss affect your work?

1. Positively
2. Negatively
3. Does not affect

Corruption

F.20 How do you approach such journalistic practices as writing articles for money or services?

1. Positively
2. Negatively
3. Neutrally
4. If it is done officially, through a contract or the advertising department, then it is normal

F.21 During the past 12 months, have you produced articles for money or services?

1. Yes
2. No
3. I have not, but know others who write articles for money or services

F.22 In your opinion, how is corruption associated with professionalism? Can they be combined?

1. Corruption occurs at the level of management or owners, journalists are simply doing their job.
2. A good journalist does a good job, a bad journalist does bad work.
3. Businesses, political leaders, etc., buy journalists who have good professional skills so as to win their battles using these journalists's skills.
4. No, it is not, because a venal journalist is not a journalist and her/his work is not journalism
5. Other: please specify: _____

F.23 Do you remember any difficult situation where you had to make a moral choice?

1. Mismatch between my position and the position of the editorial
2. Doubts about my objectivity
3. Conflict between the public interest and the interest of my social group
4. Contradiction between the desire for money and risk versus honesty
5. Contradiction between urgency and professionalism
6. Choice between making profit and freedom of speech

7. Fear of owner, supervisor
8. Relationship with heroes of publications
9. Offers of bribes
10. Pressure from outside
11. Other: please specify: _____
12. Have not encountered a situation of difficult moral choice

F.24 Are there any unwritten rules in the journalistic community? What are they?

1. They do not exist
2. You cannot go against the owner
3. You cannot go against your reader
4. You cannot write about themes from other journalists' beats (you have to write only about your beats' themes)
5. Other: please specify: _____
6. Unwritten rules exist, but I can't say what they are

G. ABOUT PRESENT AND FUTURE OF THE PROFESSION

G.1 How would you estimate the profession of a journalist today and what it will be 10 years from now?

1. Nothing will change
2. Will disappear,
3. 2.1 Will be degraded
4. A number of genres will die
5. Will be further divided into fast and slow, informational and analytical
6. Will merge with bloggers
7. Will become faster and more informative
8. Print media will disappear
9. Monopoly of media will disappear due to user generated content; audiences will be more active
10. Other: please specify: _____

G.2 How would you rate journalism education?

a) attitudes to journalism education

1. Negative
2. Neutral
3. Positive
4. There is no need for journalism education

b) reasons for a negative attitude

1. Is a creative profession, to teach it is impossible, either have talent or not
2. Excessive theorizing of education, insufficiency of practice
3. Lack of general cultural and humanitarian component
4. Uneven quality of education across journalism education institutions
5. Bad selection of students
6. Bad teachers

G.3. What needs to change in the socio-political conditions of your country in order to journalism to perform its functions and tasks fully?

1. Ensure the independence of the media, including economic independence
2. Have more democracy
3. Increase political competition
4. Other: please specify: _____

G.4. The journalist is an important and influential person in the city? Is it possible to classify the journalist as part of the political elite?

1. Yes
2. No
3. Yes and no, Yes but not every journalist

G.5. Are you a member of any political party? Yes --1 No -- 2

G.6. Are you a member of a voluntary organization?

1. Yes, political
2. Yes, non-political
3. Yes, leisure, recreation organization
4. No

G.7. What is your attitude to protests in your city, country?

1. Positive
2. Negative
3. Conditionally positive
4. Conditionally negative
5. Both positive and negative

G.8 Tell me, what are the three most important roles journalists should perform? *List them*

G.9 What roles do journalists play in reality? *List them*

QUESTIONNAIRE

used in face-to face interviews in India as translation in Bengali, Marathi, Hindi, Telugu and Urdu and in South Africa in English

A. Technical information (to be completed by the interviewer)

- T0. Interviewer name: _____
- T1. Respondent code: _____ and phone number: _____
- T2. Date of interview: _____
- T3. Start time of interview: _____
- T4. End time of interview: _____
- T5. Interview conducted in: Office 1 Home 2 Other 3: _____
- T6. Type of medium: Newspaper 1 Magazine 2 Radio 3 TV 4 Online 5
- T7. Name of outlet: _____
- T8. Ownership of outlet: State 1 Private 2 Mixed state-private 3 Other 4: _____
[NOTE FROM JR: Get following from reliable source such as reports, top brass, etc.]
- T9. Owner of outlet? _____
- T10. Size of outlet (number of journalists): _____

BEGIN INTERVIEW

B. Background and job details of respondent

- B1. Gender: Male 1 Female 2
- B2. Year of birth: _____
- B3. Marital status: Married 1 Single 2 Other 3: _____
- B4. Education: High school 1 Some college 2 Bachelor's 3 Master's 4 Other 5
- B5. *If education is more than Some college:* Is your degree in journalism? Yes 1 No 2
- B6. *If No,* What subject/institute/faculty did you study (in)? _____
- B7. Who are your parents? (your parents' education, workplace, etc.)
- B8. Briefly, where did you work from the beginning of your working career?
- B9. Year of beginning work in journalism: _____
- B10. Current job title (e.g., reporter, editor, photojournalist, managing editor, etc.):

- B11. Interviewer should classify the respondent's rank according to the following categories
- | | |
|---|---|
| <i>Senior manager (editor in chief, managing editor)</i> | 1 |
| <i>Junior manager (desk head, department head, senior editor)</i> | 2 |
| <i>Non-management staff (reporter, news writer)</i> | 3 |
- B12. Which beat or area do you usually work on? _____
- B13. Permanence of employment:
- | | | | |
|-------------|-------------------------------------|-----------------------------------|---------------------------|
| Permanent 1 | Long term contract (3 to 5 years) 2 | Short term contract (< 3 years) 3 | Temporary (no contract) 4 |
|-------------|-------------------------------------|-----------------------------------|---------------------------|
- B14. Form of employment: Salaried 1 Hourly wage worker 2 Other 3 (please specify): _____
- B15. Monthly income from your primary journalism job:
- | | |
|--------------------------|--------------------------|
| 1 Up to Rs 10,000 | 2 Rs 10,001 to Rs 20,000 |
| 3 Rs 20,001 to Rs 30,000 | 4 Rs 30,001 to Rs 40,000 |
| 5 Rs 40,001 to Rs 50,000 | 6 Rs 50,001 to Rs 60,000 |
| 7 Rs 60,001 to Rs 70,000 | 8 Rs 70,001 to Rs 80,000 |

9 Rs 80,001 to Rs 90,000 10 Greater than Rs 90,000

B16. Is this monthly income sufficient?

B17. Do you have a second job? Yes 1 No 2

B18. *If yes*, Is your second job in: Journalism 1 PR 2 Advertising 3 Other 4:

B19. *If yes*, How often do you work a second job?

B20. *If yes*, Why do you work a second job?

B21. Total monthly income from all jobs: _____

B22. Are you a member of an association or union of journalists? Yes 1

No 2

B23. *Probe*: Why yes or no?

B24. Is there a primary organization of a professional association/union in your media outlet? Yes

1 No 2

B25. *If No*, *Probe*: Why?

B26. *If Yes*, *Probe*: Name? Your involvement? Benefits? Management view of it? Etc.

B27. Should journalists have their own trade union? Yes 1 No 2

B28. *Probe*: Why yes or no?

B29. What are the barriers to establishing a trade union?

B30. Are you a member of a political party? Yes 1 No 2

B31. Are you a member of a voluntary organization? Yes 1 No 2

C. Job satisfaction

C1. How satisfied are you with your job? A lot 4 Somewhat 3 Little 2 Not at all 1

C2. *If answer is 4 or 3*, What gives you the greatest satisfaction in your job?

C3. *Probe*: Why?

C4. *If answer is 2 or 1*, What causes you the greatest dissatisfaction in your job?

C5. *Probe*: Why?

C6. Do you want to stay in the profession of journalism? Yes 1 No 2

C7. *Probe*: Why or why not?

D. Influences on job/profession

D1. Has the ratio of male to female journalists changed in your media outlet in the past five to ten years? Yes 1 No 2

D2. *If yes*, In what way?

D3. *If yes*, *Probe*: How has the change influenced pay, assignments, opportunities, etc., in your organization?

D4. *If yes*, *Probe*: Has the change influenced your work and career? Yes 1 No 2

D5. *If yes*, *Probe*: How?

D6. What technological changes (innovations) have happened in the past five years in your media organization?

D7. How have these changes transformed your work?

D8. *Probe*: Do you use social media in your journalistic work? Yes 1 No 2

D9. *Probe*: Why or why not?

D10. *Probe*: *If Yes*, how has this use of social media influenced your work?

D11. Do you use social media in your personal life? Yes 1 No 2

D12. *If yes*, *Probe*: Does your use of social media in your personal life play into your journalistic work? Yes 1 No 2

D13. *If yes*, *Probe*: How?

D14. What economic and budgetary changes have occurred in the past five years in your media organization?

D15. How have these changes influenced your work?

- D16. *Probe*: Staff reduction? Increased work load? No travel funds for stories in other towns/places? Emphasis on profit? Etc.?
- D17. What changes have you seen in ownership patterns of media organizations (*e.g., media concentration, increased independent ownership, etc.*)?
- D18. *If changes observed*, what is the influence of these changes (*probe changes one by one*) on:
- Your work?
 - The profession of journalism? *Probe*: In terms of editorial plurality, democratic voices, market orientation, etc.?
- D19. What is the hierarchy in your newsroom (*i.e., relationship between different levels of staff, nature of newsroom culture—democratic, formal, etc.*)?
- D20. How does the hierarchy influence your work?
- D21. What is the nature of the relationship between you and your boss?
- D22. How does this relationship influence your work?
- D23. What are the sources you and your colleagues use for your journalistic work?
- D24. In what kind of stories are ordinary citizens used as sources?
- D25. In your most recent story, how many sources were ordinary citizens?
- D26. *Probe*: Why or why not?

E. Freedom of Speech

- E1. Do you think there are certain cases in which the country is justified in controlling the news media? Yes 1 No 2
- E2. Why or why not?
- E3. Should the government control the internet? Yes 1 No 2
- E4. Why or why not?
- E5. Should the government control access to mobile telephones? Yes 1 No 2
- E6. Why or why not?
- E7. Should the government track use of mobile telephones? Yes 1 No 2
- E8. Why or why not?
- E9. Should the government control political affairs content in media? Yes 1 No 2
- E10. Should the government control entertainment content in media? Yes 1 No 2
- E11. Are there subjects that should not be covered by journalists? Yes 1 No 2
- E12. Why or why not?
- E13. *If Yes*, What are these subjects (*national security/interest, pornography*)?
- E14. What is your attitude to protests in your city, country?

F. Professionalism

- F1. What are the characteristics of a professional journalist?
- F2. Do you consider yourself a professional journalist?
- F3. Why or why not?
- F4. Why did you become a journalist?
- F5. Who are your role models?
- F6. In the past year, have you produced news articles for money or services? Yes 1 No 2
- F7. *If Yes*, Why?
- F8. Is the practice of paid news prevalent in India?
- F9. How does this practice of paid news relate to professionalism in journalism?
- F10. Have you experienced ethical dilemmas (difficult moral choices) in your professional work? Give examples.
- F11. Is there solidarity among journalists in India, i.e., a feeling of a professional community that sticks together? Yes 1 No 2 Not Sure 3
- F12. Why or why not?
- F13. What factors impede or facilitate solidarity among journalists?
- F14. What are the main functions of journalism?

- F15. *Probe*: What is the role of the news media in the public sphere?
- F16. *Probe*: What is your opinion about the watchdog role of the news media?
- F17. What needs to change in the social-political conditions of the country in order for journalism to fully comply with its functions?
- F18. Is a journalist an important/influential person in your city?

G. Miscellaneous

- G1. Is it more prestigious to work in the traditional media or in new online media?
In the following question, use the words “traditional/online” as appropriate to the interviewee’s workplace.
- G2. How are journalists of your media different from the journalists working in the traditional/new online media?
- G3. What is the current state of the journalism profession in India
- G4. What is the future (next five years) of the journalism profession in India?

Coding Sheet for Interviews in India and in South Africa

Introduction

This coding sheet is designed to help you code the transcriptions of the journalists’ interviews conducted in your country. It follows the order of questions in the questionnaire and is modeled after the method used to code the 49 transcribed interviews from St. Petersburg. Once the interviews were coded using this coding sheet, the data was entered into an Excel spreadsheet from which in turn a 71-page summary report (written in Times New Roman 12) including 57 tables (in Times New Roman 10) and a St Petersburg’s media landscape (3 pages) report was generated. Use of this coding sheet will provide consistency in coding across the researchers in the five countries and thus make the final reports comparable within the BRICS countries and between the BRICS countries and the West. The coding sheet alone however cannot ensure consistency; care should be exercised in coding to ensure both accuracy and consistency across transcriptions and across researchers.

Once interviews are transcribed, each researcher should use this coding sheet to code the content of the transcriptions. The unit of analysis is each transcribed interview, i.e., one coding sheet should be used for one interview. Please assign each respondent in your study a code number (R1, R2, and so on) and enter that number into the coding sheet that represents the respondent’s interview. While coding your interviews, you may need to add typologies to those suggested in this sheet and then code accordingly. If you have completed coding before another researcher, please send your additional typologies to members of your national team. This way the next researcher from the team who is beginning her/his coding can use them and the numbers assigned to each response thus remain consistent. If simultaneous coding is occurring, we can all agree on the code numbers to represent additional typologies once all coding is completed and use FIND and REPLACE to achieve consistency. Thus it is also important not to reuse any number already in use even if that response is not applicable to your country.

Once the coding is complete, the data in the coding sheets including the assigned code number for each respondent should be entered into an Excel table. One column should be used to represent each respondent (i.e., each coding sheet). The data may take the form of a number or text (for example, in questions with the 'other' option, you will enter the number associated with 'other' as well as the text specified for 'other').

The data in the Excel spreadsheets should then be used to produce summary reports for each selected city. Each summary report should be translated into English and sent to Svetlana Pasti in Tampere, Finland. Also, as you are coding the transcriptions, please enter any noteworthy and illustrative quotations into a separate file for use in your reports to provide voice to the journalists.

Notes:

- *If you are more comfortable inputting the data in SPSS, please do that making sure to indicate in SPSS that text based variables are string variables.*
- *Also, you may use this coding sheet as you conduct the interview so that you can code directly as you are interviewing except where the answers are open ended and need reflection before coding.*
- *Enter the variable number and full name as rows and respondents as columns. Full names are necessary so that it will be easy to compare across the Excel spreadsheets. If you are using SPSS, the software determines this.*
- *For many of the variables below, instructions are not provided because all you have to do is enter the text or the number in the answers. Where the interviewee provides answers not represented in the questionnaire (this is usually the case for the open-ended questions), extract the themes. Where these themes are already present in the coding sheet from the St. Petersburg experience and context (the red colored text indicates this), use the code numbers presented. Where your themes are not represented in the coding sheet, go ahead and create code numbers for each new theme but do not duplicate the numbers already present.*

A. Technical information (to be completed by the interviewer)

- T0. Interviewer name: _____
- T1. Respondent code: _____ and phone number: _____
- T2. Date of interview: _____
- T3. Start time of interview: _____
- T4. End time of interview: _____
- T5. Interview conducted in: Office 1 Home 2 Other 3: _____
- T6. Type of medium: Newspaper 1 Magazine 2 Radio 3 TV 4 Online 5
- T7. Name of outlet: _____
- T8. Ownership of outlet: State 1 Private 2 Mixed state-private 3 Other 4: _____
- Note: For responses under Other: If the outlet is owned by a journalist, please write 'independently owned by journalist.'
- T9. Owner of outlet? _____
- T10. Size of outlet (number of journalists): _____

BEGIN INTERVIEW

B. Background and job details of respondent

- B1. Gender: Male 1 Female 2
- B2. Year of birth: _____
- B3. Marital status: Married 1 Single 2 Other 3: _____

- B4. Education: High school 1 Some college 2 Bachelor's 3 Master's 4 Other 5 (e.g., technical, etc.): _____
- B5. *If education is more than Some College:* Is your degree in journalism? Yes 1 No 2
- B6. *If No,* What subject/institute/faculty did you study (in)? _____
- B7. Who are your parents? (your parents' education, workplace, etc.)
- 1 – Both urban workers or farm workers
 - 2 – One urban worker/farm worker, other specialist with high education, but not a journalist
 - 3 – Both specialists with high education, not journalists
 - 4 – Both specialists with high education, one is a journalist
 - 5 – Both journalists
 - 6 – Other; please specify: _____
- B8. Briefly, where did you work from the beginning of your working career?
- Number of past jobs: _____
- If zero past jobs, is this the only job had: Yes -- 1 No -- 2
- Number of past job locations: _____
- 7 Have worked in old and new media: Yes -- 1 No -- 2
- 8 Changed type of media worked for:
- Your current job has:
- 2 Absence of upward mobility: Yes -- 1 No -- 2
 - 3 Presence of upward mobility: Yes -- 1 No -- 2
 - 4 Presence of downward mobility:
- B9. Year of beginning work in journalism: _____
- B10. Current job title (e.g., reporter, editor, photojournalist, managing editor, etc.): _____
- B11. *Note: Interviewer should classify the respondent's rank according to the following categories*
- | | |
|--|---|
| Senior manager (editor in chief, managing editor) | 1 |
| Junior manager (desk head, department head, senior editor) | 2 |
| Non-management staff (reporter, news writer) | 3 |
- B12. Which beat or area do you usually work on? _____
- 1.11.1 Administrative work
 - 1.11.2 Analysis
 - 1.11.3 Information
 - 1.11.4 Political journalism
 - 1.11.5 Economic/business journalism
 - 1.11.6 Social/cultural topics
 - 1.11.7 Entertainment
 - 1.11.8 Other; please specify: _____
- B13. Permanence of employment:
- Permanent 1 Long term contract (3 to 5 years) 2 Short term contract (< 3 years) 3 Temporary (no contract) 4
- 5 – Owner/co-founder
 - 6 – Freelancer
 - 7 – Other ; please specify: _____
- If permanent, Full time 1 Part time 2
- If freelancer, Salary: _____ per article or per month (*please circle per article or per month*)
- B14. Form of employment: Salaried 1 Hourly wage worker 2 Other (please specify): _____
- B15. Monthly income from your primary journalism job:
- | | |
|--------------------------------------|--------------------------------------|
| 1 Up to Currency 10,000 | 2 Currency 10,001 to Currency 20,000 |
| 3 Currency 20,001 to Currency 30,000 | 4 Currency 30,001 to Currency 40,000 |
| 5 Currency 40,001 to Currency 50,000 | 6 Currency 50,001 to Currency 60,000 |
| 7 Currency 60,001 to Currency 70,000 | 8 Currency 70,001 to Currency 80,000 |
| 9 Currency 80,001 to Currency 90,000 | 10 Greater than Currency 90,000 |

- B16. Is this monthly income sufficient? Yes -- 1 No -- 2
- B17. Do you have a second job? Yes -- 1 No -- 2
- One second job: Yes -- 1 No -- 2
- Two or more second jobs: Yes -- 1 No -- 2
- If holding second job, the job is in:
- Teaching: Yes -- 1 No -- 2
- Other media: Yes -- 1 No -- 2
- Other non-journalism work: Yes -- 1 No -- 2
- Marketing, advertising and PR: Yes -- 1 No -- 2
- Other; please specify: _____

B18. *If yes*, Is your second job in: Journalism 1 PR 2 Advertising 3 Other 4: _____

B19. *If yes*, How often do you work a second job?

4. No second job
5. Irregularly
6. Regularly

B20. *If yes*, Why do you work a second job?

B21. Total monthly income from all jobs: _____

Note: Please code once for average monthly income from all jobs and below that for average monthly income from the basic job. This is information you need to collect from a secondary source; please do not ask the respondent this question.

Average monthly income (all jobs): _____

12. Less than average salary in the region – two to three times smaller
13. Less than average salary in the region -- less than two times smaller
14. In the range of average salary in the region
15. More than average salary in the region
16. More than average salary in the region – two to three times larger
- 5.1 No answer

Average monthly income in the basic job

17. Less than average salary in the region – two to three times smaller
18. Less than average salary in the region -- less than two times smaller
19. In the range of average salary in the region
20. More than average salary in the region
21. More than average salary in the region – two to three times large
22. No answer

B22. Are you a member of an association or union of journalists? Yes 1 No 2

B23. *Probe*: Why yes or no?

For the answer 'No'

4. It makes no sense, it is not necessary
5. The Union does not perform any useful tasks; the union does nothing
6. Other: please specify: _____

B24. Is there a primary organization of a professional association/union in your media outlet? Yes 1 No 2

B25. *If No, Probe*: Why?

1. The employer is not interested
2. Journalists don't want or need a union, we have it all and things are good

B26. *If Yes, Probe*: Name? Your involvement? Benefits? Management view of it? Etc.

B27. Should journalists have their own trade union? Yes 1 No 2

B28. *Probe*: Why yes or no?

2. To protect journalists

B29. What are the barriers to establishing a trade union?

1. It's not needed
2. Inertia, lack of time
3. Resistance of editor-in chief, owners
4. Other: please specify: _____

- B30. Are you a member of a political party? Yes 1 No 2
 B31. Are you a member of a voluntary organization? Yes 1 No 2

C. Job satisfaction

C1. How satisfied are you with your job? A lot 4 Somewhat 3 Little 2 Not at all 1

C2. *If answer is 4 or 3, What gives you the greatest satisfaction in your job?*

8. Journalistic materials of high quality
9. The process of creativity and creative self-realization
10. Systematic work without failures
11. Gratitude of audience, feedback from audience
12. Effectiveness of materials
13. Recognition in a professional environment
14. Other: please specify: _____

C3. *Probe: Why?*

C4. *If answer is 2 or 1, What causes you the greatest dissatisfaction in your job?*

9. Low wages
10. The pressure from owners, no-freedom
11. Bad editorial management, bureaucracy
12. Ethical aspects of profession
13. The internal climate in the editorial office
14. Routine, repetitive, monotonous work
15. Irregular work schedule
16. Other: please specify: _____

C5. *Probe: Why?*

C6. Do you want to stay in the profession of journalism? Yes 1 No 2 Depends on the situation 3

C7. *Probe: Why or why not?*

D. Influences on job/profession

D1. Has the ratio of male to female journalists changed in your media outlet in the past five to ten years? Yes 1 No 2

D2. *If yes, In what way?*

D3. *If yes, Probe: How has the change influenced pay, assignments, opportunities, etc., in your organization?*

D4. *If yes, Probe: Has the change influenced your work and career? Yes 1 No 2*

D5. *If yes, Probe: How?*

2. It is easier for a man to rise in his career within or outside journalism
3. It is easier for a woman to rise in her career within or outside journalism
4. Women are better journalists than men
5. Men are better journalists than women

D6. What technological changes (innovations) have happened in the past five years in your media organization?

1. No changes
2. Presence of new technological equipment in newsroom
3. New technology used to work with information
4. Convergence including multiplatforms such as print, online, internet TV, magazine in any combination
5. Other: please specify: _____

D7. How have these changes transformed your work?

7. Not affected
8. Influenced in a positive way: easier to collect and process information
9. Influenced in a positive way: increased feedback from your audience
10. Affected in negative ways: reduced professionalism
11. Other positive effects: please specify: _____

12. Other negative effects: please specify: _____
- D8. *Probe:* Do you use social media in your journalistic work? Yes 1 No 2
8. VKontakte
 9. Twitter
 10. Facebook
 11. Instagram
 12. Live journal
 13. LinkedIn
 14. Other: please specify: _____
- D9. *Probe:* Why or why not?
- D10. *Probe:* If Yes, how has this use of social media influenced your work?
- D11. Do you use social media in your personal life? Yes 1 No 2
1. VKontakte
 2. Twitter
 3. Facebook
 4. Instagram
 5. Live journal
 6. LinkedIn
 7. Other: please specify: _____
- D12. *If yes, Probe:* Does your use of social media in your personal life play into your journalistic work?
Yes 1 No 2
- D13. *If yes, Probe:* How?
- D14. What economic and budgetary changes have occurred in the past five years in your media organization?
- Have your wages:
1. Grown:
 2. Fallen:
 4. Not changed for the past 3 to 5 years:
 5. No answer
- Has payment of your wages been delayed? Yes -- 1 No -- 2
- Have advertising revenues
1. Grown:
 2. Fallen:
 3. Not changed for the past 3 to 5 years:
 4. No answer
- D15. How have these changes influenced your work?
- D16. *Probe:* Staff reduction? Increased work load? No travel funds for stories in other towns/places? Emphasis on profit? Etc.?
- Structure of editorial office
1. Staff reductions:
 2. Recruitment of staff:
 3. No change
- D17. What changes have you seen in ownership patterns of media organizations (*e.g., media concentration, increased independent ownership, etc.*)?
- Ownership structure
1. Has changed:
 2. Has not changed:
- D18. *If changes observed, what is the influence of these changes (probe changes one by one) on:*
- a. Your work?
 - b. The profession of journalism? *Probe:* In terms of editorial plurality, democratic voices, market orientation, etc.?
- D19. What is the hierarchy in your newsroom (*i.e., relationship between different levels of staff, nature of newsroom culture—democratic, formal, etc.*)?

- 5. No hierarchy
 - 6. Standard (editor-in-chief, deputy, members of the editorial board, heads of newsrooms)
 - 7. Non-standard, informal
 - 8. Other: please specify: _____
- D20. How does the hierarchy influence your work?
- 4. Has no effect
 - 5. Makes it easier to work
 - 6. Makes it difficult to work
- D21. What is the nature of the relationship between you and your boss?
- 4. Usual as between a superior and subordinate
 - 5. A relationship of equality, partnership, friendship
 - 6. Other: please specify: _____
- D22. How does this relationship influence your work?
- 4. Positively
 - 5. Negatively
 - 6. Does not affect
- D23. What are the sources you and your colleagues use for your journalistic work?
- D24. In what kind of stories are ordinary citizens used as sources?
- 1 – Not used
 - 2 – Used, in "hot line"
 - 3 – Used, in polls
 - 4 – Used, in publications/topics with the opinion of the audience
 - 5 – Used, in readers' participation in the formation of thematic spectrum
 - 6 – Used, in answers to letters of readers, viewers
- D25. In your most recent story, how many sources were ordinary citizens?
- D26. *Probe:* Why or why not?

E. Freedom of Speech

- E1. Do you think there are certain cases in which the country is justified in controlling the news media?
Yes 1 No 2
- E2. Why or why not?
- E3. Should the government control the internet? Yes 1 No 2
- E4. Why or why not?
- E5. Should the government control access to mobile telephones? Yes 1 No 2
- E6. Why or why not?
- E7. Should the government track use of mobile telephones? Yes 1 No 2
- E8. Why or why not?
- E9. Should the government control political affairs content in media? Yes 1 No 2
- 11. Yes, by State
 - 12. Yes, by society, public
 - 13. Yes, by professional community, editorial offices
 - 14. Yes, by journalist
 - 15. Not need for any control
- E10. Should the government control entertainment content in media? Yes 1 No 2
- 16. Yes, by State
 - 17. Yes, by society, public
 - 18. Yes, by professional community, editorial offices
 - 19. Yes, by journalist
 - 20. Not need for any control
- E11. Are there subjects that should not be covered by journalists? Yes 1 No 2
- E12. Why or why not?
- E13. *If Yes, What are these subjects (national security/interest, pornography)?*
- E14. What is your attitude to protests in your city, country?

F. Professionalism

F1. What are the characteristics of a professional journalist?

a. Named qualities of the professional journalist

1. Generally erudite and scholarly
2. Honest, sincere
3. Competent, knowledgeable about subject
4. Good writer
5. Not proficient in use of technology
6. Independent
7. Unbiased
8. Not-mercenary
9. Does not insert personal speculation about problems, human tragedy, etc.
10. Engages in ethical conduct in general and in profession
11. Courageous, has grit
12. Other; please specify: _____
13. Is objective

b. Named qualities of the unprofessional journalist

- 1 Not educated
- 2 Dishonest, not sincere
- 3 Incompetent, ignorant about subject
- 4 Poor writer,
5. Not proficient in use of technology
6. Biased
7. Mercenary
8. Inserts personal speculation about problems, human tragedy, etc.
9. Engages in unethical conduct in general and in profession
10. Cowardly
11. Lacks character
12. Other: please specify: _____
13. Inattentive to facts

F2. Do you consider yourself a professional journalist?

1. Yes
2. No
3. Yes and no, not quite

F3. Why or why not?

F4. Why did you become a journalist?

1. Family tradition
2. Wrote well since childhood, was aware of his/her talent for journalism, contributed to a school newspaper
- 3 Desire to join journalism
4. By chance
5. Worked in another occupation, contributed successfully to a newspaper
6. Other; please specify: _____

F5. Who are your role models?

1. Parfenov
2. Pozner
3. Politkovskaya
4. Journalist, editor from your professional environment
5. Other; please specify: _____:

F6. In the past year, have you produced news articles for money or services?

Yes 1 No 2 I have not, but know others who write articles for money or services 3

F7. *If Yes, Why?*

- F8. Is the practice of paid news prevalent in COUNTRY?
- F9. How does this practice of paid news relate to professionalism in journalism?
1. Corruption occurs at the level of management or owners, journalists are simply doing their job.
 2. A good journalist does a good job, a bad journalist does bad work.
 3. Businesses, political leaders, etc., buy journalists who have good professional skills so as to win their battles using these journalists' skills.
 4. No, it is not, because a venal journalist is not a journalist and her/his work is not journalism
 5. Other: please specify: _____
- F10. Have you experienced ethical dilemmas (difficult moral choices) in your professional work? Give examples.
13. Mismatch between my position and the position of the editorial
 14. Doubts about my objectivity
 15. Conflict between the public interest and the interest of my social group
 16. Contradiction between the desire for money and risk versus honesty
 17. Contradiction between urgency and professionalism
 18. Choice between making profit and freedom of speech
 19. Fear of owner, supervisor
 20. Relationship with heroes of publications
 21. Offers of bribes
 22. Pressure from outside
 23. Other: please specify: _____
 24. Have not encountered a situation of difficult moral choice
- F11. Is there solidarity among journalists in COUNTRY, i.e., a feeling of a professional community that sticks together? Yes 1 No 2 Not Sure 3
- F12. Why or why not?
- F13. What factors impede or facilitate solidarity among journalists?
7. Professional competition
 8. Competition between media
 9. Different professional cultures among journalists (i.e., some journalists work well in teams, other journalists prefer to work individually without taking directions from others)
 10. The society and profession are not ready for the concept of solidarity
 11. Other: please specify: _____
 12. Solidarity exists
- P14. What are the main functions of journalism?
- P15. *Probe:* What is the role of the news media in the public sphere?
1. Provide information
 2. Entertain
 3. Enlighten
 4. Help form opinions (public's, various groups)
 5. Control society
 6. Enable the audience to think critically
 7. Search for solutions (constructive criticism)
 8. Engage in propaganda
 9. Promote objectivity
 10. Provide a picture of the world/day
 11. Bring up and build people's mindset
 12. Mediate
 13. Educate
 14. Provide cognitive fodder for people
 15. Protect people/society
 16. Help people/society
 17. Regulate for societal order
 - 17.1 Regulate so as to enable communication between people and institutions

18. Interpret issues such as new laws, societal problems, etc.
 19. Provide warning about dangers, financial scams such as pyramid schemes, etc.
 20. Provide prognoses about society
 21. Feed journalists
 22. Orient people/society to an unfriendly, chaotic world
 23. Promote social comfort
 24. Define moral and traditional orientations as well as government policy orientation and purpose
- P16. *Probe*: What is your opinion about the watchdog role of the news media?
- P17. What needs to change in the social-political conditions of the country in order for journalism to fully comply with its functions?
5. Ensure the independence of the media, including economic independence
 6. Have more democracy
 7. Increase political competition
 8. Other: please specify: _____
- P18. Is a journalist an important/influential person in your city?
4. Yes
 5. No
 6. Yes and no, Yes but not every journalist

G. Miscellaneous

- G1. Is it more prestigious to work in the traditional media or in new online media?
5. In new media
 6. In traditional media
 7. No difference
 8. Depends on the media outlet

In the following question, use the words "traditional/online" as appropriate to the interviewee's workplace.

- G2. How are journalists of your media different from the journalists working in the traditional/new online media?

- 1 No differences
- 2 There are differences in:
 7. Speed
 8. Quality of journalism produced
 9. Quality of analysis
 10. Degree of responsibility
 11. Ethics
 12. Other: please specify: _____

- G3. What is the current state of the journalism profession in COUNTRY

- G4. What is the future (next ten years) of the journalism profession in COUNTRY?

11. Nothing will change
12. Will disappear,
- 2.1 Will be degraded
13. A number of genres will die
14. Will be further divided into fast and slow, informational and analytical
15. Will merge with bloggers
16. Will become faster and more informative
17. Print media will disappear
18. Monopoly of media will disappear due to user generated content; audiences will be more active
19. Other: please specify: _____