



**PROJECT: CMRC Fairness in Media
Study (#3444)**
DATE: February 23, 2007

FINAL QUESTIONNAIRE Journalists

Good morning/afternoon/evening. My name is (_____) and I am calling from the Carleton University Survey Centre. I am calling on behalf of the Canadian Media Research Consortium.

A. May I please speak to (NAME FROM LIST)?

- 1 YES – Continue
- 2 NO – When is a better time for me to call back? (SCHEDULE APPOINTMENT)
- 3 REFUSED – THANK AND TERMINATE (KEEP TALLY OF REFUSALS)

RE-INTRODUCE YOURSELF, IF NECESSARY: Hello, my name is (_____) and I am calling from the Carleton University Survey Centre. I am calling on behalf of the Canadian Media Research Consortium.

You may have received a letter from (_____) recently from the Canadian Media Research Consortium, asking for your participation in this very important and prestigious study. I'd like to take this opportunity to assure you that this interview is completely confidential and that you will not be contacted again on this topic without your express permission. The survey will only take about 12 minutes to complete.

B. Do you have time now to go through the survey?

- 1 YES – Continue
- 2 NO – When is a better time for me to call back? (SCHEDULE APPOINTMENT)
- 3 REFUSED – THANK AND TERMINATE (KEEP TALLY OF REFUSALS)

1. Could you please tell me which kind of journalism you practice? (READ LIST)

- 1 Mostly news
- 2 Mostly commentary
- 3 Don't Know/Refused (DO NOT READ)

2. Which medium are you a journalist for? (READ LIST; MULTIPLE MENTIONS ALLOWED)

- 1 Print
- 2 Radio
- 3 Television

- 4 Other (SPECIFY: _____)
- 5 Don't Know/Refused (DO NOT READ)

3. I'd like to talk to you about your perceptions of journalistic "fairness" in Canada. What do you consider to be attributes of "fair journalism"? (PROBE: Anything else?)

In evaluating fairness in journalism, how important to you is it that news reports and commentaries: (PROBE: Is that very, somewhat?) (READ AND ROTATE)

- 4. Quote sources accurately
- 5. Place information in context
- 6. Include all the relevant facts
- 7. Verify information before reporting it
- 8. Include all legitimate points of view
- 9. Avoid obvious partisanship or bias
- 10. Question sources vigorously
- 11. Resist attempts by sources to "spin the story"
- 12. Respect the personal privacy of public figures
- 13. Avoid quoting an unnamed source
- 14. Protect the confidentiality of anonymous sources
- 15. Represent the broader public interest
- 16. Avoid reporting accusations without giving the accused an opportunity to respond
- 17. Never report off-the-record conversations
- 18. Avoid reporting information obtained through the use of hidden cameras or tape recorders

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 5 Don't Know/Refused (DO NOT READ)

19. Are you aware of a guide or code of journalistic standards that outlines the definition of fairness and how it applies to media reporting?

- 1 Yes
- 2 No
- 3 Don't Know/Refused (DO NOT READ)

20. (IF YES) How often do you refer to this guide or code of journalistic standards?

- 1 Often
- 2 Sometimes
- 3 Seldom
- 4 Never
- 5 Don't Know/Refused (DO NOT READ)

21. What proportion of the news stories that you see in the Canadian media present the news in a fair way?

- 1 Most
- 2 More than half
- 3 Less than half
- 4 Not very many
- 5 Don't Know/Refused (DO NOT READ)

22. Please describe a situation in which you have personally encountered unfair media reporting. (PROBE: What specifically made this situation unfair?)

23. How often, if at all, are your news stories influenced by your own ideological or political views?

- 1 Often
- 2 Sometimes
- 3 Seldom
- 4 Never
- 5 Don't Know/Refused (DO NOT READ)

24. Why do you say that? (PROBE: Any other reasons?)

25. What sources do you rely on most often when you are looking for fair reporting on political matters? (PROBE: Any other sources?)

26. Which types of media are the most susceptible to unfair news reporting? (DO NOT READ LIST; PROBE: Any others?)

- 1 Newspapers
- 2 Radio
- 3 Television
- 4 Magazines
- 5 Internet
- 6 Other(SPECIFY: _____)
- 7 All equally susceptible (DO NOT READ)
- 8 Don't Know/Refused (DO NOT READ)

27. What are the most important challenges you face in trying to make your reporting or commentary fair? (PROBE: Are there any other challenges?)

28. Do you think that media coverage of the personal and ethical behaviour of political leaders is excessive or not?

- 1 Excessive
- 2 Not excessive
- 3 Don't Know/Refused (DO NOT READ)

29. Do you think media criticism of the policies and proposals of political leaders is excessive or not?

- 1 Excessive
- 2 Not excessive
- 3 Don't Know/Refused (DO NOT READ)

30. Apart from journalists and editors, what outside groups, if any, do you think influence the news? (DO NOT READ LIST; PROBE: Any others?)

- 1 Politicians/Governments
- 2 Public Relations
- 3 Businesses/Corporation
- 4 Media Owners
- 5 Lobby Groups
- 6 Labour Unions
- 7 Advertisers
- 8 Other Media
- 9 Other (SPECIFY: _____)
- 10 Don't Know/Refused (DO NOT READ)

31. Do you think the influence of outside groups, other than journalists or editors, in the Canadian media is a very serious problem, a small problem, or not a problem at all?

- 1 Very serious problem
- 2 Small problem
- 3 Not a problem at all
- 4 Don't Know/Refused (DO NOT READ)

32. How often do you think corporate control of the media influences the particular news stories that are presented? Is it...? (READ LIST)

- 1 Often
- 2 Sometimes
- 3 Seldom

- 4 Never
- 5 Don't Know/Refused (DO NOT READ)

33. Overall, how knowledgeable would you say journalists are on the topics that they cover in the news? Are they...? (READ LIST)

- 1 Very knowledgeable
- 2 Somewhat knowledgeable
- 3 Not very knowledgeable
- 4 Not at all knowledgeable
- 5 Don't Know/Refused (DO NOT READ)

34. And how important do you think it is for journalists to be knowledgeable about the stories they cover? Do you think it is...? (READ LIST)

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 5 Don't Know/Refused (DO NOT READ)

35. Why do you say that? (PROBE: Any other reasons?)

36. How satisfied are you by the variety of regional viewpoints reported in the national news media? (READ LIST)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not satisfied at all
- 5 Don't Know/Refused (DO NOT READ)

37. What do you think are the biggest differences, if any, between French and English news coverage? (PROBE: Any other differences?)

38. And lastly, in general, would you describe your political views as very conservative, conservative, moderate, liberal, or very liberal? We are not asking you for your political party affiliation, just your political viewpoint. (ROTATE)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very Liberal
- 6 Don't Know/Refused (DO NOT READ)

Demographics

39. How many years have you worked as a journalist? (RECORD NUMBER)

40. Would you mind telling me what year you were born? (RECORD NUMBER)

41. Gender (INTERVIEWER RECORDED)

- Male
- Female

42. Generation (INTERVIEWER/SYSTEM RECORDED)

- Male 18 To 34
- Male 35 To 54
- Male 55 and over
- Female 18 To 34
- Female 35 To 54
- Female 55 and over

43. What is the highest level of schooling that you have completed? (READ LIST)

- High school

Community college
University
Post-graduate/Professional
Don't know (DO NOT READ)
Refused (DO NOT READ)

That concludes the interview. Thank you very much for your time.