

JOURNALISM STUDENTS
ACROSS THE GLOBE (JSG):
PROFESSIONALIZATION, IDENTITY AND CHALLENGES IN A
CHANGING ENVIRONMENT



JSG Norway 2013:

Methodology, questionnaire and selected tables.

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Journalism Students Across The Globe

“The JSG project aims to conduct simultaneous surveys of journalism students around the world, with the aim of providing as large a variety of countries as possible, and representing all inhabited continents ... The professional values and attitudes of journalism can be learned and internalized by journalists by way of living different experiences in a variety of settings and by interacting with multiple sources, including those stemming from professional educational settings (Preston, 2009; Shoemaker and Reese, 1996). It is therefore crucial to investigate the ways in which journalism education influences students’ perceptions of and attitudes to their future profession, as arguably they would carry them into their career as journalists ... all this points to the necessity of conducting a global study of journalism students in order to ascertain the extent to which a university education shapes their professional views, as well as the extent to which these views may be similar or different across different cultural settings.”

- <http://goo.gl/OcXkBL>

The project is currently lead by Claudia Mellado, Universidad de Santiago de Chile and Folker Hanusch, University of the Sunshine Coast. The Norwegian survey was conducted by Jan Fredrik Hovden and Eirik Nymark Esperås, both at the Department of Information Science and Media Studies at the University of Bergen.

Methodology of the Norwegian survey

Constructing the questionnaire

The Norwegian questionnaire differs slightly from the JSG master questionnaire. First, it did not include optional questions 8b (performance of state and private media), 23 (ethnicity) or 30 (political left-right scale). In addition, two questions were added for fathers and mothers occupations (if they were self-employed and the number of people they were leading in their work, if any), to make it possible to construct the Goldthorpe occupational scale (EGP). The questions of fathers and mothers educational level was furthermore asked on a more nuanced (but still compatible) 7-point scale rather than a 3-point scale.

Selecting the sample: schools and programs

Norway has currently a large number of vocational journalism educations, both at master and bachelor level. For an overview, see Bjørnsen G, Hovden JF and Ottosen R. (2009): *The Norwegian Journalism Education Landscape*. In: Terzis G (ed) *European Journalism Education*. Bristol: Intellect Books/UCP.

For the JSG project we have chosen bachelor students at three Norwegian schools of journalism for the sample. First, the two first established, and still the largest vocational schools, at the University colleges of Oslo and Volda. The oldest, Oslo, has traditionally been specialised in newspaper journalism, while Volda (a small town located in the Northwest part of Southern Norway) has specialised in broadcast journalism, but in the later years the two schools have become more similar in their educational offerings. Finally, we have included the journalism programme at the Department of Information Studies and Media Sciences at the University of Bergen¹ as an example of a journalism education at an older university. Note, however, that all of the three remaining dominating schools of journalism in Norway have more in common with the two first educations, as they are all stationed at sites of district University colleges, two of which have recently received the status of Universities (NLA University College Kristiansand, The University of Nordland and The University of Stavanger)

The schools of Oslo, Volda and Bergen all offer master-level courses (although the Bergen master degree is in media science, not journalism). We have, however, chosen only bachelor students, as the number of master students is still quite few. Also we have excluded the students in Oslo who attended the photo journalism specialisation, judging this to be a more specialised type of journalism education than the rest of the sample.

All journalism students registered at the selected schools/courses was included in the gross sample, which included 381 students (205 in Oslo, 117 in Volda and 59 in Bergen).

The gross sample should represent well the most common types of journalism students in Norway.

Survey form, distribution, response rate and bias

The survey was distributed as a web survey. The first e-mail invitations was sent out in early/mid-november (week 45/46) in 2013, non-respondents was given up to three reminders). The data collection was closed in mid-December (week 51) the same year.

¹ Links to the study programs: <http://www.hioa.no/Studier/SAM/Bachelor/Journalistikk> (Oslo), <http://www.hivolda.no/eng/vuc/about-vuc/faculties/media--journalism> (Volda), <http://www.uib.no/studieprogram/BASV-JOURN> (Bergen).

The students was also encouraged to answer the questionnaire by their lecturers and, in the case of Oslo, via a Facebook group for journalism students.

186 students responded, giving a response rate of 49%. Note that because of the schools' use of learning management systems to keep in contact with the students means that the students institutional email-addresses are often little used (or not used at all), we relied on the students' private email-addresses for the distribution of the survey. As these private email-addresses are usually registered when they applied for the first time at their university/university college, it is quite likely that some of the non-respondents never received the invitation. There is a slightly higher response rate at the Univ. of Bergen than the other two universities, which is probably a result of the survey being distributed from this university.

The fall semester in Norway typically starts about 20th August. This means that the first-year students had been journalism students for three months when they received the invitation to participate in the survey.

Selected tables

Note that the numbering in the tables refers to the JSG master questionnaire, not the numbering in the Norwegian version of this questionnaire.

| | School | | | Gender | | Age | | | Total |
|-------------------------------|---|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| N= | 45 | 73 | 26 | 53 | 92 | 63 | 41 | 41 | 145 |
| | 1. Preferred field of work | | | | | | | | |
| Journalism | 93 % | 81 % | 85 % | 87 % | 85 % | 87 % | 88 % | 80 % | 85 % |
| PR | 5 % | 8 % | 0 % | 6 % | 5 % | 6 % | 5 % | 5 % | 6 % |
| Advertising | 0 % | 0 % | 4 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| Teaching and research | 0 % | 4 % | 4 % | 2 % | 3 % | 0 % | 2 % | 7 % | 3 % |
| Other | 2 % | 7 % | 8 % | 4 % | 7 % | 5 % | 5 % | 7 % | 6 % |
| | 3. Preferred area | | | | | | | | |
| News agency | 0 % | 7 % | 4 % | 4 % | 4 % | 0 % | 10 % | 5 % | 4 % |
| Newspaper | 20 % | 11 % | 27 % | 26 % | 12 % | 17 % | 12 % | 22 % | 17 % |
| Magazine | 18 % | 8 % | 8 % | 4 % | 15 % | 13 % | 10 % | 10 % | 11 % |
| Television | 27 % | 29 % | 23 % | 32 % | 24 % | 35 % | 27 % | 15 % | 27 % |
| Online-only news sites | 2 % | 8 % | 4 % | 8 % | 4 % | 3 % | 12 % | 2 % | 6 % |
| Online-only magazines | 2 % | 4 % | 4 % | 6 % | 2 % | 3 % | 2 % | 5 % | 3 % |
| Radio | 16 % | 11 % | 15 % | 8 % | 16 % | 13 % | 10 % | 17 % | 13 % |
| Film | 2 % | 7 % | 0 % | 6 % | 3 % | 5 % | 5 % | 2 % | 4 % |
| Advertising | 0 % | 0 % | 4 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| PR | 4 % | 0 % | 0 % | 2 % | 1 % | 2 % | 0 % | 2 % | 1 % |
| Government information | 0 % | 8 % | 4 % | 2 % | 7 % | 3 % | 2 % | 10 % | 5 % |
| University | 0 % | 4 % | 0 % | 2 % | 2 % | 0 % | 2 % | 5 % | 2 % |
| Freelancer | 7 % | 1 % | 4 % | 0 % | 5 % | 3 % | 5 % | 2 % | 3 % |
| Other | 2 % | 1 % | 4 % | 0 % | 3 % | 2 % | 2 % | 2 % | 2 % |
| | 3. Interest in specific area: Politics | | | | | | | | |
| Not interested | 2 % | 10 % | 0 % | 2 % | 8 % | 7 % | 3 % | 6 % | 6 % |
| Little interested | 22 % | 19 % | 17 % | 20 % | 19 % | 25 % | 17 % | 12 % | 19 % |
| Somewhat interested | 41 % | 26 % | 33 % | 29 % | 34 % | 41 % | 19 % | 31 % | 32 % |
| Very interested | 27 % | 33 % | 33 % | 40 % | 27 % | 23 % | 42 % | 34 % | 31 % |
| Extremely interested | 7 % | 12 % | 17 % | 9 % | 13 % | 4 % | 19 % | 16 % | 11 % |
| | 3. Interest in specific area: Economy and business | | | | | | | | |
| Not interested | 17 % | 24 % | 21 % | 11 % | 28 % | 29 % | 11 % | 22 % | 22 % |
| Little interested | 51 % | 36 % | 33 % | 31 % | 46 % | 39 % | 50 % | 31 % | 40 % |
| Somewhat interested | 20 % | 31 % | 46 % | 44 % | 22 % | 30 % | 25 % | 34 % | 30 % |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Very interested | 10 % | 7 % | 0 % | 11 % | 4 % | 0 % | 11 % | 12 % | 6 % |
| Extremely interested | 2 % | 2 % | 0 % | 2 % | 1 % | 2 % | 3 % | 0 % | 2 % |
| 3. Interest in specific area: Foreign news | | | | | | | | | |
| Not interested | 0 % | 5 % | 0 % | 0 % | 4 % | 4 % | 3 % | 0 % | 2 % |
| Little interested | 22 % | 17 % | 12 % | 13 % | 20 % | 21 % | 22 % | 6 % | 18 % |
| Somewhat interested | 15 % | 31 % | 38 % | 27 % | 27 % | 29 % | 19 % | 31 % | 27 % |
| Very interested | 51 % | 29 % | 25 % | 44 % | 32 % | 36 % | 28 % | 47 % | 36 % |
| Extremely interested | 12 % | 17 % | 25 % | 16 % | 18 % | 11 % | 28 % | 16 % | 17 % |
| 3. Interest in specific area: Sports | | | | | | | | | |
| Not interested | 35 % | 39 % | 38 % | 18 % | 49 % | 41 % | 29 % | 42 % | 38 % |
| Little interested | 20 % | 15 % | 21 % | 13 % | 20 % | 11 % | 26 % | 21 % | 18 % |
| Somewhat interested | 12 % | 12 % | 12 % | 13 % | 11 % | 12 % | 11 % | 12 % | 12 % |
| Very interested | 8 % | 12 % | 12 % | 9 % | 11 % | 12 % | 6 % | 12 % | 10 % |
| Extremely interested | 25 % | 22 % | 17 % | 47 % | 8 % | 23 % | 29 % | 12 % | 22 % |
| 3. Interest in specific area: Crime and law | | | | | | | | | |
| Not interested | 2 % | 10 % | 12 % | 9 % | 8 % | 9 % | 3 % | 12 % | 8 % |
| Little interested | 27 % | 17 % | 25 % | 22 % | 22 % | 20 % | 22 % | 25 % | 22 % |
| Somewhat interested | 39 % | 45 % | 33 % | 44 % | 39 % | 41 % | 42 % | 41 % | 41 % |
| Very interested | 17 % | 17 % | 25 % | 13 % | 22 % | 18 % | 22 % | 16 % | 19 % |
| Extremely interested | 15 % | 10 % | 4 % | 11 % | 10 % | 12 % | 11 % | 6 % | 10 % |
| 3. Interest in specific area: Science | | | | | | | | | |
| Not interested | 2 % | 10 % | 12 % | 4 % | 10 % | 12 % | 6 % | 3 % | 8 % |
| Little interested | 46 % | 29 % | 29 % | 22 % | 43 % | 43 % | 39 % | 19 % | 35 % |
| Somewhat interested | 29 % | 38 % | 29 % | 36 % | 32 % | 27 % | 28 % | 50 % | 33 % |
| Very interested | 15 % | 19 % | 25 % | 27 % | 14 % | 16 % | 22 % | 19 % | 19 % |
| Extremely interested | 7 % | 3 % | 4 % | 11 % | 1 % | 2 % | 6 % | 9 % | 5 % |
| 3. Interest in specific area: Environment | | | | | | | | | |
| Not interested | 2 % | 12 % | 4 % | 7 % | 8 % | 9 % | 6 % | 6 % | 7 % |
| Little interested | 32 % | 28 % | 17 % | 29 % | 27 % | 29 % | 28 % | 25 % | 27 % |
| Somewhat interested | 34 % | 26 % | 38 % | 31 % | 30 % | 32 % | 28 % | 31 % | 31 % |
| Very interested | 15 % | 24 % | 38 % | 20 % | 25 % | 23 % | 25 % | 22 % | 23 % |
| Extremely interested | 17 % | 10 % | 4 % | 13 % | 10 % | 7 % | 14 % | 16 % | 11 % |
| 3. Interest in specific area: Development issues | | | | | | | | | |
| Not interested | 0 % | 14 % | 4 % | 7 % | 8 % | 12 % | 3 % | 3 % | 7 % |
| Little interested | 28 % | 18 % | 17 % | 27 % | 17 % | 20 % | 26 % | 16 % | 20 % |

| | School | | | Gender | | Age | | | Total |
|---|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Somewhat interested | 30 % | 30 % | 29 % | 20 % | 36 % | 36 % | 26 % | 26 % | 30 % |
| Very interested | 28 % | 23 % | 38 % | 33 % | 23 % | 21 % | 26 % | 39 % | 27 % |
| Extremely interested | 15 % | 16 % | 12 % | 13 % | 16 % | 11 % | 20 % | 16 % | 15 % |
| 3. Interest in specializing: Lifestyle | | | | | | | | | |
| Not interested | 12 % | 23 % | 8 % | 25 % | 11 % | 7 % | 25 % | 22 % | 16 % |
| Little interested | 37 % | 28 % | 46 % | 43 % | 29 % | 25 % | 33 % | 50 % | 34 % |
| Somewhat interested | 15 % | 18 % | 25 % | 20 % | 16 % | 13 % | 25 % | 19 % | 18 % |
| Very interested | 24 % | 25 % | 21 % | 9 % | 32 % | 40 % | 17 % | 3 % | 24 % |
| Extremely interested | 12 % | 7 % | 0 % | 2 % | 11 % | 15 % | 0 % | 6 % | 8 % |
| 3. Interest in specific area: Entertainment | | | | | | | | | |
| Not interested | 17 % | 17 % | 17 % | 20 % | 15 % | 9 % | 19 % | 27 % | 17 % |
| Little interested | 17 % | 20 % | 33 % | 22 % | 23 % | 12 % | 28 % | 33 % | 22 % |
| Somewhat interested | 17 % | 22 % | 33 % | 24 % | 22 % | 20 % | 33 % | 15 % | 22 % |
| Very interested | 29 % | 27 % | 12 % | 17 % | 29 % | 38 % | 14 % | 15 % | 25 % |
| Extremely interested | 20 % | 14 % | 4 % | 17 % | 11 % | 21 % | 6 % | 9 % | 14 % |
| 3. Interest in specific area: Culture | | | | | | | | | |
| Not interested | 7 % | 9 % | 4 % | 11 % | 5 % | 4 % | 14 % | 6 % | 7 % |
| Little interested | 10 % | 16 % | 25 % | 13 % | 16 % | 7 % | 25 % | 19 % | 15 % |
| Somewhat interested | 20 % | 22 % | 29 % | 36 % | 15 % | 25 % | 19 % | 22 % | 23 % |
| Very interested | 27 % | 33 % | 29 % | 22 % | 35 % | 36 % | 22 % | 31 % | 31 % |
| Extremely interested | 37 % | 21 % | 12 % | 18 % | 28 % | 29 % | 19 % | 22 % | 24 % |
| 3. Interest in specific area: Travel | | | | | | | | | |
| Not interested | 10 % | 7 % | 0 % | 16 % | 1 % | 4 % | 9 % | 9 % | 7 % |
| Little interested | 15 % | 11 % | 4 % | 18 % | 6 % | 11 % | 14 % | 6 % | 11 % |
| Somewhat interested | 32 % | 30 % | 35 % | 27 % | 34 % | 17 % | 43 % | 44 % | 31 % |
| Very interested | 22 % | 39 % | 39 % | 25 % | 39 % | 52 % | 20 % | 19 % | 34 % |
| Extremely interested | 22 % | 12 % | 22 % | 14 % | 19 % | 17 % | 14 % | 22 % | 17 % |
| 4. Work experience: Campus newspaper | | | | | | | | | |
| No | 61 % | 62 % | 56 % | 71 % | 55 % | 64 % | 62 % | 56 % | 61 % |
| Yes | 39 % | 38 % | 44 % | 29 % | 45 % | 36 % | 38 % | 44 % | 39 % |
| 4. Work/internship experience: Unpaid (off-campus) | | | | | | | | | |
| No | 84 % | 89 % | 92 % | 88 % | 88 % | 93 % | 84 % | 83 % | 88 % |
| Yes | 16 % | 11 % | 8 % | 12 % | 12 % | 7 % | 16 % | 17 % | 12 % |
| 4. Work/internship experience: Part-time or casual | | | | | | | | | |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| No | 66 % | 42 % | 58 % | 48 % | 56 % | 60 % | 40 % | 55 % | 53 % |
| Yes | 34 % | 58 % | 42 % | 52 % | 44 % | 40 % | 60 % | 45 % | 47 % |
| 4. Work/internship experience: Paid full-time | | | | | | | | | |
| No | 95 % | 83 % | 96 % | 92 % | 88 % | 95 % | 87 % | 83 % | 90 % |
| Yes | 5 % | 17 % | 4 % | 8 % | 12 % | 5 % | 13 % | 17 % | 10 % |
| 4. Work/internship experience: No | | | | | | | | | |
| No | 70 % | 79 % | 68 % | 69 % | 76 % | 63 % | 89 % | 74 % | 73 % |
| Yes | 30 % | 21 % | 32 % | 31 % | 24 % | 37 % | 11 % | 26 % | 27 % |
| 5. Type of work/internship experience: News agency/wire service | | | | | | | | | |
| No | 100 % | 92 % | 100 % | 93 % | 98 % | 98 % | 94 % | 94 % | 96 % |
| Yes | 0 % | 8 % | 0 % | 7 % | 2 % | 2 % | 6 % | 6 % | 4 % |
| 5. Type of work/internship experience: Newspaper | | | | | | | | | |
| No | 60 % | 40 % | 48 % | 48 % | 48 % | 59 % | 32 % | 49 % | 48 % |
| Yes | 40 % | 60 % | 52 % | 52 % | 52 % | 41 % | 68 % | 51 % | 52 % |
| 5. Type of work/internship experience: Magazine | | | | | | | | | |
| No | 95 % | 73 % | 83 % | 93 % | 76 % | 88 % | 81 % | 76 % | 82 % |
| Yes | 5 % | 27 % | 17 % | 7 % | 24 % | 12 % | 19 % | 24 % | 18 % |
| 5. Type of work/internship experience: Television | | | | | | | | | |
| No | 95 % | 78 % | 88 % | 87 % | 85 % | 88 % | 78 % | 91 % | 86 % |
| Yes | 5 % | 22 % | 12 % | 13 % | 15 % | 12 % | 22 % | 9 % | 14 % |
| 5. Type of work/internship experience: Online news site | | | | | | | | | |
| No | 70 % | 46 % | 79 % | 60 % | 61 % | 71 % | 54 % | 50 % | 60 % |
| Yes | 30 % | 54 % | 21 % | 40 % | 39 % | 29 % | 46 % | 50 % | 40 % |
| 5. Type of work/internship experience: Radio | | | | | | | | | |
| No | 81 % | 73 % | 83 % | 83 % | 75 % | 83 % | 69 % | 79 % | 78 % |
| Yes | 19 % | 27 % | 17 % | 17 % | 25 % | 17 % | 31 % | 21 % | 22 % |
| 5. Type of work/internship experience: Advertising | | | | | | | | | |
| No | 98 % | 93 % | 100 % | 96 % | 96 % | 100 % | 94 % | 91 % | 96 % |
| Yes | 2 % | 7 % | 0 % | 4 % | 4 % | 0 % | 6 % | 9 % | 4 % |
| 5. Type of work/internship experience: Public relations | | | | | | | | | |
| No | 93 % | 100 % | 96 % | 98 % | 96 % | 98 % | 94 % | 97 % | 97 % |
| Yes | 7 % | 0 % | 4 % | 2 % | 4 % | 2 % | 6 % | 3 % | 3 % |
| 5. Type of work/internship experience: Government information | | | | | | | | | |
| No | 95 % | 98 % | 100 % | 98 % | 97 % | 100 % | 94 % | 97 % | 98 % |
| Yes | 5 % | 2 % | 0 % | 2 % | 3 % | 0 % | 6 % | 3 % | 2 % |

| | School | | | Gender | | Age | | | Total |
|----------------------------|--|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| | 5. Type of work/internship experience: Other | | | | | | | | |
| No | 95 % | 93 % | 100 % | 98 % | 94 % | 100 % | 94 % | 88 % | 95 % |
| Yes | 5 % | 7 % | 0 % | 2 % | 6 % | 0 % | 6 % | 12 % | 5 % |
| | 6. Motivation: Opportunity to travel | | | | | | | | |
| Not important | 9 % | 11 % | 15 % | 17 % | 8 % | 11 % | 10 % | 12 % | 11 % |
| Little important | 27 % | 23 % | 27 % | 36 % | 18 % | 19 % | 27 % | 32 % | 25 % |
| Somewhat important | 20 % | 42 % | 15 % | 23 % | 36 % | 24 % | 37 % | 37 % | 31 % |
| Very important | 31 % | 19 % | 38 % | 19 % | 30 % | 38 % | 24 % | 10 % | 26 % |
| Extremely important | 13 % | 4 % | 4 % | 6 % | 8 % | 8 % | 2 % | 10 % | 7 % |
| | 6. Motivation: Possibility of being famous | | | | | | | | |
| Not important | 42 % | 45 % | 48 % | 40 % | 48 % | 37 % | 48 % | 56 % | 45 % |
| Little important | 38 % | 30 % | 36 % | 34 % | 33 % | 38 % | 32 % | 27 % | 33 % |
| Somewhat important | 18 % | 16 % | 8 % | 17 % | 14 % | 19 % | 10 % | 15 % | 15 % |
| Very important | 2 % | 5 % | 8 % | 8 % | 3 % | 5 % | 8 % | 2 % | 5 % |
| Extremely important | 0 % | 3 % | 0 % | 2 % | 1 % | 2 % | 2 % | 0 % | 1 % |
| | 6. Motivation: Help in nation-building | | | | | | | | |
| Not important | 13 % | 18 % | 19 % | 23 % | 13 % | 13 % | 17 % | 22 % | 17 % |
| Little important | 38 % | 29 % | 12 % | 36 % | 25 % | 29 % | 34 % | 24 % | 29 % |
| Somewhat important | 22 % | 38 % | 50 % | 30 % | 38 % | 37 % | 32 % | 37 % | 35 % |
| Very important | 24 % | 12 % | 19 % | 9 % | 22 % | 21 % | 17 % | 12 % | 17 % |
| Extremely important | 2 % | 3 % | 0 % | 2 % | 2 % | 2 % | 0 % | 5 % | 2 % |
| | 6. Motivation: Varied and lively work | | | | | | | | |
| Little important | 0 % | 0 % | 4 % | 0 % | 1 % | 0 % | 2 % | 0 % | 1 % |
| Somewhat important | 11 % | 3 % | 15 % | 9 % | 7 % | 3 % | 7 % | 15 % | 8 % |
| Very important | 38 % | 49 % | 46 % | 43 % | 46 % | 46 % | 46 % | 41 % | 45 % |
| Extremely important | 51 % | 48 % | 35 % | 47 % | 47 % | 51 % | 44 % | 44 % | 47 % |
| | 6. Motivation: Chance to influence people | | | | | | | | |
| Not important | 0 % | 3 % | 4 % | 6 % | 0 % | 3 % | 0 % | 2 % | 2 % |
| Little important | 11 % | 14 % | 4 % | 10 % | 12 % | 10 % | 17 % | 7 % | 11 % |
| Somewhat important | 45 % | 33 % | 23 % | 42 % | 30 % | 40 % | 29 % | 32 % | 35 % |
| Very important | 27 % | 37 % | 50 % | 37 % | 36 % | 27 % | 46 % | 39 % | 36 % |
| Extremely important | 16 % | 14 % | 19 % | 6 % | 22 % | 19 % | 7 % | 20 % | 16 % |
| | 6. Motivation: Work for freedom and democracy | | | | | | | | |
| Not important | 0 % | 3 % | 8 % | 4 % | 2 % | 5 % | 0 % | 2 % | 3 % |
| Little important | 11 % | 21 % | 0 % | 21 % | 10 % | 10 % | 20 % | 15 % | 14 % |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Somewhat important | 40 % | 22 % | 23 % | 34 % | 24 % | 34 % | 22 % | 24 % | 28 % |
| Very important | 31 % | 22 % | 42 % | 25 % | 31 % | 27 % | 29 % | 29 % | 28 % |
| Extremely important | 18 % | 32 % | 27 % | 17 % | 33 % | 24 % | 29 % | 29 % | 27 % |
| 6. Motivation: Pleasure of writing | | | | | | | | | |
| Not important | 5 % | 0 % | 0 % | 2 % | 1 % | 0 % | 5 % | 0 % | 1 % |
| Little important | 5 % | 5 % | 8 % | 8 % | 4 % | 5 % | 8 % | 5 % | 6 % |
| Somewhat important | 14 % | 16 % | 27 % | 19 % | 17 % | 18 % | 15 % | 20 % | 17 % |
| Very important | 37 % | 41 % | 42 % | 45 % | 37 % | 42 % | 40 % | 37 % | 40 % |
| Extremely important | 40 % | 37 % | 23 % | 26 % | 41 % | 35 % | 32 % | 39 % | 36 % |
| 6. Motivation: Chance to help people in their everyday life | | | | | | | | | |
| Not important | 2 % | 1 % | 8 % | 4 % | 2 % | 2 % | 5 % | 2 % | 3 % |
| Little important | 13 % | 15 % | 8 % | 15 % | 12 % | 13 % | 15 % | 12 % | 13 % |
| Somewhat important | 27 % | 34 % | 46 % | 43 % | 28 % | 30 % | 41 % | 32 % | 34 % |
| Very important | 40 % | 38 % | 31 % | 30 % | 42 % | 44 % | 27 % | 39 % | 38 % |
| Extremely important | 18 % | 11 % | 8 % | 8 % | 15 % | 11 % | 12 % | 15 % | 12 % |
| 6. Motivation: The amount of money one can earn | | | | | | | | | |
| Not important | 22 % | 16 % | 27 % | 23 % | 18 % | 25 % | 12 % | 20 % | 20 % |
| Little important | 38 % | 40 % | 31 % | 36 % | 38 % | 24 % | 49 % | 46 % | 37 % |
| Somewhat important | 31 % | 27 % | 42 % | 32 % | 32 % | 33 % | 34 % | 27 % | 32 % |
| Very important | 4 % | 7 % | 0 % | 6 % | 4 % | 10 % | 0 % | 2 % | 5 % |
| Extremely important | 4 % | 10 % | 0 % | 4 % | 8 % | 8 % | 5 % | 5 % | 6 % |
| 6. Motivation: Hold people in power accountable | | | | | | | | | |
| Not important | 5 % | 3 % | 4 % | 4 % | 3 % | 3 % | 2 % | 5 % | 3 % |
| Little important | 18 % | 15 % | 12 % | 19 % | 13 % | 16 % | 15 % | 15 % | 15 % |
| Somewhat important | 36 % | 25 % | 35 % | 25 % | 33 % | 32 % | 39 % | 17 % | 30 % |
| Very important | 20 % | 40 % | 35 % | 38 % | 30 % | 27 % | 34 % | 39 % | 33 % |
| Extremely important | 20 % | 18 % | 15 % | 15 % | 21 % | 21 % | 10 % | 24 % | 19 % |
| 6. Motivation: Job security | | | | | | | | | |
| Not important | 14 % | 25 % | 16 % | 24 % | 18 % | 11 % | 20 % | 32 % | 20 % |
| Little important | 50 % | 29 % | 28 % | 29 % | 38 % | 36 % | 42 % | 27 % | 35 % |
| Somewhat important | 20 % | 28 % | 32 % | 27 % | 26 % | 28 % | 25 % | 27 % | 27 % |
| Very important | 16 % | 11 % | 20 % | 14 % | 14 % | 15 % | 12 % | 15 % | 14 % |
| Extremely important | 0 % | 7 % | 4 % | 6 % | 3 % | 10 % | 0 % | 0 % | 4 % |
| 6. Motivation: Amount of individual autonomy | | | | | | | | | |
| Little important | 2 % | 4 % | 12 % | 2 % | 7 % | 5 % | 7 % | 2 % | 5 % |

| | School | | | Gender | | Age | | | Total |
|---|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Somewhat important | 27 % | 21 % | 8 % | 25 % | 18 % | 19 % | 22 % | 22 % | 21 % |
| Very important | 49 % | 52 % | 54 % | 57 % | 48 % | 49 % | 56 % | 49 % | 51 % |
| Extremely important | 22 % | 23 % | 27 % | 17 % | 27 % | 27 % | 15 % | 27 % | 23 % |
| 6. Motivation: Fight injustice | | | | | | | | | |
| Not important | 2 % | 3 % | 4 % | 4 % | 2 % | 5 % | 2 % | 0 % | 3 % |
| Little important | 11 % | 14 % | 0 % | 13 % | 9 % | 10 % | 15 % | 8 % | 10 % |
| Somewhat important | 27 % | 16 % | 28 % | 30 % | 16 % | 24 % | 20 % | 20 % | 22 % |
| Very important | 36 % | 33 % | 28 % | 25 % | 38 % | 35 % | 27 % | 38 % | 33 % |
| Extremely important | 24 % | 34 % | 40 % | 28 % | 34 % | 27 % | 37 % | 35 % | 32 % |
| 6. Motivation: Talent for journalism | | | | | | | | | |
| Not important | 7 % | 3 % | 12 % | 9 % | 3 % | 6 % | 5 % | 5 % | 6 % |
| Little important | 16 % | 19 % | 23 % | 13 % | 22 % | 19 % | 17 % | 20 % | 19 % |
| Somewhat important | 27 % | 33 % | 27 % | 32 % | 28 % | 24 % | 27 % | 41 % | 30 % |
| Very important | 38 % | 36 % | 35 % | 36 % | 37 % | 40 % | 41 % | 27 % | 37 % |
| Extremely important | 13 % | 10 % | 4 % | 9 % | 10 % | 11 % | 10 % | 7 % | 10 % |
| 6. Motivation: Be creative | | | | | | | | | |
| Little important | 7 % | 6 % | 12 % | 11 % | 4 % | 5 % | 5 % | 12 % | 7 % |
| Somewhat important | 29 % | 18 % | 31 % | 28 % | 21 % | 18 % | 34 % | 22 % | 24 % |
| Very important | 38 % | 31 % | 38 % | 34 % | 35 % | 39 % | 29 % | 34 % | 35 % |
| Extremely important | 27 % | 46 % | 19 % | 26 % | 40 % | 39 % | 32 % | 32 % | 35 % |
| 6. Motivation: The prestige of journalism | | | | | | | | | |
| Not important | 11 % | 10 % | 23 % | 8 % | 16 % | 10 % | 20 % | 12 % | 13 % |
| Little important | 32 % | 34 % | 38 % | 30 % | 36 % | 35 % | 27 % | 39 % | 34 % |
| Somewhat important | 27 % | 34 % | 27 % | 36 % | 27 % | 27 % | 34 % | 32 % | 31 % |
| Very important | 25 % | 15 % | 12 % | 21 % | 15 % | 21 % | 15 % | 15 % | 17 % |
| Extremely important | 5 % | 7 % | 0 % | 6 % | 4 % | 6 % | 5 % | 2 % | 5 % |
| 6. Motivation: Chance to meet different people | | | | | | | | | |
| Not important | 2 % | 1 % | 0 % | 4 % | 0 % | 0 % | 0 % | 5 % | 1 % |
| Little important | 2 % | 1 % | 4 % | 2 % | 2 % | 0 % | 2 % | 5 % | 2 % |
| Somewhat important | 13 % | 12 % | 27 % | 13 % | 17 % | 11 % | 22 % | 17 % | 16 % |
| Very important | 38 % | 53 % | 50 % | 57 % | 42 % | 48 % | 49 % | 46 % | 48 % |
| Extremely important | 44 % | 32 % | 19 % | 25 % | 38 % | 41 % | 27 % | 27 % | 33 % |
| 6. Motivation: Dynamic lifestyle | | | | | | | | | |
| Not important | 7 % | 4 % | 8 % | 6 % | 6 % | 3 % | 3 % | 12 % | 6 % |
| Little important | 16 % | 17 % | 19 % | 13 % | 19 % | 15 % | 21 % | 17 % | 17 % |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Somewhat important | 33 % | 38 % | 38 % | 47 % | 30 % | 35 % | 44 % | 32 % | 37 % |
| Very important | 23 % | 25 % | 31 % | 23 % | 27 % | 29 % | 21 % | 24 % | 25 % |
| Extremely important | 21 % | 17 % | 4 % | 11 % | 18 % | 18 % | 13 % | 15 % | 15 % |
| 6. Motivation: Help the government achieve national development | | | | | | | | | |
| Not important | 18 % | 33 % | 31 % | 34 % | 24 % | 24 % | 29 % | 32 % | 28 % |
| Little important | 33 % | 42 % | 35 % | 42 % | 36 % | 29 % | 44 % | 46 % | 38 % |
| Somewhat important | 33 % | 15 % | 35 % | 19 % | 27 % | 35 % | 17 % | 15 % | 24 % |
| Very important | 9 % | 8 % | 0 % | 4 % | 10 % | 8 % | 7 % | 7 % | 8 % |
| Extremely important | 7 % | 1 % | 0 % | 2 % | 3 % | 5 % | 2 % | 0 % | 3 % |
| 7. Functions: Be a detached observer | | | | | | | | | |
| Not important | 4 % | 3 % | 4 % | 6 % | 2 % | 2 % | 2 % | 7 % | 3 % |
| Little important | 4 % | 11 % | 0 % | 6 % | 8 % | 8 % | 7 % | 5 % | 7 % |
| Somewhat important | 20 % | 22 % | 19 % | 25 % | 19 % | 15 % | 27 % | 24 % | 21 % |
| Very important | 56 % | 46 % | 62 % | 53 % | 52 % | 53 % | 54 % | 49 % | 52 % |
| Extremely important | 16 % | 15 % | 15 % | 11 % | 18 % | 23 % | 10 % | 10 % | 15 % |
| Don't know | 0 % | 3 % | 0 % | 0 % | 2 % | 0 % | 0 % | 5 % | 1 % |
| 7. Functions: Give information people need to make polit. decisions | | | | | | | | | |
| Not important | 2 % | 3 % | 0 % | 2 % | 2 % | 3 % | 0 % | 2 % | 2 % |
| Little important | 4 % | 11 % | 8 % | 11 % | 7 % | 8 % | 5 % | 12 % | 8 % |
| Somewhat important | 20 % | 6 % | 4 % | 11 % | 9 % | 13 % | 10 % | 5 % | 10 % |
| Very important | 47 % | 44 % | 54 % | 42 % | 49 % | 46 % | 50 % | 44 % | 47 % |
| Extremely important | 24 % | 36 % | 35 % | 32 % | 33 % | 29 % | 35 % | 37 % | 33 % |
| Don't know | 2 % | 0 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| 7. Functions: Convey a positive image of national development | | | | | | | | | |
| Not important | 31 % | 33 % | 19 % | 40 % | 24 % | 24 % | 24 % | 44 % | 30 % |
| Little important | 29 % | 32 % | 46 % | 23 % | 39 % | 30 % | 41 % | 29 % | 33 % |
| Somewhat important | 33 % | 22 % | 27 % | 28 % | 26 % | 29 % | 24 % | 27 % | 27 % |
| Very important | 4 % | 5 % | 8 % | 2 % | 8 % | 10 % | 5 % | 0 % | 6 % |
| Extremely important | 0 % | 3 % | 0 % | 2 % | 1 % | 3 % | 0 % | 0 % | 1 % |
| Don't know | 2 % | 5 % | 0 % | 6 % | 2 % | 5 % | 5 % | 0 % | 3 % |
| 7. Functions: Provide entertainment and relaxation | | | | | | | | | |
| Not important | 11 % | 8 % | 15 % | 13 % | 9 % | 8 % | 5 % | 20 % | 10 % |
| Little important | 20 % | 14 % | 23 % | 6 % | 25 % | 11 % | 17 % | 29 % | 18 % |
| Somewhat important | 33 % | 36 % | 46 % | 36 % | 37 % | 33 % | 54 % | 24 % | 37 % |
| Very important | 22 % | 26 % | 12 % | 25 % | 21 % | 27 % | 17 % | 20 % | 22 % |

| | School | | | Gender | | Age | | | Total |
|--|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Extremely important | 11 % | 14 % | 4 % | 19 % | 7 % | 16 % | 7 % | 7 % | 11 % |
| Don't know | 2 % | 3 % | 0 % | 2 % | 2 % | 5 % | 0 % | 0 % | 2 % |
| 7. Functions: Advocate for social change | | | | | | | | | |
| Not important | 2 % | 4 % | 0 % | 4 % | 2 % | 3 % | 2 % | 2 % | 3 % |
| Little important | 9 % | 7 % | 4 % | 8 % | 7 % | 6 % | 5 % | 10 % | 7 % |
| Somewhat important | 31 % | 18 % | 31 % | 30 % | 21 % | 25 % | 22 % | 24 % | 24 % |
| Very important | 44 % | 41 % | 38 % | 43 % | 41 % | 43 % | 49 % | 34 % | 42 % |
| Extremely important | 13 % | 27 % | 27 % | 13 % | 28 % | 19 % | 22 % | 29 % | 23 % |
| Don't know | 0 % | 3 % | 0 % | 2 % | 1 % | 3 % | 0 % | 0 % | 1 % |
| 7. Functions: Provide analysis of current affairs | | | | | | | | | |
| Little important | 7 % | 1 % | 4 % | 4 % | 3 % | 5 % | 2 % | 2 % | 3 % |
| Somewhat important | 18 % | 21 % | 38 % | 28 % | 20 % | 21 % | 24 % | 24 % | 23 % |
| Very important | 47 % | 41 % | 46 % | 43 % | 45 % | 46 % | 44 % | 41 % | 44 % |
| Extremely important | 29 % | 36 % | 12 % | 25 % | 32 % | 27 % | 29 % | 32 % | 29 % |
| Don't know | 0 % | 1 % | 0 % | 0 % | 1 % | 2 % | 0 % | 0 % | 1 % |
| 7. Functions: Support government policy | | | | | | | | | |
| Not important | 43 % | 52 % | 46 % | 55 % | 44 % | 33 % | 54 % | 65 % | 48 % |
| Little important | 36 % | 26 % | 38 % | 28 % | 34 % | 40 % | 32 % | 20 % | 32 % |
| Somewhat important | 16 % | 12 % | 15 % | 13 % | 14 % | 16 % | 10 % | 15 % | 14 % |
| Very important | 2 % | 7 % | 0 % | 4 % | 4 % | 8 % | 2 % | 0 % | 4 % |
| Extremely important | 0 % | 1 % | 0 % | 0 % | 1 % | 0 % | 2 % | 0 % | 1 % |
| Don't know | 2 % | 1 % | 0 % | 0 % | 2 % | 3 % | 0 % | 0 % | 1 % |
| 7. Functions: Cultivate patriotism | | | | | | | | | |
| Not important | 44 % | 55 % | 50 % | 49 % | 52 % | 38 % | 56 % | 66 % | 51 % |
| Little important | 29 % | 26 % | 42 % | 36 % | 26 % | 29 % | 34 % | 27 % | 30 % |
| Somewhat important | 22 % | 11 % | 8 % | 13 % | 14 % | 22 % | 7 % | 7 % | 14 % |
| Very important | 2 % | 3 % | 0 % | 2 % | 2 % | 3 % | 2 % | 0 % | 2 % |
| Don't know | 2 % | 5 % | 0 % | 0 % | 5 % | 8 % | 0 % | 0 % | 3 % |
| 7. Functions: Monitor and scrutinize business | | | | | | | | | |
| Not important | 9 % | 8 % | 4 % | 4 % | 10 % | 13 % | 2 % | 5 % | 8 % |
| Little important | 11 % | 11 % | 19 % | 13 % | 12 % | 14 % | 7 % | 15 % | 12 % |
| Somewhat important | 29 % | 18 % | 38 % | 23 % | 27 % | 24 % | 34 % | 20 % | 26 % |
| Very important | 33 % | 21 % | 31 % | 28 % | 25 % | 25 % | 34 % | 20 % | 26 % |
| Extremely important | 16 % | 38 % | 8 % | 32 % | 22 % | 21 % | 22 % | 37 % | 26 % |
| Don't know | 2 % | 4 % | 0 % | 0 % | 4 % | 3 % | 0 % | 5 % | 3 % |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| 7. Functions: Provide advice, orientation and direction for daily life | | | | | | | | | |
| Not important | 9 % | 7 % | 15 % | 13 % | 7 % | 8 % | 7 % | 12 % | 9 % |
| Little important | 36 % | 19 % | 31 % | 28 % | 25 % | 25 % | 27 % | 27 % | 26 % |
| Somewhat important | 33 % | 34 % | 35 % | 28 % | 38 % | 30 % | 44 % | 32 % | 34 % |
| Very important | 16 % | 33 % | 19 % | 26 % | 24 % | 32 % | 20 % | 20 % | 25 % |
| Extremely important | 4 % | 4 % | 0 % | 4 % | 3 % | 5 % | 0 % | 5 % | 3 % |
| Don't know | 2 % | 3 % | 0 % | 0 % | 3 % | 0 % | 2 % | 5 % | 2 % |
| 7. Functions: Monitor and scrutinize political leaders | | | | | | | | | |
| Not important | 2 % | 8 % | 0 % | 4 % | 5 % | 6 % | 2 % | 5 % | 5 % |
| Little important | 18 % | 8 % | 8 % | 9 % | 12 % | 16 % | 7 % | 7 % | 11 % |
| Somewhat important | 22 % | 12 % | 15 % | 23 % | 12 % | 21 % | 12 % | 12 % | 16 % |
| Very important | 29 % | 37 % | 46 % | 30 % | 40 % | 35 % | 49 % | 27 % | 37 % |
| Extremely important | 27 % | 32 % | 31 % | 32 % | 28 % | 21 % | 29 % | 44 % | 30 % |
| Don't know | 2 % | 3 % | 0 % | 2 % | 2 % | 2 % | 0 % | 5 % | 2 % |
| 7. Functions: Tell stories about the world | | | | | | | | | |
| Little important | 4 % | 0 % | 4 % | 2 % | 2 % | 2 % | 2 % | 2 % | 2 % |
| Somewhat important | 16 % | 11 % | 0 % | 15 % | 9 % | 11 % | 12 % | 10 % | 11 % |
| Very important | 33 % | 32 % | 77 % | 42 % | 39 % | 38 % | 34 % | 49 % | 40 % |
| Extremely important | 44 % | 52 % | 19 % | 42 % | 45 % | 48 % | 49 % | 32 % | 43 % |
| Don't know | 2 % | 5 % | 0 % | 0 % | 5 % | 2 % | 2 % | 7 % | 3 % |
| 7. Functions: Motivate people to participate in political activity | | | | | | | | | |
| Not important | 4 % | 4 % | 0 % | 4 % | 3 % | 3 % | 2 % | 5 % | 3 % |
| Little important | 13 % | 14 % | 19 % | 25 % | 9 % | 17 % | 10 % | 15 % | 14 % |
| Somewhat important | 20 % | 21 % | 15 % | 26 % | 15 % | 19 % | 17 % | 22 % | 19 % |
| Very important | 40 % | 32 % | 35 % | 26 % | 39 % | 40 % | 39 % | 22 % | 34 % |
| Extremely important | 18 % | 27 % | 31 % | 17 % | 30 % | 21 % | 29 % | 29 % | 26 % |
| Don't know | 4 % | 3 % | 0 % | 2 % | 3 % | 0 % | 2 % | 7 % | 3 % |
| 7. Functions: Educate the audience | | | | | | | | | |
| Little important | 2 % | 0 % | 4 % | 2 % | 1 % | 2 % | 0 % | 2 % | 1 % |
| Somewhat important | 11 % | 8 % | 4 % | 8 % | 9 % | 5 % | 10 % | 12 % | 8 % |
| Very important | 30 % | 29 % | 38 % | 40 % | 26 % | 33 % | 30 % | 28 % | 31 % |
| Extremely important | 50 % | 57 % | 54 % | 49 % | 58 % | 57 % | 57 % | 48 % | 55 % |
| Don't know | 7 % | 6 % | 0 % | 2 % | 7 % | 3 % | 2 % | 10 % | 5 % |
| 7. Functions: Monitor and scrutinize civic society | | | | | | | | | |
| Not important | 7 % | 4 % | 4 % | 6 % | 4 % | 10 % | 0 % | 2 % | 5 % |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Little important | 4 % | 12 % | 4 % | 11 % | 7 % | 8 % | 7 % | 10 % | 8 % |
| Somewhat important | 33 % | 16 % | 27 % | 26 % | 23 % | 25 % | 29 % | 17 % | 24 % |
| Very important | 42 % | 36 % | 62 % | 40 % | 43 % | 41 % | 51 % | 34 % | 42 % |
| Extremely important | 13 % | 27 % | 4 % | 17 % | 20 % | 14 % | 12 % | 32 % | 19 % |
| Don't know | 0 % | 4 % | 0 % | 0 % | 3 % | 2 % | 0 % | 5 % | 2 % |
| 7. Functions: Report things as they are | | | | | | | | | |
| Not important | 0 % | 0 % | 4 % | 0 % | 1 % | 0 % | 0 % | 2 % | 1 % |
| Little important | 2 % | 1 % | 0 % | 0 % | 2 % | 3 % | 0 % | 0 % | 1 % |
| Somewhat important | 9 % | 8 % | 4 % | 15 % | 3 % | 5 % | 7 % | 12 % | 8 % |
| Very important | 33 % | 34 % | 31 % | 42 % | 28 % | 32 % | 29 % | 39 % | 33 % |
| Extremely important | 49 % | 49 % | 58 % | 38 % | 59 % | 56 % | 61 % | 34 % | 51 % |
| Don't know | 7 % | 7 % | 4 % | 6 % | 7 % | 5 % | 2 % | 12 % | 6 % |
| 7. Functions: Set the political agenda | | | | | | | | | |
| Not important | 11 % | 5 % | 8 % | 11 % | 5 % | 5 % | 10 % | 10 % | 8 % |
| Little important | 11 % | 11 % | 8 % | 11 % | 10 % | 11 % | 7 % | 12 % | 10 % |
| Somewhat important | 24 % | 27 % | 42 % | 32 % | 27 % | 37 % | 24 % | 22 % | 29 % |
| Very important | 31 % | 29 % | 27 % | 30 % | 29 % | 22 % | 39 % | 32 % | 30 % |
| Extremely important | 22 % | 22 % | 12 % | 13 % | 24 % | 21 % | 20 % | 20 % | 20 % |
| Don't know | 0 % | 5 % | 4 % | 2 % | 4 % | 5 % | 0 % | 5 % | 3 % |
| 7. Functions: Influence public opinion | | | | | | | | | |
| Not important | 9 % | 8 % | 12 % | 13 % | 7 % | 8 % | 12 % | 7 % | 9 % |
| Little important | 27 % | 16 % | 8 % | 28 % | 12 % | 19 % | 20 % | 15 % | 18 % |
| Somewhat important | 24 % | 29 % | 38 % | 28 % | 29 % | 33 % | 24 % | 27 % | 29 % |
| Very important | 27 % | 29 % | 38 % | 26 % | 33 % | 24 % | 34 % | 37 % | 30 % |
| Extremely important | 11 % | 14 % | 4 % | 2 % | 16 % | 13 % | 10 % | 10 % | 11 % |
| Don't know | 2 % | 4 % | 0 % | 2 % | 3 % | 3 % | 0 % | 5 % | 3 % |
| 7. Functions: Be an adversary of the government | | | | | | | | | |
| Not important | 14 % | 11 % | 12 % | 15 % | 10 % | 13 % | 12 % | 10 % | 12 % |
| Little important | 34 % | 12 % | 15 % | 21 % | 18 % | 24 % | 12 % | 20 % | 19 % |
| Somewhat important | 27 % | 26 % | 31 % | 29 % | 26 % | 19 % | 39 % | 28 % | 27 % |
| Very important | 18 % | 36 % | 35 % | 31 % | 30 % | 32 % | 32 % | 28 % | 31 % |
| Extremely important | 5 % | 12 % | 8 % | 4 % | 12 % | 11 % | 5 % | 10 % | 9 % |
| Don't know | 2 % | 3 % | 0 % | 0 % | 3 % | 2 % | 0 % | 5 % | 2 % |
| 7. Functions: Support national development | | | | | | | | | |
| Not important | 7 % | 10 % | 12 % | 9 % | 9 % | 8 % | 12 % | 8 % | 9 % |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Little important | 9 % | 23 % | 23 % | 28 % | 13 % | 11 % | 24 % | 25 % | 19 % |
| Somewhat important | 36 % | 41 % | 31 % | 38 % | 38 % | 38 % | 44 % | 32 % | 38 % |
| Very important | 30 % | 16 % | 31 % | 17 % | 26 % | 32 % | 12 % | 20 % | 23 % |
| Extremely important | 7 % | 1 % | 4 % | 4 % | 3 % | 5 % | 2 % | 2 % | 3 % |
| Don't know | 11 % | 8 % | 0 % | 4 % | 10 % | 6 % | 5 % | 12 % | 8 % |
| 7. Functions: Provide news that attract the largest audience | | | | | | | | | |
| Not important | 27 % | 18 % | 31 % | 21 % | 25 % | 22 % | 20 % | 29 % | 23 % |
| Little important | 33 % | 33 % | 15 % | 25 % | 33 % | 22 % | 37 % | 34 % | 30 % |
| Somewhat important | 22 % | 22 % | 46 % | 34 % | 22 % | 24 % | 34 % | 22 % | 26 % |
| Very important | 13 % | 15 % | 8 % | 11 % | 14 % | 19 % | 5 % | 12 % | 13 % |
| Extremely important | 2 % | 8 % | 0 % | 6 % | 4 % | 8 % | 2 % | 2 % | 5 % |
| Don't know | 2 % | 4 % | 0 % | 4 % | 2 % | 5 % | 2 % | 0 % | 3 % |
| 7. Functions: Let people express their views | | | | | | | | | |
| Not important | 2 % | 3 % | 0 % | 2 % | 2 % | 3 % | 0 % | 2 % | 2 % |
| Little important | 2 % | 10 % | 0 % | 6 % | 5 % | 5 % | 0 % | 12 % | 6 % |
| Somewhat important | 22 % | 12 % | 15 % | 21 % | 14 % | 19 % | 10 % | 20 % | 17 % |
| Very important | 38 % | 47 % | 62 % | 51 % | 43 % | 41 % | 59 % | 41 % | 46 % |
| Extremely important | 31 % | 25 % | 23 % | 17 % | 32 % | 32 % | 29 % | 15 % | 26 % |
| Don't know | 4 % | 4 % | 0 % | 4 % | 3 % | 0 % | 2 % | 10 % | 3 % |
| 7. Functions: Promote tolerance and cultural diversity | | | | | | | | | |
| Not important | 2 % | 3 % | 0 % | 0 % | 3 % | 3 % | 2 % | 0 % | 2 % |
| Little important | 0 % | 4 % | 4 % | 4 % | 2 % | 0 % | 0 % | 10 % | 3 % |
| Somewhat important | 13 % | 12 % | 19 % | 26 % | 7 % | 8 % | 20 % | 17 % | 14 % |
| Very important | 36 % | 38 % | 35 % | 36 % | 37 % | 43 % | 34 % | 29 % | 37 % |
| Extremely important | 42 % | 38 % | 42 % | 30 % | 47 % | 44 % | 39 % | 37 % | 41 % |
| Don't know | 7 % | 4 % | 0 % | 4 % | 4 % | 2 % | 5 % | 7 % | 4 % |
| 8. Performance: Television news | | | | | | | | | |
| Extremely poor | 2 % | 0 % | 0 % | 2 % | 0 % | 0 % | 0 % | 2 % | 1 % |
| Very poor | 0 % | 3 % | 4 % | 0 % | 3 % | 2 % | 0 % | 5 % | 2 % |
| Average | 38 % | 31 % | 27 % | 31 % | 33 % | 23 % | 24 % | 55 % | 32 % |
| Very good | 53 % | 61 % | 62 % | 62 % | 57 % | 66 % | 68 % | 38 % | 59 % |
| Extremely good | 7 % | 6 % | 8 % | 6 % | 7 % | 10 % | 7 % | 0 % | 6 % |
| 8. Performance: Radio news | | | | | | | | | |
| Very poor | 4 % | 6 % | 8 % | 6 % | 5 % | 6 % | 2 % | 8 % | 6 % |
| Average | 49 % | 32 % | 42 % | 42 % | 37 % | 42 % | 27 % | 48 % | 39 % |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Very good | 42 % | 51 % | 42 % | 44 % | 48 % | 39 % | 63 % | 42 % | 47 % |
| Extremely good | 4 % | 11 % | 8 % | 8 % | 9 % | 13 % | 7 % | 2 % | 8 % |
| 8. Performance: Online news | | | | | | | | | |
| Extremely poor | 2 % | 6 % | 4 % | 8 % | 2 % | 3 % | 5 % | 5 % | 4 % |
| Very poor | 18 % | 10 % | 15 % | 10 % | 15 % | 13 % | 5 % | 22 % | 13 % |
| Average | 60 % | 46 % | 65 % | 54 % | 54 % | 48 % | 59 % | 57 % | 54 % |
| Very good | 20 % | 30 % | 12 % | 25 % | 22 % | 26 % | 27 % | 15 % | 23 % |
| Extremely good | 0 % | 8 % | 4 % | 4 % | 7 % | 10 % | 5 % | 0 % | 6 % |
| 8. Performance: Print news | | | | | | | | | |
| Extremely poor | 2 % | 0 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| Very poor | 0 % | 0 % | 4 % | 2 % | 0 % | 0 % | 0 % | 2 % | 1 % |
| Average | 38 % | 28 % | 46 % | 27 % | 38 % | 27 % | 32 % | 48 % | 34 % |
| Very good | 58 % | 65 % | 50 % | 63 % | 58 % | 65 % | 66 % | 48 % | 60 % |
| Extremely good | 2 % | 7 % | 0 % | 6 % | 3 % | 6 % | 2 % | 2 % | 4 % |
| 8. Performance: News media overall | | | | | | | | | |
| Extremely poor | 2 % | 0 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| Very poor | 2 % | 1 % | 0 % | 4 % | 0 % | 0 % | 0 % | 5 % | 1 % |
| Average | 51 % | 49 % | 62 % | 40 % | 58 % | 44 % | 44 % | 72 % | 52 % |
| Very good | 40 % | 44 % | 38 % | 48 % | 37 % | 45 % | 56 % | 20 % | 41 % |
| Extremely good | 4 % | 6 % | 0 % | 6 % | 4 % | 10 % | 0 % | 2 % | 5 % |
| 9. Threat: State interference in the media | | | | | | | | | |
| No threat | 16 % | 11 % | 0 % | 13 % | 9 % | 14 % | 5 % | 10 % | 10 % |
| Small threat | 27 % | 26 % | 12 % | 13 % | 29 % | 22 % | 29 % | 20 % | 24 % |
| Some threat | 27 % | 31 % | 62 % | 35 % | 35 % | 35 % | 27 % | 42 % | 35 % |
| Large threat | 27 % | 25 % | 23 % | 29 % | 24 % | 24 % | 29 % | 25 % | 26 % |
| Extreme threat | 4 % | 7 % | 4 % | 10 % | 3 % | 5 % | 10 % | 2 % | 6 % |
| 9. Threats: Concentration of ownership | | | | | | | | | |
| No threat | 16 % | 15 % | 15 % | 12 % | 17 % | 14 % | 2 % | 30 % | 15 % |
| Small threat | 49 % | 31 % | 35 % | 38 % | 36 % | 37 % | 39 % | 35 % | 37 % |
| Some threat | 24 % | 36 % | 38 % | 38 % | 30 % | 30 % | 44 % | 28 % | 33 % |
| Large threat | 11 % | 15 % | 12 % | 10 % | 15 % | 16 % | 15 % | 8 % | 13 % |
| Extreme threat | 0 % | 3 % | 0 % | 2 % | 1 % | 3 % | 0 % | 0 % | 1 % |
| 9. Threats: Legal regulation | | | | | | | | | |
| No threat | 0 % | 4 % | 0 % | 2 % | 2 % | 2 % | 2 % | 3 % | 2 % |
| Small threat | 4 % | 6 % | 4 % | 0 % | 8 % | 8 % | 2 % | 3 % | 5 % |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Some threat | 33 % | 26 % | 12 % | 15 % | 32 % | 27 % | 27 % | 23 % | 26 % |
| Large threat | 49 % | 53 % | 72 % | 63 % | 51 % | 54 % | 54 % | 59 % | 55 % |
| Extreme threat | 13 % | 11 % | 12 % | 19 % | 8 % | 10 % | 15 % | 13 % | 12 % |
| 9. Threats: Increasing reliance on freelance journalists | | | | | | | | | |
| No threat | 7 % | 1 % | 4 % | 2 % | 4 % | 3 % | 2 % | 5 % | 3 % |
| Small threat | 11 % | 25 % | 12 % | 18 % | 18 % | 22 % | 15 % | 15 % | 18 % |
| Some threat | 40 % | 35 % | 54 % | 41 % | 39 % | 33 % | 41 % | 49 % | 40 % |
| Large threat | 36 % | 32 % | 31 % | 35 % | 33 % | 37 % | 39 % | 23 % | 34 % |
| Extreme threat | 7 % | 6 % | 0 % | 4 % | 5 % | 5 % | 2 % | 8 % | 5 % |
| 9. Threats: Investors' demand for profits | | | | | | | | | |
| No threat | 33 % | 28 % | 19 % | 27 % | 29 % | 21 % | 30 % | 38 % | 28 % |
| Small threat | 35 % | 35 % | 62 % | 46 % | 36 % | 40 % | 45 % | 33 % | 39 % |
| Some threat | 26 % | 25 % | 12 % | 21 % | 23 % | 29 % | 15 % | 21 % | 23 % |
| Large threat | 7 % | 11 % | 8 % | 4 % | 12 % | 10 % | 10 % | 8 % | 9 % |
| Extreme threat | 0 % | 1 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| 9. Threats: Access to information | | | | | | | | | |
| No threat | 2 % | 4 % | 0 % | 4 % | 2 % | 3 % | 2 % | 3 % | 3 % |
| Small threat | 18 % | 12 % | 12 % | 10 % | 16 % | 19 % | 10 % | 10 % | 14 % |
| Some threat | 27 % | 32 % | 42 % | 35 % | 31 % | 27 % | 46 % | 26 % | 32 % |
| Large threat | 41 % | 40 % | 27 % | 37 % | 40 % | 37 % | 32 % | 49 % | 38 % |
| Extreme threat | 11 % | 11 % | 19 % | 15 % | 11 % | 14 % | 10 % | 13 % | 13 % |
| 9. Threats: Increasing work tempo | | | | | | | | | |
| No threat | 13 % | 26 % | 15 % | 12 % | 25 % | 17 % | 20 % | 25 % | 20 % |
| Small threat | 42 % | 33 % | 35 % | 35 % | 37 % | 32 % | 39 % | 40 % | 36 % |
| Some threat | 33 % | 29 % | 42 % | 37 % | 32 % | 33 % | 37 % | 30 % | 33 % |
| Large threat | 9 % | 8 % | 4 % | 12 % | 5 % | 13 % | 5 % | 2 % | 8 % |
| Extreme threat | 2 % | 3 % | 4 % | 6 % | 1 % | 5 % | 0 % | 2 % | 3 % |
| 9. Threats: Foreign ownership in media | | | | | | | | | |
| No threat | 2 % | 8 % | 8 % | 6 % | 7 % | 5 % | 2 % | 12 % | 6 % |
| Small threat | 23 % | 19 % | 27 % | 19 % | 23 % | 25 % | 20 % | 18 % | 22 % |
| Some threat | 48 % | 44 % | 54 % | 44 % | 48 % | 43 % | 50 % | 50 % | 47 % |
| Large threat | 25 % | 24 % | 4 % | 23 % | 20 % | 19 % | 25 % | 20 % | 21 % |
| Extreme threat | 2 % | 4 % | 8 % | 8 % | 2 % | 8 % | 2 % | 0 % | 4 % |
| 9. Threats: Physical threats against individual journalists | | | | | | | | | |
| No threat | 9 % | 17 % | 4 % | 17 % | 9 % | 13 % | 12 % | 10 % | 12 % |

| | School | | | Gender | | Age | | | Total |
|---|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Small threat | 7 % | 6 % | 15 % | 2 % | 11 % | 5 % | 12 % | 8 % | 8 % |
| Some threat | 33 % | 24 % | 27 % | 23 % | 29 % | 32 % | 15 % | 32 % | 27 % |
| Large threat | 38 % | 49 % | 42 % | 40 % | 47 % | 41 % | 56 % | 38 % | 44 % |
| Extreme threat | 13 % | 6 % | 12 % | 17 % | 4 % | 10 % | 5 % | 12 % | 9 % |
| 9. Threats: Inadequate financial resources | | | | | | | | | |
| No threat | 20 % | 26 % | 12 % | 27 % | 20 % | 24 % | 24 % | 18 % | 22 % |
| Small threat | 41 % | 42 % | 54 % | 41 % | 45 % | 46 % | 44 % | 38 % | 43 % |
| Some threat | 30 % | 21 % | 31 % | 24 % | 26 % | 22 % | 22 % | 33 % | 25 % |
| Large threat | 9 % | 11 % | 4 % | 8 % | 10 % | 8 % | 10 % | 10 % | 9 % |
| 9. Threats: Market-oriented journalism | | | | | | | | | |
| No threat | 27 % | 29 % | 20 % | 27 % | 27 % | 24 % | 27 % | 33 % | 27 % |
| Small threat | 38 % | 43 % | 56 % | 46 % | 42 % | 38 % | 49 % | 46 % | 43 % |
| Some threat | 36 % | 19 % | 20 % | 21 % | 26 % | 33 % | 17 % | 18 % | 24 % |
| Large threat | 0 % | 7 % | 4 % | 4 % | 4 % | 5 % | 5 % | 3 % | 4 % |
| Extreme threat | 0 % | 1 % | 0 % | 2 % | 0 % | 0 % | 2 % | 0 % | 1 % |
| 9. Threats: Censorships | | | | | | | | | |
| No threat | 11 % | 17 % | 15 % | 13 % | 15 % | 21 % | 15 % | 5 % | 15 % |
| Small threat | 20 % | 11 % | 4 % | 10 % | 14 % | 11 % | 7 % | 20 % | 12 % |
| Some threat | 16 % | 22 % | 27 % | 15 % | 24 % | 19 % | 24 % | 20 % | 21 % |
| Large threat | 42 % | 32 % | 27 % | 38 % | 33 % | 33 % | 29 % | 42 % | 35 % |
| Extreme threat | 11 % | 18 % | 27 % | 23 % | 14 % | 16 % | 24 % | 12 % | 17 % |
| 9. Threats: Public relations and lobbyists | | | | | | | | | |
| No threat | 11 % | 14 % | 8 % | 6 % | 15 % | 14 % | 7 % | 12 % | 12 % |
| Small threat | 44 % | 21 % | 23 % | 33 % | 26 % | 32 % | 24 % | 28 % | 28 % |
| Some threat | 31 % | 49 % | 50 % | 44 % | 42 % | 38 % | 51 % | 42 % | 43 % |
| Large threat | 13 % | 17 % | 15 % | 15 % | 16 % | 14 % | 17 % | 18 % | 16 % |
| Extreme threat | 0 % | 0 % | 4 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| 9. Threats: Inadequate professional training | | | | | | | | | |
| No threat | 9 % | 14 % | 8 % | 14 % | 10 % | 13 % | 5 % | 15 % | 11 % |
| Small threat | 20 % | 15 % | 27 % | 18 % | 20 % | 19 % | 23 % | 15 % | 19 % |
| Some threat | 39 % | 39 % | 50 % | 43 % | 40 % | 38 % | 54 % | 32 % | 41 % |
| Large threat | 27 % | 24 % | 12 % | 24 % | 23 % | 24 % | 18 % | 28 % | 23 % |
| Extreme threat | 5 % | 7 % | 4 % | 2 % | 8 % | 6 % | 0 % | 10 % | 6 % |
| 9. Threats: Competition from online sources | | | | | | | | | |
| No threat | 5 % | 4 % | 4 % | 6 % | 3 % | 8 % | 0 % | 2 % | 4 % |

| | School | | | Gender | | Age | | | Total |
|---|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Small threat | 16 % | 17 % | 0 % | 6 % | 17 % | 15 % | 7 % | 18 % | 13 % |
| Some threat | 43 % | 24 % | 42 % | 31 % | 34 % | 29 % | 41 % | 30 % | 33 % |
| Large threat | 34 % | 47 % | 50 % | 49 % | 41 % | 42 % | 44 % | 48 % | 44 % |
| Extreme threat | 2 % | 8 % | 4 % | 8 % | 4 % | 6 % | 7 % | 2 % | 6 % |
| 9. Threats: Influence of advertisers on content | | | | | | | | | |
| No threat | 7 % | 17 % | 12 % | 8 % | 16 % | 13 % | 12 % | 12 % | 13 % |
| Small threat | 30 % | 25 % | 32 % | 29 % | 28 % | 31 % | 28 % | 25 % | 28 % |
| Some threat | 45 % | 38 % | 28 % | 46 % | 33 % | 37 % | 38 % | 40 % | 38 % |
| Large threat | 18 % | 18 % | 20 % | 13 % | 21 % | 18 % | 20 % | 18 % | 18 % |
| Extreme threat | 0 % | 3 % | 8 % | 4 % | 2 % | 2 % | 2 % | 5 % | 3 % |
| 9. Threats: Collusion between media and politics | | | | | | | | | |
| No threat | 7 % | 7 % | 0 % | 4 % | 7 % | 5 % | 2 % | 10 % | 6 % |
| Small threat | 18 % | 26 % | 23 % | 13 % | 28 % | 24 % | 32 % | 12 % | 23 % |
| Some threat | 51 % | 38 % | 50 % | 58 % | 37 % | 51 % | 37 % | 42 % | 44 % |
| Large threat | 20 % | 26 % | 23 % | 25 % | 23 % | 19 % | 27 % | 28 % | 24 % |
| Extreme threat | 4 % | 3 % | 4 % | 0 % | 5 % | 2 % | 2 % | 8 % | 3 % |
| 9. Threats: Self-censorship | | | | | | | | | |
| No threat | 5 % | 7 % | 8 % | 0 % | 10 % | 5 % | 8 % | 8 % | 6 % |
| Small threat | 14 % | 15 % | 23 % | 4 % | 23 % | 17 % | 20 % | 10 % | 16 % |
| Some threat | 43 % | 42 % | 31 % | 46 % | 37 % | 40 % | 42 % | 40 % | 41 % |
| Large threat | 27 % | 31 % | 35 % | 37 % | 26 % | 32 % | 20 % | 38 % | 30 % |
| Extreme threat | 11 % | 6 % | 4 % | 13 % | 3 % | 6 % | 10 % | 5 % | 7 % |
| 9. Threats: Quality of journalism education | | | | | | | | | |
| No threat | 2 % | 4 % | 12 % | 6 % | 5 % | 10 % | 2 % | 2 % | 6 % |
| Small threat | 7 % | 4 % | 35 % | 8 % | 12 % | 14 % | 7 % | 8 % | 10 % |
| Some threat | 31 % | 29 % | 35 % | 27 % | 33 % | 21 % | 41 % | 35 % | 31 % |
| Large threat | 42 % | 44 % | 15 % | 37 % | 39 % | 37 % | 29 % | 50 % | 38 % |
| Extreme threat | 18 % | 18 % | 4 % | 23 % | 11 % | 19 % | 20 % | 5 % | 15 % |
| 9. Threats: Partisan journalism | | | | | | | | | |
| No threat | 2 % | 14 % | 15 % | 6 % | 13 % | 13 % | 7 % | 10 % | 10 % |
| Small threat | 18 % | 12 % | 23 % | 10 % | 21 % | 22 % | 20 % | 5 % | 17 % |
| Some threat | 47 % | 42 % | 23 % | 44 % | 37 % | 37 % | 34 % | 50 % | 40 % |
| Large threat | 24 % | 28 % | 35 % | 31 % | 26 % | 22 % | 34 % | 30 % | 28 % |
| Extreme threat | 9 % | 4 % | 4 % | 10 % | 3 % | 6 % | 5 % | 5 % | 6 % |
| 9. Threats: Weak professional ethics | | | | | | | | | |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|-------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| No threat | 2 % | 12 % | 4 % | 6 % | 10 % | 11 % | 5 % | 8 % | 8 % |
| Small threat | 16 % | 17 % | 27 % | 13 % | 21 % | 16 % | 20 % | 20 % | 18 % |
| Some threat | 40 % | 29 % | 35 % | 27 % | 37 % | 30 % | 41 % | 30 % | 33 % |
| Large threat | 38 % | 38 % | 35 % | 50 % | 29 % | 43 % | 27 % | 38 % | 37 % |
| Extreme threat | 4 % | 4 % | 0 % | 4 % | 3 % | 0 % | 7 % | 5 % | 3 % |
| 10. Reporting practices: Pay people for confidential information | | | | | | | | | |
| Justified on occasion | 36 % | 42 % | 42 % | 54 % | 32 % | 38 % | 44 % | 38 % | 40 % |
| Never justified | 64 % | 58 % | 58 % | 46 % | 68 % | 62 % | 56 % | 62 % | 60 % |
| 10. Reporting practices: Use confidential government documents without authorization | | | | | | | | | |
| Always justified | 2 % | 10 % | 0 % | 10 % | 3 % | 0 % | 10 % | 10 % | 6 % |
| Justified on occasion | 78 % | 78 % | 81 % | 79 % | 77 % | 78 % | 78 % | 78 % | 78 % |
| Never justified | 20 % | 12 % | 19 % | 12 % | 20 % | 22 % | 12 % | 12 % | 17 % |
| 10. Reporting practices: Claim to be someone else | | | | | | | | | |
| Justified on occasion | 84 % | 75 % | 60 % | 79 % | 74 % | 78 % | 88 % | 60 % | 76 % |
| Never justified | 16 % | 25 % | 40 % | 21 % | 26 % | 22 % | 12 % | 40 % | 24 % |
| 10. Reporting practices: Not protecting source confidentiality | | | | | | | | | |
| Justified on occasion | 11 % | 10 % | 15 % | 10 % | 12 % | 16 % | 15 % | 0 % | 11 % |
| Never justified | 89 % | 90 % | 85 % | 90 % | 88 % | 84 % | 85 % | 100 % | 89 % |
| 10. Reporting practices: Exert pressure on unwilling informants | | | | | | | | | |
| Always justified | 4 % | 6 % | 8 % | 10 % | 3 % | 5 % | 5 % | 8 % | 6 % |
| Justified on occasion | 71 % | 61 % | 58 % | 63 % | 64 % | 67 % | 59 % | 65 % | 64 % |
| Never justified | 24 % | 33 % | 35 % | 27 % | 33 % | 29 % | 37 % | 28 % | 31 % |
| 10. Reporting practices: Use personal documents (i.e. letters and photos) without permission | | | | | | | | | |
| Justified on occasion | 33 % | 53 % | 46 % | 50 % | 43 % | 43 % | 46 % | 50 % | 46 % |
| Never justified | 67 % | 47 % | 54 % | 50 % | 57 % | 57 % | 54 % | 50 % | 54 % |
| 10. Reporting practices: Use hidden microphones or cameras | | | | | | | | | |
| Always justified | 2 % | 1 % | 4 % | 6 % | 0 % | 2 % | 2 % | 2 % | 2 % |
| Justified on occasion | 93 % | 93 % | 88 % | 90 % | 93 % | 94 % | 93 % | 90 % | 92 % |
| Never justified | 4 % | 6 % | 8 % | 4 % | 7 % | 5 % | 5 % | 8 % | 6 % |
| 10. Reporting practices: Get employed in a firm or organization to get inside information | | | | | | | | | |
| Always justified | 0 % | 6 % | 4 % | 2 % | 4 % | 5 % | 5 % | 0 % | 3 % |
| Justified on occasion | 76 % | 68 % | 44 % | 71 % | 64 % | 68 % | 63 % | 68 % | 66 % |
| Never justified | 24 % | 26 % | 52 % | 27 % | 32 % | 27 % | 32 % | 32 % | 30 % |

| | School | | | Gender | | Age | | | Total |
|---|--------|------|--------|--------|------|-------|-------|-------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| 10. Reporting practices: Use re-creations or dramatizations of news by actors | | | | | | | | | |
| Always justified | 9 % | 7 % | 15 % | 13 % | 7 % | 10 % | 5 % | 12 % | 9 % |
| Justified on occasion | 47 % | 41 % | 35 % | 48 % | 38 % | 52 % | 35 % | 32 % | 42 % |
| Never justified | 44 % | 52 % | 50 % | 38 % | 55 % | 38 % | 60 % | 55 % | 49 % |
| 10. Reporting practices: Publish stories with unverified content | | | | | | | | | |
| Always justified | 0 % | 1 % | 4 % | 4 % | 0 % | 2 % | 2 % | 0 % | 1 % |
| Justified on occasion | 29 % | 22 % | 27 % | 23 % | 26 % | 25 % | 22 % | 28 % | 25 % |
| Never justified | 71 % | 76 % | 69 % | 73 % | 74 % | 73 % | 76 % | 72 % | 74 % |
| 10. Reporting practices: Accepting money from sources | | | | | | | | | |
| Justified on occasion | 11 % | 3 % | 0 % | 6 % | 4 % | 6 % | 7 % | 0 % | 5 % |
| Never justified | 89 % | 97 % | 100 % | 94 % | 96 % | 94 % | 93 % | 100 % | 95 % |
| 11. Optimism/pessimism towards the future of Norwegian quality journalism | | | | | | | | | |
| Extremely optimistic | 2 % | 3 % | 0 % | 4 % | 1 % | 2 % | 5 % | 0 % | 2 % |
| Very optimistic | 16 % | 19 % | 19 % | 17 % | 18 % | 24 % | 17 % | 10 % | 18 % |
| Neither/nor | 57 % | 56 % | 58 % | 56 % | 58 % | 55 % | 59 % | 59 % | 57 % |
| Very pessimistic | 23 % | 22 % | 23 % | 21 % | 23 % | 18 % | 20 % | 32 % | 22 % |
| Extremely pessimistic | 2 % | 0 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| 12. Satisfaction with the Norwegian journalism/communication education | | | | | | | | | |
| Very poor | 4 % | 1 % | 4 % | 4 % | 2 % | 5 % | 0 % | 2 % | 3 % |
| Poor | 7 % | 3 % | 35 % | 9 % | 10 % | 10 % | 5 % | 15 % | 10 % |
| Acceptable | 16 % | 22 % | 54 % | 34 % | 21 % | 16 % | 32 % | 34 % | 26 % |
| Good | 56 % | 45 % | 8 % | 32 % | 48 % | 43 % | 44 % | 39 % | 42 % |
| Very good | 18 % | 29 % | 0 % | 21 % | 20 % | 27 % | 20 % | 10 % | 20 % |
| 13. Necessary to study journalism/communication in order to be a good journalist | | | | | | | | | |
| Very much agree | 16 % | 21 % | 12 % | 17 % | 17 % | 17 % | 27 % | 7 % | 17 % |
| Somewhat agree | 60 % | 45 % | 31 % | 38 % | 53 % | 46 % | 44 % | 54 % | 48 % |
| Somewhat disagree | 18 % | 25 % | 46 % | 30 % | 24 % | 27 % | 24 % | 27 % | 26 % |
| Very much disagree | 7 % | 10 % | 12 % | 15 % | 5 % | 10 % | 5 % | 12 % | 9 % |
| 15. News media consumption: Newspapers (in print) | | | | | | | | | |
| Never | 16 % | 14 % | 12 % | 11 % | 16 % | 14 % | 15 % | 15 % | 14 % |
| 1-2 days per week | 53 % | 37 % | 50 % | 47 % | 42 % | 57 % | 29 % | 39 % | 44 % |
| 3-4 days per week | 24 % | 22 % | 19 % | 26 % | 20 % | 16 % | 37 % | 17 % | 22 % |
| 5-6 days per week | 0 % | 7 % | 8 % | 4 % | 5 % | 3 % | 7 % | 5 % | 5 % |
| Every day | 2 % | 19 % | 8 % | 8 % | 14 % | 10 % | 10 % | 17 % | 12 % |

| | School | | | Gender | | Age | | | Total |
|--|--------|------|--------|--------|------|-------|-------|------|-------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Several times a day | 4 % | 1 % | 4 % | 4 % | 2 % | 0 % | 2 % | 7 % | 3 % |
| 15. News media consumption: News websites | | | | | | | | | |
| 1-2 days per week | 0 % | 3 % | 8 % | 0 % | 5 % | 8 % | 0 % | 0 % | 3 % |
| 3-4 days per week | 11 % | 4 % | 0 % | 4 % | 7 % | 6 % | 2 % | 7 % | 6 % |
| 5-6 days per week | 7 % | 4 % | 0 % | 4 % | 4 % | 5 % | 5 % | 2 % | 4 % |
| Every day | 16 % | 19 % | 15 % | 9 % | 22 % | 19 % | 10 % | 22 % | 17 % |
| Several times a day | 67 % | 70 % | 77 % | 83 % | 62 % | 62 % | 83 % | 68 % | 70 % |
| 15. News media consumption: Radio news | | | | | | | | | |
| Never | 16 % | 14 % | 23 % | 21 % | 13 % | 24 % | 12 % | 7 % | 16 % |
| 1-2 days per week | 31 % | 27 % | 19 % | 30 % | 25 % | 25 % | 29 % | 27 % | 27 % |
| 3-4 days per week | 18 % | 16 % | 12 % | 17 % | 15 % | 22 % | 7 % | 15 % | 16 % |
| 5-6 days per week | 13 % | 14 % | 8 % | 15 % | 11 % | 8 % | 12 % | 20 % | 12 % |
| Every day | 11 % | 15 % | 15 % | 8 % | 17 % | 10 % | 20 % | 15 % | 14 % |
| Several times a day | 11 % | 14 % | 23 % | 9 % | 18 % | 11 % | 20 % | 17 % | 15 % |
| 15. News media consumption: Magazines | | | | | | | | | |
| Never | 18 % | 14 % | 23 % | 23 % | 14 % | 17 % | 20 % | 15 % | 17 % |
| 1-2 days per week | 64 % | 71 % | 46 % | 58 % | 67 % | 68 % | 68 % | 54 % | 64 % |
| 3-4 days per week | 13 % | 12 % | 27 % | 17 % | 14 % | 11 % | 10 % | 27 % | 15 % |
| 5-6 days per week | 4 % | 3 % | 0 % | 2 % | 3 % | 3 % | 2 % | 2 % | 3 % |
| Every day | 0 % | 0 % | 4 % | 0 % | 1 % | 0 % | 0 % | 2 % | 1 % |
| 15. News media consumption: Television news | | | | | | | | | |
| Never | 11 % | 12 % | 12 % | 11 % | 13 % | 16 % | 10 % | 10 % | 12 % |
| 1-2 days per week | 16 % | 22 % | 23 % | 13 % | 24 % | 14 % | 20 % | 29 % | 20 % |
| 3-4 days per week | 38 % | 16 % | 19 % | 25 % | 23 % | 27 % | 29 % | 12 % | 23 % |
| 5-6 days per week | 9 % | 11 % | 23 % | 19 % | 9 % | 13 % | 17 % | 7 % | 12 % |
| Every day | 20 % | 23 % | 15 % | 17 % | 23 % | 21 % | 22 % | 20 % | 21 % |
| Several times a day | 7 % | 15 % | 8 % | 15 % | 9 % | 10 % | 2 % | 22 % | 11 % |
| 15. News media consumption: Twitter | | | | | | | | | |
| Never | 33 % | 32 % | 42 % | 34 % | 34 % | 41 % | 29 % | 27 % | 34 % |
| 1-2 days per week | 18 % | 12 % | 27 % | 13 % | 18 % | 13 % | 15 % | 24 % | 17 % |
| 3-4 days per week | 11 % | 10 % | 8 % | 8 % | 11 % | 5 % | 7 % | 20 % | 10 % |
| 5-6 days per week | 9 % | 3 % | 4 % | 6 % | 4 % | 5 % | 7 % | 2 % | 5 % |
| Every day | 2 % | 21 % | 8 % | 11 % | 14 % | 13 % | 17 % | 10 % | 13 % |
| Several times a day | 27 % | 23 % | 12 % | 28 % | 18 % | 24 % | 24 % | 17 % | 22 % |
| 15. News media consumption: Faceook | | | | | | | | | |

| | School | | | Gender | | Age | | | Total |
|--|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Never | 2 % | 7 % | 8 % | 2 % | 8 % | 8 % | 5 % | 2 % | 6 % |
| 1-2 days per week | 7 % | 11 % | 15 % | 17 % | 7 % | 6 % | 10 % | 17 % | 10 % |
| 3-4 days per week | 9 % | 5 % | 8 % | 4 % | 9 % | 6 % | 15 % | 0 % | 7 % |
| 5-6 days per week | 2 % | 5 % | 12 % | 6 % | 5 % | 5 % | 5 % | 7 % | 6 % |
| Every day | 20 % | 26 % | 23 % | 21 % | 26 % | 21 % | 27 % | 27 % | 24 % |
| Several times a day | 59 % | 45 % | 35 % | 50 % | 46 % | 53 % | 39 % | 46 % | 47 % |
| 16. Gender | | | | | | | | | |
| Male | 44 % | 33 % | 35 % | 100 % | 0 % | 32 % | 37 % | 44 % | 37 % |
| Female | 56 % | 67 % | 65 % | 0 % | 100 % | 68 % | 63 % | 56 % | 63 % |
| 17. Age | | | | | | | | | |
| 18-21 years | 51 % | 37 % | 46 % | 38 % | 47 % | 100 % | 0 % | 0 % | 43 % |
| 22-23 years | 22 % | 33 % | 27 % | 28 % | 28 % | 0 % | 100 % | 0 % | 28 % |
| 24+ years | 27 % | 30 % | 27 % | 34 % | 25 % | 0 % | 0 % | 100 % | 28 % |
| 19. Name of university | | | | | | | | | |
| Volda Uni. College | 100 % | 0 % | 0 % | 38 % | 27 % | 37 % | 24 % | 29 % | 31 % |
| Oslo Uni. College | 0 % | 100 % | 0 % | 45 % | 54 % | 44 % | 59 % | 54 % | 51 % |
| University of Bergen | 0 % | 0 % | 100 % | 17 % | 19 % | 19 % | 17 % | 17 % | 18 % |
| 33. Likelihood of making a living from being a journalist alone | | | | | | | | | |
| Absolutely | 9 % | 21 % | 23 % | 19 % | 16 % | 17 % | 15 % | 20 % | 17 % |
| Likely | 49 % | 40 % | 27 % | 53 % | 33 % | 44 % | 37 % | 37 % | 40 % |
| Unsure | 31 % | 33 % | 38 % | 23 % | 40 % | 30 % | 39 % | 34 % | 34 % |
| Unlikely | 11 % | 5 % | 12 % | 4 % | 11 % | 6 % | 10 % | 10 % | 8 % |
| Definetely not | 0 % | 1 % | 0 % | 2 % | 0 % | 2 % | 0 % | 0 % | 1 % |
| NOR: Father's educational level | | | | | | | | | |
| No uni. degree | 29 % | 33 % | 46 % | 32 % | 36 % | 37 % | 32 % | 34 % | 34 % |
| Undergraduate | 38 % | 38 % | 42 % | 40 % | 38 % | 44 % | 34 % | 34 % | 39 % |
| Postgraduate | 33 % | 29 % | 12 % | 28 % | 26 % | 19 % | 34 % | 32 % | 27 % |
| NOR: Mother's educational level | | | | | | | | | |
| No uni. degree | 36 % | 29 % | 31 % | 30 % | 32 % | 27 % | 27 % | 41 % | 31 % |
| Undergraduate | 49 % | 47 % | 46 % | 53 % | 43 % | 51 % | 41 % | 46 % | 47 % |
| Postgraduate | 16 % | 25 % | 23 % | 17 % | 25 % | 22 % | 32 % | 12 % | 22 % |
| 28. Economic conditions in immediate family during childhood | | | | | | | | | |
| Well below average | 4 % | 5 % | 4 % | 6 % | 4 % | 3 % | 10 % | 2 % | 5 % |
| Below average | 13 % | 8 % | 19 % | 9 % | 13 % | 11 % | 5 % | 20 % | 12 % |
| Average | 58 % | 47 % | 58 % | 60 % | 48 % | 48 % | 61 % | 51 % | 52 % |

| | School | | | Gender | | Age | | | Total |
|---|---------------|-------------|---------------|---------------|----------|--------------|--------------|------------|--------------|
| | Volda | Oslo | Bergen | M | F | 18-21 | 22-23 | 24+ | |
| Above average | 18 % | 36 % | 19 % | 21 % | 30 % | 30 % | 22 % | 27 % | 27 % |
| Well above average | 7 % | 4 % | 0 % | 4 % | 4 % | 8 % | 2 % | 0 % | 4 % |
| 29. Interest in politics | | | | | | | | | |
| Not interested | 0 % | 3 % | 0 % | 2 % | 1 % | 2 % | 0 % | 2 % | 1 % |
| Little interested | 11 % | 11 % | 15 % | 13 % | 11 % | 11 % | 10 % | 15 % | 12 % |
| Somewhat interested | 58 % | 44 % | 38 % | 51 % | 45 % | 67 % | 29 % | 34 % | 47 % |
| Very interested | 22 % | 33 % | 38 % | 26 % | 34 % | 17 % | 46 % | 37 % | 31 % |
| Extremely interested | 9 % | 10 % | 8 % | 8 % | 10 % | 3 % | 15 % | 12 % | 9 % |
| 31. Wanting to pursue a career as a journalist | | | | | | | | | |
| Definetely | 36 % | 36 % | 46 % | 38 % | 38 % | 43 % | 41 % | 27 % | 38 % |
| Likely | 44 % | 37 % | 27 % | 40 % | 36 % | 32 % | 34 % | 49 % | 37 % |
| Unsure | 18 % | 25 % | 27 % | 21 % | 24 % | 25 % | 22 % | 20 % | 23 % |
| Unlikely | 0 % | 3 % | 0 % | 2 % | 1 % | 0 % | 0 % | 5 % | 1 % |
| Definetely not | 2 % | 0 % | 0 % | 0 % | 1 % | 0 % | 2 % | 0 % | 1 % |
| 32: Likelihood of getting a job after finishing university | | | | | | | | | |
| Definetely | 7 % | 19 % | 23 % | 13 % | 17 % | 17 % | 12 % | 17 % | 16 % |
| Likely | 56 % | 49 % | 31 % | 51 % | 46 % | 56 % | 44 % | 39 % | 48 % |
| Unsure | 38 % | 29 % | 38 % | 34 % | 34 % | 25 % | 41 % | 39 % | 34 % |
| Unlikely | 0 % | 3 % | 8 % | 2 % | 3 % | 2 % | 2 % | 5 % | 3 % |

Appendix: The Norwegian Questionnaire

Q1: Dersom du kunne velge, hvilken bransje ville du foretrukket å arbeide i etter endte studier? [Velg kun én].

- Journalistikk PR/markedskommunikasjon Reklame
 Utdanning og forskning Annet, vennligst spesifiser:

If you have chosen "other", please specify:

Q2: I hvilket spesifikt felt vil du helst arbeide?

- Nyhetsbyrå Avis (papir)
 Magasin TV
 Nettavis (frittstående) Nettmagasin (frittstående)
 Radio Film
 Reklamebyrå PR-byrå
 Informasjonsarbeid i offentlig sektor Høgskole/universitet
 Frilans Annet, vennligst spesifiser:

If you have chosen "other", please specify:

Note: if you have answered/chosen item [8, 9, 10, 11, 12] in question 2, skip the following question

Q3: Dersom du ønsker å arbeide innen journalistikk, i hvilken grad er du interessert i å spesialisere deg innen følgende journalistiske stoffområder?

| | Ikke interessert | Lite interessert | Nokså interessert | Veldig interessert | Ekstremt interessert |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Politikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Økonomi og næringsliv | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Utenriksnyheter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sport | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Krim og rettsvesen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Vitenskap | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Miljø og klima | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Utviklings spørsmål | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Livsstil | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Underholdning | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kultur | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reise | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q4: Har du journalistisk arbeidserfaring eller en fullført praksisperiode innen journalistikk? [Vennligst velg alt som passer]

- | | |
|--|---|
| <input type="checkbox"/> Ja, i et studentmedium | <input type="checkbox"/> Ja, ubetalt (ikke studentmedium) |
| <input type="checkbox"/> Ja, deltidsansatt eller midlertidig ansatt (betalt) | <input type="checkbox"/> Ja, fulltidsansatt (betalt) |
| <input type="checkbox"/> Nei, har ingen erfaring | |

Note: if you have answered/chosen none of the following items: [1, 2, 3, 4] in question 4, skip the following question

Q5: Dette spørsmålet gjelder kun dersom du har arbeidserfaring eller praksiserfaring som journalist. I hvilke(n) bransje(r) har du utført journalistiske eller journalistikk-relaterte arbeidsoppgaver? [Vennligst velg alt som passer]

- | | |
|--|--|
| <input type="checkbox"/> Nyhetsbyrå | <input type="checkbox"/> Avis |
| <input type="checkbox"/> Magasin | <input type="checkbox"/> TV |
| <input type="checkbox"/> Nettavis | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Reklame | <input type="checkbox"/> PR |
| <input type="checkbox"/> Informasjonsarbeid i offentlig sektor | <input type="checkbox"/> Annet, vennligst spesifiser |

If you have chosen "other", please specify:

Q6: I hvilken grad var de følgende aspektene viktige for din motivasjon for å studere journalistikk?

| | Ikke viktig | Lite viktig | Nokså viktig | Veldig viktig | Ekstremt viktig |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Muligheten for å reise | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Muligheten for å bli berømt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bidra til nasjonsbygging | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ha en variert og levende jobb | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Påvirke offentlige anliggender | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Arbeide for frihet og demokrati | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skriveglede | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Hjelpe folk i deres hverdagsliv | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| God lønn | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Holde maktpersoner ansvarlige | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| En trygg arbeidsplass | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| En jobb med frihet og selvstendighet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Arbeide mot urettferdighet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mitt journalistiske talent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Være kreativ | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Journalistyrkets prestisje | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Møte mange ulike mennesker | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Den dynamiske livsstilen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Støtte opp om regjeringens mål om nasjonal utvikling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q7: Listen nedenfor beskriver ulike funksjoner som mediene muligens eller muligens ikke har i samfunnet. Hvor viktig mener du hver av disse vil være i ditt framtidige arbeid som journalist?

| | Ikke viktig | Lite viktig | Nokså viktig | Veldig viktig | Ekstremt viktig | Vet ikke |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Være en nøytral observatør | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gi folk informasjonen de trenger for å ta politiske beslutninger | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gi et positivt bilde av politisk lederskap | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tilby underholdning og avslappelse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Arbeide for sosial endring | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gi analyser av aktuelle tema | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Støtte opp om regjeringens politikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dyrke patriotisme | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kontrollere og granske næringslivet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gi råd og veiledning i dagliglivet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kontrollere og granske politiske ledere | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fortelle historier om verden | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Motivere til politisk engasjement og deltakelse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opplyse publikum | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overvåke og granske sivilsamfunnet, f. eks kirken og frivillige organisasjoner | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Rapportere saker slik de virkelig er | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sette politisk agenda | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Påvirke folkeopinionen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Være en kritiker av regjeringen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Støtte nasjonal utvikling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Formidle de nyhetene som tiltrekker størst publikum | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| La folk uttrykke sine meninger | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fremme toleranse og kulturelt mangfold | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q8: Hva anser du som de største truslene mot den journalistiske kvaliteten i Norge? Vennligst oppgi i hvilken grad du mener de følgende elementene utgjør en trussel.

| | Ekstremt stor trussel | Stor trussel | En viss trussel | Liten trussel | Ingen trussel |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Statlige inngrep i mediene | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| At mange mediebedrifter blir kontrollert av samme eier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lovverket | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Økende avhengighet av frilansjournalister | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Krav om høy fortjeneste fra investorer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Informasjonstilgang | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Økende arbeidstempo | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Utenlandsk medieeierskap | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fysiske trusler mot journalister | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Svake økonomiske ressurser | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Markedsorientert journalistikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sensur | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PR- og lobbyvirksomhet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mangelfull faglig opplæring | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Konkurranse fra nettbaserte kilder, f.eks blogg og borgerjournalistikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Annonseenes påvirkning på redaksjonelt innhold | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Samrør mellom journalister og politikere | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Selvsensur | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Journalistutdanningens kvalitet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Partisk journalistikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Svakheter ved journalisters profesjonsetikk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q9: Hvordan vurderer du kvaliteten til de ulike medietypenes nyheter i Norge?

| | Ekstremt dårlig | Veldig dårlig | Gjennomsnittlig | Veldig god | Ekstremt god |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| TV | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nett | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Papiraviser | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nyhetsmediene som helhet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q10: Gitt en sak som du eller en annen journalist jobber med, hvorvidt mener du at følgende metoder kan forsvares?

| | Kan alltid forsvares | Kan noen ganger forsvares | Kan aldri forsvares |
|--|-----------------------|---------------------------|-----------------------|
| Betale kilder for konfidensiell informasjon | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bruke konfidensielle offentlige dokumenter eller forretningsdokumenter uten tillatelse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gi seg ut for å være en annen | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Å ikke overholde kildevernet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skaffe informasjon ved å legge press på motvillige kilder | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bruke private dokumenter (f.eks. brev og bilder) uten tillatelse | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bruke skjulte kamera eller mikrofoner | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ta ansettelse i et firma eller en organisasjon for å skaffe innsideinformasjon | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bruke skuespillere til å rekonstruere eller dramatisere nyhetshendelser | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Publisere saker med uverifisert innhold | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ta i mot penger fra kilder | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q11: Hvor optimistisk eller pessimistisk er du til fremtiden for kvalitetjournalistikk i Norge?

- | | |
|---|---|
| <input type="radio"/> Ekstremt optimistisk | <input type="radio"/> Veldig optimistisk |
| <input type="radio"/> Verken optimistisk eller pessimistisk | <input type="radio"/> Veldig pessimistisk |
| <input type="radio"/> Ekstremt pessimistisk | |

Q12: Hva er din oppfatning av norsk journalistutdanning? Vennligst fortell oss hvorvidt du mener utdanningen i Norge er.

- Svært dårlig Dårlig Akseptabel God Svært god

Q13: Mener du at det er nødvendig å studere journalistikk på høgskole-/universitetsnivå for å bli en god journalist?

- Svært enig Nokså enig Nokså uenig Svært uenig

Note: if you have answered/chosen none of the following items: [3, 4] in question 13, skip the following question

Q14: Dersom du svarte «nokså uenig» eller «svært uenig» på forrige spørsmål, vennligst fortell oss hvorfor du mener at det ikke er nødvendig å studere journalistikk på høgskole-/universitetsnivå for å bli en god journalist.

Q15: Vennligst fortell oss om din mediebruk. Hvor ofte leser/ser/hører du nyheter ved bruk av følgende medietyper?

| | Aldri | 1-2 dager i uken | 3-4 dager i uken | 5-6 dager i uken | Hver dag | Flere ganger om dagen |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Papiraviser | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nettavis | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Magasin | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| TV | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Twitter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q16: Er du mann eller kvinne?

- Mann Kvinne

Q17: Hvor gammel er du?

- 16 17 18 19 20 21 22 23 24 25 26 27
 28 29 30 31 32 33 34 35 36 37 38 39
 40 41 42 43 44 45 46 47 48 49 50 51
 52 53 54 55 56 57 58 59 60

Q18: Ved hvilken utdanningsinstitusjon studerer du for øyeblikket?

- Høgskulen i Volda Høgskolen i Oslo og Akershus NLA Høgskolen Gimlekollen
 Norges Kreative Fagskole Universitetet i Bergen Universitetet i Nordland
 Universitetet i Stavanger Annet sted, vennligst spesifiser:

If you have chosen "other", please specify:

Q19: Hvor mange år har du studert journalistikk ved ditt nåværende studiested? [Regn med påbegynt studieår, og også der du har tatt andre fag som del av det organiserte studieløpet i journalistikk.]

- 1 2 3 4
 5 6 Er ikke lenger student

Q20: Studerte du ved andre utdanningsprogram på høyskole/universitet før du begynte på journalistikk?

- Ja Nei

Dersom ja, hvilken utdanning var dette?

Q21: Hvilken yrkestittel (i sitt hovedyrke) har/hadde dine foreldre?

[det er fint om du også kan antyde deres arbeidsoppgaver, om dette ikke går klart fram av yrkestittelen]

[Eksempel: "Småbruker", "Ingeniør i kommunen", "lærer på videregående", "programsekretær i NRK"]

| | |
|--------------------------------|----------------------|
| Fars yrke (alternativt stefar) | <input type="text"/> |
| Mors yrke (alternativt stemor) | <input type="text"/> |

Q22: Var/er noen av dine foreldre selvstendig næringsdrivende?

- Ja, far Ja, mor Ja, begge Nei, ingen

Q23: Innebar/innebærer din far eller mors arbeid å lede andre ansatte, og i så tilfelle - hvor mange?

| | Nei | Ja, 1-9 ansatte | Ja, 10 eller flere ansatte | Vet ikke |
|-----|-----------------------|-----------------------|----------------------------|-----------------------|
| Far | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q24: Hvilket utdanningsnivå har / hadde dine foreldre? [ett kryss for hver]

| | Folkeskole/ ungdomsskol e | Videreg. skole 1 år | Videreg. skole 2-3 år | Høyskole/ universitet 1- 2 år | Høyskole/ universitet 3- 4 år | Høyskole/ universitet 5- 6 år (hovedfag/em b.stud) | Høyskole/ universitet 7år+ (Dr.grad/PhD) |
|-----|---------------------------------|------------------------|--------------------------|-------------------------------------|-------------------------------------|--|---|
| Far | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q25: Sett i sammenheng med det gjennomsnittlige inntektsnivået i Norge, hvordan var de økonomiske forholdene i din nærmeste familie da du vokste opp?

- Godt under gjennomsnittet Under gjennomsnittet Gjennomsnittlig
 Over gjennomsnittet Godt over gjennomsnittet

Q26: Hvor interessert er du i politikk?

- Ikke interessert i det hele tatt Lite interessert Nokså interessert
 Veldig interessert Ekstremt interessert

Q27: Ønsker du å satse på en karriere som journalist?

- Absolutt Sannsynligvis Usikker Sannsynligvis ikke
 Absolutt ikke

Q28: Tror du at du vil få muligheten til å jobbe som journalist etter at du er ferdig med studiene?

- Absolutt Sannsynligvis Usikker Sannsynligvis ikke
 Absolutt ikke

Q29: Tror du at du vil kunne leve av bare å være journalist?

- Absolutt Sannsynligvis Usikker Sannsynligvis ikke
 Absolutt ikke