



Sampling instructions

In the *Worlds of Journalism* project, sampling will be carried out in two steps in order to achieve similar samples in all countries: First, we will select 20 news organizations in each country according to the sampling scheme as specified below. Second, in each of these news organizations, we will pick five journalists from different levels of the editorial hierarchy.

1. Sampling of news organizations

The selection of news organizations is based on a quota scheme that organizes media categories along two dimensions: the classification of media types (and their respective sublevels) and the distinction between national and local media. *National media* address a national audience (e.g. New York Times, BBC), while *local media* have a limited regional or local reach. In addition, we will select news organizations from five different types of media, including daily newspapers, general interest weeklies, news agencies, as well as television and radio stations (see Table 1 below). General-interest weeklies can be both magazine and/or weekly newspapers; they are different from special-interest outlets as they cover a broad range of topics.

Print media are further divided into two sub categories, quality and popular media. *Quality* newspapers (“broadsheets”) and magazines are citizen-oriented, and their reputation mostly stems from their agenda-setting function in a given media system. The agenda-setting function is thus the criterion for inclusion in the sample. *Popular* media are consumer-oriented, and their success is dependent on their ability to generate a large audience. The selection of popular newspapers and magazines should therefore be based on circulation. Television and radio stations, on the other hand, can be distinguished according to basic ownership patterns into *state-owned* or *publicly owned* news organizations on the one hand and *privately owned* news organizations on the other.

Table 2 provides detailed instructions for the sampling of news organizations in each media category of the national samples.

Table 1: Sampling scheme for news organizations, number of news organizations and journalists selected in media category

Media	Sublevel	National media	Local media	Total
Daily newspaper	<i>quality: citizen-oriented</i>	2 (10)	3 (15)	5 (25)
	<i>popular: consumer-oriented</i>	1 (5)	1 (5)	2 (10)
General interest weekly (magazine/newspaper)	<i>quality: citizen-oriented</i>	1 (5)	–	1 (5)
	<i>popular: consumer-oriented</i>	1 (5)	–	1 (5)
News agency		1 (5)	–	1 (5)
Television	<i>state-owned/public</i>	1 (5)	1 (5)	2 (10)
	<i>private</i>	3 (15)	1 (5)	4 (20)
Radio	<i>state-owned/public</i>	1 (5)	1 (5)	2 (10)
	<i>private</i>	1 (5)	1 (5)	2 (10)
Total		12 (60)	8 (40)	20 (100)

Numbers in paratheses represent the total subsample of journalists in the respective media category

Table 2: Detailed sampling instructions for news organizations

Media	Sublevel	National media	Local media
Daily newspaper	<i>quality</i>	Select the two media that are generally seen as having the highest impact on the national political agenda.	Make a purposive selection of local quality dailies to represent your country's media system best. If possible and deemed helpful, take account of potential diversity in terms of regional representation and media size.
	<i>popular</i>	Select the popular daily with the highest national circulation.	Select the local popular daily that represents your country's media system best.
General interest weekly	<i>quality</i>	Select the quality weekly that is generally seen as having the highest impact on the national political agenda.	–
	<i>popular</i>	Select the popular weekly with the highest national circulation.	–
News agency		Select the news agency that is most important in terms of the number of subscribing media organizations.	–
Television	<i>state-owned/public</i>	Select the national state-owned/public prime-time newscast with the best ratings across the nation.	Select the local broadcasting media that represent your country's media system best.
	<i>private</i>	Select the three national privately owned prime-time newscasts with the best ratings across the nation.	
Radio	<i>state-owned/public</i>	Select the national state-owned/public radio news program with the best ratings across the nation.	
	<i>private</i>	Select the national privately owned radio news program with the best ratings across the nation.	

Empty cells and missing media categories

Although the sampling scheme for news organizations was designed to achieve a high level of sample equivalence across nations, there are still notable differences between media systems. Some countries may simply not have truly privately owned broadcasting media (e.g. China), while in other countries there are no local state-owned/public television stations (e.g. United States). Since the number of journalists interviewed should be the same in each country, the number of missing news organizations in every empty cell (that is, a category of media that does not exist in a given country) should be compensated by increasing the number of media in the next, adjacent cell in Table 1. Priority is given to compensations that run across columns (within the same media sublevel). In cases where this is not possible, compensations may also run across rows, but should still stay within the same media type. Some brief examples should illustrate this:

- In countries where no local state-owned/public TV stations exist, the number of national state-owned/public TV stations shall increase from 1 to 2.
- In countries where no private radio stations exist, the number of national and local state-owned/public radio stations shall increase from 1 to 2 for each category.
- If there are no local and private radio stations at all, the number of national state-owned/public radio stations shall increase from 1 to 4.

In countries where no national news agency exists, the number of national quality dailies shall increase from 2 to 3.

Number of news organizations does not meet quota

In countries where the number of news organizations does not meet the quota as specified for each media category (see Table 1), the number of journalists to be sampled in the remaining news organizations should be increased until the overall quota of journalists in the category is reached. In countries, for instance, where only one national quality daily newspaper exists, the number of journalists to be sampled in the remaining newsroom in this category should be increased from 5 to 10.

Sampling of news journalists

We assume that there are three general levels in the editorial hierarchy based on the key responsibilities in the newsroom:

- *Senior managers* are on the highest level since they have the power to shape the strategic goals of their news organizations. Their authority usually ranges across the entire newsroom or across large divisions within the newsroom.
- *Junior managers* are on the middle level of the editorial hierarchy and make operational decisions on a day-to-day basis. They are typically responsible for smaller divisions within the newsroom, such as a department, a desk, a beat, or a bureau.
- The *non-management staff* forms the lowest level of the editorial hierarchy, consisting of rank-and-file journalists. These journalists gather and produce the news and information; and they usually have no or very little editorial responsibilities.

The ideal sample for each news organization would be five journalists, three from the level of the non-management staff (rank-and-file journalists) and one from both the senior and junior manager level. In small news organizations where no junior manager level exists, the number of rank-and-file journalists shall be increased from 3 to 4. In newsrooms with less than five working journalists, the number of news organizations selected for the respective media category should be raised. If, for instance, a local private radio station has just three journalists, the remaining two journalists should be selected from another local private radio station.

The journalists on each level should be selected randomly or quasi-randomly by using a systematic criterion. Some news organizations may provide staff lists from which one can randomly pick the journalists for interviews, other newsrooms may well not be so helpful. In these cases you may try to convince the newsroom chief (or managing editor, secretary etc.) to provide names of potential interviewees according to a clear criterion. One could be to select the journalists whose family names come first in the alphabet or whose birthdays fall in January. Be creative in your use of criteria, but make sure they don't produce systematic sampling error. Self-selection of journalists should be avoided by all means.

Documentation and query

It is absolutely essential to document and justify all decisions we make in the sampling process. You may find it useful to set up a word document in which you regularly document your decisions and problems. Any questions and queries related to methodology and research administration should be directed to the central coordinator at th.hanitzsch@ipmz.uzh.ch.