

ZA5101

**Political Communication Cultures
in Western Europe**

- Codebuch -

List of Variables – Political Communication Cultures in Europe

Question	Variable name	Values
Country variable	country	1 ,Austria' 2 ,Denmark' 3 ,Finland' 4 ,France' 5 ,Germany' 6 ,Spain' 7 ,Sweden' 8 ,Switzerland' 9 ,Slovenia'
Group variable	group	1 ,politicians' 2 ,journalists' 3 ,spokespersons'
What type of elite?	typeelite	1 ,Government elite' 2 ,Government spokesperson' 3 ,Parliament elite 31 'high ranking MP' 32 'rank and file MP' 4 ,Parliament spokesperson' 5 ,Party elite' 6 ,Party spokesperson' 7 'Administration elite' 8 'Administration spokesperson' 9 'Intrest groupe elite' 10 'Intrest groupe spokesperson' 11 'Think tank elite' 12 'Think tank spokesperson' 13 'Newspaper editorial board' 14 'Newspaper Journalist' 15 'Magazine Editorial Board' 16 'Magazine Journalist' 17 'News Agency Editorial Board' 18 'News Agency Journalist' 19 'Online editorial board' 20 'Online journalist' 21 'Radio editorial board' 22 'Radio journalist' 23 'Television editorial board' 24 'Television journalist'
Please specify the type of medium you are mainly working for.	medtype	1 'Newspaper' 2 'Magazine' 3 'TV' 4 'Radio' 5 'online' 6 'News Agency' 7 'Other' 98 'not applicable' 99 'no answer/missing'
What is your news organization's form of ownership?	privpub	1 'public owned' 2 'private owned' 3 'other' 99 'missing'

What kind of newspaper?	typepress	1 'yellow press' 2 'quality press' 3 'not applicable'
Original or extended sample?	sample	1 'original' 2 'extended'
What mode of interview?	interview	1 'CATI' 2 'by mail' 3 'personal interview' 4 'online'
Let's start with the national quality press. How high would you say is its political influence?	qualitypress	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 missing
In your opinion, how influential are tabloids on politics?	tabloids	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 missing
How high do you think is the influence of public service television on politics?	publicserv	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 missing
And what would you say about commercial television channels? How high is their political influence?	commercial	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 missing
How high would you rate the political influence of online media like <i>[country example]</i> ?	online	1 ,very low' 2 ,somewhat low' 3 ,neither low nor high' 4 ,somewhat high' 5 ,very high' 8 don't know 9 no answer 98 not applicable 99 missing

Generally speaking, do you think citizens in [country] have trust in the media?	trust	1 ,not trust them at all' 2 ,rather not trust' 3 ,neither nor' 4 ,rather trust' 5 ,trust them completely' 8 don't know 9 no answer 98 not applicable 99 missing
When thinking about the media landscape in [country], would you say that individual media reflect particular political positions?	politpsns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
And would you say that the media landscape leans more toward one side of the political spectrum?	bias	1 left 2 3 4 5 6 7 right 8 don't know 9 no answer 98 not applicable 99 missing
How would you say the media in [country] are informing citizens on political matters?	informctzns	1 ,not well at all' 2 ,rather not well' 3 ,neither low nor high' 4 ,rather well' 5 ,very well' 8 don't know 9 no answer 98 not applicable 99 missing
Now I would like to have your opinion on the media's impact on how well democracy functions in this country.	impactdmrcry	1 ,very negative' 2 ,somewhat negative' 3 ,neither low nor high' 4 ,somewhat positive' 5 ,very positive' 8 don't know 9 no answer 98 not applicable 99 missing
Do you think the current media coverage rather contributes to an increase or a decrease in political trust?	mediacov	1 ,clearly a decrease' 2 ,rather a decrease' 3 ,neither low nor high' 4 ,rather an increase' 5 ,clearly an increase' 8 don't know 9 no answer 98 not applicable 99 missing

Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree?	opinion	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]?	commpress	1 ,very weak' 2 'rather weak' 3 ,neither strong nor weak 4 ,rather strong' 5 ,very strong' 8 don't know 9 no answer 98 not applicable 99 missing
And how strong would you say is the impact of political pressures on media coverage in [country]?	politpress	1 ,very weak' 2 'rather weak' 3 ,neither strong nor weak 4 ,rather strong' 5 ,very strong' 8 don't know 9 no answer 98 not applicable 99 missing
The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country].	rangeopnns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The public in [country] was better informed about politics before <i>private (commercial) television (adapt wording in each country)</i> was introduced.	betterinform	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The power of the mass media is overrated.	poweroverr	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The media decide which issues are	decideissues	1 ,strongly disagree'

important in politics while politicians have little impact on this matter.		2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Mass media make and break politicians.	makepltcns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in [country]?	pollsgen	1 ,very low influence' 2 'rather low influence' 3 ,neither low nor high' 4 ,rather high influence' 5 ,very high influence' 8 don't know 9 no answer 98 not applicable 99 missing
It is a good thing for a democracy that opinion polls are covered regularly in the media.	pollsdmcrcy	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Polls misrepresent the population's true opinions.	pollspop	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Politicians cannot succeed in implementing a policy if it is opposed by polls.	pollspolicy	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Politicians lose standing in their own political party when polls assign a poor	pollsstand	1 ,strongly disagree' 2 'rather disagree'

rating to their performance.		3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Journalists are more credible when they refer to opinion polls in their reporting.	pollscred	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Opinion polls have a great influence on voting behaviour.	pollsvot	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
How effective are speeches in parliament?	speeches	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 missing
How effective are appearances in talk shows?	talkshows	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 missing
What about the effectiveness of leaking stories to selected journalists?	leaking	1 ,not effective' 2 'rather not effective' 3 ,neither nor' 4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 missing
How effective is it when politicians gear political issues toward conflict or drama?	conflict	1 ,not effective' 2 'rather not effective' 3 ,neither nor'

		4 ,rather effective' 5 ,very effective' 8 don't know 9 no answer 98 not applicable 99 missing
Can you think of other ways you find particularly effective for politicians to get journalists' attention?	otherstrategies	1 ,yes' 2 ,now' 8 'don't know' 9 ,no answer'
Please specify:	stratspec	<i>open question</i>
Some people say that politicians prefer to pass information to journalists with similar political orientations.	orientations	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
In your opinion, how legitimate is it for journalists to publish confidential political information without approval?	confidinf	1 ,not legitimate' 2 'rather not legitimate' 3 ,neither nor' 4 ,rather legitimate' 5 ,legitimate in most cases' 8 don't know 9 no answer 98 not applicable 99 missing
In your opinion, how successful are politicians in influencing the public agenda?	politiciansagnd	1 ,not successful at all' 2 'rather not successful' 3 ,neither agree nor disagree' 4 ,rather successful' 5 ,very successful' 8 don't know 9 no answer 98 not applicable 99 missing
<i>Can you describe briefly what politicians need to do to successfully bring issues onto the public agenda that have not been noticed before?</i>	<i>agendaspec</i>	<i>open (available on request)</i>
<i>And what would they have to do differently to boost issues in the public that have only received little awareness before?</i>	<i>boost</i>	<i>open (available on request)</i>
<i>And what would politicians need to do to shift public awareness away from issues or even to prevent issues from becoming public altogether?</i>	<i>shift</i>	<i>open (available on request)</i>
Journalists increasingly avoid reporting broadly on complex issues and debates.	trend1	1 ,strongly disagree' 2 'rather disagree'

		3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The media increasingly portrays politicians in a negative way.	trend2	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The media reports less and less on politics.	trend3	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Politics is increasingly portrayed as entertainment and show by the media.	trend4	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Journalists increasingly focus more on the private lives of politicians.	trend5	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Journalists are more interested in the tactical aspects of politics than in the substance.	trend6	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
In general, how satisfied you are with the way democracy works in [country].	satisfieddem	1 ,very dissatisfied' 2 'rather dissatisfied' 3 ,neither nor'

		4 ,rather satisfied' 5 ,very satisfied' 8 don't know 9 no answer 98 not applicable 99 missing
In a democracy, the media has to represent the different groups in society in accordance to their importance.	representgrps	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
In a democracy the media has to put citizens in a position to be able to participate themselves in the political process.	participatectzns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
In a democracy, the media has to make political decisions transparent to citizens.	decisionstrans	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
It is crucial for a democracy that people exert direct influence on political decision-making, e.g. through referendums.	exertinflnc	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
When covering politics, how important is it to you to give equal voice to all sides?	jequalvoice	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
How important is it to you to provide citizens with information they need to make informed decisions about politics?	jprovideinf	1 ,not important at all' 2 'rather not important' 3 ,neither nor'

		4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
And how important is it to you to produce content of interest to a large audience?	jreachaudnc	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
To you as a journalist, what is the importance of voicing particular views on political developments?	jownvoice	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
And how important is it to investigate claims made by politicians and serve as a watchdog of political elites?	jinvestigate	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
And how important is it to you to get information to the public fast?	jinformfst	1 ,not important at all' 2 'rather not important' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
When covering politics, Journalists aim to give equal voice to all sides.	pcequalvoice	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Journalists report on politics to provide citizens with information they need to make informed decisions about politics.	pcprovideinf	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree'

		5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
When covering politics, Journalists mainly aim to produce content of interest to a large audience.	pcreachaudnc	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Journalists cover political issues to voice particular views on political developments.	pcownvoice	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
When covering politics, journalists aim to serve as a watchdog of political elites?	pcinvestigate	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
The main goal of journalists when covering politics is to get information to the public fast.	pcinformfst	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
How often do you personally contact journalists to talk to them to outline your political views?	politcntct	1 ,at least once a day' 2 'several times a week' 3 ,several times a month' 4 ,only in excep. situations' 5 ,never' 8 don't know 9 no answer 98 not applicable 99 missing
And how often do pr-officers and spokespersons of yours contact journalists to talk to them to outline political views?	prcontact	1 ,at least once a day' 2 'several times a week' 3 ,several times a month' 4 ,only in excep. situations' 5 ,never'

		8 don't know 9 no answer 98 not applicable 99 missing
How often do you meet a politician/journalist for lunch or dinner?	meetpolit	1 'several times a week' 2 'several times a month' 3 ,a few times a year and less' 4 ,never' 8 don't know 9 no answer 98 not applicable 99 missing
And how often do you talk to journalists at receptions and other social events?	talkpolit	1 'several times a week' 2 'several times a month' 3 ,a few times a year and less' 4 ,never' 8 don't know 9 no answer 98 not applicable 99 missing
And about how many politicians would you describe as friends (<i>adapt to country specifics</i>)?	friends	998 don't know 999 no answer 9998 not applicable
Generally speaking: As how harmonious or conflictual would you describe your relationship with politicians/journalists?	relationship	1 ,very conflictual' 2 'somewhat conflictual' 3 ,neither nor' 4 ,rather harmonious' 5 ,very harmonious' 8 don't know 9 no answer 98 not applicable 99 missing
How strongly do the political convictions of journalists/politicians affect your professional interaction with them?	politicalcnvct	1 ,not at all' 2 'rather not' 3 ,neither nor' 4 ,rather strongly' 5 ,very strongly' 8 don't know 9 no answer 98 not applicable 99 missing
How often do conflicts arise because journalists report information incorrectly?	conf1	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 missing
How frequently are conflicts because journalists/politicians do not comply with met agreements?	conf2	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor'

		4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 missing
How often does conflict arise because journalists treat politicians unfairly?	conf3	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 missing
And how frequently are conflicts because journalists lack respect for politicians?	conf4	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 missing
How frequently does conflict occur as the result of the diverging professional interests?	conf5	1 ,very infrequent' 2 'rather infrequent' 3 ,neither nor' 4 ,rather frequent' 5 ,very frequent' 8 don't know 9 no answer 98 not applicable 99 missing
Can you think of other reasons which frequently lead to a conflict between journalists and politicians?	confspec	<i>open</i>
Politicians primarily appear in the media to deliver information to the public.	jcdeliverinfo	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Politicians mainly communicate through the media to influence political decision-making	jcinfluencedcsns	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing

How strongly would you agree that politicians primarily appear in the media to promote their party's political position?	jcpartypostn	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Politicians mainly appear in the media to demonstrate personal knowledge and experience.	jcknowledge	1 ,strongly disagree' 2 'rather disagree' 3 ,neither agree nor disagree' 4 ,rather agree' 5 ,strongly agree' 8 don't know 9 no answer 98 not applicable 99 missing
Can you think of other reasons why politicians strive to appear in the media?	jcappear	1 ,yes' 2 ,now' 8 don't know 9 no answer 98 not applicable 99 missing
Please, specify:	jcappearspec	<i>open</i>
How important is it to you to deliver information to the public, when communicating through the media?	pdeliverinfo	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
And how important is it to influence political decision-making when communicating through the media	pinfluencedcsns	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
How important is it to you to promote your party's political position when communicating through the media?	ppartypostn	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing

And how important is it to you to demonstrate personal knowledge and experience when communicating through the media?	pknowledge	1 ,not important at all' 2 'rather unimportant' 3 ,neither nor' 4 ,rather important' 5 ,very important' 8 don't know 9 no answer 98 not applicable 99 missing
Can you think of other reasons why you would try to appear in the media?	pappear	1 ,yes' 2 ,now' 8 don't know 9 no answer 98 not applicable 99 missing
Please, specify:	pappearspec	<i>open</i>
For how many years have you been working as a journalist/has your primary occupation been in politics?	workexp	98 don't know 99 no answer 9998 not applicable
What is your current position in the (media) organisation you are working for?	currentpsn	<i>open</i>
For how many years have you been occupying this position?	exppsn	98 don't know 99 no answer
Have you also had professional experience in journalism/in any political organization?	expother	1 ,yes' 2 ,now' 99 'missing'
Can you tell me your year of birth, please?	age	19_ _ 9999 no answer
Is interviewee male or female?	gender	1 ,male' 2 ,female' 99 missing
In political matters, people talk of "left" and "right". Generally speaking, how would you place your views on this scale, when 1 is the left end and 7 the right end of the scale?	leftright	1 left 2 3 4 5 6 7 right 9 no answer 99 missing
Are you a member of a political party? (spokespersons only)	cpartymember	1 ,yes' 2 ,now' 9 no answer 98 not applicable 99 missing
Which political party are you a member of?	party	99 no answer

European party codes	party_eu	1 'Socialists' 2 'Greens' 3 'Social Democrats' 4 'Liberals' 5 'Christian Democrats/Conservatives' 6 'Conservative Populists' 7 'Other'
Weight according to original sampling scheme (150 j – 100 p – 50 c)	weight_equal	

Prefixes j,p,c indicate that an item is posed to a particular group:

j = journalists

p = politicians

c = consultants/spokespersons