

Audiences' newsmedia repertoires as a resources for public connection: Croatia

The collage features several key components: a smartphone displaying a news article titled 'NEWS' with sub-headlines 'Economic Growth Picks Up' and 'Real estate market review'; a stack of newspapers including 'autopartner', 'Horoskop', and 'ASTRO'; a microphone in the foreground; a screenshot of the 'Jutarnji list' website with the headline 'Nogomet igraju svi, ali pobjeđuju samo katolici'; a screenshot of the HRT website with a video player for '#kudpuklodapuklo'; a screenshot of the Al Jazeera website with a live broadcast titled 'Definicija braka ulazi u Ustav' showing a poll with 64.84% 'ZA' and 34.56% 'PROTV'; a screenshot of a gallery titled 'Galerija drva' with the description 'Prodaja drvenih vrata i prozora. Odabir mjera po želji.'; and a screenshot of the 'SLOBODNA DALMACIJA' website with a headline 'Mamić od Andabaka kupio dionice Hajduka, a na meti su mu i ostali suvlasnici BISKUP DR. FRANJO KOMARIČA'.

Galerija drva

Prodaja drvenih vrata i prozora. Odabir mjera po želji.

SLOBODNA DALMACIJA

U TISKANOM IZDANJU
TOMMY NAJVEĆI MALI DIONIČAR
Mamić od Andabaka kupio dionice Hajduka, a na meti su mu i ostali suvlasnici BISKUP DR. FRANJO KOMARIČA

iski intervju
NOVI ALAT ZA RAD U LOKALNOJ ZAEDNICI

Antonija Čuvalo antonija.cuvalo@fpzg.hr
Dina Vozab, dina.vozab@fpzg.hr
Zrinjka Peruško, zrinjka.perusko@fpzg.hr

Centre for Media and Communication Research
Faculty of Political Science

University of Zagreb

HRT Hrvatska radiotelevizija

© Marina Kraljica 04.09.2015. 09:00 Ploče Zrinje
"Na sanaciji štete nastale radom hidroelektrane Lešće do danas je utrošeno milijun kuna, a tek je potrebno izraditi i

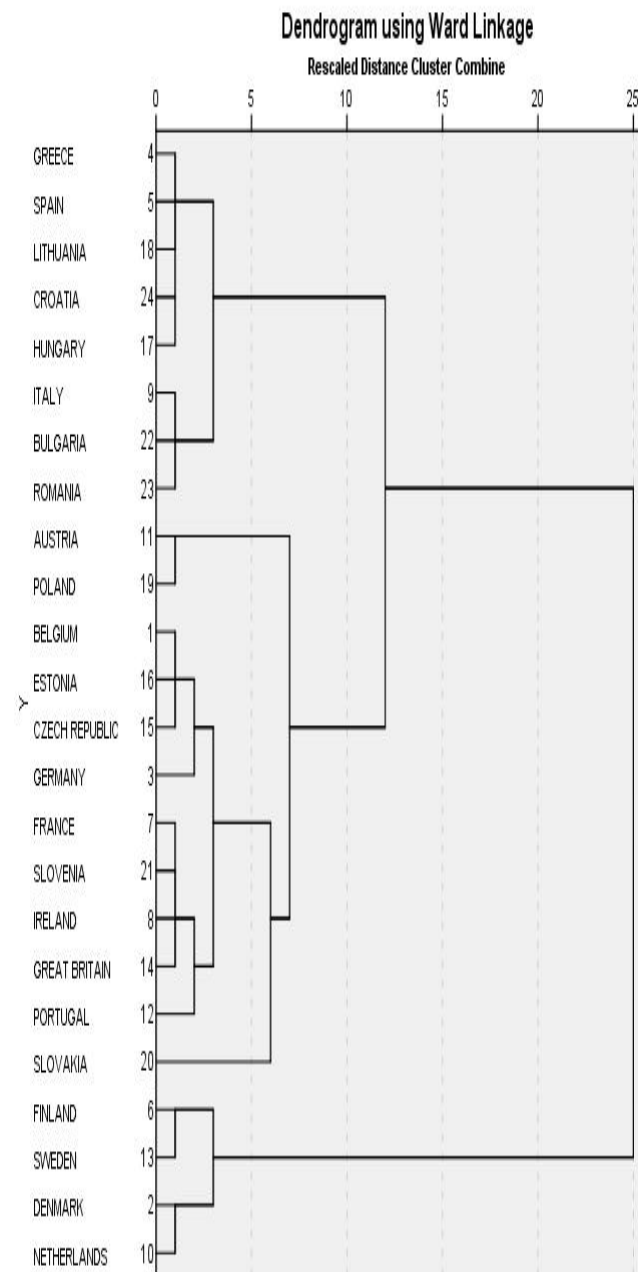
3 empirical models of media systems based on the Hallin & Mancini (2004)

(Peruško, Vozab, Čuvalo, 2013)

- ✓ 4.2 mil inhabitants
- ✓ GDP per capita 2014 10,561 Euro
- ✓ Parliamentary democracy
- ✓ Croatian language
- ✓ Religions: Catholic (86%), Orthodox (4.4), Islam (1.4)

Croatia is in the South/East European Model

| | |
|--|--|
| <p>The quality of PSB <i>(Role of the state)</i></p> <p>Newspaper circulation per capita <i>(Media market)</i></p> <p>Party influence <i>(Political and economic parallelism)</i></p> <p>Owner influence <i>(Political and economic parallelism)</i></p> <p>Journalistic culture <i>(Professionalization of journalism)</i></p> | <p>Lower to medium quality of public television</p> <p>Lower newspaper circulation</p> <p>Higher party influence</p> <p>Higher owner influence</p> <p>Lower professionalism and independence</p> |
|--|--|



Data collection, December 2014



3 cities:

Capital city: Zagreb

Large city: Split

Provincial city: Slavonski Brod

12 informants in each city

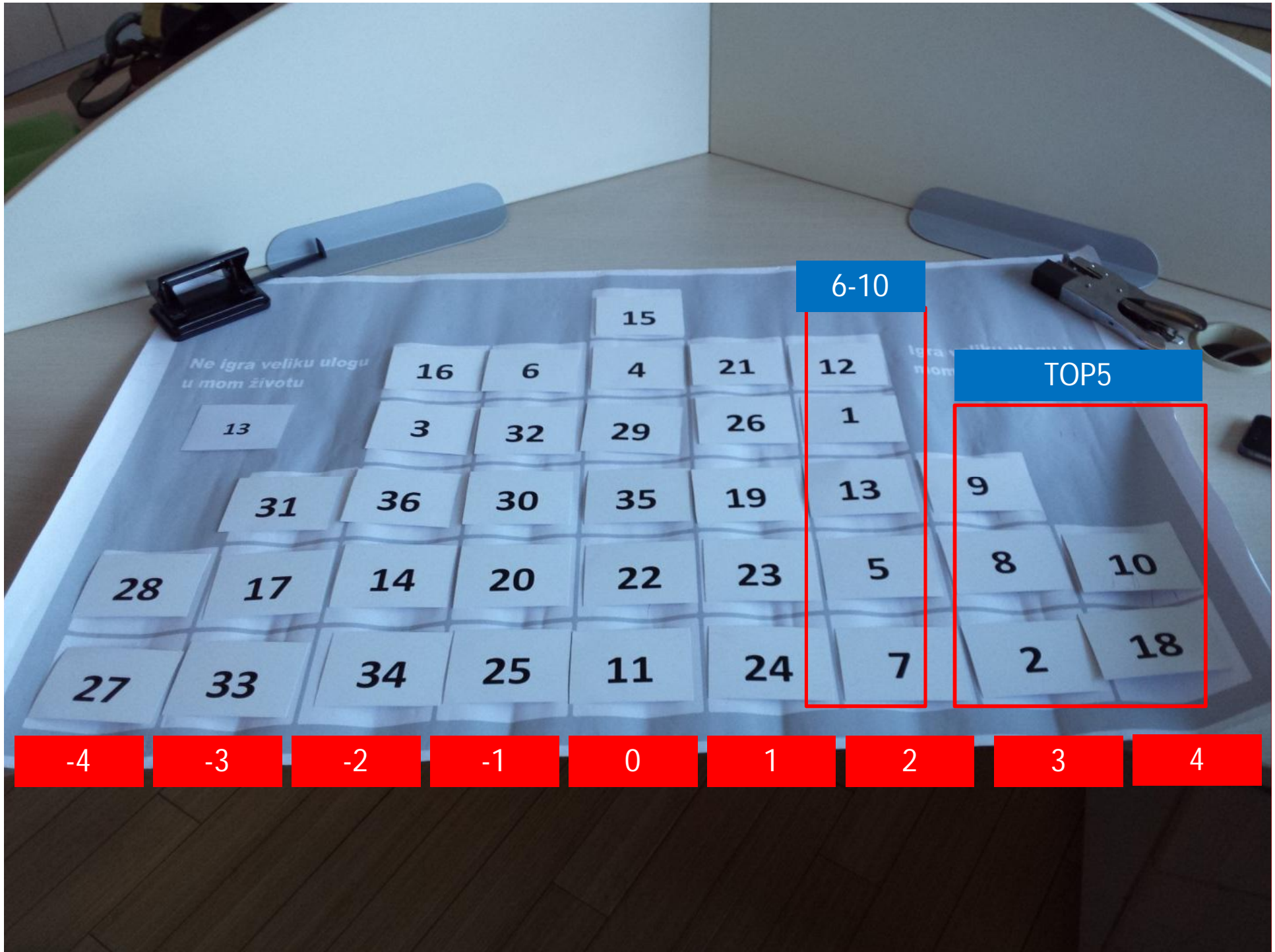
Interview and Q sorting setting: Faculty of Political Science in Zagreb;

Informant's workplace and home, hotel

Interviewers: members of the Croatian team and journalism students from the Faculty of Political Science

Informant demographics for each city

| | |
|-----------|---|
| Gender | 6 male, 6 female |
| Age | 4 informants in 18-34 4 informants in 35- 60 4 informants in 61+ |
| Education | 4 informants with high school 4 informants with BA 4 informants with MA |



Rotated Component Matrix^a

| | Component | | | | | |
|--------|-----------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| var015 | ,826 | | | | | |
| var019 | ,807 | | | | | |
| var022 | ,741 | | | | | |
| var013 | ,714 | | | | | |
| var012 | ,706 | | | | | |
| var030 | ,674 | | | | | |
| var016 | ,661 | ,482 | | | | |
| var021 | ,650 | | ,521 | | | |
| var020 | ,641 | | | | | |
| var009 | ,638 | | | | | |
| var002 | | ,810 | | | | |
| var026 | ,437 | ,687 | | | | |
| var011 | | ,632 | | | | |
| var001 | ,438 | ,598 | | | | |
| var029 | | ,578 | | | | |
| var033 | ,431 | ,496 | | | | |
| var031 | | ,492 | | | | |
| var017 | | | ,777 | | | |
| var014 | | | ,750 | | | |
| var010 | | | ,691 | | | ,451 |
| var018 | | | ,587 | | | |
| var023 | | | ,495 | | | |
| var006 | | | | ,756 | | |
| var034 | | | ,431 | ,557 | | |
| var004 | | | | ,556 | | ,439 |
| var027 | | | ,432 | ,507 | | |
| var024 | ,431 | | | ,493 | | |
| var036 | | | | | ,820 | |
| var028 | | | | | ,634 | |
| var035 | | | | | ,555 | |
| var032 | | | | ,461 | ,490 | |
| var005 | | | | | | ,752 |
| var007 | | | | | | ,589 |
| var008 | | ,442 | | | | ,557 |
| var025 | | | | | | ,488 |
| var003 | ,442 | | | ,435 | | ,456 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 12 iterations.

6 factor solution

Variance explained: 68, 41%

Extraction criteria:

- ✓ PCA
- ✓ Varimax
- ✓ Eigenvalues: above 1
- ✓ Cases excluded listwise
- ✓ Suppress small coefficients (below significant value .43 at 1% level)
- ✓ Sort by size (factor loadings)

Criteria for deciding factor model:

- ✓ 2 or more factors each with at least two preferably positive loadings
- ✓ total explain variance 50-60% and more
- ✓ prefer. no negatively q sortes
- ✓ Few crossloadings
- ✓ as many q sortes as possible included

Interpreting/labeling news media repertoires

Orientations

- Technological orientations (which platforms are used?)
- General content orientations (Overview vs. Depth, Light vs. Serious)
- Geographic orientation (local/regional, national/international)
- Trust vs. Entertainment (public service/quality vs. commercial/tabloid)
- Serendipity vs. trusted sources/brands
- Lean-back: receptive, common agendas vs. lean-forward (search, personalization)

Additional features

- Top 5 media
- Highest-ranked print newspaper, radio news, online newspaper, online PSB, international news provider, in each repertoire
- The rank of national public service TV, or 24-hour TV news, Text-TV news, news aggregators, in each repertoire

R1: National legacy media omnivores (10 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|--|
| q10 | 1,58314 | 1 | Radio news as part of a general commercial radio channel |
| q12 | 1,57275 | 2 | National daily quality newspaper, print |
| q18 | 1,47339 | 3 | National quality newspaper online |
| q8 | 1,44426 | 4 | Read news on Text-TV |
| q2 | 1,27596 | 5 | Watched national TV news bulletin on a commercial channel |
| q13 | 1,20692 | 6 | National daily tabloid newspaper, print |
| q15 | 0,94679 | 7 | National news magazines or weekly quality newspaper, print |
| q9 | 0,92826 | 8 | Radio news as part of a general public service radio channel |
| q4 | 0,89761 | 9 | Watched TV current affairs, light |
| q19 | 0,74827 | 10 | National tabloid newspaper online |

DEMOGRAPHIC PROFILE:

7M, 3F

61+: 5; 35-61: 5; 18-34: 0

Capital: 4; Big city: 2; Provincial city: 2;

Graduate or higher: 7;

Secondary school: 3

- TRADITIONAL PRINT NEWSPAPER
- DIGITAL 'NEWSPAPER'
- TRADITIONAL TV BROADCASTER
- TRADITIONAL RADIO BROADCASTER
- DIGITAL BROADCASTERS
- VARIOUS DIGITAL
- SOCIAL MEDIA

R2: Locally oriented broadcast media lovers (7 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|--|
| q3 | 1,64504 | 1 | Watched regional/local TV news bulletin |
| q16 | 1,63316 | 2 | Local/regional daily newspaper, print |
| q27 | 1,47281 | 3 | News on Facebook |
| q1 | 1,38965 | 4 | Watched national TV news bulletin on a public service channel |
| q2 | 1,3772 | 5 | Watched national TV news bulletin on a commercial channel |
| q11 | 1,28514 | 6 | Radio current affairs as part of a general radio channel and/or 24 hour radio news/information channel |
| q4 | 1,03558 | 7 | Watched TV current affairs, light |
| q6 | 1,02196 | 8 | Watched TV news and/or current affairs on national 24-hour TV news channel |
| q13 | 0,94544 | 9 | National daily tabloid newspaper, print |
| q5 | 0,76622 | 10 | Watched TV current affairs, serious |

DEMOGRAPHIC PROFILE:

2M, 5F

61+: 4; 35-61: 2; 18-34: 1

Capital: 2; Big city: 3; Provincial city: 2

Secondary school: 6,

Undergraduate: 1

| | |
|---|-------------------------------|
|  | TRADITIONAL PRINT NEWSPAPER |
|  | DIGITAL 'NEWSPAPER' |
|  | TRADITIONAL TV BROADCASTER |
|  | TRADITIONAL RADIO BROADCASTER |
|  | DIGITAL BROADCASTERS |
|  | VARIOUS DIGITAL |
|  | SOCIAL MEDIA |

R3: Internationally oriented quality media omnivores (5 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|---|
| q26 | 2,08961 | 1 | Read international broadcaster's online news |
| q12 | 1,97337 | 2 | National daily quality newspaper, print |
| q7 | 1,57335 | 3 | Watched TV news and/or current affairs from international providers |
| q1 | 1,40789 | 4 | Watched national TV news bulletin on a public service channel |
| q5 | 1,12224 | 5 | Watched TV current affairs, serious |
| q34 | 0,81637 | 6 | News via news aggregators or personalized news services |
| q35 | 0,69228 | 7 | News from born-online news media |
| q2 | 0,6507 | 8 | Watched national TV news bulletin on a commercial channel |
| q4 | 0,6268 | 9 | Watched TV current affairs, light |
| q18 | 0,56858 | 10 | Radio news as part of a general commercial radio channel |

DEMOGRAPHIC PROFILE:

2M, 3F

61+: 2; 35-61: 1; 18-34: 2

Capital: 3; Big city: 1; Provincial city: 1;

Bacc: 2; Graduate and higher: 3;

Secondary school: 0

| | |
|---|-------------------------------|
|  | TRADITIONAL PRINT NEWSPAPER |
|  | DIGITAL 'NEWSPAPER' |
|  | TRADITIONAL TV BROADCASTER |
|  | TRADITIONAL RADIO BROADCASTER |
|  | DIGITAL BROADCASTERS |
|  | VARIOUS DIGITAL |
|  | SOCIAL MEDIA |

R4: Online omnivores & traditional radio lovers (5 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|--|
| q5 | 1,87391 | 1 | Watched TV current affairs, serious |
| q35 | 1,61195 | 2 | News from born-online news media |
| q22 | 1,58067 | 3 | Local/regional daily newspaper online |
| q8 | 1,4904 | 4 | Read news on Text-TV |
| q27 | 1,29184 | 5 | News on Facebook |
| q10 | 1,19122 | 6 | Radio news as part of a general commercial radio channel |
| q24 | 1,00699 | 7 | Read national broadcaster's online news |
| q11 | 0,90103 | 8 | Radio current affairs as part of a general radio channel and/or 24 hour radio news/information channel |
| q18 | 0,78546 | 9 | National quality newspaper online |
| q9 | 0,59413 | 10 | Radio news as part of a general public service radio channel |

DEMOGRAPHIC PROFILE:

3M (young), 2F (middle aged)

61+: 0; 35-61: 2; 18-34: 3

Capital: 2; Big city: 2; Provincial city: 1;

Graduate and higher: 0;

Bacc: 3; Secondary school: 2

| | |
|---|-------------------------------|
|  | TRADITIONAL PRINT NEWSPAPER |
|  | DIGITAL 'NEWSPAPER' |
|  | TRADITIONAL TV BROADCASTER |
|  | TRADITIONAL RADIO BROADCASTER |
|  | DIGITAL BROADCASTERS |
|  | VARIOUS DIGITAL |
|  | SOCIAL MEDIA |

R5: 'Online-born media and online newspaper lovers' (4 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|---|
| q27 | 2,72979 | 1 | News on Facebook |
| q18 | 1,7381 | 2 | National quality newspaper online |
| q31 | 1,50517 | 3 | Blogs with news |
| q19 | 1,48518 | 4 | National tabloid newspaper online |
| q35 | 1,3366 | 5 | News from born-online news media |
| q20 | 0,94127 | 6 | Free daily newspaper online |
| q12 | 0,70374 | 7 | National daily quality newspaper, print |
| q13 | 0,63153 | 8 | National daily tabloid newspaper, print |
| q4 | 0,62443 | 9 | Watched TV current affairs, light |
| q25 | 0,59007 | 10 | Read local/regional broadcaster's online news |

DEMOGRAPHIC PROFILE:

2M, 2F

61+: 0; 35-61: 0; 18-34: 4

Capital: 2; Big city: 0; Provincial city: 2;

Graduate and higher: 0; Bacc: 3;

Secondary school: 1

| | |
|---|-------------------------------|
|  | TRADITIONAL PRINT NEWSPAPER |
|  | DIGITAL 'NEWSPAPER' |
|  | TRADITIONAL TV BROADCASTER |
|  | TRADITIONAL RADIO BROADCASTER |
|  | DIGITAL BROADCASTERS |
|  | VARIOUS DIGITAL |
|  | SOCIAL MEDIA |

R6: 'Locally oriented omnivore and light news snackers' (5 participants)

| Qcard | Fscores | Rank | |
|-------|---------|------|--|
| q16 | 2,64305 | 1 | Local/regional daily newspaper, print |
| q22 | 1,88833 | 2 | Local/regional daily newspaper online |
| q35 | 1,59276 | 3 | News from born-online news media |
| q2 | 1,3982 | 4 | Watched national TV news bulletin on a commercial channel |
| q30 | 1,34207 | 5 | News distributed by online video sharing media |
| q13 | 0,7494 | 6 | National daily tabloid newspaper, print |
| q19 | 0,70454 | 7 | National tabloid newspaper online |
| q25 | 0,68624 | 8 | Read local/regional broadcaster's online news |
| q9 | 0,68047 | 9 | Radio news as part of a general public service radio channel |
| q18 | 0,45983 | 10 | National quality newspaper online |

DEMOGRAPHIC PROFILE:

2M, 3F

61+: 1; 35-61: 1; 18-34: 3

Capital: 0; Big city: 4; Provincial city: 1;

Graduate and higher: 2; Bacc: 3;

Secondary school: 0

| | |
|---|-------------------------------|
|  | TRADITIONAL PRINT NEWSPAPER |
|  | DIGITAL 'NEWSPAPER' |
|  | TRADITIONAL TV BROADCASTER |
|  | TRADITIONAL RADIO BROADCASTER |
|  | DIGITAL BROADCASTERS |
|  | VARIOUS DIGITAL |
|  | SOCIAL MEDIA |

Collective news repertoires in Croatia

| Categories | News media type | No. Of occurrences |
|--------------------------------------|------------------------------------|--------------------|
| 10+ occurrences: 'The short head' | National TV commercial news | 21 |
| | National TV PSB news | 19 |
| | TV current affairs, serious | 12 |
| | National quality newspapers online | 12 |
| | News from born online media | 12 |
| | National quality print newspapers | 11 |
| 5 - 9 occurrences | Text-TV | 9 |
| | TV current affairs light | 8 |
| | Commercial radio news | 7 |
| | Regional/local TV news | 6 |
| | PSB radio news | 6 |
| | Radio current affairs | 5 |
| | National tabloid newspaper | 5 |
| | Local/regional newspaper, print | 5 |
| | National newsmagazines online | 6 |
| | Local/regional newspaper, online | 5 |
| | News on/from Facebook | 7 |

Construction of Q-card indexes: average national rank of the news media items & types across repertoires

| Qcards | R1 | R2 | R3 | R4 | R5 | R6 | Sum | Average National Rank | Media Item Rank Index (100-I) | Media categories Av. Rank Sum(I)/Nitems) | Role of Media Categories Index (100 Scale) | Index Description |
|--------|----|----|----|----|----|----|--------|-----------------------|-------------------------------|---|--|--|
| 1 | 13 | 4 | 4 | 15 | 16 | 16 | 68,00 | 11,33 | 88,67 | 14,73 | 85,27 | TV news or current affairs <i>Sum (q1:q8)/8</i> |
| 2 | 5 | 5 | 8 | 22 | 20 | 4 | 64,00 | 10,67 | 89,33 | | | |
| 3 | 17 | 1 | 13 | 14 | 29 | 30 | 104,00 | 17,33 | 82,67 | | | |
| 4 | 9 | 7 | 9 | 20 | 9 | 20 | 74,00 | 12,33 | 87,67 | | | |
| 5 | 12 | 10 | 5 | 1 | 21 | 29 | 78,00 | 13,00 | 87,00 | | | |
| 6 | 11 | 8 | 11 | 18 | 18 | 34 | 100,00 | 16,67 | 83,33 | | | |
| 7 | 24 | 19 | 3 | 30 | 25 | 13 | 114,00 | 19,00 | 81,00 | | | |
| 8 | 4 | 14 | 35 | 4 | 36 | 12 | 105,00 | 17,50 | 82,50 | | | |
| 9 | 8 | 13 | 24 | 10 | 33 | 9 | 97,00 | 16,17 | 83,83 | 16,28 | 83,72 | Radio news or current affairs <i>Sum (q9:q11)/3</i> |
| 10 | 1 | 20 | 25 | 6 | 13 | 24 | 89,00 | 14,83 | 85,17 | | | |
| 11 | 14 | 6 | 26 | 8 | 17 | 36 | 107,00 | 17,83 | 82,17 | | | |
| 12 | 2 | 27 | 2 | 31 | 7 | 25 | 94,00 | 15,67 | 84,33 | 19,86 | 80,14 | Newspaper printed <i>Sum(q12:q17)/6</i> |
| 13 | 6 | 9 | 33 | 34 | 8 | 6 | 96,00 | 16,00 | 84,00 | | | |
| 14 | 21 | 11 | 27 | 36 | 15 | 22 | 132,00 | 22,00 | 78,00 | | | |
| 15 | 7 | 32 | 18 | 35 | 11 | 21 | 124,00 | 20,67 | 79,33 | | | |
| 16 | 35 | 2 | 12 | 27 | 35 | 1 | 112,00 | 18,67 | 81,33 | | | |
| 17 | 23 | 16 | 28 | 28 | 30 | 32 | 157,00 | 26,17 | 73,83 | | | |

Construction of Q-card indexes: average national rank of the news media items & types across repertoires

| | | | | | | | | | | | | |
|----|----|----|----|----|----|----|--------|-------|-------|----------------------------------|-------|---|
| 18 | 3 | 36 | 10 | 9 | 2 | 10 | 70,00 | 11,67 | 88,33 | 18,54 | 81,46 | Newspaper &broadcasters' online multimodal news Sum(q18:q26)/9 |
| 19 | 10 | 25 | 36 | 21 | 4 | 7 | 103,00 | 17,17 | 82,83 | | | |
| 20 | 31 | 12 | 30 | 25 | 6 | 11 | 115,00 | 19,17 | 80,83 | | | |
| 21 | 15 | 33 | 21 | 19 | 19 | 28 | 135,00 | 22,50 | 77,50 | | | |
| 22 | 26 | 26 | 23 | 3 | 32 | 2 | 112,00 | 18,67 | 81,33 | | | |
| 23 | 22 | 35 | 31 | 11 | 26 | 15 | 140,00 | 23,33 | 76,67 | | | |
| 24 | 19 | 21 | 17 | 7 | 24 | 27 | 115,00 | 19,17 | 80,83 | | | |
| 25 | 30 | 15 | 14 | 12 | 10 | 8 | 89,00 | 14,83 | 85,17 | | | |
| 26 | 33 | 29 | 1 | 23 | 22 | 14 | 122,00 | 20,33 | 79,67 | | | |
| 27 | 36 | 3 | 22 | 5 | 1 | 33 | 100,00 | 16,67 | 83,33 | 21,13 | 78,87 | News on social media Sum(q27:q31)/5 |
| 28 | 34 | 28 | 32 | 16 | 31 | 35 | 176,00 | 29,33 | 70,67 | | | |
| 29 | 28 | 23 | 34 | 24 | 14 | 17 | 140,00 | 23,33 | 76,67 | | | |
| 30 | 29 | 24 | 20 | 17 | 12 | 5 | 107,00 | 17,83 | 82,17 | | | |
| 31 | 25 | 17 | 19 | 29 | 3 | 18 | 111,00 | 18,50 | 81,50 | | | |
| 32 | 27 | 18 | 29 | 32 | 23 | 19 | 148,00 | 24,67 | 75,33 | Other media type (Schröder 2015) | | |
| 33 | 16 | 22 | 15 | 33 | 28 | 26 | 140,00 | 23,33 | 76,67 | | | |
| 34 | 32 | 34 | 6 | 13 | 34 | 31 | 150,00 | 25,00 | 75,00 | | | |
| 35 | 20 | 30 | 7 | 2 | 5 | 3 | 67,00 | 11,17 | 88,83 | | | |
| 36 | 18 | 31 | 16 | 26 | 27 | 23 | 141,00 | 23,50 | 76,50 | | | |