



KOZMINSKI UNIVERSITY

Consumption of news media as a
democratic resources
Polish case

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Methodology

Methods of data gathering

- Q- sort (face-to-face in-depth interviews)
- survey (6 questions)

Data analysis:

- factor analysis
- quantitative data analysis
- qualitative data analysis as an complementary role for the factor analysis

IDI time & locations

March and April, 2015

three cities:

- Warsaw as a capital city (ca 2 m residents)
- Torun as a large city (205.000 inhabitants)
- Otwock - a county town less than 30 km away from Warsaw (50.000 residents)

Sample selected

- gender mix (17 women and 19 men),
- age range (12 persons between 18 and 34 years of age, 12 persons between 35 and 60 and 12 persons - 61+)
- mixed education levels (13 persons with university level, 17 persons with secondary/BA education and 6 persons with up to 12 years of education)
- the use of social media

5 -factor solution

The strengths

- sufficient variance explained 58% against recommended minimum 50%-60%);
- simplicity (few factors);
- relatively few crossloaders (5 persons);
- no factor with just two people, with loadings of opposite signs (the problem present in other solutions)

The weaknesses

- two participants with negative loadings, which, however, applies to all other solutions except for the 10-factor approach, in which case we have only one such a person;
- each factor has at least one crossloader;
- two participants absent from any factor with the threshold 0,43, however it seems practical to assign them to factors on the basis of their loadings of 0,42.

Repertoires background

- available distribution platforms
- interest shown in the subject of the news
- media geographic and social coverage
- media reliability
- recognisability/familiarity with the specific medium

5 repertoires

- Repertoire 1: Mainstream commercial TV and radio channels users (11 participants)
- Repertoire 2: Omnipresent media users (10 participants)
- Repertoire 3: Social and new media fans (5 participants)
- Repertoire 4: PSM followers (6 participants)
- Repertoire 5: Quality newspapers readers (3 participants)

Top 2&Top 5 for repertoires

Repertoires and average scores for Top2 &Top 5 and others (in parenthesis)	The high ranked of Top 2 news media & Top 5 news media
<p>R1 Mainstream commercial TV and radio channels users</p> <p>Top 2 - 2,91 (0,94)</p> <p>Top 5 - 2,31 (0,47)</p>	<ol style="list-style-type: none"> 1. Commercial TV 2. TV current affairs, serious 3. News on 24-hour new channels 4. General commercial radio 5. TV current affairs, light
<p>R2 Omnipresent media users</p> <p>Top 2 - 2,40 (1,00)</p> <p>Top 5 - 2,10 (1,05)</p>	<ol style="list-style-type: none"> 1. Professional magazines 2. News from born-online news 3. PSM TV news 4. National commercial T 5. Local/regional daily newspaper online
<p>R3 Social and new media fans</p> <p>Top 2 – 2,70 (0,13)</p> <p>Top 5 - 2,36 (0,75)</p>	<ol style="list-style-type: none"> 1. News on facebook 2. News by online video 3. News shared by email or SMS 4. News from born-online 5. National commercial TV
<p>R4 PSM followers</p> <p>Top 2 – 2,83 (1,53)</p> <p>Top 5 - 2,30 (1,14)</p>	<ol style="list-style-type: none"> 1. Regional/local TV news 2. PSM TV news 3. TV current affairs, serious 4. PSM radio news 5. News& current affairs on national 24-hour news channel
<p>R5 Quality newspapers readers</p> <p>Top 2 – 3,50 (0,51)</p> <p>Top 5 - 3,20 (0,64)</p>	<ol style="list-style-type: none"> 1. National quality newspaper online 2. National news magazines/weekly quality newspaper, print 3. National daily quality newspaper, print 4. PSM radio news 5. TV current affairs, serious

News media type occurrences in Top5 \geq 10 & 5-9 times regardless the repertoires

News media type	Number of occurrences
News on national PSM TV channels	21
News on national commercial TV	15
News from born-online news media	13
News/current affairs on national 24-hour TV news channel	12
TV local/regional news bulletin	9
TV current affairs, serious	9
News from Facebook	8
News distributed by online	8
Professional magazines	7
News shared by email or SMS	6
National news magazines or weekly quality newspaper, print	6
Radio news from PSM radio	6
TV current affairs, light	5

Repertoire 1: mainstream commercial TV and radio channels users (11 participants)

- *Top 2 news media*: commercial TV and TV current affairs (avg. 2,91)
- *Top 5 news media*: commercial TV, TV current affairs, current affairs on 24-hour TV news channel, radio news in commercial radio and TV current affairs in light version (avg.2,31)
- *Demographic profile of the 11 participants*: two from 18-34 years old group, three from 61+ and six from 35-60 years old group, six in up to BA level, five with university level education.
- *Survey response profile*: participants that made this repertoire do not have any particular characteristics apart from their place of residence (5 live in Toruń, i.e., a large urban environment) and a lowest average score for Q2 (opinion-oriented deliberative activity) than those making the other repertoires.

Repertoire 2: omnipresent media users (10 participants)

- Top 2 news media: professional magazines/ newspapers and portals/services (avg. 2,40)
- Top 5: professional magazines, portals, public TV, commercial TV and news from Twitter (avg. 2,10)
- *Demographic profile of the 10 participants*: three 18-34 years old, three 35-60 years old, four - 61+, two up to 12 years education, three up to BA, five - university level
- *Survey response profile*: Repertoire 2 was made of participants living mostly in smaller town. The media in that repertoire are of various kinds, both traditional and new media. The highest values go to the media off the TV mainstream, e.g., industry and professional magazines. Participants that make the Repertoire 2 have higher average scores in all social and, in particular, in the political participation as compared to persons of Repertoire 1.

Repertoire 3: social and new media fans (5 participants)

- *Top 2*: news from FB, news from YouTube (avg. 2,70)
- *Top 5*: news from FB, news from YouTube, SMS and e-mails, born-online news media, news on national commercial TV, (avg.2,36)
- *Demographic profile of the 5 participants*: four 18-34 years old group, one - 61+, two up to 12 years, two up to BA, one - university level
- High level of participation on social media. Three of them have 5,8 and 6 used of social media possibilities. All of them are 18-34 years old.
- *Survey response profile*: Repertoire 3 is quite special as it is connected with intensive use of the new media, including social media. It is mostly made of young people below 35 whose characteristic is using networking opportunities. Taking into account an average score of positive answers to Q1 on the use of news media, this Repertoire is leading.

Repertoire 4: PSM followers (6 participants)

- Top 2: regional TV, public TV (avg. 2,83)
- Top 5: regional TV, public TV, TV current affairs, radio news in PBS, 24-hours TV news channel (avg.2,30)
- *Demographic profile of the 6 participants*: four 61+, one 35-60 years old, one 18-34 years old
- *Survey response profile*: Repertoire 4 is composed of persons majority of whom are connected with the capital city and who, more than the others, use public broadcasters offer, Polish Radio and TV, including public regional TV which is well developed in Poland. What is interesting is that these people indicate radio and television as a source of news media that play an important role when talking to relatives.

Repertoire 5: quality newspapers readers (3 participants)

- Top 2: national quality press online, weekly quality magazine (avg. 3,50)
- Top 5: national quality press online, national weekly magazine, national daily quality press print, radio news in PMS channels, TV current affairs, serious (avg. 3,20)
- *Demographic profile of the 3 participants* : three 35-60 years old, one university level, two up to BA
- *Survey response profile*: Repertoire 5 is made of three persons that use print press more than those of the other repertoires, both dailies and weeklies. Also, they show high use of TV news as a basis of discussions with family and friends.

Q1 Participation on social media (including SMS, e-mails)

N=134

Share via social network and e-mails and rate a news story (a+b+c)	Comments (d+ e)	Blogs and posts (f+g+ h)	Voting and taking part in a campaigns (i+ j)	Talks with friends (k+ l)	None of these	others
48	14	7	16	48	1	5

Q2 Opinion-oriented deliberative activity (average scores for activities)

Writing letters to editor	Taking part in radio debates	Voting in media – invited polls	Participating in groups on the web	Creating content on the web	Expressing opinion in social media	Active participation in the production of community newspapers
2,4	1,9	1,4	3,6	2,3	2,0	1,6

Q3 Forms of cultural activity (average scores for activities)

Meeting s with family	Meeting s with friends	movies	theater	Sport events	Music concerts	Lectures or other informa tive events	Reading books	Exhibitions, museums
4,1	4,3	3,1	2,9	2,9	3,1	3,1	4,3	3,1

Q4 Forms of political engagement (average scores for activities)

Membership in activist groups	Attending protests or demonstrations	Membership in political parties	Joining petitions of democratic intervention
3,9	1,8	1,3	2,0

Q5 Media resources used for conversation (average scores for media)

Press	Television	Radio	Internet	Social media
3,7	4,9	4,3	3,9	2,4

Media resources used for conversation with friends (average scores for repertoires by media)

Repertoires / media	Newspapers	TV	Radio	Internet	Social media
R1	4,1	4,3	4,9	3,0	3,0
R2	3,6	4,5	4,4	4,0	2,0
R3	3,8	4,4	4,2	3,5	3,8
R4	3,5	4,3	4,0	3,5	3,5
R5	3,3	5,0	2,7	4,3	3,0

Some participants with high usage of social media, their levels of social, cultural and political activities and excerpts selected

1.#8, man, 61+ , capital city, university level, Q1-10

av. scores: Q2-3,7, Q3-4,5, Q4-4,5

Public connection 2: „An active person, of rich spiritual life is a person who takes interest in what’s going on in the world, around his/her place; the more, if they can respond to it; if they are not indifferent. If they express their opinion. Not having an opinion, that’s really bad”.

2.#13, man, 18-34 , small city, BA, Q1-9

av scores: Q2-2,1, Q3-2,7, Q4-2,6

Public connection 1: „Yes, the media are important to me. They play a role in my life. Just by watching things or opinions on political parties; to be up to date; you can have an opinion”

3.#9, women, 18-34, capital city, BA, Q1-8

av. scores: Q2-2,6, Q3- 3,4, Q4-2,8

Normative pressures : „Being interactive; being in touch via fb; it’s a standard”.

4.#16, man, 18-34, small city, university level, Q1-7

av scores: Q2-2,6, Q3-3,0, Q4- 2,3

Normative pressures: “... when people watch a thing and I don’t, then when I meet people, we start a topic whether you watched a thing on TV; comments”.

Conclusions

- Polish respondents focus their own preferences on the offer of mainstream media. Television remains the best preferred medium, public television in particular
- New and social media are treated as complementary media and they are used more often for communication than information purposes
- The use of media is associated with limited social and political activity, and much more intensive cultural activity
- All limits observed, the outcome of the research indicates the weakness of Polish civil society and a low level of deliberative democracy
- Further analysis, including international benchmarking, researchers will come up with more in-depth conclusions regarding, among other things, similarities and differences between repertoires, relations between repertoires and the type of media system and political system, democracy development level, position of the specific media in terms of technology and ownership, functioning of the deliberative democracy in the systems under scrutiny