

# Journalism in Change

## Interview guide – October 2012

### **Rules for the interview project**

1. All interviews are face to face,
2. All questions should be asked, but it is also possible to add following-up questions when there is something more to get from the interview person
3. The interview should be approximately 45 minutes. Not longer than one hour.
4. All interviews are recorded and transcribed to a written version
5. Each country translate the interviews into English

### **Principles of selection:**

50% men, 50% women

- representing different parts of the country
- representing different media: newspapers, magazines, radio and television
- representing different tasks: reporters, managers and editors
- representing different generations – approximately on third young (up to 35), a middle group (35-50) and an older group 50+.

### **Presentation to the interviewee:**

*We are conducting a survey of 20 journalists by country, in Sweden, Poland and Russia. The survey aims to obtain a picture of professional everyday life in the three countries and also to enable a comparison between the countries.*

### **Professional history – experience, training, why journalist**

- Why did you become a journalist?
- What is your training and experience?
- What is it that makes young people want to be a journalist today? Is there any difference from when you started?

### **Professional practice – daily work, multiskilling position**

- Please describe your last working day (tasks, how you interact with your work management, time given for different tasks, collaboration with colleagues)
- What are the key skills of a journalist in your company / alternative for you as a freelancer?
- What are the advantages and disadvantages of journalists being multi-skilled, that is, working with different media forms and with all parts of a production?
- Which option do you have to work with a subject / material during a longer time span?  
(Follow up q: o the journalist work more with research today or less, do she/he have more/less resources available? Which are the main resources?)

### **Professional autonomy – pressure from inside and outside, limits for what is possible**

- What space do you have for your own initiatives and ideas? Please give examples.

- How much of the source material that you use is prepared by others for publication (for example press releases)? What other methods are sources and actors outside your work place using to influence your work?
- Can you give examples of how your daily work and work in the newsroom is influenced by other units of the company::
  - in consideration of the advertising department?
  - b) in consideration to financial or marketing departments?
  - c) in consideration of owners and their political orientation?
- Is it possible for you to have influence on your employment and your salary?
- Are you a member of a trade union or other professional organization?

### **Relationship to the audience**

- In what ways are you in contact with the audience? ( contacts by phone and e-mail, comment columns on the Web, through social media and so on)
- Do you often use social media (for example twitter, blogs, Facebook) in your work? Please give examples of how these media channels have been useful for you

### **Future – for individuals, for the profession**

- How do you think younger (alt. older) journalists look upon your generation of journalists?
- What is your opinion about the similarities and differences between the generations?
- If you look into the future; what are you doing in five years time? In ten years time? What is journalism in general like in five years? In twenty years? How would you explain the changes?