MEDIA CONSUMPTION AND THE FUTURE OF PUBLIC CONNECTION
End of Award Report

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1.   BACKGROUND

Governments, policymakers and researchers are concerned about declining political participation and its implications for wider engagement with the democratic process. In the USA and Britain low voter turnouts have intensified that concern and Britain has seen much recent research into the bases of democratic engagement and disengagement: Electoral Commission (2005-6), Power (2006). Research is less developed into the link between public engagement and media consumption.

A fast-changing, increasingly digitised media environment requires research into how people's everyday media use orientates them to a public world. Not only are media outputs proliferating, with fears that a broad national audience is disappearing, but the boundaries between media presentations of politics and popular entertainment are arguably being redrawn, while definitions of 'politics' and 'public issues' are contested. The project's hypothesis was that media matter for public engagement, but in varied ways, understandable only by listening closely to the voices of citizens and media consumers themselves.

2.   OBJECTIVES

The project's overall aim was to increase our knowledge of how far everyday practices of media consumption reinforce or undermine democratic sensibilities and processes.

Its specific objectives were met as follows:

Objective 1. to generate detailed qualitative data about consumption of the current range of media including new media

The project's diary phase generated extensive in-depth data about people's media consumption habits whose accuracy and significance was tracked in interviews and focus groups.

Objective 2. to generate, through a survey, representative conclusions related to the qualitative findings

The diary phase's findings were followed up in a nationwide survey.

Objective 3. to study the conditions under which individual consumers themselves understand their media consumption to have implications for their connection with wider spaces of citizenship

The project's two phases have enabled an unusually detailed understanding of how, and to what extent, people link their media consumption to their practice as citizens.

Objective 4. through close attention to the context of current government initiatives and maximising the international comparability of our findings, to contribute more widely to academic, policy and public debates on media consumption and citizenship in the UK and internationally

US researchers have developed a project following our methodology ('Impacts') and we have developed extensive links with international researchers ('Activities'), leading to wide academic dissemination of our findings ('Outputs').

We closely followed the developing policy context during the project's fieldwork and writing up phases, and non-academic users were consulted early on in the project. The project findings were launched at a seminar in March 2006 to policymakers, local and national government representatives, and media professionals; we are now in dialogues with particular endusers about our research's implications ('Impacts').

3.   METHODS

The project was designed in separate qualitative and quantitative phases, with Phase One comprising an innovative diary/ interview method that tracked subject reflexivity for an extended period (16).[1]

The original Phase One design was slightly altered, following *inter alia* discussions with our market researchers:
- the diary production period was reduced from six to three months to minimise attrition (three month diaries being judged sufficient to satisfy the project's data-gathering aims);
- the diarists' age-range was narrowed from 18-75 to 18-69 to minimise the risk of attrition due to ill-health;
- focus group design was amended to create opportunities for diarists to meet each other (rather than building focus groups primarily out of diarists' existing networks).

In Phase One (February 2004-March 2005):

- we recruited, through The Field Department, 37 people from six contrasting urban, suburban and rural regions across England to produce a diary (in written or tape-recorded form) for three months during February-June 2004;
- the sample was constructed to balance gender, age, levels of media access and socio-economic status (men between 30-50 and people in class D proved difficult to recruit);
- diarists were interviewed before and after diary production, and then in regional focus-groups plus one group drawn from a particular diarist's social network;
- all interviews and focus groups were audio-taped and transcribed (as were diaries not already in machine-readable form). All data was then analysed using N-Vivo. Particular efforts were made to ensure systematic analysis across individual diarists, including the development of diarist 'diagrams' (see Nominated Output (1), chapter 4) and multi-person coding for reliability.

In Phase Two (March-July 2005):
- we designed a nationwide survey drawing on Phase One's initial findings and our review of the existing survey literature;
- the survey (1017 respondents) was conducted by telephone by ICM Research over the weekend of 3-5 June 2005;
- the dataset was cleaned and then analysed using SPSS.

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[1] Numbers refer to 'Outputs' listed below.

For details of diarist and survey samples, see Annexes 1 and 2. The diary format, interview protocols, and survey questions comprise Annexes 3, 4 and 5.

The project raised no specific ethical issues: rigorous procedures were adopted to ensure anonymization of all data.

4. RESULTS

The project has investigated how individuals' media consumption is related to their orientation to a space of public issues beyond the private. We call this orientation 'public connection' and, where sustained by media consumption, 'mediated public connection'. For a much fuller account of our findings, including a review of relevant academic literatures, see (1).

'Public' covers multiple distinctions, including first the distinction of accessibility between public and private space and second the distinction of content/relevance between issues that require collective resolution and those of purely private concern (Geuss 2001). Our project has focussed particularly on the second.

While people differ on exactly what issues are public, we assumed, and our fieldwork confirmed, the public/private distinction is meaningful in everyday life. We investigated individuals' orientation to a world of 'public issues' as *they* understood it, and how media sustained *their* connection to that world.

(1) Diarists' media use

Although our 37 diarists matched national trends in terms of media access (in 2004 57% had some internet access; 16% had home broadband), the internet was less salient as a news source than we had expected. Of 21 diarists who actively used the internet, only 8 (22% of sample) used it as a news source or site of debate, while *only one* diarist (a 24 year old trainee architect) had the internet as his principal news source.[2] For some diarists, even if they once had access, the internet was considered irrelevant to their public world. The internet's low salience is a key difference from results emerging from the parallel US project on public connection (see 'Impacts'). Nor was there substantive evidence of diarists using mobile media to obtain news (only one example). For our diarists *traditional media – television, radio and the press – were overwhelmingly the key news sources from which they selected.*

A distinction emerged between *directed* (or instrumental) and *non-directed* (or casual) use of media, with the former linked for example with higher work status and experience of civic/ political involvement, as well as higher education levels; there were also signs of a generational shift with diarists under 40 being much more likely than older diarists to describe themselves as 'flicking' through media in a non-directed way.

We conducted a detailed timeline analysis to compare patterns in the public issues diarists selected for comment against overall peaks in contemporaneous press news coverage. This suggested audiences select from the news to a considerable degree, often foregrounding human interest stories (with relatively low news prominence) and downplaying Westminster coverage and persistent topics such as Iraq or immigration. Cases where diarists criticized the detailed facts of media stories or how media operate were rare; most diarists were, however, broadly media literate, and many communicated a general unease about media's news values and ethical consequences.

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[2] Ofcom's national figure is 3% (Ofcom 2006: 66).

As to broader dynamics, many diarists, particularly non-directed media users, oscillated between attraction and withdrawal because of an 'overload' of serious news or celebrity coverage. Yet habit overall remains of particular importance, with *almost all those with clear mediated public connection (next section) having regular habits of media use and news consumption.*

(2) Varieties and dynamics of mediated public connection

A majority of diarists had public connection, and for almost all of those that public connection was to some degree 'mediated' (Nominated Output 1, chapter 4).

There is no single ideal type of mediated public connection, but rather many individual forms along a broad spectrum from *'media world connectors'* - whose public orientation emerges principally out of their practice as media consumers - to *'public world connectors'* with a pre-existing sense of themselves (as agents in a public world) which they bring to their media consumption. Different forms of mediated public connection are vulnerable in different ways: media world connection to a sense of overload and the need to withdraw from news; public world connection to specific disillusions with the public world or the loss of contexts for public action. Nor is an underlying connection to media universal: two diarists' public connection was largely independent of their media consumption and six diarists (we call them *'weakly connected'*) regarded media as relatively dispensable while lacking public connection through other routes.

Various factors stabilize mediated public connection (work contexts which provide contexts for displaying knowledge about a public world; habits of news-gathering built into wider domestic routine). Important in reinforcing such habits is the value of 'keeping up with the news', found right across our sample. Historically dominant habits of news consumption – daily newspaper, nightly TV news bulletin – may be undermined by generational change; daily newspaper use was declining among younger and particularly female diarists, with internet news consumption not yet generating stable habits to replace it.

Other more subtle dynamics may also undermine public connection. People may consume media regularly but for the sense of collective involvement it brings, not for access to issues requiring public resolution (7). Primary orientations to social networks and family (positive in themselves) are more likely to be associated with such a non-public media connection: people may have *positive* reasons for being less publicly connected.

Celebrity culture (celebrity magazines, fashion, reality TV) proved interesting here. Although many diarists discussed it, they never linked it to any issue requiring public resolution. One diarist (a 25 year old design student) had an alternative conception of the public world focussed entirely on sport, but he too made no links from sport to other aspects of the public world. This challenges suggestions that popular culture (or 'soft news') provide alternative routes into political engagement, especially for the young (13).

Some diarists, particularly women, rejected the value of 'keeping up with the news', regarding news as largely irrelevant to their individual lives (7, 18). We found no trace of religious or other strong moral values motivating people towards or away from media consumption (a contrast with the linked US project).

Absence of talk contexts did not generally undermine people's public connection (9, 10). All but four diarists had *some* contexts for talking about public issues; many people enjoyed debate, even if social occasions sometimes constrained talk about 'serious' issues. More striking was the almost complete lack of links between the talk diarists recorded and public *action* by themselves or others. This supports claims (Pattie et al. 2004) of a lack of a deliberative culture in contemporary Britain.

While most diarists had taken some action on public issues at some time, they generally lacked stable local contexts for action (one case only) nor did national religious movements provide a substitute (just one case); nor was internet use important in connecting people, even young people, to opportunities for action (11) - in each case a sharp contrast with the US project.

The most striking 'missing link' was for civically active diarists who did not see their civic action as linked effectively to the world where public issues are resolved. The problem was not their own disconnection but that their engagement was not sufficiently recognised by the political process (no one cared whether they cared). Here our research confirmed recent analyses on the gap in Britain between civic activism and political disengagement (Power 2006).

Finally, while unsurprisingly individual diarists were satisfied with their connection or dissatisfied with their disconnection, more striking were diarists who were satisfied with their disconnection, or troubled by aspects of their connection (14). Some diarists showed considerable unease at how British democracy is currently working, particularly those with most knowledge of politics and experience of public action (Project Report, sections 3.6 and 3.7).

(3) Survey data (15, 17)

media use
As with our diarists, television is the most widely consumed medium (watched each day by 96% of the population) and occupies most time. Media use is socially stratified: half the population does not access the internet at all, and those who do are much more likely to be younger and middle class. Of those who go online (in their own time), most spend between half an hour and one hour, with men spending slightly longer online than women. Television remains the most common news source (89%), with only 23% using the internet regularly for news (more men, younger and middle class people).

Public connection and political interest
Our survey confirmed our diary phase finding, that a majority have mediated public connection, while uncovering a significant unconnected minority. 70% consider it a duty to keep up with what's going on in the world, especially older and middle class people; however, 23% (more older and working class people) consider there's no point watching the news since it deals with things they can do nothing about. Most (80%) have made 'catching up with' news a regular part of their day, even though 44% consider politics has little connection with their own life and 40% say the things the media cover have little to do with their lives. Media habits are therefore an important bridge between public and private worlds.

Two thirds (65%) say they are interested in politics (especially men and middle class people). However only 45% trust politicians to deal with the things that matter and only 21% to tell the truth. There is a gap between civic information (81% say they know where to get the information they need) and political efficacy (only 39% say they can influence decisions in their area, while 55% feel that 'people like us' have no say in what the government does). 73% say they sometimes feel strongly about something but don't know what to do about it, suggesting opportunity structures for action are lacking (echoing our diary findings).

Asked which of 18 contrasting topics they 'generally follow', the respondents most commonly answered environment (70%), crime (67%), health (66%) and events in Iraq (63%). Similarly, when asked to identify a recent issue of particular importance to them (which 72% did), the top issues were Iraq (13%), crime (12%), and health (7%). Answers in both cases were socially stratified by gender, age and class. When asked about their information sources on that issue, most said television (65%), though other media, people and personal experience also mattered.

Multiple regression analyses

We conducted a series of step-wise regressions, looking first at what predicts voting and political interest - demographic, social (including social capital) and motivational factors (efficacy) – and then asking to what extent media-related factors contribute.

Media-related variables including news engagement (a composite variable that captured people's commitment to keeping up with the news) make a modest contribution to predicting voting; while news engagement, reading the paper, listening to radio news and accessing online news all add more substantially (and positively) to predicting political interest. Overall, television consumption plays no role (contra Putnam's *Bowling Alone* thesis), although news engagement is associated with television *news* consumption. While heavy television viewing (over 3 hours a day) is associated with lower news engagement, for low to moderate viewers (up to 3 hours a day) the more television they watch, the *greater* their news engagement (contra Putnam).

News engagement is positively correlated with media trust and media literacy. A positive interest in the news agenda and a literate approach to judging sources (informed trust in media) go together, contributing positively to both political interest and voting. This counters general theses about media's 'dumbing down' effect.

Cluster analysis

Cluster analysis based on the topics people said they followed revealed interesting patterns. Four distinct groups emerged:

- *Traditional* (41%, more male, older, more middle class): follow mainstream issues but also more specialist topics (Westminster politics, European affairs, local politics, trade union issues).
- *Issues* (30%, more women, close to average class and age): follow issues such as third world poverty and funding for local services as well as mainstream topics.
- *Celebrity* (14%, three times as many women as men, younger, close to average class): follow music, fashion, celebrity gossip and reality television, but sometimes also headline issues.
- *Low interest* (14%, lowest in SES, about average gender and age): follow only 2-3 issues out of 18 offered.

Interestingly, the traditional and issues clusters had much higher news engagement, not only than the low interest cluster (as expected) but also than the celebrity cluster which was also the group least likely to vote.

(4) Overall results and wider implications

Taken together, our research points to three overall conclusions:

1. most people have public connection, and for most people it is mediated, although in many distinct ways and not for everyone. For a minority their media consumption does not orient them to public issues and, for an overlapping minority, media are of limited importance in their lives;
2. mediated public connection is subject to key instabilities. It is uncertain whether the habits underlying current forms of mediated public connection will be replaced by stable new patterns in the digital media age;
3. there is little evidence in the UK that people's public connection is effectively linked to any contexts for deliberation or public action.

This leads to three recommendations:

First, habits of media consumption (including consumption of *traditional* media) must be addressed more thoroughly in debates on political disengagement. Even if the internet comes to dominate media consumption, that does not mean the internet will generate habits of *news* consumption as stable as those associated with traditional media. Ways of facilitating the latter should be explored.

Second, mediated public connection is of limited value in itself unless the wider context in which, as citizens, we follow the public world is transformed. As our diary research suggested, opportunities where UK citizens can *link* their engagement and public connection to action on public issues are limited. More opportunities must be created (cf Power 2006).

Third, the media process should be opened up to citizen engagement. Our diarists had strong views about media, politics and their interrelations, but nowhere to input them to the democratic process. Public fora are needed where citizens can communicate more effectively to media professionals their views about how media represent public life.

5.   ACTIVITIES

This was an 'Orientated Basic' research project, aiming to generate new *types* of research data and a new disciplinary perspective on an existing debate. Its dissemination strategy was shaped accordingly:

- Early presentation of research design/methodology to selected non-academic endusers (to sensitise us to their specific needs and interests)
- Early presentation of research design/methodology to academic researchers to build research links internationally (2, 3, 4, 5, 6, 8, 12)
- Dissemination of final results to policy/ media professionals and academic audiences (7, 9, 10, 11, 13, 14, 15, 16, 17, 18), followed by detailed consultations with specific users.

Early enduser consultation

In February 2004 we presented the project design to a seminar of non-academic endusers - including Chris Haydon (Community TV Trust); Janice Morphet (Local E-Governance Advisor, ODPM); Martin Vogel (Project Leader, BBC 'Action Network') - and academics from Loughborough University (Graham Murdock), University College London (Dr Mirca Madianou) and LSE. We received useful suggestions which were reflected in our fieldwork. All attendees were invited back to subsequent project events.

Early academic dissemination and networking

We set up an International Advisory Board (academics from Australia, Denmark, France, Holland, USA) to maximise our research's international comparability and consulted it on interview and survey design.

The project design was discussed in summer 2003 with Professors Bruce Williams and Andrea Press (University of Illinois at Urbana-Champaign), with regular further meetings, leading to a parallel US project ('Impacts') and joint presentations (Manchester, April 2005; Dresden, June 2006).

The project aims were discussed in December 2002 with Australian researchers at the Centre for Cultural Research, University of Western Sydney (UWS); subsequently, Couldry visited UWS in March/April 2004 as International Research Fellow, giving a public lecture and other presentations on the project.

The project has built links with European researchers (Professors Kim Schroder, Roskilde University, Peter Dahlgren, Lund University and Hannu Nieminen, Helsinki University; Dr Joke Hermes, University of Amsterdam), leading to an international collaborative panel on shared themes, also involving the Illinois project (Dresden, June 2006).

Public launch of findings

The project's non–academic dissemination strategy was slightly modified. The importance of *integrating* qualitative and quantitative data meant that effective dissemination to non-academic endusers was only possible when the full project findings were available. To make best use of remaining funds (see Report Form, para 7), an original two-phase dissemination (with early release to selected sectors) was replaced with a single end-of-project seminar.

The project's enduser seminar and reception (LSE, March 2006) was attended by an invited audience of 25 from government (DfES, ODPM), local government (Camden, Islington), media producers (BBC), media regulators (OFCOM) and lobby groups (Voice of the Listener and Viewer), policy institutions (IPPR, Demos), citizenship bodies (including The Citizenship Institute, Citizenship Foundation), and relevant academics. Attendees were given an advance copy of our March 2006 report, which became available for download from the project website the next day.

Dialogues with endusers ('Impacts') have developed from the end-of-project seminar. We will continue these over the next year with a view to generating ideas for new research projects.

Academic presentations

Project members have made presentations at 13 conferences and workshops in Germany, Holland, Norway, Sweden, UK and USA, including:
- A double panel session at the annual International Communication Association conference, Dresden, June 2006 (the leading international conference for communications researchers)
- Paper delivered by project team to First European Communication conference, Amsterdam, November 2005
- keynote (Couldry) to the MeCCSA conference, January 2006 (the lead organisation for UK media researchers and educators)
- keynote (Couldry) to international workshop on *Media, Civic Agency and Democracy,* Stockholm, May 2006
- presentation (Livingstone) to Oxford Internet Institute/ MIT workshop on *Social Implications of Emerging Technologies*, April 2005.

Project members have also given 10 invited lectures or seminars in Australia, Finland, Sweden, UK and USA including:
- (Couldry) 'The Difference Media Make', Faculty of Political and Social Sciences, University of Cambridge, March 2006
- (Livingstone) 'Public Connection and the Role of the Media', Dept of Communication, University of Helsinki, February 2005.

For full list, see Society Today.

Further presentations and talks are planned over the next year, including:
- keynote to international conference on 'The Politics of Consumption/Consumption of Politics', University of Wisconsin-Madison (Livingstone, October 2006)

- presentations to New York University, November 2006 and Central European University, Budapest, September 2006 (Couldry).

Workshop hosted

Tracking the Civic/ Public: Exploring Theoretical and Methodological Implications: workshop at LSE, March 2006, for members of the Consumption and Citizenship cluster (Cultures of Consumption programme) and invited academics.

Other enduser liaison

Sonia Livingstone was invited to respond to Ofcom's consultation on its Draft Annual Plan (2006/7) (June 2006). Nick Couldry attended by invitation the Ofcom Current Affairs Seminar and the AHRC/BBC New Media Collaborative Inquiry Summit (both March 2006) and was an invited panel speaker at the Good Communication Awards for local and national government communication executives (June 2006).

6. OUTPUTS

Project Reports and Website

The project's main non-academic output was its March 2006 report *Media Consumption and the Future of Public Connection* (available from the project's website, March 21 2006). Copies were circulated to all who accepted our invitation to the end-of-project seminar and other interested parties (including Chair of the Electoral Commission, Chair of the Power Report). The project's 'factsheet' will be distributed to 500 potential endusers.

The project website (www.publicconnection.org) offers for download all major project outputs, fieldwork documents and survey cross-tabulations, and will be updated as further outputs are generated.

Academic publications (see also Society Today)

23 publications have been published, are in press or have been/are about to be submitted **including** the following (a further 8 publications on related themes are published or in press):

Book

(1) Couldry, N., Livingstone, S., Markham, T. (in press, late 2006/ early 2007) *Media Consumption and Public Engagement: Beyond the Presumption of Attention* (Basingstoke: Palgrave Macmillan). **[Nominated Output (1) is excerpted from this]**

Journal Articles and Book Chapters

(2) Couldry, N. (2004) 'The Productive "Consumer" and the Dispersed "Citizen"', *International Journal of Cultural Studies*, 7(1), 21-32.
(3) Couldry, N. (2004) 'In The Place of a Common Culture, What?', *Review of Education, Pedagogy and Cultural Studies*, 26: 3-21
(4) Livingstone, S. (2004) 'The challenge of changing audiences: or, what is the audience researcher to do in the internet age?' *European Journal of Communication*, 19(1), 75-86.

(5) Couldry, N. and Langer, A. (2005) 'Media Consumption and Public Connection: Towards a Typology of the Dispersed Citizen', *The Communication Review*, 8: 237-257.

(6) Livingstone, S. (2005) 'On the relation between audiences and publics', in S. Livingstone, S. (Ed.) *Audiences and Publics*. Bristol: Intellect Press, 17-41. (published in French, *Reseaux*, January 2005).

(7) Couldry, N. (2006) 'Culture and Citizenship: the Missing Link?', *European Journal of Cultural Studies* 9(3): 321-339. **[Nominated Output (2)]**

(8) Press, A. and Livingstone, S. (2006) 'Taking audience research into the age of new media: Old problems and new challenges', in M. White and J. Schwoch (Eds.), *The Question of Method in Cultural Studies*. Oxford: Blackwell, 175-200. [joint article with parallel US project]

(9) Couldry, N. and Markham, T. (in press 2006) 'Public Connection through Media Consumption: Between Oversocialisation and Desocialization?', *Annals of the American Academy of Political and Social Science*, vol 608.

(10) Couldry, N., Livingstone, S. and Markham, T. (in press 2007), 'Connection or Disconnection? Tracking the Mediated Public Sphere in Everyday Life' in R. Butsch (ed) *Media and Public Spheres,* New York: Palgrave Macmillan.

(11) Livingstone, S., Couldry, N., and Markham, T. (in press 2007) 'Youthful steps towards civic participation: does the internet help?' in B. Loader (ed) *Young Citizens in the Digital Age.* London: Routledge.

(12) Couldry, N. (in press, 2007) 'Researching Digital (Dis)Connection in the Age of Personalised Media' in P. Golding and G. Murdock (eds) *Impacting Digital Dynamics: Participation, Control and Exclusion.* Mahwah, NJ: Hampton Press.

(13) Couldry, N. and Markham, T. [under review] 'Celebrity Culture and Public Connection: Bridge or Chasm?'. [Submitted] to *International Journal of Cultural Studies.*

(14) Couldry, N. and Markham, T. [under review] 'Troubled Closeness or Satisfied distance? Understanding Media's Contribution to Public Orientation'. [submitted] to *Media, Culture & Society.*

(15) Livingstone, S. and Markham, T. [under review] 'Mediating Public Participation: on the political significance of everyday media consumption' [submitted] to *Political Communication.*

(16) Markham, T. and Couldry, N. [under review] 'Tracking the Reflexivity of the (Dis)engaged Citizen: Some Methodological Reflections'. [Submitted] to *Cultural Sociology.*

(17) Livingstone, S., Couldry, N. and Markham, T. 'Paying attention to attention: Tracing the links between the public's media consumption, political interest and celebrity culture' in preparation for *British Journal of Sociology.*

(18) Couldry, N., Livingstone, S. and Markham, T. (forthcoming 2007) '"Public Connection" and the Uncertain Norms of Media Consumption' in F. Trentmann and K. Soper (eds) *Citizenship and Consumption* [expected publisher: Palgrave Macmillan]

Datasets

The following datasets have been submitted to and accepted by the Essex Data Archive:

Qualitative: (1) diaries, (2) interviews with diarists, (3) focus groups

Quantitative: (1) survey

7.   **IMPACTS**

As 'Orientated Basic' research, the project's impacts were targeted equally at academic and non-academic users.

The project has produced high quality academic publications and presentations, and established a high profile for its innovative approach and design. US researchers have adopted its methodology for a project linked to the 2004 US presidential election with National Science Foundation funding (Bruce Williams and Andrea Press, University of Illinois at Urbana-Champaign: brucewm@uiuc.edu; press@uiuc.edu); Kim Schroder (Roskilde University, Denmark) also plans to adopt aspects of our methodology in forthcoming research on newspaper consumption in Denmark. Nick Couldry and Sonia Livingstone were invited to join a four-year international research network/project on Mediatized Stories (Research Council of Norway), to which Couldry presented on the project's findings (Oslo, June 2006).

As to non-academic users, the UK government's interest shifted direction early in our project. The Office of the E-envoy was closed and national e-government initiatives became focussed more on online service delivery, not citizenship. Original plans to liaise with the E-envoy were replaced with a more general strategy of disseminating to a range of policymakers and researchers and identifying specific players with whom dialogues could be developed. This has generated detailed discussions with the BBC Action Network team (invited private presentation, June 2006); dialogue is also under way with the local authority sector (IDeA's Head of Communications and Marketing; Lewisham; Westminster) and a major research institute (IPPR).

8.   FUTURE RESEARCH PRIORITIES

The media landscape, and the range of media outputs on offer to media consumers, continues to change, often rapidly, although the project's report argues that *habits* of media consumption (including news consumption) may alter more slowly than industry discourse suggests.

Continued research is therefore needed on changing habits of media use, and their potential contribution to democratic engagement (including impacts of home broadband's recent fast expansion) for which the project's diary/ interview methodology should prove adaptable.

Applications of the project's methodology might target socially disadvantaged groups (difficult to reach through general recruitment, where disconnection may be higher); people in specific networks (eg religious organisations); and levels of 'public connection' in contexts of citizenship education, community engagement and media literacy initiatives.

References

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[4987 words]

ANNEXES:

Annex 1: PUBLIC CONNECTION DIARISTS' SAMPLE

No.	Pseudonym	Region	Age	Gender	Family Status
1	Harry	Suburban London West	69	M	Married, Adult children
3	Pavarti	Suburban London West	51	F	Married, Teenage Children
4	Jonathan	Suburban London West	23	M	Lives With Parents
5	Angela	Suburban London West	29	F	Married, no children
6	Gundeep	Suburban London West	48	M	Married, Adult Children
7	Kylie	Inner City South London	24	F	Single Mother
9	Eric	Inner City South London	47	M	Married, Teenage Children
10	Sherryl	Inner City South London	39	F	Single
11	Crystal	Inner City South London	22	F	Single Mother
12	Abby	Inner City South London	45	F	Married, Teenage Children
13	Nigel	Rural Midlands	54	M	Married, Adult Children
14	Marie	Rural Midlands	34	F	Married, Young Child
15	Lesley	Rural Midlands	39	F	Married, Teenage Children
17	Andrea	Rural Midlands	25	F	Married
18	Paul	Rural Midlands	55	M	Married, Teenage Children
19	Mary	Northern Suburb 1	18	F	Lives With Parents/University
20	Edward	Northern Suburb 1	64	M	Married, Adult Children
21	Lisa	Northern Suburb 1	30	F	Cohab, No Children
22	Henry	Northern Suburb 1	52	M	Married, Teenage Children
23	Stuart	Northern Suburb 1	61	M	Married, Adult children
24	Beccy	Northern Suburb 1	27	F	Cohab, No Children
25	Frank	Northern Suburb 2	37	M	Cohab
26	Susan	Northern Suburb 2	62	F	Divorced
27	Alfred	Northern Suburb 2	67	M	Married, Adult Children
28	Christine	Northern Suburb 2	46	F	Divorced
29	Janet	Northern Suburb 2	29	F	Single
31	Jane	Urban City South	52	F	Divorced
33	Kathleen	Urban City South	34	F	Married, Young Children
34	Patrick	Urban City South	52	M	Married, Adult Children
35	Samantha	Urban City South	33	F	Married, No Children
36	Ross	Urban City South	25	M	Single
37	Bill	Rural Midlands	61	M	Married, Adult Children
38	Sheila	Rural Midlands	47	F	Divorced
39	Tyrrone	Inner City South London	23	M	Single
40	Enid	Suburban London West	63	F	Married, Adult Children
41	Josh	Northern Suburb 2	23	M	Single
42	Arvind	Urban City South	40	M	Married, Teenage Children

Annex 1 (cont.) FURTHER DETAILS OF DIARISTS' SAMPLE

No.	Pseudonym	Profile (SES)	Ethnic	Diary Medium
1	Harry	Retired Bank Info Systems Manager (B)	White	Written
3	Pavarti	Shop Owner (C2)	Asian	Written
4	Jonathan	University administrator (C1)	White	Email
5	Angela	Teacher (B)	White	Email
6	Gundeep	Garage Manager (C2)	Asian	Tape
7	Kylie	Unemployed (E)	White	Written
9	Eric	Computer Analyst (C1)	Black	Email
10	Sherryl	Unemployed (E)	Black	Written/Tape
11	Crystal	Unemployed (E)	Black	Tape
12	Abby	Admin Officer (C1)	Mixed	Email
13	Nigel	Premises Officer School (C2)	White	Email
14	Marie	Accounts Clerk (Part-Time) (C1)	White	Written
15	Lesley	Secretary Education (B)	White	Written/Tape
17	Andrea	Children's Nurse (C2)	White	Written
18	Paul	Company Secretary (C1)	White	Written/Tape
19	Mary	Student (B)	White	Written
20	Edward	Retired Chief Exec, Financial Services (A)	White	Email
21	Lisa	Teacher (B)	White	Email
22	Henry	Insurance Underwriter (B)	Black	Email
23	Stuart	Retired Bank Manager (B)	White	Written
24	Beccy	Marketing Executive (C1)	White	Email
25	Frank	Catering Manager (C1)	White	Email/Written
26	Susan	Office Manager For A Retirement Home (C1)	White	Written
27	Alfred	Retired Printer (C2)	White	Email
28	Christine	Events co-ordinator (C1)	White	Email/Written
29	Janet	Airport Pre-Ops Controller (B)	White	Email
31	Jane	Supermarket assistant (part-time) (D)	White	Written
33	Kathleen	Mature Student Part-Time (C1)	White	Written
34	Patrick	Warehouse Manager (C2)	White	Written
35	Samantha	Beautician - Manager Of Salon (C2)	White	Written
36	Ross	Student, Graphic Design (C1)	White	Written
37	Bill	Retired Managing Director (A)	White	Email
38	Sheila	Senior Health Protection Nurse (B)	White	Written
39	Tyrrone	Musician (C1)	Black	Tape
40	Enid	Part-time Assistant At Local School (C2)	White	Written
41	Josh	Architecture Student (C1)	White	Email
42	Arvind	Disabled, Former Bakery Worker (E)	Asian	Written

Annex 2: PUBLIC CONNECTION SURVEY SAMPLE

ICM Research interviewed a random sample of 1017 adults aged 18+ by telephone between 3-5 June 2005. Interviews were conducted across Great Britain, following quotas set by age, gender and socioeconomic status. The results have been weighted to the profile of all adults.

Socioeconomic status was categorised according to the following scale: A – Upper middle class (Higher managerial, administrative or professional occupations, top level civil servants), B – Middle class (intermediate managerial, administrative or professional occupations, senior officers in local government and civil service), C1 – Lower middle class (supervisory or clerical and junior managerial, administrative or professional occupations), C2 – Skilled working class (skilled manual workers), D – working class (semi- and unskilled manual workers), E – those at lowest level of subsistence (all those entirely dependent on the State long term, casual workers, those without regular income).

The demographic breakdown of the survey population (before weighting) was as follows:

	Gender		Age						Class				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	D	E
N	488	529	112	173	203	173	152	203	254	295	213	85	170
Survey %	48	52	11	17	20	17	15	20	25	29	21	8	17
2001 Census %	48	52	10	19	20	17	14	20	22	30	15	17	16

Comparison of the survey sample against the 2001 Census demonstrates that the sample is statistically representative for age and gender, though there is a slight socioeconomic bias built into it. Specifically, the sample population over-represents the AB and C2 socioeconomic categories, and under-represents the D group, to a statistically significant level by chi-square analysis at $p<0.01$. Rim weighting was applied to correct for this imbalance. The sample is representative in terms of ethnic make-up and residential status. There is a slight under-representation of those with avowed Christian beliefs and a slight over-representation of employed persons in terms of working status. The sample was again rim-weighted to redress these small imbalances. Such small divergences from the most recent census are of the same order as those in comparable surveys.
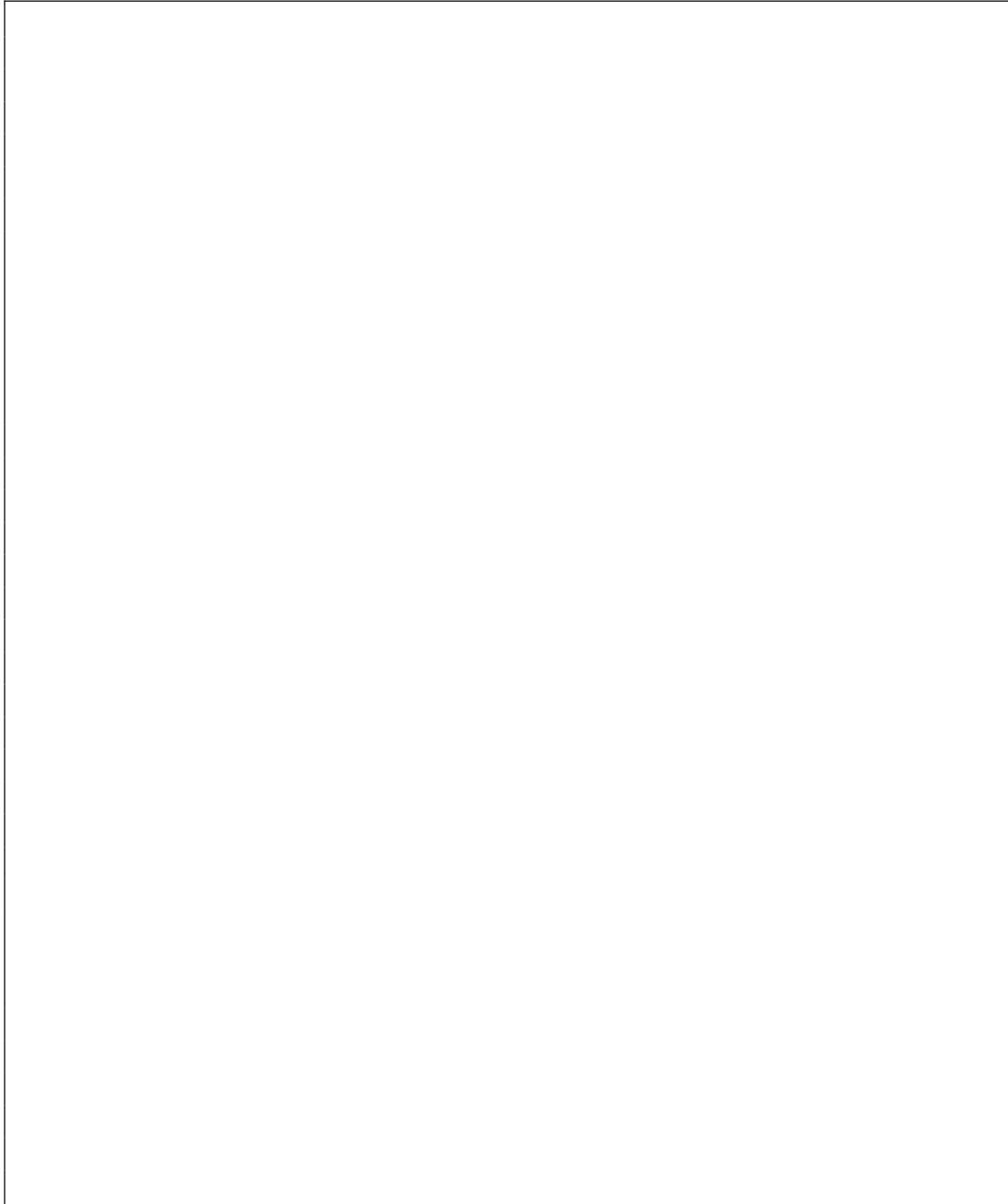
Annex 3: WEEKLY DIARY FORMAT

Diarists were given pages which were blank apart from a border and spaces for diarist number, entry number and date, as follows.

Diarist No:____

Week No:____

MEDIA CONSUMPTION AND THE FUTURE OF PUBLIC CONNECTION

Date: /   / 2004

Please turn over if you want to add more

-   and feel free to attach extra pages

Annex 3 (cont.):

Diary pages were accompanied by a letter including the following explanatory text:

Thank you for agreeing to take part in this project. This project is interested in how different people across Britain, from all walks of life, understand their relation to the public world.

By 'public world', we simply mean those aspects of life that are of shared concern, rather than of purely private concern. Different people mean different things by 'public' – it may mean issues you talk about with your friends, neighbourhood groups, local organisations, a type of music, sport, political parties, a TV programme or any number of things – but we want to understand what makes up the public world for you.

We're interested in hearing from you about two main things:
- *Any media you've watched, heard, read etc this week – please give us a general impression and then tell us about the things which stood out for you during the week.*
- *Any thing of public interest you've thought about, talked about, or had anything to do with this week. Remember that, as we explained when we met you, we're just as interested in things which you think should be of public interest (even if they aren't yet) as we are in things that everyone refers to as public.*

These two things – media and public issues – may overlap for you or they may not – either way is fine. But if they do overlap, please tell us about it. Maybe you've thought or talked about an issue because of something you read in the paper. Or maybe you've watched a programme about an issue because you'd been thinking about it already.

More generally, we'd also like to hear about any other thoughts you've had while writing this: your reflections on keeping the diary, what you think about any of the issues which have come up, and so on.

Be honest in your account. It's absolutely fine if there's nothing that comes to mind which struck you as particularly 'public'. And if you're not sure whether something counts as public or not, feel free to write about it – there are no hard and fast rules. We're exploring these questions ourselves and are open to all ideas. More generally, if there is nothing "public" that is significant enough to you to write about, or if you feel that the media you use don't connect with public issues, tell us, suggesting any reasons why this might be.

Please send us your diary weekly (by the Monday of the following week), using the coloured-sheets and stamped addressed envelopes provided. Remember that if you'd like to send in some of your comments by phone, email or by tape (rather than written diary-sheet), that's also fine. To send diary material by phone, call 020 7107 5287 (where for technical reasons the maximum message length is 3 minutes, but feel free to leave multiple messages); to send diary material by email, the address is t.markham@lse.ac.uk; or post a tape to us using the stamped addressed jiffy bags provided.

By all means also send in attach cuttings from newspapers and magazines or anything else which you've found interesting. And as ever, if you have any questions, call us on one of the following phone numbers (Tim's mobile 07950 070500 – Nick's mobile 07732 551487 – and you can leave a message at the project office 020 7107 5287) or email t.markham@lse.ac.uk

Annex 4: INTERVIEW AND FOCUS GROUP PROTOCOLS

First Interview Protocol

(A) Introduction

(B) Opening questions as warm-ups

1. [ask about occupation mentioned in info received from marketers.] How much of your time does that take up each week? what about family demands, domestic chores and so on?
2. How much time, if any, does that leave you with free for yourself?
3. What do you like to do with your free time?
4. Is there anything you always make time for in your week? [*suggestions – TV show, news, going out to something local . . .*]
5. Is there anything you'd like to do more of if you had more time?

(C) Moving onto questions on media consumption

6. [ask re media access reported by marketers] In a typical week, how much time would you say you spent on media? [*prompt if necessary – TV radio press internet novels magazines – if asked, say exclude* internet or other media purely for work purposes]
7. [depending on what media they use <u>most</u>] What sort of [newspaper-reader] [TV viewer] etc would you describe yourself as?
8. Is there a particular form of media you couldn't do without?
9. How have the media <u>themselves</u> changed in your view over the past five years? [ie in a way relevant to your choices . . .]
10. Would you say your use of media has changed much over the past five years? If so, how?

[Note: if don't mention Internet/ Web and we know has online access at home, prompt . . . since may not include 'internet' as 'media']

(D) Questions on Public World/ Related Media Use/ Civic Involvement

As intro to this section, begin with brief recap of project description given by recruiters and then informally (in conversational way) explore with participant his/her idea of public/private boundary, for example
'We're interested in how the public world looks <u>to you</u> – what sort of things and issues you think of as public, what sort of things and issues you think of as private – and where you would draw the line. So something may arise in your private life, but for you it raises issues or questions of public significance . . . So with that in mind can you give me an idea of what type(s) of things you think of as public, rather than private [if necessary, invent people and scenarios to give idea of what form responses might take]'

11. If we take the type of public issues or themes that interest you (and it could be anything that <u>you</u> consider is of common concern, rather than of just private concern), where do you generally get your information about it from? [if mention only media, ask re non-media – or vice versa. . .]
12. Are these things something you'd make a special effort to get information on [eg watching a TV programme, reading a press article, checking a website]?
13. Are these things you talk about with other people? Who with? [family, friends, people at work, people at college etc] Where do you talk about this and when, in what sort of situation?

Annex 4. (continued)

14. Do you belong to any group or organisation linked to these issues ? [prompt: any charity, self-help group, national organisation, political party, online chatroom or newsgroup]
15. You think this issue is important – do you feel that your view of its importance is reflected in the media or not?
16. Do you think that your focus on these types of issue, rather than others, might tell other people something important about you?
17. Have you ever got involved in public discussion on such issues, for example written in to the newspapers, phoned-in to a radio or TV phone-in, taken part in a poll for a TV or radio programme, voted in an online poll? [if say no, prompt – eg so you've never voted on anything like Big Brother?]
18. Obviously, it's no business of our <u>how</u> you vote in elections, but can you tell me <u>whether</u> you vote in elections? [if react negatively to questions, explain: we're not being judgmental about whether you should vote, we're just trying to get a sense of the public things that matter to you]
19. If you had to name one recent issue that's been important to you, what would it be? [this allows for issue that they may be unsure whether sufficiently 'public' or not]
20. Did you/ do you talk to colleagues/ friends/ family about <u>that</u> issue? [also come back to Qs 12, 14 and 17 here if time]
21. Looking back, do you think you're more or less involved with public issues than in the past?
22. Are there things which would connect with public issues like this that you would <u>like</u> to do, but don't? What are they and what is it that prevents you doing them?
23. We'd like to finish off today's <u>questions</u> with a broader question on which we'd really like to know your views: we're often asked to think of ourselves as members of a democracy . . . Is that how you think of yourself? If so, do you feel you have the information you need to play a part in that democracy? [Explore: if not, why not? What else do you think you need? If yes, which media are most important here?]

(E) Introducing the Diary

We've touched on the type of public issues and activities you're interested in and think important (and it's <u>your</u> sense of what's important that we're interested in, not necessarily other people's) . . . The diary we'd like you to produce for the project should be about these sorts of things - the issues and activities from time to time that are of public importance in <u>your</u> view. Specifically we're interested in knowing:
- Things significant to you that you think of as having public significance
- what sources of information you have on these issues and activities (including media)?
- Whether you've talked about them to other people and what has come out of that?
- Any activities you've been involved in relating to them?
- How those public issues links with your choices of media to watch/ read etc?
- <u>Plus</u> Your general reflections about doing the diary
- Explain *format of diary*

(F) For interviewers to keep in mind throughout…

- *Questions should allow for multiple publics, possibly conflicting – majority/minority, local/global etc.*

Annex 4. (continued)

- *If there are issues or groups which the interviewee cares about, ask: how did you first get involved in this? What made you interested? How do you keep up your interest? Will you always be concerned about this issue, do you think?*

- *Discussion. If interviewee does talk about issues with others, ask: are these talks with people you agree or disagree with? If agree, do you seek out people you disagree with? Or do you see them in the media, and if so, how do you respond?*

- *Emphasise that we are <u>not</u> assuming 'everyone's connected' – we're interested also in feelings or thoughts about disconnection, or different views about how much 'connection' matters.*

Second Interview Schedule
[NB here and in focus group protocol, some questions specific to the US presidential elections asked on behalf of the University of Illinois have been omitted]

A Preliminary

A1 how have you been since the diary?

A2 explain purpose of second interview (to receive feedback on diary process; to discuss issues coming out of doing the diary)

B Warmup questions

B1 How was doing the diary for you? Did you enjoy it, did it get you down etc?

C Doing the Diary

C1 The time when you were doing the diary – what sort of time was it for you? Completely normal? Busier than normal? Quiet period?

C2 How was it finding time to do the diary – difficult? easy? depended on what was going on each week?

C3 Were there any other difficulties in doing the diary which you experienced?

C4 Did anything make you angry doing the diary?

C5 Did you find yourself commenting on things you wouldn't have expected to comment on?

C6 What did other people say about you doing the diary?

D Media Use as reflected in Diary

D1 [interviewer should comment on sort of media use reflected in this diarist's diaries, ie what the diarist's key media are, and ask any necessary follow-ups - this is good place to raise issues about gaps between account of media use in first interview and diaries]

D2 [coming out of discussion on D1] Is there a particular type of media you take in right away when you get up each morning?

D3 Looking back, do you think there was anything unusual for you about your media use in that period?

Annex 4. (continued)

D4 Has your media use changed for any reason since doing the diaries for any reason?

E Issues/Themes Specifically Raised in Diary

E1 [raise questions about specific issues commented on in diary eg]
– have you continued to follow this issue in the media?
– Is it [still] [not] something discussed with your [friends] [family] [workplace]?
– Has your view on this issue changed at all over the past few months? How?]

E2 [mention themes raised in diary – invite to comment on these]

F Current Issues

F1 what issues are you following closely at the moment?

[follow-up questions about social context for this, how links back to what said in diary and first interview about issues and media coverage – try to get discussion going]

G Media Responsibilities

There are some broader issues coming out of your diary and also other people's diaries which we're interested to know your thoughts on:

G1 Do you think media have responsibilities to inform you of certain things?

G2 How do you feel about the role media play in keeping you in touch with things that matter – Satisfied? Dissatisfied? Bit of both? [Follow-up: do media have their priorities right in your view?]

G3 Do you trust media? [in follow-up, ask if makes a distinction between newspapers/ TV/ radio/ Internet/ local]

G4 Do you sometimes want the media just not to be there? Do you ever want to get away from media?

G5 Do we maybe give too much importance to media – i.e. are other things (apart from media) just as important, maybe even more important, in keeping you in touch with what matters? [work, friends, church, other activities?]

H Politics/ Civic Action

H1 Do you think politicians have responsibilities to inform you of certain things and to consult you on certain things?

H2 How do you feel politicians fulfil those responsibilities? Satisfied? Dissatisfied? Bit of both?

H3 Do you trust politicians? [in follow-up, ask if it makes a difference which sort of politicians – local, national, international?]

H4 [if social discussion of issues mentioned in diary] You told us about how you discussed issues [at work] [with friends] [with family] [at church] [others]. Is it important

Annex 4. (continued)

to you – to be able to talk about things like this? If you couldn't do that, would it matter to you?

H5 did you/ were you tempted to take any action on any of the things mentioned in your diary? [eg join a group, write to newspaper, join/leave political party, contact MP/ council, take action through group/ church] [Follow-up: if yes, details; if not, why not?]

H6 Do you expect to follow the next UK national election [if so , how much]?

I Larger Reflections

I1 Has doing the diary changed your view about [eg]:
- The role media play in your life?
- What public issues are important?
- How much politics and public life matters to you?
- Whether we live in a democracy?

I2 Has doing the diary changed your media use at all, do you think?

J Closing

J1 Any other feedback you wanted to give us about doing the diaries/ should we have arranged things differently etc?

Focus Group Protocol

A Preliminary

A1 Purpose of meeting: to talk about (1) some issues raised in people's diaries and also (2) about the more general question of people's sense of what types of thing really matter, what types of things it's important to follow outside our day-to-day life and those it isn't – which is the main question this project is trying to raise…

A2 Confidentiality: as always we will preserve this, so suggest use first names in the discussion.

A3 Go round room asking people to introduce themselves by first name (to help transcriber identify the different voices in the room).
… [Lead-in to B: people's diaries talked about lots of types of issues – national, local, international and global… since everyone here is from the area of [details], shall we start by talking about local issues, which might be ones you all share?]…

B Local Issues

B1 have there been any issues this year of major importance or concern to this area? [if necessary, prompt with mention of local issues mentioned by these diarists] [try to pick up if anyone disagrees about whether these issues are important]

B2 Has it been easy or difficult to get the information you need on these issues?

Annex 4. (continued)

B3 Do you see any opportunities to take any action on this issue? [Follow-ups: If yes, what sorts of things? If not, why not? And does this matter or not?]

B4 Among all the different public issues you think about, how important are local issues like these compared with other types of issues ie national, international?

C Other Issues Raised by Diarists

C1 Perhaps we can move onto some of those other types of issues that many people raised in their diaries [NB important to link initially into what people wrote, rather than purely open-ended issues of the day at the time of the focus group] . One interesting thing was how varied people's choices of what to talk about in the diary were. … [then introduce the following three issue areas in following suggested order – NB these should be the three issue areas we identify in our survey questions]
(i)   Crime
(ii)   Iraq war
(iii)   Celebrity stories [Beckham, George Michael, others?]
On each issue, encourage people
(a) to give their views
(b) indicate how important (or unimportant) they think the issue is relative to others, and
(c) if discussion gets bogged down, suggest links to other issues made in diaries [viz Iraq War to general security issues; Celebrity not just around Beckham/sport (sport being mainly of interest to male diarists) but also George Michael (mentioned by a number of female diarists) …; crime to quality of life, asylum, education]

C2 Don't lead people to discuss media coverage, butif there is significant consensus/ disagreement emerging on media coverage of any one issue, follow up and clarify. . .

D Civic Action

D1 Taking these issues we've just been discussing [recap], what do you see as our options for doing something about them? [Prompt if necessary – Write to MP/ council? Contact media? Visit website? Sign Petition? Go on protest? Consumer boycott? Join group?]

D2 Have you ever done any of these things?

D3 [If not,] What is your image of the types of people who do take such action?

D4 How much of a difference do you think doing these things would make?

D5 [If none or little difference], how do you feel about this? [explore people's feelings or thoughts on this]
[bring out any contrasts with discussion on B3]

E Public Awareness
E1 Are there things which all of us, no matter what our interests, should follow/ keep up with? Or is this purely up to our personal interests/taste? [Follow-up: does this link to the question of where you draw the line between public and private that we raised when we first met you?]

Annex 4. (continued)

E2 Some people in their diaries wondered about the <u>point</u> of keeping up with public issues – one person said 'My opinions won't count anyway – it's already been decided', so why follow the news and politics? Did you ever think that? [follow-up if people say yes – did this make doing the diary more difficult? – important for question of artificiality]

E3 If Britain's a democracy (and we discussed this with everyone in the first interview), how do you feel about the part you're able to play in this democracy? Are you clear about what your role is? Do you have the time to do this? Do you have the resources?

E4 The project's also raised questions about the importance to us of media and media's role in democracy .. . some might say (and people did in their diaries) 'The things the media cover have little to do with my life' - would you agree with this, disagree etc?

E5 Some people feel quite disenchanted with politics or with media or with both of them – do you any of you feel like that?

Annex 5: SURVEY QUESTIONS

Q1   *In a normal day, on average, how many hours do you spend doing each of the following? Watching TV, Listening to the radio, Reading a newspaper, Reading a book for leisure, On the internet or sending emails for yourself rather than for work.*

Response values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours

Q2   *Do you do any of these things at least 3 times a week on average? Read a local newspaper, Read a national newspaper, Listen to the radio news, Watch the television news, Go onto the internet for news*

Q3   *In a normal day, on average, how many hours would you say you have for yourself? By 'time for yourself' we mean leisure time you can spend as you want.*
Response variable values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours

Q4   *Please say to what extent you agree or disagree with the following statements: You generally have enough time to do what you want in the day; In general you are satisfied with your life at the moment*

Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q5   *How safe do you feel living in the neighbourhood you live in now?*

Responses: 1=not at all safe, 2=not very safe, 3=fairly safe, 4=very safe

Q6   *To what extent do you agree or disagree with the following statements?*

You play an active role in one or more voluntary, local or political organizations; Most of your friends live nearby; You don't like to discuss politics with other people; Being involved in your neighbourhood is important to you; You don't get involved in political protests; You generally vote in national elections; You are involved in voluntary work; You are generally interested in what's going on in politics.

Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q7   *Which of the following are your top 3 favourite types of entertainment?*
News, Sport, Soaps, Celebrities, Documentary, History, Religion, Drama, Action-Adventure, Comedy, Music, Reality TV, Science Fiction, Arts, Romance, Crime, Science

Q8   *Which of the following things, if any, do you generally follow or keep up to date with?*
Trade union politics, What's number one in the charts, Sports news, International politics, The latest celebrity gossip, What's happening in Iraq, Ups and downs of the UK economy, Religious questions or debates, Information on health and nutrition

Annex 5. (continued)

Q9   *And which of these things, if any, do you generally follow or keep up to date with?*
       The latest fashion in clothes, Local council politics/elections, Events in Westminster, Crime and policing Big Brother (or other major reality TV shows), Funding for local services, Protecting the environment, Poverty in developing countries, Debates about Europe

Q10   *Taking these things that matter to you, by this I mean the things you have just mentioned - how often do you tend to talk to others about these kinds of things?*
       Responses: 1=not at all, 2=not very often, 3=quite often, 4=all the time

Q11   *Do the people you tend to talk to about these issues tend to be...?*
       People at work, Friends, Family, Other

Q12   *To what extent do you agree or disagree with the following statements?*
       People at work would expect you to know what's going on in the world; You follow the news to understand what's going on in the world; You follow the news to know what other people are talking about; Your friends would expect you to know what's going on in the world; It's your duty to keep up with what's going on in the world; There's no point in watching the news, because it deals with things you can do nothing about; It's a regular part of your day to catch up with the news; Politics has little connection with your life; You have a pretty good understanding of the main issues facing our country; It doesn't really matter which party is in power, in the end things go on pretty much the same; Sometimes politics seems so complicated that you can't really understand what's going on; You often feel that there's too much media, so you need to switch off

       Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q13   *To what extent do you agree or disagree with the following statements about the media? By media, we mean television, newspapers, radio, internet, etc.*
       The things the media cover have little to do with your life; Different sources of news tend to give different accounts of what's going on; You trust the television to report the news fairly; You trust the press to report the news fairly; You trust the internet to report the news fairly; You trust the media to cover the things that matter to you; You generally compare the news on different channels, newspapers or websites

       Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q14   *Now thinking about politics, to what extent do you agree or disagree with the following statements?*
       You feel that you can influence decisions in your area; You know where to go to find out information that you need; People like us have no say in what the government does; You trust politicians to tell the truth; You trust politicians to deal with the things that matter; You can affect things by getting involved in issues you care about; You trust the government to do what is right; Sometimes you feel strongly about an issue, but don't know what to do about it

       Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Annex 5. (continued)

Q15   *Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance?*

Q16   *Would you describe this issue as: local, national, international?*

Q17   *For that issue, where have you got your information about it from?*
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church

Q18   *And which of these sources was MOST useful in providing you with relevant information ?*
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church

Q19   *To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?*

Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q20   *Still thinking about the issue you have just mentioned, have you done any of these things in relation to it?*
Joined a national interest or campaign group; Joined a political party; Joined a local group or organization; in a strike; Contacted an MP, councillor, etc; Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text to a programme); Contributed to an online discussion; Gone on a public protest; Contributed to/created a public message (e.g. website, newsletter, video, etc); A personal protest (e.g. boycotted a product, worn a slogan, left a meeting); Contributed to them financially; Researched the topic; Discussed with family/friends/colleagues

Q21   *If not, why have you not taken any of these actions regarding the issue?*
No time; Don't know anyone who has; It won't make a difference; Not interested; Not that kind of person

Q22   *Still on that issue, have you talked about it to other people?*
Not talked about it, Talked to people at work, Talked to Friends, Talked to Family, Other

In addition, standard demographics questions (including socioeconomic status, gender, age, last full time education, ethnicity, religion) were asked plus additional questions concerning home ownership of digital TV and computer and internet access.

RES-143-25-0011 - Media consumption and the Future of Public Connection

The UK government is concerned about low voter turnout and declining public engagement with democratic processes. Also, the variety of available digital media risks fragmenting the national audience. This project studied how media can contribute to people's orientation to a world of public issues. It involved a national telephone survey, subjects maintaining diaries, and 'diarist' interviews.

Key Findings

Survey respondents

- 70 per cent considered it a duty to keep up with news – generally through media consumption.

- 23 per cent, particularly older and working-class, were unconnected to the 'public world' and saw no point in watching news.

- 80 per cent watch news daily, although 44 per cent consider politics has little connection with them and 40 per cent say the same about media coverage.

- Confirmed that half the population does not regularly access the Internet for their own use.

- 65 per cent indicated an interest in politics; only 21 per cent trust politicians' truthfulness.

- 81 per cent know where to obtain political information; 55 per cent feel 'people like us' have no say in government; and 73 per cent say they sometimes feel strongly about issues but do not know what action to take.

- Confirmed that news engagement and media habits contribute positively to predicting political interest except for 14 per cent (mainly women), who follow celebrity culture and are least likely to vote, and 14per cent (generally working-class) who follow few issues.

Diarists

- Varied in directedness of media use, often oscillating between news attraction and withdrawal due to excessive 'serious news' or celebrity coverage.

- Although they matched national online access levels, only a minority used the Internet for news.

- No evidence that diarists linked celebrity culture to public issues.

- Diarists had everyday contexts to talk about public issues, but little evidence this was linked to public action. Where people were civically active, there was little evidence of its link to political processes.

NB Feedback from both confirmed traditional media was people's main news source.

Implications

- Media consumption sustains public connection, although in multiple ways and not for everyone.

- Stable media consumption habits may override other factors, e.g. political disillusionment, that would otherwise threaten public connection.

- Media habits help bridge public and private worlds, but this may be unstable as older habits are being undermined by generational change. The long-term contribution of online news is presently unclear.

- Public connection may be undermined if media consumption is valued more for collective involvement than access to public issues. People may become less connected for positive reasons (e.g. social networks and family).

- It is impossible to predict political interest simply from TV viewing hours.

- Research on changing media habits must be integrated into debates about democratic engagement and citizens must be consulted more on political and media processes.

About the Study

Dr Nick Couldry, Professor Sonia Livingstone and Tim Markham**,** Department of Media and Communications, London School of Economics (LSE), conducted the research. Written, or spoken diaries were kept for three months by 37 diarists, aged 18-69, from six contrasting English regions. In-depth interviews were carried out with diarists, as were regional focus groups. The national telephone survey was conducted with 1,017 adults.

Key Words

celebrity culture; democratic process; digital media; engagement; family; generational change; government; Internet; media consumption; national audience; news; online; politics; public connection; public issues; public world; social networks; voter turnout; TV

Media consumption and the future of public connection

Non-Technical Summary

Low voter turnouts have intensified UK government concern at declining public engagement with the democratic process; meanwhile the multiplying range of digital media risks fragmenting the national audience. What does everyday media use contribute to people's orientation to a world of public issues ('public connection')? The 'Media Consumption and the Future of Public Connection' project (www.publicconnection.org) aimed to answer this question through qualitative and quantitative research.

The project developed an innovative qualitative methodology for tracking individual citizens' reflections. Research design involved 2 phases:

- Phase 1: written or spoken diaries produced for 3 months by diarists from six contrasting English regions (37 diarists, aged 18-69), with in-depth interviews before and after each diary and subsequent regional focus groups
- Phase 2: national telephone survey (1017 adults) investigating respondents' media consumption and public connection.

The project allowed for multiple understandings of the public world, from traditional politics to celebrity culture. Research highlights were as follows:

Most people are connected to the public world, and this connection is generally sustained by media consumption: for example, 70% of survey respondents considered it a duty to keep up with what's going on in the world. But this connection takes many individual forms. The diary phase distinguished *'media world connectors'* - whose public orientation emerges mainly from their practice as media consumers - from *'public world connectors'* with a pre-existing sense of themselves as agents in a public world. Some diarists (the *'weakly connected'*) regard media as dispensable yet lack public connection through other routes. The survey revealed an unconnected minority: 23% (particularly older, working class) who see no point watching the news.

Both diary and survey phases confirmed the news sources from which people select are overwhelmingly traditional media. Although diarists matched national levels of online access, only a minority used the internet as a news source and only one diarist as principal news source. Our survey confirmed media use's social stratification: half the population does not access the internet at all (those who do are generally younger and more middle class).

People's habits of news consumption are crucial for public connection. Stable media consumption habits may override other factors (political disillusion, missing contexts for public action) that otherwise would threaten public connection, and are reinforced by the value of 'keeping up with the news', found widely among diarists. Similarly 80% of

survey respondents make watching the news a regular part of their day, even though 44% consider politics has little connection with their life and 40% say the same about the things media cover. Diarists however varied in how 'directed' their media use was, with more directed users often oscillating between attraction to news and withdrawal through an overload of 'serious' or celebrity coverage. Overall, though, media habits help bridge public and private worlds, but this may be unstable; older media habits – daily newspaper, nightly TV news bulletin – are being undermined by generational change, with online news' long-term contribution unclear.

Public connection may be undermined if people value media consumption more for the collective involvement, than the access to public issues, it offers. People may have *positive* reasons (a high priority placed in social networks or family) for being less connected. There was also no evidence that in their everyday thinking diarists linked celebrity culture (whatever its social currency) to public issues.

Most diarists had everyday contexts to talk about public issues, but there was little evidence such talk was linked to public action, or that diarists had a clear context (local or otherwise) for taking such action. Where diarists were civically active, there was little evidence they saw this as linked to the political process. These 'missing links' in diarists' public connection echoed the Power Report's recent findings.

Survey data on political engagement revealed other important gaps. 65% say they are interested in politics, but only 21% trust politicians to tell the truth; 81% say they know where to get the information they need, yet 55% feel 'people like us' have no say in what government do. As with diarists, opportunity structures for action are missing: 73% say they sometimes feel strongly about something but don't know what to do about it.

An analysis of media consumption's role in explaining political interest in the survey data revealed that news engagement and particular media habits (national newspaper, radio or online news) contribute positively to predicting political interest. Notwithstanding contrary arguments (Putnam's *Bowling Alone*), we cannot predict power political interest simply from hours of television watched, except for high users (more than 3 hours a day): for others, the <u>more</u> television they watch, the greater their political interest.

News engagement is associated with media literacy, political interest and voting (countering claims media 'dumb down' politics), but there are two important minorities: those (14%, mainly women) who particularly follow celebrity culture and are least likely to vote; and those (14%, more likely working class) who follow few issues.

The project concluded that media consumption sustains public connection, although in multiple ways and not for everyone. That connection is subject to instabilities; 'traditional' news consumption habits may not be replaced by new habits, as online consumption becomes dominant. There are missing links between people's public connection through media and their contexts for participating in deliberation or action on public issues. Research on changing habits of media consumption must be integrated into debates on democratic engagement, and opportunities increased for citizens to be consulted in both political and media processes.

The project's findings have been disseminated to representatives of national and local

government, media producers, regulators, lobby groups, policy institutions, and citizenship bodies: dialogues with non-academic research users are ongoing. The project's innovative design and methodology have attracted considerable interest internationally, with US funded research replicating its methodology during the 2004 US Presidential election and keynote or other presentations at major national or international conferences. More than 30 articles/book chapters on the project and related themes have been published or are in press, with further publications expected. A book on the project's findings is in press.

Survey Questionnaire

Q1   *In a normal day, on average, how many hours do you spend doing each of the following? Watching TV, Listening to the radio, Reading a newspaper, Reading a book for leisure, On the internet or sending emails for yourself rather than for work.*
Response values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours

Q2   *Do you do any of these things at least 3 times a week on average? Read a local newspaper, Read a national newspaper, Listen to the radio news, Watch the television news, Go onto the internet for news*

Q3   *In a normal day, on average, how many hours would you say you have for yourself? By 'time for yourself' we mean leisure time you can spend as you want.*
Response variable values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours

Q4   *Please say to what extent you agree or disagree with the following statements: You generally have enough time to do what you want in the day; In general you are satisfied with your life at the moment*
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q5   *How safe do you feel living in the neighbourhood you live in now?*
Responses: 1=not at all safe, 2=not very safe, 3=fairly safe, 4=very safe

Q6   *To what extent do you agree or disagree with the following statements?*
You play an active role in one or more voluntary, local or political organizations; Most of your friends live nearby; You don't like to discuss politics with other people; Being involved in your neighbourhood is important to you; You don't get involved in political protests; You generally vote in national elections; You are involved in voluntary work; You are generally interested in what's going on in politics.
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q7   *Which of the following are your top 3 favourite types of entertainment?*
News, Sport, Soaps, Celebrities, Documentary, History, Religion, Drama, Action-Adventure, Comedy, Music, Reality TV, Science Fiction, Arts, Romance, Crime, Science

Q8   *Which of the following things, if any, do you generally follow or keep up to date with?*
Trade union politics, What's number one in the charts, Sports news, International politics, The latest celebrity gossip, What's happening in Iraq, Ups and downs of the UK economy, Religious questions or debates, Information on health and nutrition

Q9   *And which of these things, if any, do you generally follow or keep up to date with?*
The latest fashion in clothes, Local council politics/elections, Events in Westminster, Crime and policing Big Brother (or other major reality TV shows), Funding for local services, Protecting the environment, Poverty in developing countries, Debates about Europe

Q10   *Taking these things that matter to you, by this I mean the things you have just mentioned - how often do you tend to talk to others about these kinds of things?*
Responses: 1=not at all, 2=not very often, 3=quite often, 4=all the time

Q11   *Do the people you tend to talk to about these issues tend to be…?*
People at work, Friends, Family, Other

Q12   *To what extent do you agree or disagree with the following statements?*
People at work would expect you to know what's going on in the world; You follow the news to understand what's going on in the world; You follow the news to know what other people are talking about; Your friends would expect you to know what's going on in the world; It's your duty to keep up with what's going on in the world; There's no point in

watching the news, because it deals with things you can do nothing about; It's a regular part of your day to catch up with the news; Politics has little connection with your life; You have a pretty good understanding of the main issues facing our country; It doesn't really matter which party is in power, in the end things go on pretty much the same; Sometimes politics seems so complicated that you can't really understand what's going on; You often feel that there's too much media, so you need to switch off
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q13   *To what extent do you agree or disagree with the following statements about the media? By media, we mean television, newspapers, radio, internet, etc.*
The things the media cover have little to do with your life; Different sources of news tend to give different accounts of what's going on; You trust the television to report the news fairly; You trust the press to report the news fairly; You trust the internet to report the news fairly; You trust the media to cover the things that matter to you; You generally compare the news on different channels, newspapers or websites
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q14   *Now thinking about politics, to what extent do you agree or disagree with the following statements?*
You feel that you can influence decisions in your area; You know where to go to find out information that you need; People like us have no say in what the government does; You trust politicians to tell the truth; You trust politicians to deal with the things that matter; You can affect things by getting involved in issues you care about; You trust the government to do what is right; Sometimes you feel strongly about an issue, but don't know what to do about it
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q15   *Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance?*

Q16   *Would you describe this issue as:* local, national, international

Q17   *For that issue, where have you got your information about it from?*
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church

Q18   *And which of these sources was MOST useful in providing you with relevant information ?*
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church

Q19   *To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?*
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree

Q20   *Still thinking about the issue you have just mentioned, have you done any of these things in relation to it?*
Joined a national interest or campaign group; Joined a political party; Joined a local group or organization; in a strike; Contacted an MP, councillor, etc; Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text to a programme); Contributed to an online discussion; Gone on a public protest; Contributed to/created a public message (e.g. website, newsletter, video, etc); A personal protest (e.g. boycotted a product, worn a slogan, left a meeting); Contributed to them financially; Researched the topic; Discussed with family/friends/colleagues

Q21   *If not, why have you not taken any of these actions regarding the issue?* No time; Don't know anyone who has; It won't make a difference; Not interested; Not that kind of person

Q22   *Still on that issue, have you talked about it to other people?*
Not talked about it, Talked to people at work, Talked to Friends, Talked to Family, Other

In addition, standard demographics questions (including socioeconomic status, gender, age, last full time education, ethnicity, religion) were asked plus additional questions concerning home ownership of digital TV or computer and internet access.

ICM

Omnibus Questionnaire	
Client	LSE
Survey Name	Public Connection Survey
Dates	3-5 June 2005
Sample	1000 adults aged 18+

Q1 In a normal day, on average, how many hours do you spend doing each of the following? PROBE TO PRE-CODES. CODE ONE FOR EACH. ROTATE ACTIVITIES

q01a: Watching TV
q01b: Listening to the radio
q01c: Reading a newspaper
q01d: Reading a book for leisure
q01e: On the internet or sending emails for yourself rather than for work

1: No time
2: Less than 15 minutes
3: 15-30 mins
4: 30 mins – 1 hour
5: 1-3 hours
6: 3-6 hours
7: 6-12 hours
8: More than 12 hours
9: DO NOT READ OUT: Don't know

Q2 Do you do any of these things at least 3 times a week on average? If so, which ones? READ OUT CODE ALL THAT APPLY

q021: Read a local newspaper
q022: Read a national newspaper
q023: Listen to the radio news   0=No; 1=Yes
q024: Watch the television news
q025: Go onto the internet for news
q026: DO NOT READ OUT: Don't know / None of these

q3: Q3 In a normal day, on average, how many hours would you say you have for yourself? PROBE TO PRECODES.
READ IF UNCLEAR: By 'time for yourself' we mean leisure time you can spend as you want.

1: No time
2: Less than 15 minutes
3: 15-30 mins
4: 30 mins – 1 hour
5: 1-3 hours   0=No; 1=Yes
6: 3-6 hours
7: 6-12 hours
8: More than 12 hours
9: DO NOT READ OUT: Don't know

Q4   Please say to what extent you agree or disagree with the following statements.
       Please say whether you...
ROTATE STATEMENTS CODE ONE FOR EACH

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

q04ar: You generally have enough time to do what you want in the day
q04br: In general you are satisfied with your life at the moment

q05: Q5   How safe do you feel living in the neighbourhood you live in now? Would you
               say you feel....READ OUT CODE ONE

4: Very safe
3: Fairly safe
2: Not very safe
1: Not at all safe
SYSMIS: Don't know

Q6   To what extent do you agree or disagree with the following statements?
Please say whether you...
ROTATE STATEMENTS CODE ONE FOR EACH

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

q06ar: You play an active role in one or more voluntary, local or political organisations
q06br: Most of your friends live nearby
q06cr: You don't like to discuss politics with other people
q06dr: Being involved in your neighbourhood is important to you
q06er: You don't get involved in political protests
q06fr: You generally vote in national elections
q06gr: You are involved in voluntary work
q06hr: You are generally interested in what's going on in politics

Q7   Which of the following are your top 3 favourite types of entertainment? READ OUT
        CODE UP TO THREE. ROTATE

q0701: News
q0702: Sport
q0703: Soaps
q0704: Celebrities
q0705: Documentary
q0706: History
q0707: Religion
q0708: Drama
q0709: Action-Adventure   0=No; 1=Yes
q0710: Comedy
q0711: Music
q0712: Reality TV
q0713: Science Fiction
q0714: Arts
q0715: Romance
q0716: Crime
q0717: Science
q0718: DO NOT READ OUT: Other
q:0719: DO NOT READ OUT: Don't know

Q8   Which of the following things, if any, do you generally follow or keep up to date with?

READ OUT. CODE ALL THAT APPLY. ROTATE

q0801: Trade union politics
q0802: What's number one in the charts
q0803: Sports news
q0804: International politics
q0805: The latest celebrity gossip   0=No; 1=Yes
q0806: What's happening in Iraq
q0807: Ups and downs of the UK economy
q0808: Religious questions or debates
q0809: Information on health and nutrition
q0810: DO NOT READ OUT: None of these/Don't know

Q9   And which of these things, if any, do you generally follow or keep up to date with?

READ OUT. CODE ALL THAT APPLY. ROTATE

q0901: The latest fashion in clothes
q0902: Local council politics/elections
q0903: Events in Westminster
q0904: Crime and policing   0=No; 1=Yes
q0905: Big Brother (or other major reality TV shows)
q0906: Funding for local services
q0907: Protecting the environment
q0908: Poverty in developing countries
q0909: Debates about Europe
q0910: DO NOT READ OUT: None of these / Don't know

q10r: Q10   Taking these things that matter to you, by this I mean the things you have
                just mentioned - how often do you tend to talk to others about these kinds of
                things? Would you say....? READ OUT CODE ONE

4: All the time
3: Quite often
2: Not very often
1: Not at all
SYSMIS: DO NOT READ OUT: Don't know

ASK IF ALL THE TIME/ QUITE OFTEN/ NOT VERY OFTEN AT Q10
Q11   Do the people you tend to talk to about these issues tend to be.....
CODE ALL

q111: People at work
q112: Friends
q113: Family   0=No; 1=Yes
q114: DO NOT READ OUT: Other people
q115: DO NOT READ OUT: Don't know

ASK ALL
Q12   To what extent do you agree or disagree with the following statements?

ROTATE STATEMENTS CODE ONE FOR EACH

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

q12ar: People at work would expect you to know what's going on in the world
q12br: You follow the news to understand what's going on in the world
q12cr: You follow the news to know what other people are talking about
q12dr: Your friends would expect you to know what's going on in the world
q12er: It's your duty to keep up with what's going on in the world
q12fr: There's no point in watching the news, because it deals with things you can do nothing
about
q12gr: It's a regular part of your day to catch up with the news
q12hr: Politics has little connection with your life
q12ir: You have a pretty good understanding of the main issues facing our country
q12jr: It doesn't really matter which party is in power, in the end things go on pretty much
the same
q12kr: Sometimes politics seems so complicated that you can't really understand what's going
on
q12lr: You often feel that there's too much media, so you need to switch off

Q13   To what extent do you agree or disagree with the following statements about the media? By media, we mean television, newspapers, radio, internet, etc

ROTATE STATEMENTS CODE ONE FOR EACH

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

q13ar: The things the media cover have little to do with your life
q13br: Different sources of news tend to give different accounts of what's going on
q13cr: You trust the television to report the news fairly
q13dr: You trust the press to report the news fairly
q13er: You trust the internet to report the news fairly
q13fr: You trust the media to cover the things that matter to you
q13gr: You generally compare the news on different channels, newspapers or websites

Q14   Now thinking about politics, to what extent do you agree or disagree with the following statements?

ROTATE STATEMENTS CODE ONE FOR EACH

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

q14ar: You feel that you can influence decisions in your area
q14br: You know where to go to find out information that you need
q14cr: People like us have no say in what the government does
q14dr: You trust politicians to tell the truth
q14er: You trust politicians to deal with the things that matter
q14fr: You can affect things by getting involved in issues you care about
q14gr: You trust the government to do what is right
q14hr: Sometimes you feel strongly about an issue, but don't know what to do about it

Q15   Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance? WRITE IN. PROBE FOR AN ISSUE.

IF NECESSARY PROBE: This could be an issue on a local, national or international basis – it could be anything you think has been important in the last 3 months
IF NECESSARY PROBE: The last 3 months would cover March, April and May this year.

q1501: Hospitals/ NHS/ health
q1502: Education/ schools (inc tuition fees)
q1503: Immigration/ asylum
q1504: Taxes/ taxation
q1505: Crime/ law and order/ policing/ anti-social behaviour
q1506: Iraq conflict/ situation
q1507: Economy/ cost of living/ mortgages/ interest rates/ (un)employment
q1508: ID cards
q1509: Pensions/ benefits/ welfare state   0=No; 1=Yes
q1510: Europe/ the Euro
q1511: Election
q1512: Poverty
q1513: Local issues
q1514: Fuel prices
q1515: Environment issues
q1516: Housing issues
q1517: Michael Jackson
q1518: Other
q1519: Don't know

q16: Q16   Would you describe this issue as....CODE ONE

1: Local
2: National, or
3: International
4: DO NOT READ OUT: Don't know

Q17   For that issue, where have you got your information about it from? PROBE TO
        PRECODES. CODE ALL THAT APPLY

q1701: TV news
q1702: Other TV
q1703: Radio
q1704: National newspaper
q1705: Local newspaper
q1706: Magazine
q1707: Internet
q1708: Personal experiences   0=No; 1=Yes
q1709: Other people
q1710: University
q1711: Friends/family/colleagues
q1712: Local goverment
q1713: Media
q1714: Church
q1715: Other
q1716: Don't know

Q18   And which of these sources was MOST useful in providing you with relevant
        information ? PROBE TO RESPONSES FROM Q17. CODE ONE

q1801: TV news
q1802: Other TV
q1803: Radio
q1804: National newspaper
q1805: Local newspaper
q1806: Magazine
q1807: Internet
q1808: Personal experiences   0=No; 1=Yes
q1809: Other people
q1810: Unions
q1811: Police
q1812: Friends/family/colleagues
q1813: Local goverment
q1814: The church
q1815: Other
q1816: Don't know

q19r: Q19   To what extent would you agree or disagree that you were satisfied with the
media coverage of this issue? Please say whether you ....?

ROTATE START CODE ONE

5: Strongly agree
4: Agree
3: Neither agree nor disagree
2: Disagree
1: Strongly disagree
SYSMIS: Don't know

Q20   Still thinking about the issue you have just mentioned, have you done any of these
        things in relation to it? READ OUT CODE ALL THAT APPLY. ROTATE RESPONSES

q2001: Joined a national interest or campaign group

q2002: Joined a political party
q2003: Joined a local group or organisation
q2004: Joined an international group (e.g. Amnesty, Greenpeace)
q2005: Gone to a local meeting
q2006: Signed a petition
q2007: Took part in a strike
q2008: Contacted an MP, councillor, etc
q2009: Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text to a programme)
q2010: Contributed to an online discussion
q2011: Gone on a public protest
q2012: Contributed to/created a public message (e.g. website, newsletter, video, etc)
q2013: A personal protest (e.g. boycotted a product, worn a slogan, left a meeting)
q2014: Contributed to them
q2015: Researched the topic
q2016: Discussed with family/friends/colleagues
q2017: Other
q2018 :Don't know

ASK IF Q20 IS NONE OF THESE/ DON'T KNOW
Q21   Why have you not taken any of these actions regarding the issue?

q211: No time
q212: Don't know anyone who has
q213: It won't make a difference
q214: Not interested
q215: Not that kind of person
q216: DO NOT READ OUT: Other reason
q217: DO NOT READ OUT: Don't know

ASK ALL
Q22   Still on that issue, have you talked about it to other people? If so, have you talked to.....CODE ALL

q221: Not talked about it to others (SINGLE CODE)
Yes talked about it to:
q222: People at work
q223: Friends
q224: Family
q225: DO NOT READ OUT: Other people
q226: DO NOT READ OUT: Don't know

Standard Demographics included (see below for additional question)
Ensure ethnicity is asked

cl_inter: Do you have access to the internet at home, at work or somewhere else?

1: At home
2: At work
3: Both at home and at work
4: Somewhere else
5: Not at all

Have you taken a foreign holiday in the last three years?

Yes
No

And how many cars do you have in the household?
NULL = NONE
1 car
2 cars
3+ cars

cl_seg: In order that we interview people from all walks of life please can you tell me what the occupation of the chief wage earner is?

1: AB
2: C1
3: C2
4: DE
5: Refused

cl_age: Which of the following age groups do you fall into....

1: 16 - 17
2: 18 - 24
3: 25 - 34
4: 35 - 44
5: 45 - 54
6: 55 - 64
7: 65+
8: Refused

cl_tea: At what age did you finish your full time education?

1: up to 15
2: 16
3: 17
4: 18
5: 19 or over
6: ongoing
7: never
8: refused

And do/are you...?
Working full time (30+ hrs a week)
Working part time (8-29 hrs a week)
Not working but seeking work or temporarily unemployed/sick

Not working/Not seeking work/EXCLUDING retired & students
Retired
Students

Is the house or flat in which you live owned by you or by another member of your household
or is it rented or rent free. Which of these applies to the house or flat...
The house or flat is...
READ OUT
Owned outright (without mortgage)
Owned with a mortgage or loan
Rented from the council
Rented from someone else
Rent free

cl_sex: Sex of Respondent

1: Male
2: Female

cl_marit: marital status

1: Single
2: Married or co-habiting
3: Widowed/Separated/Divorced
4: Refused

Do you have any children aged 18 or under? If so, how old are they?

cl_kid1: No
cl_kid2: Yes: Aged under 5
cl_kid3: Yes: Aged 5-10   0=No; 1=Yes
cl_kid4: Yes: Aged 11-15
cl_kid5: Yes: Aged 16-18

Add in:

Which of the following do you have access to at home – please mention all you have access
to. READ OUT CODE ALL

access1: A computer
access2: A broadband internet connection   0=No; 1=Yes
access3: Digital TV – either through Sky, Freeview or Cable
access4: none

cl_region: Region

1: North East
2: Yorks & Humb
3: East Midlands
4: Eastern
5: South East
6: London
7: South West
8: Wales
9: West Midlands

10: North West
11: Scotland
12: Refused

cl_relig: Religion

1: Christian
2: Muslim
3: Hindu
4: Sikh
5: Jewish
6: Other
7: None
8: Refused

cl_eth1: Ethnic I

1: White
2: Mixed
3: Asian or Asian British
4: Black or Black British
5: Chinese
6: Other
7: Refused
8: Not stated

cl_eth2: Ethnic II

1: British
2: Irish
3: Other white background
4: White and black Caribbean
5: White and black African
6: White and Asian
7: Other mixed
8: Indian
9: Pakistani
10: Bangladeshi
11: Another Asian background
12: Caribbean
13: African
14: Another black background
15: Refused

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q01a		**	**BSA 2000/1999	Q1 Watching TV: In a normal day, on average, how many hours a day of your leisure time do you spend doing each of the fo
q01b		**	**BSA 1999	Q1 Listening to the radio: In a normal day, on average, how many hours a day of your leisure time do you spend doing eac
q01c		**	Time Use Survey	Q1 Reading a newspaper: In a normal day, on average, how many hours a day of your leisure time do you spend doing each o
q01d		**	Time Use Survey	Q1 Reading a book for leisure: In a normal day, on average, how many hours a day of your leisure time do you spend doing
q01e		WWWHrsWk	BSA 2002: but per week	Q1 On the internet or sending emails for yourself rather than for work: In a normal day, on average, how many hours a da
q021				q02:Read a local newspaper:Q2 Do you do any of these things at least 3 times a week on average?
q022		ReadPap	BSA 2002: as is	q02:Read a national newspaper:Q2 Do you do any of these things at least 3 times a week on average?
q023				q02:Listen to the radio news:Q2 Do you do any of these things at least 3 times a week on average?
q024		**	BSA 2001	q02:Watch the television news:Q2 Do you do any of these things at least 3 times a week on average?
q025		WWWNews	BSA 02: Not 3/week	q02:Go onto the internet for news:Q2 Do you do any of these things at least 3 times a week on average?
q026				q02:None/ Don't know:Q2 Do you do any of these things at least 3 times a week on average?
q03			Time Use Survey?	Q3 In a normal day, on average, how many hours a day of leisure time would you say you have for yourself?
q04a				Q4 You generally have enough time to do what you want in the day
q04b				Q4 In general you are satisfied with your life at the moment
q05		Walkday/Walkdark	BSA 03; recode two into one	Q5 How safe do you feel living in the neighbourhood you live in now?
q06a		Involved	BSA03 - last 3 yrs	Q6 You play an active role in one or more voluntary, local or political organisations
q06b		Closefri	BSA03: how many live nearby	Q6 Most of your friends live nearby
q06c				Q6 You don't like to discuss politics with other people
q06d		Lserv	BSA03: but efficacy	Q6 Being involved in your neighbourhood is important to you
q06e				Q6 You don't get involved in political protests
q06f		Voted01	BSA03: 2001 election	Q6 You generally vote in national elections
q06g				Q6 You are involved in voluntary work
q06h		Politics	BSA03	Q6 You are generally interested in what's going on in politics
q0701				q07:News:Q7 Which of the following are your top 3 favourite types of entertainment?
q0702				q07:Sport:Q7 Which of the following are your top 3 favourite types of entertainment?
q0703				q07:Soaps:Q7 Which of the following are your top 3 favourite types of entertainment?
q0704				q07:Celebrities:Q7 Which of the following are your top 3 favourite types of entertainment?
q0705				q07:Documentary:Q7 Which of the following are your top 3 favourite types of entertainment?
q0706				q07:History:Q7 Which of the following are your top 3 favourite types of entertainment?
q0707				q07:Religion:Q7 Which of the following are your top 3 favourite types of entertainment?
q0708				q07:Drama:Q7 Which of the following are your top 3 favourite types of entertainment?
q0709				q07:Action-Adventure:Q7 Which of the following are your top 3 favourite types of entertainment?
q0710				q07:Comedy:Q7 Which of the following are your top 3 favourite types of entertainment?
q0711				q07:Music:Q7 Which of the following are your top 3 favourite types of entertainment?
q0712				q07:Reality TV:Q7 Which of the following are your top 3 favourite types of entertainment?
q0713				q07:Science Fiction:Q7 Which of the following are your top 3 favourite types of entertainment?
q0714				q07:Arts:Q7 Which of the following are your top 3 favourite types of entertainment?
q0715				q07:Romance:Q7 Which of the following are your top 3 favourite types of entertainment?

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q0716				q07:Crime:Q7 Which of the following are your top 3 favourite types of entertainment?
q0717				q07:Science:Q7 Which of the following are your top 3 favourite types of entertainment?
q0718				q07:Other:Q7 Which of the following are your top 3 favourite types of entertainment?
q0719				q07:Don't know:Q7 Which of the following are your top 3 favourite types of entertainment?
q0801				q08:Trade union politics:Q8 Which of the following things, if any, do you generally follow or keep up to date with?
q0802				q08:What's number one in the charts:Q8 Which of the following things, if any, do you generally follow or keep up to date
q0803				q08:Sports news:Q8 Which of the following things, if any, do you generally follow or keep up to date with?
q0804				q08:International politics:Q8 Which of the following things, if any, do you generally follow or keep up to date with?
q0805				q08:The latest celebrity gossip:Q8 Which of the following things, if any, do you generally follow or keep up to date wit
q0806				q08:What's happening in Iraq:Q8 Which of the following things, if any, do you generally follow or keep up to date with?
q0807				q08:Ups and downs of the UK economy:Q8 Which of the following things, if any, do you generally follow or keep up to date
q0808				q08:Religious questions or debates:Q8 Which of the following things, if any, do you generally follow or keep up to date
q0809				q08:Information on health and nutrition:Q8 Which of the following things, if any, do you generally follow or keep up to
q0810				q08:None/ Don't know:Q8 Which of the following things, if any, do you generally follow or keep up to date with?
q0901				q09:The latest fashion in clothes:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0902				q09:Local council politics/elections:Q9 And which of these things, if any, do you generally follow or keep up to date wi
q0903				q09:Events in Westminster:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0904				q09:Crime and policing:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0905				q09:Big Brother (or other major reality TV shows):Q9 And which of these things, if any, do you generally follow or keep
q0906				q09:Funding for local services:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0907				q09:Protecting the environment:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0908				q09:Poverty in developing countries:Q9 And which of these things, if any, do you generally follow or keep up to date wit
q0909				q09:Debates about Europe:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q0910				q09:None/ Don't know:Q9 And which of these things, if any, do you generally follow or keep up to date with?
q10				Q10 How often do you tend to talk to others about these kinds of things?
q111				q11:People at work:Q11 Do the people you tend to talk to about these issues tend to be ...?
q112				q11:Friends:Q11 Do the people you tend to talk to about these issues tend to be ...?
q113				q11:Family:Q11 Do the people you tend to talk to about these issues tend to be ...?
q114				q11:Other people:Q11 Do the people you tend to talk to about these issues tend to be ...?
q115				q11:Don't know:Q11 Do the people you tend to talk to about these issues tend to be ...?
q12a				Q12 People at work would expect you to know what's going on in the world
q12b				Q12 You follow the news to understand what's going on in the world
q12c				Q12 You follow the news to know what other people are talking about
q12d				Q12 Your friends would expect you to know what's going on in the world
q12e				Q12 It's your duty to keep up with what's going on in the world
q12f				Q12 There's no point in watching the news, because it deals with things you can do nothing about
q12g				Q12 It's a regular part of your day to catch up with the news
q12h				Q12 Politics has little connection with your life
q12i				Q12 You have a pretty good understanding of the main issues facing our country
q12j				Q12 It doesn't really matter which party is in power, in the end things go on pretty much the same
q12k				Q12 Sometimes politics seems so complicated that you can't really understand what's going on
q12l				Q12 You often feel that there's too much media, so you need to switch off
q13a				Q13 The things the media cover have little to do with your life

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q13b				Q13 Different sources of news tend to give different accounts of what's going on
q13c				Q13 You trust the television to report the news fairly
q13d				Q13 You trust the press to report the news fairly
q13e				Q13 You trust the internet to report the news fairly
q13f				Q13 You trust the media to cover the things that matter to you
q13g				Q13 You generally compare the news on different channels, newspapers or websites
q14a		Influenc	BSA03: as is	Q14 You feel that you can influence decisions in your area
q14b				Q14 You know where to go to find out information that you need
q14c		GovNoSay	BSA03: as is	Q14 People like us have no say in what the government does
q14d		MPsTrust	BSA03: close	Q14 You trust politicians to tell the truth
q14e		GovTrust	BSA03: not close enough?	Q14 You trust politicians to deal with the things that matter
q14f				Q14 You can affect things by getting involved in issues you care about
q14g		GovTrust	BSA03: not close enough?	Q14 You trust the government to do what is right
q14h				Q14 Sometimes you feel strongly about an issue, but don't know what to do about it
q1501				q15:Hospitals/ NHS/ health:Q15 Which public issue has been particularly important to you over the past 3 months
q1502				q15:Education/ schools (inc tuition fees):Q15 Which public issue has been particularly important to you over the past 3
q1503				q15:Immigration/ asylum:Q15 Which public issue has been particularly important to you over the past 3 months
q1504				q15:Taxes/ taxation:Q15 Which public issue has been particularly important to you over the past 3 months
q1505				q15:Crime/ law and order/ policing/ anti-social behaviour:Q15 Which public issue has been particularly important to you
q1506				q15:Iraq conflict/ situation:Q15 Which public issue has been particularly important to you over the past 3 months
q1507				q15:Economy/ cost of living/ mortgages/ interest rates/ (un)employment:Q15 Which public issue has been particularly impo
q1508				q15:ID cards:Q15 Which public issue has been particularly important to you over the past 3 months
q1509				q15:Pensions/ benefits/ welfare state:Q15 Which public issue has been particularly important to you over the past 3 mont
q1510				q15:Europe/ the Euro:Q15 Which public issue has been particularly important to you over the past 3 months
q1511				q15:Election:Q15 Which public issue has been particularly important to you over the past 3 months
q1512				q15:Poverty:Q15 Which public issue has been particularly important to you over the past 3 months
q1513				q15:Local issues:Q15 Which public issue has been particularly important to you over the past 3 months
q1514				q15:Fuel prices:Q15 Which public issue has been particularly important to you over the past 3 months
q1515				q15:Environment issues:Q15 Which public issue has been particularly important to you over the past 3 months
q1516				q15:Housing issues:Q15 Which public issue has been particularly important to you over the past 3 months
q1517				q15:Michael Jackson:Q15 Which public issue has been particularly important to you over the past 3 months
q1518				q15:Other:Q15 Which public issue has been particularly important to you over the past 3 months
q1519				q15:Don't know:Q15 Which public issue has been particularly important to you over the past 3 months
q16				Q16 Would you describe this issue as primarily ...?
q1701				q17:TV news:Q17 For that issue, where have you got your information about it from?
q1702				q17:Other TV:Q17 For that issue, where have you got your information about it from?
q1703				q17:Radio:Q17 For that issue, where have you got your information about it from?
q1704				q17:National newspaper:Q17 For that issue, where have you got your information about it from?
q1705				q17:Local newspaper:Q17 For that issue, where have you got your information about it from?
q1706				q17:Magazine:Q17 For that issue, where have you got your information about it from?
q1707				q17:Internet:Q17 For that issue, where have you got your information about it from?
q1708				q17:Personal experiences:Q17 For that issue, where have you got your information about it from?
q1709				q17:Other people:Q17 For that issue, where have you got your information about it from?

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q1710				q17:University:Q17 For that issue, where have you got your information about it from?
q1711				q17:Friends/family/colleagues:Q17 For that issue, where have you got your information about it from?
q1712				q17:Local goverment:Q17 For that issue, where have you got your information about it from?
q1713				q17:Media:Q17 For that issue, where have you got your information about it from?
q1714				q17:Church:Q17 For that issue, where have you got your information about it from?
q1715				q17:Other:Q17 For that issue, where have you got your information about it from?
q1716				q17:Don't know:Q17 For that issue, where have you got your information about it from?
q1801				q18:TV news:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1802				q18:Other TV:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1803				q18:Radio:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1804				q18:National newspaper:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1805				q18:Local newspaper:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1806				q18:Magazine:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1807				q18:Internet:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1808				q18:Personal experiences:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1809				q18:Other people:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1810				q18:Unions:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1811				q18:Police:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1812				q18:Friends/family/colleagues:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1813				q18:Local goverment:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1814				q18:The church:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1815				q18:Other:Q18 And which of these sources was MOST useful in providing you with relevant information?
q1816				q18:Don't know:Q18 And which of these sources was MOST useful in providing you with relevant information?
q19				Q19 To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?
q2001		General stats for these…		q20:Joined a national interest or campaign group:Q20 Still thinking about the issue you have just mentioned, have you do
q2002				q20:Joined a political party:Q20 Still thinking about the issue you have just mentioned, have you done any of these thin
q2003				q20:Joined a local group or organisation:Q20 Still thinking about the issue you have just mentioned, have you done any o
q2004				q20:Joined an international group (e.g. Amnesty, Greenpeace):Q20 Still thinking about the issue you have just mentioned,
q2005				q20:Gone to a local meeting:Q20 Still thinking about the issue you have just mentioned, have you done any of these thing
q2006				q20:Signed a petition:Q20 Still thinking about the issue you have just mentioned, have you done any of these things in r
q2007				q20:Took part in a strike:Q20 Still thinking about the issue you have just mentioned, have you done any of these things
q2008				q20:Contacted an MP, councillor, etc:Q20 Still thinking about the issue you have just mentioned, have you done any of th
q2009				q20:Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text
q2010				q20:Contributed to an online discussion:Q20 Still thinking about the issue you have just mentioned, have you done any of
q2011				q20:Gone on a public protest:Q20 Still thinking about the issue you have just mentioned, have you done any of these thin
q2012				q20:Contributed to/created a public message (e.g. website, newsletter, video, etc):Q20 Still thinking about the issue yo
q2013				q20:A personal protest (e.g. boycotted a product, worn a slogan, left a meeting):Q20 Still thinking about the issue you
q2014				q20:Contributed to them:Q20 Still thinking about the issue you have just mentioned, have you done any of these things in
q2015				q20:Researched the topic:Q20 Still thinking about the issue you have just mentioned, have you done any of these things i
q2016				q20:Discussed with family/friends/colleagues:Q20 Still thinking about the issue you have just mentioned, have you done a

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q2017				q20:Other:Q20 Still thinking about the issue you have just mentioned, have you done any of these things in relation to i
q2018				q20:Don't know:Q20 Still thinking about the issue you have just mentioned, have you done any of these things in relation
q211				q21:No time:Q21 Why have you not taken any of these actions regarding the issue?
q212				q21:Don't know anyone who has:Q21 Why have you not taken any of these actions regarding the issue?
q213				q21:It won't make a difference:Q21 Why have you not taken any of these actions regarding the issue?
q214				q21:Not interested:Q21 Why have you not taken any of these actions regarding the issue?
q215				q21:Not that kind of person:Q21 Why have you not taken any of these actions regarding the issue?
q216				q21:Other reason:Q21 Why have you not taken any of these actions regarding the issue?
q217				q21:Don't know:Q21 Why have you not taken any of these actions regarding the issue?
q221				q22:Not talked about it to others:Q22 Still on that issue, have you talked about it to other people? If so, have you ta
q222				q22:Yes talked about it to: People at work:Q22 Still on that issue, have you talked about it to other people? If so, ha
q223				q22:*Yes talked about it to: Friends:Q22 Still on that issue, have you talked about it to other people? If so, have you
q224				q22:**Yes talked about it to: Family:Q22 Still on that issue, have you talked about it to other people? If so, have you
q225				q22:Other people:Q22 Still on that issue, have you talked about it to other people? If so, have you talked to ...?
q226				q22:Don't know:Q22 Still on that issue, have you talked about it to other people? If so, have you talked to ...?
access1				access:A computer:Which of the following do you have access to at home - please mention all you have access to.
access2				access:A broadband internet connection:Which of the following do you have access to at home - please mention all you hav
access3				access:Digital TV - either through Sky, Freeview or Cable:Which of the following do you have access to at home - please
access4				access:None/ DK:Which of the following do you have access to at home - please mention all you have access to.
cl_age		RAgeCat2		Classification - Age
cl_cars				Classification - Number of cars in household
cl_eth1			BSA03: recode	Ethnic Grouping I
cl_eth2			BSA03: recode	Ethnic Grouping II
cl_hols			BSA03: recode	Classification - Foreign holiday in last 3 years
cl_inter			BSA03: recode	Classification - Internet Access
cl_kid1			BSA03: recode	cl_kids:None aged 18 or under:Classification - Children in Household
cl_kid2			BSA03: recode	cl_kids:Yes (net):Classification - Children in Household
cl_kid3			BSA03: recode	cl_kids:Aged 5-18:Classification - Children in Household
cl_kid4			BSA03: recode	cl_kids:Aged under 5:Classification - Children in Household
cl_kid5			BSA03: recode	cl_kids:Aged 5-10:Classification - Children in Household
cl_marit		marstat	BSA03: recode	cl_marital:Classification - Marital Status
cl_regio			BSA03: recode	cl_region:Classification - Region
cl_relig		region	BSA03: recode	Religion
cl_seg		RNSocCl	BSA03	Classification - Social Grade
cl_sex		rsex	BSA03	Classification - Sex
cl_tea				Age Finished Full Time Education
cl_tenur		tenure2	BSA03: recode	cl_tenure:Classification - Tenure
cl_work			BSA03: recode	Classification - Work Status
weight				Weighting factor 1
serial				serial
q15text				
q04br	q04 with inverted scale			

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q04ar	q04 with inverted scale			
q06dr	q06 with inverted scale			
q06br	q06 with inverted scale			
q06hr	q06 with inverted scale			
q06gr	q06 with inverted scale			
q06er	q06 with inverted scale			
q06cr	q06 with inverted scale			
q06fr	q06 with inverted scale			
q06ar	q06 with inverted scale			
q12gr	q12 with inverted scale			
q12er	q12 with inverted scale			
q12jr	q12 with inverted scale			
q12ar	q12 with inverted scale			
q12hr	q12 with inverted scale			
q12kr	q12 with inverted scale			
q12fr	q12 with inverted scale			
q12cr	q12 with inverted scale			
q12br	q12 with inverted scale			
q12ir	q12 with inverted scale			
q12lr	q12 with inverted scale			
q12dr	q12 with inverted scale			
q13br	q13 with inverted scale			

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q13ar	q13 with inverted scale			
q13gr	q13 with inverted scale			
q13er	q13 with inverted scale			
q13fr	q13 with inverted scale			
q13dr	q13 with inverted scale			
q13cr	q13 with inverted scale			
q14cr	q14 with inverted scale			
q14hr	q14 with inverted scale			
q14fr	q14 with inverted scale			
q14ar	q14 with inverted scale			
q14br	q14 with inverted scale			
q14er	q14 with inverted scale			
q14dr	q14 with inverted scale			
q14gr	q14 with inverted scale			
q19r	q19 with inverted scale			
q05r	q05 with inverted scale			
q10r	q10 with inverted scale			
q01bmin	continuous minutes at interval midpoint			
q01emin	continuous minutes at interval midpoint			
q01dmin	continuous minutes at interval midpoint			

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q01cmin	continuous minutes at interval midpoint			
q01amin	continuous minutes at interval midpoint			
q03min	continuous minutes at interval midpoint			
q01alog	log10 of continuous minutes at interval midpoint			
q01blog	log10 of continuous minutes at interval midpoint			
q01clog	log10 of continuous minutes at interval midpoint			
q01dlog	log10 of continuous minutes at interval midpoint			
q01elog	log10 of continuous minutes at interval midpoint			
q03log	log10 of continuous minutes at interval midpoint			
gfgg				
q12frneg	q12fr inverted for consistency of reduced factors			
q12hrneg	q12hr inverted for consistency of reduced factors			
q12jrneg	q12jr inverted for consistency of reduced factors			

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q12krneg	q12kr inverted for consistency of reduced factors			
q12lrneg	q12lr inverted for consistency of reduced factors			
q13arneg	q13ar inverted for consistency of reduced factors			
q14crneg	q14cr inverted for consistency of reduced factors			
q14hrneg	q12hr inverted for consistency of reduced factors			
newseng	mean of q12gr, q12br, q12cr, q12er and q12ir			News connection scale
npdiseng	mean of q12jrneg, q12krneg, q12frneg and q12hrneg			News/political disengagement scale
socexp	mean of q12ar and q12dr			Social Expectation scale
medtrust	mean of q13cr, q13dr, q13er and q13fr			Media Trust scale
medlit	mean of q13br, q13gr			Media Literacy scale
poltrust	mean of q14dr, q14er and q14gr			Political Trust scale
poleff	mean of q14fr, q14br and q14ar			Political Efficacy Scale
poldis	mean of q14crneg and q14hrneg			Political Disengagement scale

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
geneff	mean of q12er, q12gr, q12br, q12dr, q12ar, q12ir, q12cr, q14fr, q13fr, q13gr and q14ar			General Efficacy Scale
gentrust	mean of q14gr, q12krneg, q13dr, q14dr, q13cr, q14er, q13arneg and q12frneg			General Trust scale
diseng	mean of q06cr, q06er, q12fr, q12hr, q12jr, q12kr, q12lr, q14cr, q14hr			General disengagement scale
tradpol	sum of q0804, q0909, q0903, q0807, q0806, q0808 and q0801			Traditional politics factor
issues	sum of q0907, q0906, q0809, q0908, q0902 and q0904			Issue-based factor
celeb	sum of q0805, q0901, q0905 and q0802			Celebrity culture factor
medagg	sum of ranked q01a, q01b, q01c, q01d, q01e			
q01alog2	log2 of continuous minutes at interval midpoint			
q01blog2	log2 of continuous minutes at interval midpoint			
q01clog2	log2 of continuous minutes at interval midpoint			
q01dlog2	log2 of continuous minutes at interval midpoint			
q01elog2	log2 of continuous minutes at interval midpoint			

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
q03log2	log2 of continuous minutes at interval midpoint			
q01trad	traditional media mean: newspapers, radio and reading			
locinv	mean of q06ar, q06dr and q06gr			Local Involvement scale
poleng	mean of q06fr and q06hr			Interest in politics and voting - political engagement scale
nopols	mean of q06erneg and q06crneg			disinterest in pols - lower value indicates lower disengagement
q06erneg	inversion of q06er			lower value indicates lower involvement
q06cr	inversion of q06cr			lower value indicates lower propensity to discuss politics
polint	q06hr			Interest in politics
voting	q06fr			do you generally vote?
compare	q13gr			do you compare sources?
diffmed	q13br			different media give different views
medirrvt	q13ar			media nothing to do with life
inflocal	q14ar			can influence local
knowinfo	q14br			know where to find info
canaffct	q14fr			can affect issues
q1521	1=yes, 0=no			q15 tsunami
q1522	1=yes, 0=no			q15 hunting
q1523	1=yes, 0=no			q15 OAP
q1524	1=yes, 0=no			q15 government
q1525				redundant
q1526				redundant
q1527				redundant
q1528				redundant
q1529				redundant
q1530				redundant
q15nor				redundant
q20nor				redundant
q20nor2	1=No response			no response to Q20
q15nor2	1=No response			no response to Q15
ZRE_1				redundant
age3cat				1=18-34; 2=35-54; 3=55+
IntTrPol				Q8/9 clustered by interest in tradpol

Variable	How Calculated	BSA 2002 Equivalent	BSA Notes	Description
Intlss				Q8/9 clustered by interest in issue
IntCeleb				Q8/9 clustered by interest in celeb
tv3cat	Q1 recode			1=<1hr, 2=1-3hr; 3=>3hr
sum89	sum			number of items named in Q8/9
sumtrad				number of tradpol items in Q8/9
sumiss				number of issue items in Q8/9
sumceleb				number of celeb items in q8/9
interest				redundant
q11nor				Q11 no response: 1=no response
tv3cat2				
polint3				reundant
voting3				reundant
CLU6_1				reundant
CLU2_1				reundant
CLU3_2				reundant
CLU4_3				reundant
CLU5_4				reundant
CLU4_4				reundant
CLU4_5				reundant
Q89clstr				redundant
CLU3_3				reundant
q89cl	cluster analysis by individual			Q8/9 clustered by individual respondent
CLU3_4				redundant
CLU3_5				redundant
Q20clst				Q20 clusted by respondent
CLU5_6				redundant
CLU5_7				redundant
sumnone89	sum			sum of 'no responses' in Q8/9
SES2cat	recode of SES 5 cat			SES as 2 cat: ABC1; C2DE
q20sthg	at least one action in Q20			Q20 Any action taken = 1
sum20	sum actions taken Q20			Number of actions taken in Q20

MEDIA CONSUMPTION AND THE FUTURE OF PUBLIC CONNECTION
FUNDED UNDER THE ESRC/AHRB CULTURES OF CONSUMPTION PROGRAMME

This is to confirm that I am happy to take part as a diarist in this project, which I understand is being run by Nick Couldry, Sonia Livingstone and Tim Markham of the London School of Economics' Department of Media and Communications, and is funded by the Economic and Social Research Council.

A recruiter for The Field Department market research company has met me to explain to me what the project is about and has given me a letter from LSE which explains in more detail the project's aims, what my contribution will be, and the incentive I will receive for taking part.

I undertake to keep a diary and send it back weekly to LSE, as discussed.

I understand that everything I tell the Project Team will be kept strictly anonymous, and that LSE will not pass on to a third party any information I provide or any transcripts of what I say without first removing from it anything that contains my name or otherwise identifies me.

I understand and agree that, once these steps have been taken to protect my privacy, the information and material I provide to the project may be placed in a public research archive or quoted in publications by the Project Team and others for research purposes.

I understand also that I can withdraw from the project at any time if I am no longer happy to remain involved, but will forfeit all or part of the incentive if I do so.

Yours sincerely

....   Signature

....   Name (printed)

....   Date

[extra copy to be given to person signing]

Yes, I would like the Project Team to send me a copy of my diary entries on a monthly basis for my own records - please tick here ......

APPENDIX 1C: INTERVIEW AND FOCUS GROUP SCHEDULES

FIRST INTERVIEW

[NB recruiters will have briefed participant from information about the project, that will include the following description of its aims : *This project is interested in how different people across Britain, from all walks of life, understand their relationship to the public world. By 'public world', we simply mean those aspects of life that are of shared concern, not purely private concern.*
Different people may draw the line between public and private differently. For some, 'public' may mean neighbourhood groups and local organisations. For others, it may mean talking about issues with friends and people they work with, or it may mean political parties and election time. For some, by contrast, 'public' may refer to something they are passionate about with others, whether it's a type of music, a football club, a TV programme, a hobby or a game they play; it could also mean a global issue or organisation, such as an international charity. Or it may be a mixture of these.
But, however you think about this, we want to understand what makes up the public world for <u>you</u>. We are interested in hearing your reflections about what matters in that public world over a period of three months, and about what role media of all sorts play, alongside other sources including people you know or meet, in connecting you with that public world. From time to time we may send you suggestions of things of potential public interest that you might like to comment on. But throughout what you write or tell us about remains for <u>you</u> to decide.]

(A) Introduction
The purpose of today's interview is:
- To run through some basic information about the things you do with your time, including the media you use.
- And to talk with you about the types of things you might be interested in telling us about during this project, and what for you would be the most comfortable format for doing this
- To explain and answer any questions you have on what this project is about
As mentioned in the letter you signed, interview will be recorded (to save time taking notes).

(B) Opening questions as warm-ups
1. [ask about occupation mentioned in info received from marketers.] How much of your time does that take up each week? what about family demands, domestic chores and so on?
2. How much time, if any, does that leave you with free for yourself? [*follow-up briefly if appropriate*]
3. What do you like to do with your free time?
4. Is there anything you always make time for in your week? [*suggestions – TV show, news, going out to something local . . .*]
5. Is there anything you'd like to do more of if you had more time?

C. Moving onto questions on media consumption

6. [ask re media access reported by marketers] In a typical week, how much time would you say you spent on media? [*prompt if necessary – TV radio press internet novels magazines – if asked, say exclude internet or other media purely for work purposes*]
7. [depending on what media they use most] What sort of [newspaper-reader] [TV viewer] etc would you describe yourself as?
8. Is there a particular form of media you couldn't do without?
9. How have the media themselves changed in your view over the past five years? [ie in a way relevant to your choices . . .]
10. Would you say your use of media has changed much over the past five years? If so, how?

[Note: if don't mention Internet/ Web and we know has online access at home, prompt . . . since may not include 'internet' as 'media']

(D) Questions on Public World/ Related Media Use/ Civic Involvement
as intro to this section, begin with brief recap of project description given by recruiters and then informally (in conversational way) explore with participant his/her idea of public/private boundary, for example
We're interested in how the public world looks to you – what sort of things and issues you think of as public, what sort of things and issues you think of as private – and where you would draw the line. So something may arise in your private life, but for you it raises issues or questions of public significance . . . So with that in mind can you give me an idea of
- what type(s) of things you think of as public, rather than private [if necessary, invent people and scenarios to give idea of what form responses might take]

. . . leading to more formal questions . . .

11. If we take the type of public issues or themes that interest you (and it could be anything that you consider is of common concern, rather than of just private concern), where do you generally get your information about it from? [if mention only media, ask re non-media – or vice versa. . .]
12. Are these things something you'd make a special effort to get information on [eg watching a TV programme, reading a press article, checking a website]?
13. Are these things you talk about with other people? Who with? [family, friends, people at work, people at college etc] Where do you talk about this and when, in what sort of situation?
14. Do you belong to any group or organisation linked to these issues ? [prompt: any charity, self-help group, national organisation, political party, online chatroom or newsgroup]
15. You think this issue is important – do you feel that your view of its importance is reflected in the media or not?
16. Do you think that your focus on these types of issue, rather than others, might tell other people something important about you?
17. Have you ever got involved in public discussion on such issues, for example written in to the newspapers, phoned-in to a radio or TV phone-in, taken part in a poll for a

TV or radio programme, voted in an online poll? [if say no, prompt – eg so you've never voted on anything like Big Brother?!]

18. Obviously, it's no business of our <u>how</u> you vote in elections, but can you tell me <u>whether</u> you vote in elections? [if react negatively to questions, explain: we're not being judgmental about whether you should vote, we're just trying to get a sense of the public things that matter to you]

19. If you had to name one recent issue that's been important to you, what would it be? [this allows for issue that they may be unsure whether sufficiently 'public' or not]

20. Did you/ do you talk to colleagues/ friends/ family about <u>that</u> issue? [also come back to Qs 12, 14 and 17 here if time]

21. Looking back, do you think you're more or less involved with public issues than in the past?

22. Are there things which would connect with public issues like this that you would <u>like</u> to do, but don't? What are they and what is it that prevents you doing them?

23. We'd like to finish off today's <u>questions</u> with a broader question on which we'd really like to know your views: we're often asked to think of ourselves as members of a democracy . . . Is that how you think of yourself? If so, do you feel you have the information you need to play a part in that democracy? [Explore: if not, why not? What else do you think you need? If yes, which media are most important here?]

(E) Introducing the Diary
(1) General
We've touched on the type of public issues and activities you're interested in and think important (and it's <u>your</u> sense of what's important that we're interested in, not necessarily other people's) . . . The diary we'd like you to produce for the project should be about these sorts of things - the issues and activities from time to time that are of public importance in <u>your</u> view. Specifically we're interested in knowing:
- Things significant to you that you think of as having public significance
- what sources of information you have on these issues and activities (including media)?
- Whether you've talked about them to other people and what has come out of that?
- Any activities you've been involved in relating to them?
- How those public issues links with your choices of media to watch/ read etc?
- <u>Plus</u> Your general reflections about doing the diary
Any questions about the topics of the diary. . . .? [At this point, if questions not going well or interviewee uneasy, encourage again to ask questions. Make clear that we realise these are sometimes difficult questions without easy answers – that's why we're interested in people's views, reflections, uncertainties, doubts . . .]

Move on finally to discuss the format of diary
- Explain that we call it a 'diary' for convenience, but is quite flexible in format
- basic format = written sheets (NB hand over at this point initial letter indicating what's needed [WITH OUR CONTACT DETAILS] + 8 colour-coded pages of blank diary sheets (more to be sent) + floppy disc if says prefers)

- up to you how much you write in the basic weekly format (we provide you with this to help us keep some basic track of each participant, but as you can see it's quite open)
- please return weekly (by <u>Monday</u> of the following week) in SAEs provided or (if prefer) by email attachment.
- . . . with any additional information in a range of format to suit you: phone message, phone call; email message; record onto mini-tape. [discuss which would be likely to prefer: if definitely tape, then hand-over dictating machine and initial set of tapes]
- Contact with Research team: Tim is the main contact and will keep in touch with you through the project. You can always contact him by email/phone/letter.
- Run through timing – diary process, then follow-up interviews, discussion groups in autumn
- Payments arranged by market research company
- **ANY OTHER QUESTIONS?**

(F) General points For interviewers to keep in mind throughout…
- connections
   - Questions should allow for multiple publics, possibly conflicting – majority/minority, local/global etc.
   - Group narratives. If there are issues or groups which the interviewee cares about, ask: how did you first get involved in this? What made you interested? How do you keep up your interest? Will you always be concerned about this issue, do you think?
   - Discussion. If interviewee does talk about issues with others, ask: are these talks with people you agree or disagree with? If agree, do you seek out people you disagree with? Or do you see them in the media, and if so, how do you respond?
- disconnections/ disinterest in connection
   Keep an eye on disconnection themes. Look for constraints – whether interviewees feel excluded, insufficiently supported or resourced, in connecting. Emphasise that we are <u>not</u> assuming 'everyone's connected' – we're interested also in feelings or thoughts about disconnection, or different views about how much 'connection' matters.

SECOND INTERVIEW SCHEDULE

Note on overall style:
　　(1) more informal than first interview; (2) should not give impression of being
　　dictated by us, although should aim to cover the following topics (but feel free to ask
　　questions in more informal style); (3) where any specific issues/ questions need to be
　　raised from diaries/ first interview, deal with as unobtrusively as possible and fit in
　　where can in protocol

A Preliminary
A1 how have you been since the diary? [probe for any work changes etc]

A2 explain purpose of second interview (to receive feedback on diary process; to discuss
issues coming out of doing the diary)

A3 say would like, if you agree, to ask a few questions on the build-up to the US
elections for some US researchers who're doing a similar project to this one in USA –
would you be willing to answer them? Answers to be passed on anonymously to those
US researchers for research purposes only. If agrees to answer US questions, ask to sign
extra consent letter.

B Warmup questions

B1 How was doing the diary for you? Did you enjoy it, did it get you down etc? [NB
check any note of postcompletion telecon in J-drive and refer to this]

[follow-ups – eg 'other people did/felt this . . . did you?']

C Doing the Diary

C1 The time when you were doing the diary – what sort of time was it for you?
Completely normal? Busier than normal? Quiet period?

C2 How was it finding time to do the diary – difficult? easy? depended on what was
going on each week?

[follow-ups -　did you have to cut it short some weeks, because other things came up?
　　　　　　-　Did you go on longer than expected some weeks because got involved in
　　　　　　　　it?　　　]

C3 Were there any other difficulties in doing the diary which you experienced? [eg what
happened if you didn't get time to follow media for a while? Did you sometimes want to
talk/ write about things not in the media? . . . but feel you couldn't/ shouldn't?]

C4 Did anything make you angry doing the diary?

C5 Did you find yourself commenting on things you wouldn't have expected to comment on?

C6 What did other people say about you doing the diary? [Follow-up: what did you say to that?]

D Media Use as Reflected in Diary

D1 [interviewer should comment on sort of media use reflected in this diarist's diaries, ie what the diarist's key media are, and ask any necessary follow-ups - this is good place to raise issues about gaps between account of media use in first interview and diaries]

D2 [coming out of discussion on D1] Is there a particular type of media you take in right away when you get up each morning?

D3 Looking back, do you think there was anything unusual for you about your media use in that period?

D4 Has your media use changed for any reason since doing the diaries for any reason?

E Issues/Themes Specifically Raised in Diary

E1 [raise questions about specific issues commented on in diary eg]
  – have you continued to follow this issue in the media?
  – Is it [still] [not] something discussed with your [friends] [family] [workplace]?
  – Has your view on this issue changed at all over the past few months? How?]
E2 [mention themes raised in diary – invite to comment on these]

F Current Issues

F1 what issues are you following closely at the moment?

[follow-up questions about social context for this, how links back to what said in diary and first interview about issues and media coverage – try to get discussion going]

G Media Responsibilities

There are some broader issues coming out of your diary and also other people's diaries which we're interested to know your thoughts on:

G1 Do you think media have responsibilities to inform you of certain things?

G2 How do you feel about the role media play in keeping you in touch with things that matter – Satisfied? Dissatisfied? Bit of both? [Follow-up: do media have their priorities right in your view?]

G3 Do you trust media? [in follow-up, ask if makes a distinction between newspapers/ TV/ radio/ Internet/ local]

G4 Do you sometimes want the media just not to be there? Do you ever want to get away from media?

G5 Do we maybe give too much importance to media – i.e. are other things (apart from media) just as important, maybe even more important, in keeping you in touch with what matters? [work, friends, church, other activities?]

H Politics/ Civic Action

H1 Do you think politicians have responsibilities to inform you of certain things and to consult you on certain things?

H2 How do you feel politicians fulfil those responsibilities? Satisfied? Dissatisfied? Bit of both?

H3 Do you trust politicians? [in follow-up, ask if it makes a difference which sort of politicians – local, national, international?]

H4 [if social discussion of issues mentioned in diary] You told us about how you discussed issues [at work] [with friends] [with family] [at church] [others]. Is it important to you – to be able to talk about things like this? If you couldn't do that, would it matter to you?

H5 did you/ were you tempted to take any action on any of the things mentioned in your diary? [eg join a group, write to newspaper, join/leave political party, contact MP/ council, take action through group/ church] [Follow-up: if yes, details; if not, why not?]

H6 Do you expect to follow the next UK national election [if so , how much]?

I Larger Reflections

I1 Has doing the diary changed your view about [eg]:
- The role media play in your life?
- What public issues are important?
- How much politics and public life matters to you? [you, as compared to other people – if this issue raised in diary, eg D4, D41?
- [Whether we live in a democracy? – don't ask if reference to democracy caused difficult in first interview]

I2 Has doing the diary changed your media use at all, do you think?

J US questions

[NB to help with transcription, mark <u>clearly</u> where these questions start and finish, so can form a discrete part of transcript]

J1 Are you following the American elections? [follow-up: why are they important to you?]

J2 If yes, where do you get your information about the American elections? [TV (ask which – might be CNN?), radio, UK newspapers, overseas newspapers, internet, film, other people]

J3 In relation to media sources about the American elections, how good a job do you think they do in providing you with reliable information about the elections? [any difference in reactions to US and UK media sources]

K Closing

K1 Any other feedback you wanted to give us about doing the diaries/ should we have arranged things differently etc?

K2 Discuss focus-group – still willing? [explain that this will mean that identity revealed to other local participants, but confirm that anonymity will be retained in all documents/ transcripts etc] Convenient times? Suggested convenient places?

FOCUS GROUP SCHEDULE

Note on style:
    (1) overall priority is to encourage people to talk; in some groups, age/gender/ethnic/class differences may make this difficult, so discussion should start out very informally from common ground. So suggest start with local issues and work towards more general discussion about orientation to public world

A PRELIMINARY
A1 Purpose of meeting: to talk about (1) some issues raised in people's diaries and also (2) about the more general question of people's sense of what types of thing really matter, what types of things it's important to follow outside our day-to-day life and those it isn't – which is the main question this project is trying to raise…

A2 Confidentiality: as always we will preserve this, so suggest use first names in the discussion. [NB no need to mention US researchers again as US consent form already covered focus group material]

A3 Go round room asking people to introduce themselves by first name (to help transcriber identify the different voices in the room).

… [Lead-in to B: people's diaries talked about lots of types of issues – national, local, international and global… since everyone here is from the area of [details], shall we start by talking about local issues, which might be ones you all share?]…

B LOCAL ISSUES
B1 have there been any issues this year of major importance or concern to this area? [if necessary, prompt with mention of local issues mentioned by these diarists] [try to pick up if anyone disagrees about whether these issues are important]

B2 Has it been easy or difficult to get the information <u>you need</u> on these issues?

B3 Do you see any opportunities to take any action on this issue? [Follow-ups: If yes, what sorts of things? If not, why not? And does this matter or not?]

B4 Among all the different public issues you think about, how important are local issues like these compared with other types of issues ie national, international?

C OTHER ISSUES RAISED BY DIARISTS
C1 Perhaps we can move onto some of those other types of issues that many people raised in their diaries [NB important to link initially into what people wrote, rather than purely open-ended issues of the day at the time of the focus group] **. One interesting thing was how varied people's choices of what to talk about in the diary were. … [then introduce the following three issue areas in following suggested order – NB these should be the three issue areas we identify in our survey questions]**
(i)   Crime

(ii)   Iraq war

(iii)   Celebrity stories [Beckham, George Michael, others?]

On each issue, encourage people

(a) to give their views

(b) indicate how important **(or unimportant)** they think the issue is relative to others and

(c) if discussion gets bogged down, suggest links to other issues made in diaries [viz Iraq War to general security issues; Celebrity not just around Beckham/sport (sport being mainly of interest to male diarists) but also George Michael (mentioned by a number of female diarists) …; crime to quality of life, asylum, education]

C2 Don't lead people to discuss media coverage, but there is significant consensus/ disagreement emerging on media coverage of any one issue, follow up and clarify. . .

D CIVIC ACTION

D1 Taking these issues we've just been discussing [recap], what do you see as our options for doing something about them? [Prompt if necessary – Write to MP/ council? Contact media? Visit website? Sign Petition? Go on protest? Consumer boycott? Join group?]

D2 Have you ever done any of these things?

D3 [If not,] What is your image of the types of people who do take such action?

D4 How much of a difference do you think doing these things would make?

D5 [If none or little difference], how do you feel about this? [explore people's feelings or thoughts on this]

[bring out any contrasts with discussion on B3]

E US ELECTIONS AND INTERNATIONAL ISSUES GENERALLY

E1 [LEAD-IN: As you know we're working now with some US researchers and we asked you all when we saw you last some brief questions about whether you had been following the US elections: some of you we met before, some after the election happened. In this project we aren't making any assumptions that you should be following what's happening in the US, but it would be interesting to touch on this…] Did you have any reaction to the result of the US presidential election?

E2 Do you think the result has any implications for us in the UK?

E3 How important do you feel it is to follow events outside the UK (whether it's in America or elsewhere)? (Is it very important or not important at all?) [NB use additional phrasing in brackets so people feel free to say if think not important]

[transition: . . . there are some wider issues coming out of all this that it would be good to talk about …]

F PUBLIC AWARENESS [NB don't pose these as formal questions, rather as 'thoughts' to throw into discussion]

F1 Are there things which <u>all of us</u>, no matter what our interests, should follow/ keep up with? Or is this purely up to our personal interests/taste? [Follow-up: does this link to the question of where you draw the line between public and private that we raised when we first met you?]

F2 Some people in their diaries wondered about the <u>point</u> of keeping up with public issues – one person said 'My opinions won't count anyway – it's already been decided', so why follow the news and politics? Did you ever think that? [follow-up if people say yes – did this make doing the diary more difficult? – important for question of artificiality]

F3 If Britain's a democracy (and we discussed this with everyone in the first interview), how do you feel about the part you're able to play in this democracy? Are you clear about what your role is? Do you have the time to do this? Do you have the resources?

F4 The project's also raised questions about the importance to us of media and media's role in democracy .. . some might say (and people did in their diaries) 'The things the media cover have little to do with my life' - would you agree with this, disagree etc?

F5 Some people feel quite disenchanted with politics or with media or with both of them – do you any of you feel like that? [giving people to say if feel alienated from either, but perhaps might initially be embarrassed to speak about this]

G This is the end of the diary phase of our project and we're extremely grateful to all of you for staying with it and contributing so much to it. But the next stage for the project is to commission a nationwide survey taking up some of the insights that have come out of your diaries . . . One final, brief thing is to ask you if you'd mind taking a moment to complete this short list of questions [**hand it out**] that we're planning to ask in our survey . . . if you, after all the time <u>you've</u> given to this project, don't feel these are helpful or clear questions, then they're probably not very useful questions for us to ask anyone else … It should only take a minute or two, but if you have to leave immediately, please return it to us in this SAE…

First Interview Protocol [updated post-piloting NC 2/2/04]
[NB recruiters will have briefed participant from information about the project, that will include the following description of its aims : *This project is interested in how different people across Britain, from all walks of life, understand their relationship to the public world. By 'public world', we simply mean those aspects of life that are of shared concern, not purely private concern.*
Different people may draw the line between public and private differently. For some, 'public' may mean neighbourhood groups and local organisations. For others, it may mean talking about issues with friends and people they work with, or it may mean political parties and election time. For some, by contrast, 'public' may refer to something they are passionate about with others, whether it's a type of music, a football club, a TV programme, a hobby or a game they play; it could also mean a global issue or organisation, such as an international charity. Or it may be a mixture of these.
But, however you think about this, we want to understand what makes up the public world for <u>you</u>. We are interested in hearing your reflections about what matters in that public world over a period of three months, and about what role media of all sorts play, alongside other sources including people you know or meet, in connecting you with that public world. From time to time we may send you suggestions of things of potential public interest that you might like to comment on. But throughout what you write or tell us about remains for <u>you</u> to decide.]

(A) Introduction
The purpose of today's interview is:
- To run through some basic information about the things you do with your time, including the media you use.
- And to talk with you about the types of things you might be interested in telling us about during this project, and what for you would be the most comfortable format for doing this
- To explain and answer any questions you have on what this project is about

As mentioned in the letter you signed, interview will be recorded (to save time taking notes).

(B) Opening questions as warm-ups
1. [ask about occupation mentioned in info received from marketers.] How much of your time does that take up each week? what about family demands, domestic chores and so on?
2. How much time, if any, does that leave you with free for yourself? [*follow-up briefly if appropriate*]
3. What do you like to do with your free time?
4. Is there anything you always make time for in your week? [*suggestions – TV show, news, going out to something local . . .*]

5. Is there anything you'd like to do more of if you had more time?

C. Moving onto questions on media consumption

6. [ask re media access reported by marketers] In a typical week, how much time would you say you spent on media? [*prompt if necessary – TV radio press internet novels magazines – if asked, say <u>exclude</u> internet or other media purely for work purposes*]

7. [depending on what media they use <u>most</u>] What sort of [newspaper-reader] [TV viewer] etc would you describe yourself as?

8. Is there a particular form of media you couldn't do without?

9. How have the media <u>themselves</u> changed in your view over the past five years? [ie in a way relevant to your choices . . .]

10. Would you say your use of media has changed much over the past five years? If so, how?

[Note: if don't mention Internet/ Web and we know has online access at home, prompt . . . since may not include 'internet' as 'media']

(D) Questions on Public World/ Related Media Use/ Civic Involvement
as intro to this section, begin with brief recap of project description given by recruiters and then informally (in conversational way) explore with participant his/her idea of public/private boundary, for example
We're interested in how the public world looks <u>to you</u> – what sort of things and issues you think of as public, what sort of things and issues you think of as private – and where you would draw the line. So something may arise in your private life, but for you it raises issues or questions of public significance . . . So with that in mind can you give me an idea of
- what type(s) of things you think of as public, rather than private [*if necessary, invent people and scenarios to give idea of what form responses might take*]

 . . . leading to more formal questions . . .

11. If we take the type of public issues or themes that interest you (and it could be anything that <u>you</u> consider is of common concern, rather than of just private concern), where do you generally get your information about it from? [*if mention only media, ask re non-media – or vice versa. . .*]

12. Are these things something you'd make a special effort to get information on [*eg watching a TV programme, reading a press article, checking a website*]?

13. Are these things you talk about with other people? Who with? [*family, friends, people at work, people at college etc*] Where do you talk about this and when, in what sort of situation?

14. Do you belong to any group or organisation linked to these issues ?
[*prompt: any charity, self-help group, national organisation, political party, online chatroom or newsgroup*]

15. You think this issue is important – do you feel that your view of its importance is reflected in the media or not?

16. Do you think that your focus on these types of issue, rather than others, might tell other people something important about you?

17. Have you ever got involved in public discussion on such issues, for example written in to the newspapers, phoned-in to a radio or TV phone-in, taken part in a poll for a TV or radio programme, voted in an online poll? [*if say no, prompt – eg so you've never voted on anything like Big Brother?!*]

18. Obviously, it's no business of our <u>how</u> you vote in elections, but can you tell me <u>whether</u> you vote in elections? [*if react negatively to questions, explain: we're not being judgmental about whether you should vote, we're just trying to get a sense of the public things that matter to you*]

19. If you had to name one recent issue that's been important to you, what would it be? [*this allows for issue that they may be unsure whether sufficiently 'public' or not*]

20. Did you/ do you talk to colleagues/ friends/ family about <u>that</u> issue? [*also come back to Qs 12, 14 and 17 here if time*]

21. Looking back, do you think you're more or less involved with public issues than in the past?

22. Are there things which would connect with public issues like this that you would <u>like</u> to do, but don't? What are they and what is it that prevents you doing them?

23. We'd like to finish off today's <u>questions</u> with a broader question on which we'd really like to know your views: we're often asked to think of ourselves as members of a democracy . . . Is that how you think of yourself? If so, do you feel you have the information you need to play a part in that democracy? [*Explore: if not, why not? What else do you think you need? If yes, which media are most important here?*]

(E) Introducing the Diary
(1) General
We've touched on the type of public issues and activities you're interested in and think important (and it's <u>your</u> sense of what's important that we're interested in, not necessarily other people's) . . . The diary we'd like you to produce for the project should be about these sorts of things - the issues and activities from time to time that are of public importance in <u>your</u> view. Specifically we're interested in knowing:

- Things significant to you that you think of as having public significance
- what sources of information you have on these issues and activities (including media)?
- Whether you've talked about them to other people and what has come out of that?
- Any activities you've been involved in relating to them?
- How those public issues links with your choices of media to watch/ read etc?
- <u>Plus</u> Your general reflections about doing the diary

Any questions about the topics of the diary. . . .? [*At this point, if questions not going well or interviewee uneasy, encourage again to ask questions. Make clear that we realise these are sometimes difficult questions without easy answers – that's why we're interested in people's views, reflections, uncertainties, doubts . . .*]

Move on finally to discuss the format of diary
- Explain that we call it a 'diary' for convenience, but is quite flexible in format
- basic format = written sheets *(NB hand over at this point initial letter indicating what's needed [WITH OUR CONTACT DETAILS] + 8 colour-coded pages of blank diary sheets (more to be sent) + floppy disc if says prefers)*
- up to you how much you write in the basic weekly format (we provide you with this to help us keep some basic track of each participant, but as you can see it's quite open)
- please return weekly (by <u>Monday</u> of the following week) in SAEs provided or (if prefer) by email attachment.
- . . . with any additional information in a range of format to suit you: phone message, phone call; email message; record onto mini-tape. [*discuss which would be likely to prefer: if definitely tape, then hand-over dictating machine and initial set of tapes*]
- Contact with Research team: Tim is the main contact and will keep in touch with you through the project. You can always contact him by email/phone/letter.
- Run through timing – diary process, then follow-up interviews, discussion groups in autumn
- Payments arranged by TFD   **ANY OTHER QUESTIONS?**

(F) General points For interviewers to keep in mind throughout…

- connections

- Questions should allow for multiple publics, possibly conflicting – majority/minority, local/global etc.
- Group narratives. If there are issues or groups which the interviewee cares about, ask: how did you first get involved in this? What made you interested? How do you keep up your interest? Will you always be concerned about this issue, do you think?
- Discussion. If interviewee does talk about issues with others, ask: are these talks with people you agree or disagree with? If agree, do you seek out people you disagree with? Or do you see them in the media, and if so, how do you respond?

- disconnections/ disinterest in connection
  Keep an eye on disconnection themes. Look for constraints – whether interviewees feel excluded, insufficiently supported or resourced, in connecting. Emphasise that we are <u>not</u> assuming 'everyone's connected' – we're interested also in feelings or thoughts about disconnection, or different views about how much 'connection' matters.

Public Connection Survey Crosstabs

Q1   In a normal day, on average, how many hours do you spend doing each of the following?

Watching TV (percentage of respondents):

Variable value and option	Gender		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	3	4	4	4	3	3	4	4
2 Less than 15 minutes	2	2	2	1	2	2	2	2
3 15-30 mins	3	3	2	5	1	4	2	3
4 30 mins - 1 hour	13	15	18	18	7	17	10	14
5 1-3 hours	57	47	56	55	45	54	49	52
6 3-6 hours	20	25	16	16	35	18	29	23
7 6-12 hours	2	4	2	1	7	2	5	3
8 More than 12 hours	1	0	0	1	1	0	1	0

Base: N=1012. (*)=significant at p<0.05; (**)=significant at p<0.01

Listening to the radio:

Variable value and option	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	19	24	21	20	24	18	26	22
2 Less than 15 minutes	4	5	6	3	4	6	3	5
3 15-30 mins	9	8	12	10	5	12	6	9
4 30 mins - 1 hour	21	17	21	22	15	21	17	19
5 1-3 hours	26	27	28	26	27	31	22	27
6 3-6 hours	11	11	7	9	15	7	15	11
7 6-12 hours	8	6	5	7	8	6	8	7
8 More than 12 hours	1	2	1	2	2	1	3	2

Base: N=1011. (*)=significant at p<0.05; (**)=significant at p<0.01

Reading a newspaper:

	Gender(**)		Age(**)			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	19	30	29	28	18	23	26	25
2 Less than 15 minutes	12	11	14	14	7	11	12	11
3 15-30 mins	26	22	29	26	18	29	18	24
4 30 mins - 1 hour	29	27	23	25	35	26	30	28
5 1-3 hours	14	9	4	7	22	11	12	11
6 3-6 hours	1	1	0	1	1	0	1	1
7 6-12 hours	0	0	0	0	0	0	0	0
8 More than 12 hours	0	0	0	1	0	0	0	0

Base: N=1006. (*)=significant at p<0.05; (**)=significant at p<0.01

Reading a book for leisure:

	Gender(**)		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	41	24	37	32	29	25	40	32
2 Less than 15 minutes	6	6	8	6	5	6	6	6
3 15-30 mins	16	13	17	18	9	18	10	15
4 30 mins - 1 hour	19	28	21	25	24	29	17	23
5 1-3 hours	17	23	16	16	27	19	21	20
6 3-6 hours	1	5	2	2	6	2	4	3
7 6-12 hours	0	1	0	1	1	0	1	1
8 More than 12 hours	0	0	0	0	0	0	0	0

Base: N=1009. (*)=significant at p<0.05; (**)=significant at p<0.01

On the internet or sending emails for yourself rather than for work:

	Gender(**)		Age(**)			SES(**)		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
1 No time	45	55	28	43	76	36	66	50
2 Less than 15 minutes	9	9	8	14	5	11	7	9
3 15-30 mins	14	9	14	14	7	16	7	11
4 30 mins - 1 hour	16	16	25	18	6	21	10	16
5 1-3 hours	12	8	19	9	4	12	7	10
6 3-6 hours	3	2	4	2	1	3	2	2
7 6-12 hours	1	0	1	1	1	0	1	1
8 More than 12 hours	0	0	1	0	0	1	0	0

Base: N=1005. (*)=significant at p<0.05; (**)=significant at p<0.01

Q2   Do you do any of these things at least 3 times a week on average? If so, which ones? (Percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Read a local newspaper	58	55	54	57	59	55	58	56
Read a national newspaper	68(**)	55(**)	54(**)	57(**)	71(**)	62	60	61
Listen to the radio news	77(**)	66(**)	70(**)	77(**)	67(**)	74(**)	68(**)	71
Watch the television news	89	89	87	88	92	89	89	89
Go onto the internet for news	28(**)	18(**)	40(**)	25(**)	7(**)	31(**)	14(**)	23

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q3   In a normal day, on average, how many hours would you say you have for yourself (percentage of respondents)?

		Gender(**)		Age(**)			SES(**)		All
		Male	Female	18-34	35-54	55+	ABC1	C2DE	
1	No time	3	7	6	6	2	5	4	5
2	Less than 15 minutes	1	1	2	0	0	1	1	1
3	15-30 mins	2	3	3	2	2	3	2	2
4	30 mins - 1 hour	6	11	7	14	4	9	8	9
5	1-3 hours	27	33	34	37	21	34	27	30
6	3-6 hours	36	29	34	33	31	33	32	33
7	6-12 hours	16	7	11	6	17	10	12	11
8	More than 12 hours	11	9	3	3	23	7	14	10

Base: N=1009. (*)=significant at p<0.05; (**)=significant at p<0.01

Q4   You generally have enough time to do what you want in the day
In general you are satisfied with your life at the moment
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You generally have enough time to do what you want in the day	3.54(**)	3.36(**)	3.17(**)	3.18(**)	3.99(**)	3.31(**)	3.63(**)	3.45(**)
In general you are satisfied with your life at the moment	4.01	4.02	3.95(**)	3.90(**)	4.20(**)	4.06	3.96	4.02

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q5   How safe do you feel living in the neighbourhood you live in now?
(4 point scale from 1=not at all safe to 4=very safe)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
How safe do you feel living in the neighbourhood you live in now?	3.33	3.31	3.26	3.35	3.34	3.36(**)	3.25(**)	3.32

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q6   To what extent do you agree or disagree with the following statements?
        (5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You play an active role in one or more voluntary, local or political organisations	2.19	2.23	2.9	2.19	2.34	2.24	2.17	2.21
Most of your friends live nearby	3.39	3.45	3.50(**)	3.24(**)	3.56(**)	3.30(**)	3.57(**)	3.42
You don't like to discuss politics with other people	2.83	2.98	2.86	2.93	2.91	2.78	3.07	2.91
Being involved in your neighbourhood is important to you	3.49	3.62	3.35(**)	3.59(**)	3.70(**)	3.54	3.59	3.56
You don't get involved in political protests	3.50	3.36	3.28	3.44	3.53	3.47	3.38	3.42
You generally vote in national elections	4.08	4.16	3.62(**)	4.13(**)	4.52(**)	4.20(**)	4.02(**)	4.12
You are involved in voluntary work	2.47	2.61	2.41(**)	2.50(**)	2.71(**)	2.61	2.46	2.55
You are generally interested in what's going on in politics	3.69(**)	3.45(**)	3.41(**)	3.37(**)	3.89(**)	3.71(**)	3.36(**)	3.56

Base: N=1017. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q7   Which of the following are your top 3 favourite types of entertainment? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
News	19	16	9(**)	19(**)	24(**)	19	15	18
Sport	40(**)	16(**)	30	26	27	29	25	27
Soaps	7(**)	27(**)	15	19	18	13(**)	23(**)	17
Celebrities	2(*)	4(*)	5(*)	1(*)	3(*)	3	3	3
Documentary	33	37	26(**)	35(**)	43(**)	34	36	35
History	21(**)	12(**)	7(**)	16(**)	23(**)	14	19	16
Religion	3(**)	6(**)	3(*)	4(*)	6(*)	4	5	4
Drama	16(**)	37(**)	28(*)	25(*)	28(*)	28	26	27
Action-Adventure	20(**)	11(**)	22(**)	17(**)	8(**)	15	16	15
Comedy	41(**)	28(**)	48(**)	33(**)	24(**)	37	31	34
Music	26(*)	33(*)	37(**)	26(**)	27(*)	30(*)	28(*)	29
Reality TV	7(**)	12(**)	16(**)	8(**)	6(**)	10	9	10
Science Fiction	21(**)	10(**)	16(*)	19(*)	9(*)	15	14	15
Arts	6(**)	11(**)	8	9	8	11(**)	6(**)	8
Romance	2(**)	8(**)	4	6	5	5	5	5
Crime	9(**)	16(**)	14	15	11	14	12	13
Science	11(**)	3(**)	4	8	7	7	6	6
Other	6	6	3	5	9	5	8	6

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q8/9   Which of the following things, if any, do you generally follow or keep up to date with?

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Trade union politics	23(**)	13(**)	17	19	16	19	15	17
What's number one in the charts	16	19	38(**)	15(**)	4(**)	19	17	18
Sports news	67(**)	34(**)	48	50	51	51	47	50
International politics	50(**)	31(**)	36	39	44	50(**)	28(**)	40
The latest celebrity gossip	14(**)	31(**)	38(**)	21(**)	13(**)	25	21	23
What's happening in Iraq	67(**)	60(**)	64(*)	58(*)	69(*)	65	61	63
Ups and downs of the UK economy	62(**)	48(**)	43(**)	57(**)	63(**)	61(**)	47(**)	55
Religious questions or debates	24	28	26	24	28	29(*)	22(*)	26
Information on health and nutrition	56(**)	76(**)	65	68	65	69(**)	62(**)	66
The latest fashion in clothes	13(**)	36(**)	38(**)	23(**)	16(**)	26	24	25
Local council politics/elections	42	43	32(**)	39(**)	56(**)	42	43	43
Events in Westminster	49(**)	29(**)	26(**)	37(**)	51(**)	44(**)	31(**)	39
Crime and policing	67	68	61(**)	65(**)	75(**)	68	66	67
Big Brother (or other major reality TV shows)	16(**)	25(**)	38(**)	19(**)	8(**)	22	19	21
Funding for local services	46	49	41(**)	48(**)	52(**)	50	45	48
Protecting the environment	69	71	58(**)	69(**)	80(**)	71	69	70
Poverty in developing countries	56	60	57(**)	52(**)	66(**)	59	57	58
Debates about Europe	55(**)	38(**)	43	45	49	52(**)	38(**)	46

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q10   Taking these things that matter to you, by this I the things you have just mentioned - how often do you tend to talk to others about these kinds of things?
(4 point scale from 1=never to 4=all the time)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
How often do you tend to talk to others about these kinds of things?	2.53	2.61	2.69(**)	2.54(**)	2.57(**)	2.66(**)	2.47(**)	2.57

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q11   Do the people you tend to talk to about these issues tend to be (percentage of respondents):

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
People at work	57(**)	45(**)	56(**)	69(**)	24(**)	56(**)	43(**)	50
Friends	83	87	88	83	85	86	84	85
Family	68(**)	76(**)	72	73	73	72	73	73
Other people	2	1	1	1	3	1	2	1

Base: N=960. (*)=significant at p<0.05; (**)=significant at p<0.01

Q12   To what extent do you agree or disagree with the following statements?
        (5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
People at work would expect you to know what's going on in the world (N=949)	3.44	3.31	3.22(*)	3.42(*)	3.47(*)	3.43	3.29	3.38
You follow the news to understand what's going on in the world (N=1012)	4.19	4.16	4.05(**)	4.15(**)	4.32(**)	4.21(*)	4.13(*)	4.17
You follow the news to know what other people are talking about (N=1015)	3.76	3.79	3.51(**)	3.78(**)	3.99(**)	3.72	3.84	3.77
Your friends would expect you to know what's going on in the world (N=1012)	3.66(**)	3.46(**)	3.24(**)	3.58(**)	3.80(**)	3.59	3.52	3.56
It's your duty to keep up with what's going on in the world (N=1015)	3.66	3.64	3.53(**)	3.57(**)	3.85(**)	3.74(*)	3.55(*)	3.65
There's no point in watching the news, because it deals with things you can do nothing about (N=1011)	2.22	2.24	2.10(**)	2.16(**)	2.42(**)	1.98(**)	2.54(**)	2.23
It's a regular part of your day to catch up with the news (N=1014)	3.98	3.95	3.73(**)	3.90(**)	4.23(**)	4.01(**)	3.91(**)	3.97
Politics has little connection with your life (N=1013)	2.83	2.97	2.75	2.89	3.04	2.78(*)	3.05(*)	2.90
You have a pretty good understanding of the main issues facing our country (N=1014)	4.07(**)	3.76(**)	3.59	3.91	4.15	3.93(**)	3.87(**)	3.91
It doesn't really matter which party is in power, in the end things go on pretty much the same (N=1007)	3.18	3.19	3.10	3.22	3.21	3.06(**)	3.34(**)	3.19
Sometimes politics seems so complicated that you can't really understand what's going on (N=1016)	3.08(**)	3.55(**)	3.49	3.28	3.23	3.10(**)	3.61(**)	3.32
You often feel that there's too much media, so you need to switch off (N=1012)	3.60	3.70	3.57(*)	3.57(*)	3.81(*)	3.58	3.74	3.65

(*)=significant at p<0.05; (**)=significant at p<0.01

Q13   To what extent do you agree or disagree with the following statements about the media? By media, we television, newspapers, radio, internet, etc
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
The things the media cover have little to do with your life (N=1007)	2.80	2.85	2.48	2.77	2.93	2.71(**)	2.96(**)	2.83
Different sources of news tend to give different accounts of what's going on (N=1005)	3.93	3.80	3.84	3.86	3.88	3.96(**)	3.74(**)	3.86
You trust the television to report the news fairly (N=1009)	3.50	3.62	3.43	3.54	3.69	3.47(*)	3.67(*)	3.56
You trust the press to report the news fairly (N=1010)	2.84	2.85	2.86	2.82	2.86	2.75(*)	2.97(*)	2.85
You trust the internet to report the news fairly (N=821)	3.15	3.08	3.14	3.12	3.07	3.09	3.16	3.12
You trust the media to cover the things that matter to you (N=1011)	3.51	3.49	3.38	3.57	3.51	3.45	3.55	3.50
You generally compare the news on different channels, newspapers or websites (N=1006)	3.48(**)	3.24(**)	3.24	3.34	3.47	3.34	3.37	3.35

(*)=significant at p<0.05; (**)=significant at p<0.01

Q14   Now thinking about politics, to what extent do you agree or disagree with the following statements?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
You feel that you can influence decisions in your area (N=1013)	2.84	2.78	2.76	2.87	2.78	2.87	2.84	2.81
You know where to go to find out information that you need (N=1011)	3.92	3.81	3.67(**)	3.90(**)	3.98(**)	3.91(**)	3.79(**)	3.86
People like us have no say in what the government does (N=1013)	3.19	3.32	3.0(*)	3.27(*)	3.41(*)	3.10(**)	3.45(**)	3.26
You trust politicians to tell the truth (N=1011)	2.22	2.22	2.16	2.24	2.24	2.18	2.26	2.22
You trust politicians to deal with the things that matter (N=1009)	2.92	2.91	2.89	2.90	2.95	2.87	2.97	2.92
You can affect things by getting involved in issues you care about (N=1006)	3.62	3.53	3.68	3.59	3.47	3.64	3.49	3.58
You trust the government to do what is right (N=1010)	2.87	2.93	2.94	2.91	2.84	2.80(*)	3.02(*)	2.90
Sometimes you feel strongly about an issue, but don't know what to do about it (N=1012)	3.65	3.72	3.67	3.65	3.75	3.60	3.80	3.69

Base: N=1017. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q15   Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Iraq conflict/ situation	16(**)	11(**)	12	12	15	15	11	13
Crime/ law and order/ policing/ anti-social behaviour	13	11	12	11	13	13	11	12
Hospitals/ NHS/ health	6	8	8	7	7	7	7	7
Election	5	5	6	6	4	6	4	5
Europe/ the Euro	7	3	4	6	5	7(**)	2(**)	5
Poverty	2(**)	7(**)	4	4	5	5	4	4
Education/ schools (inc tuition fees)	3(**)	6(**)	7(*)	5(*)	2(*)	4	4	4
Immigration/ asylum	5	3	4	5	4	4	4	4
Pensions/ benefits/ welfare state	2	4	1(**)	2(**)	6(**)	3	3	3
Taxes/ taxation	3	2	1	2	3	1(**)	3(**)	2
Environment issues	3	1	2	1	2	2	1	2
Housing issues	1	2	2	1	2	2	1	1
Economy/ cost of living/ mortgages/ interest rates/ (un)employment	2	1	2	1	0	1	1	1
Local issues	1	1	1	1	2	1	1	1
ID cards	1	0	0	1	1	0	1	1
Fuel prices	1	0	0	1	0	0	1	0
Michael Jackson	0	0	0	1	0	0	0	0
Other	13	11	11	15	11	11	13	12
No issue named	24(**)	32(**)	30	28	27	24(**)	34(**)	28

Base: N=1017. (*)=significant at p<0.05; (**)=significant at p<0.01

Q16   Would you describe this issue as (percentage of respondents):

		Gender		Age			SES		All
		Male	Female	18-34	35-54	55+	ABC1	C2DE	
	Local	12	11	11	12	12	10	13	12
	National, or	46	48	46	45	50	48	46	47
	International	41	36	39	41	35	39	36	38
	Don't know	2	5	5	2	3	3	4	3

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01

Q17   For that issue, where have you got your information about it from? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
TV news	67	64	68	63	66	67	62	65
Other TV	18	13	11	17	18	15	16	16
Radio	25	22	17(*)	27(*)	26(*)	27	20	24
National newspaper	55(**)	45(**)	48	49	52	54(*)	44(*)	50
Local newspaper	27	28	25	26	31	27	27	27
Magazine	8	7	6	8	7	9	5	7
Internet	26(**)	17(**)	35(**)	24(**)	7(**)	27(**)	14(**)	21
Personal experiences	24	21	23	20	25	22	22	22
Other people	24	24	24	24	25	26	22	24
University	0	2	2	1	0	1	1	1
Friends/family/leagues	3	5	4	5	3	3	5	4
Local goverment	4	3	3	4	3	3	3	3
Media	2	4	3	3	3	3	3	3
Church	1	1	0	1	1	1	0	1
Other	2	3	1	2	3	2	2	2
Don't know	2	4	3	3	3	2	5	3

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01

Q18　　And which of these sources was MOST useful in providing you with relevant information?

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
TV news	34	30	32	33	32	29	37	32
Other TV	1	3	1	2	3	1	3	2
Radio	5	4	1	6	6	5	4	5
National newspaper	17	16	13	16	19	19	13	16
Local newspaper	5	6	5	5	6	5	7	6
Magazine	2	2	2	2	2	2	2	2
Internet	10(*)	7(*)	17(**)	10(**)	1(**)	10	6	9
Personal experiences	11	10	12	9	12	12	10	11
Other people	5	8	7	6	7	8	5	7
Unions	0	1	0	0	1	0	1	1
Police	1	0	1	1	0	0	1	1
Friends/family/colleagues	1(*)	3(*)	3	3	1	2	2	2
Local goverment	2	2	2	1	2	2	1	2
The church	0	1	0	0	1	0	1	1
Other	1	2	1	2	2	1	2	2
Don't know	4	6	5	5	6	4	7	5

Base: N=789. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q19　　To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?
(5 point scale from 1=strongly disagree to 5=strongly agree)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2D2E	
To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?	3.49	3.39	3.37	3.48	3.45	3.40	3.51	3.44

Base: N=789. (*)=significant at $p<0.05$; (**)=significant at $p<0.01$

Q20   Still thinking about the issue you have just mentioned, have you done any of these things in relation to it? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Signed a petition	31	31	30	34	28	32	29	31
Contacted an MP,councillor, etc	21	22	15(*)	21(*)	28(*)	21	23	21
Gone to a localmeeting	21	18	18	21	19	21	18	19
Joined a local groupor organisation	10	9	8	10	11	10	10	10
A personal protest(e.g. boycotted product, worn a slogan,left a meeting)	12	11	12	12	10	13	8	11
Contributed to an online discussion	10	7	19(**)	5(**)	4(**)	9	8	9
Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text)	11(**)	5(**)	9	7	9	9	7	8
Contributed to/created a public message (e.g. website, newsletter, video, etc)	10	7	11	8	7	9	7	8
Joined a national interest or campaign group	8	6	10	7	5	7	6	7
Joined a political party	5	5	6	3	7	5	5	5
Gone on a public protest	7	6	8	7	5	8	5	7
Took part in a strike	6(**)	2(**)	4	4	3	3	4	4
Joined an international group (e.g. Amnesty, Greenpeace)	3	3	6	2	3	3	3	3
Contributed to them financially	1	2	1	1	1	1	1	1
Discussed with family/friends/leagues	1	1	0	1	2	1	1	1
Researched the topic	0	1	1	1	0	1	0	1
Other	0	1	0	1	0	1	1	1
None	44	46	42	46	47	45	46	45

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01

Q21   If not, why have you not taken any of these actions regarding the issue? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
No time	28(**)	19(**)	35(**)	26(**)	12(**)	26(*)	20(*)	23
Don't know anyone who has	4	9	8	6	7	7	6	7
It won't make a difference	25	21	23(**)	21(**)	26(**)	22(**)	24(**)	23
Not interested	7	8	4	8	9	7	8	7
Not that kind of person	11	7	2(**)	14(**)	8(**)	10	8	9
Other reason	30	35	33	26	40	33	31	33
Don't know	5	10	10	5	9	5	12	8

Base: N=351. (*)=significant at p<0.05; (**)=significant at p<0.01

Q22   Still on that issue, have you talked about it to other people? (percentage of respondents)

	Gender		Age			SES		All
	Male	Female	18-34	35-54	55+	ABC1	C2DE	
Not talked about it	10	8	6	11	9	8	10	9
People at work	57(**)	46(**)	64(**)	64(**)	25(**)	58(**)	41(**)	51(**)
Friends	78	77	83	76	76	80	74	78
Family	72	75	78	73	71	75	71	73
Other people	4	5	2	4	7	3	6	4
Don't know	1	2	1	1	2	1	3	2

Base: N=789. (*)=significant at p<0.05; (**)=significant at p<0.01