

## Global Media Survey 2000

### ***Which education, further training and information do journalists need?***

All over the world, journalists work on subjects such as «the environment», «the protection of nature», «sustainable development». In doing so, it is becoming more and more difficult to verify information or to put scientific, technical or economic data into the right context.

The needs of those working in the media regarding information are, to a great extent, not known, especially as they differ considerably from country to country.

Which type of education or which training could facilitate and improve journalists' work?

In order to get to know these needs (better), we, Louise Gouverne and Michael Schweres, journalists and managing directors of the International Federation of Environment Journalists IFEJ, have elaborated this study.

The media survey, essentially a multiple choice questionnaire about your professional surroundings, constitutes the start and the first stage of a more far-reaching project: In cooperation with various organizations, we wish to offer education and further training for journalists in different regions of the world which takes the real needs of our colleagues into account.

The questionnaire – it will be available online until the end of September - contains 22 questions on 5 screen pages. (some details are voluntary\*)

You need approximately 20 minutes to answer all the questions. We ask you to do this carefully so that the evaluation of the data, which will be carried out by the Munich sociologist Dr Frithjof Zerger, reflects your situation and your needs as exactly as possible.

A preliminary analysis will be presented at the 8<sup>th</sup> International Environment Journalists' Congress from 13<sup>th</sup> to 19<sup>th</sup> November in Cairo, Egypt.

You are of course entitled to verify, modify, correct or delete your personal data, as provided by Article 34 of the French data protection Act (article 34 de la loi «informatique et libertés» adoptée le 6 janvier 1978 en France).

**To make use of this entitlement or to send us your comments and questions, please contact:**

**L. Gouverne und M. Schweres, «bureau de journalistes», Grande rue, 26400 Beaufort-sur-Gervanne, France. E-mail: [enquete2000@comlink.org](mailto:enquete2000@comlink.org)**

If you do not wish to answer the survey online, you can save the questionnaires as PDF files on your computer or print them out directly and send them to our office.

The address is:

**L. Gouverne and M. Schweres,  
«bureau de journalistes»,  
Grande rue,  
26400 Beaufort-sur-Gervanne, France.**

## Question Catalogue Media Survey 2000

### Part 1 – personalised

1 Forename \_\_\_\_\_  
2 Surname \_\_\_\_\_  
3 Date of birth \_\_\_\_\_  
4 Nationality \_\_\_\_\_  
5 Sex  M \_\_\_  F  
6 Address \_\_\_\_\_  
7 Street \_\_\_\_\_  
8 Postcode \_\_\_\_\_  
9 Town \_\_\_\_\_  
10 Country \_\_\_\_\_  
11 E-mail \_\_\_\_\_  
12 Telephone \_\_\_\_\_  
13 Fax \_\_\_\_\_  
14 ISDN/Leo/or other \_\_\_\_\_

My address can be included in the journalists address book  yes  no

#### 01 - Occupation in the last 2 years (several answers possible)

Occupation	Full-time	Part-time	Freelance	Employed
Journalist				
Print media				
TV/Film				
Radio				
Multimedia/Web				
Author				
Publisher				
Teacher				
Scientist				
Press officer				
Other				

If other, please specify:

\_\_\_\_\_  
\_\_\_\_\_

**Part 2 – anonymous**

**02 - What is your highest general qualification in education?**

- School-leaving certificate (A'Levels)
- Technical college diploma
- University degree
- ther qualification

**03 - Are you a trained journalist? Yes, with the following**

- Practical training
- Journalists' school
- University
- I am still in education
- No, I have no specialist journalistic education

**04 - Do you have contact with journalist colleagues? (several answers possible)**

- yes, regionally
- yes, nationally
- yes, internationally
- no contact

**05 - Are you a member of a national journalists' organization?**

- yes
- no

if so, which one: \_\_\_\_\_

**06 - Are you a member of an international journalists' organization?**

- yes
- no

if so, which one: \_\_\_\_\_

**07 - What subjects are reported on a) in detail and b) frequently in your country?**

Subject	In detail	Average	Barely sufficiently	Frequently	Occasionally	Rarely
Environment policy						
Pollution of the environment						
Environmental crimes						
Environment and industry						
Environment and health						
Environment and development						
Transport and mobility						
Global population problems						
Labour mobility						
Genetic engineering / Biotechnology						
Biodiversity						
Agriculture						
Climate						
Energy						

**08 - On which subjects and in which departments do you work in your everyday life as a journalist?**

Subject	In detail	Average	Barely sufficiently	Frequently	Occasionally	Rarely
Environment policy						
Pollution of the environment						
Environmental crimes						
Environment and industry						
Environment and health						
Environment and development						
Transport and mobility						
Global population problems						
Labour mobility						
Genetic engineering / Biotechnology						
Biodiversity						
Agriculture						
Climate						
Energy						

**09 - How important are the following sources of information for your work? 1 = completely unimportant, 5 = very important (several answers possible)**

	1	2	3	4	5
Personal contacts					
Press agencies					
Media such as newspapers, radio, TV					
Specialist literature					
Conferences and congresses					
Online research					
Press releases					

**10 - Which sources of information do you trust most?**

1=no trust whatsoever , 5= very deep trust

	no trust whatsoever	2	3	4	5	very deep trust
Personal research						
Media						
Science						
NGOs						
Nat. organisms						
Intl. organisms						
Private industry						
Politics						

**11 - Do you have free access to all sources of information you want to use?**

- Yes
- No

**12 - Are you exposed to pressure or repression in your job?**

- Yes
- No

**13 - Do enough possibilities of further training and enough offers exist in your occupational field?**

- Yes
- No

**If so, on which subjects?**

Environment policy	
Pollution of the environment	
Environmental crimes	
Environment and industry	
Environment and health	
Environment and development	
Transport and mobility	
Global population problems	
Labour mobility	
Genetic engineering / Biotechnology	
Biodiversity	
Agriculture	
Climate	
Energy	

If other subjects, please name them \_\_\_\_\_  
 \_\_\_\_\_

**14 - How many further training events do you participate in per year?**

- 3 and more
- 2
- 1
- seldom take part in further training events
- never take part in further training events

**If so, on what subjects?**

Environment policy	
Pollution of the environment	
Environmental crimes	
Environment and industry	
Environment and health	
Environment and development	
Transport and mobility	
Global population problems	
Labour mobility	
Genetic engineering / Biotechnology	
Biodiversity	
Agriculture	

Climate

Energy

If other subjects, please name them \_\_\_\_\_

**15 - On what subjects do you need or wish to have further training or information - Several answers possible**

- Journalistic work techniques
- Style/creative writing
- Radio journalism
- TV journalismus
- Photography/digital picture editing
- Environmental and sustained development
- Pollution of the environment (generally)
- Nat. and intl. environmental law
- Intl. environment agreements/conferences und minutes
- Biodiversity
- Health
- Agriculture
- Mobility and traffic
- Population and migration
- Environment and war
- Climate

Other: \_\_\_\_\_

**16- How much time can or could you spend on further training?**

- a few hours per month
- one weekend
- one week
- one month or more

**17 - Who normally bears the costs of the further training?**

- My employer bears the entire costs
- My employer bears the large part of the costs, I bear the rest
- We share the costs fifty-fifty
- I bear the large part of the costs, my employer bears the rest
- I bear the costs alone
- Another organization bears the costs
- Hardly any/ no costs are incurred

**18 - Which speakers would you like to hear at a further training event? Scale 1= not at all 5= very much**

	1	2	3	4	5
journalist colleagues					
independent scientists and experts					
politicians					
representatives of NGOs					
representatives from economics and industry					
representatives of international organizations					

**19 - Wich type of further training and of training media do you prefer? Maximum 3 ticks**

- multi media kit for self-study
- training sessions and seminars on specific subjects
- scientific study trips
- via Web and correspondence course
- journalists' manuals
- regular training chats

Other: \_\_\_\_\_

**20 - Should the further training preferably take place in your home country or abroad?**

- home country
- abroad

**21 - Can you envisage making an active contribution to such a further training event e.g. as a speaker, in the organization etc.**

?

- yes
- no

if so, in which field

\_\_\_\_\_

\_\_\_\_\_

**22 Comments/notes/criticism/...**