

Research Manual “MDM edition 2020”

This manual should enable country teams to conduct their national research efficiently and effectively.

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Our project has a **website**: www.euromediagroup.org/mdm Currently, you find the results of the 2011 research online, and a section called “**Forum**”, in which you are supposed to register with your e-mail. We will update the website with the country teams of the “MDM edition 2020”. Later, we will display also our findings 2020.

The MDM 2020 is **indicator-based**. Each indicator requires some empirical evidence, gathered from various sources. National teams should write between two paragraphs and 2 pages for each indicator (one page = 400 words), preceded by a short summary for each indicator (max. 4 lines). Furthermore, teams should assign (provisional) credits to each indicator.

While some indicators require collecting existing data (secondary research), other indicators require interviewing selected persons.

Each country chapter should start with a short description of the **media landscape**. Those countries, participating in the MDM for the first time, are invited to write up to two pages introducing the main news actors (ownership structure), the political and economic framework and the interplay between different news media sectors (television, radio, generic online media, newspaper, magazines, others)

All other country teams are invited to revise the text from 2011 and focus on reporting relevant changes over the last ten year. Most likely, some information about the development and role of the so called “social media” needs to be added.

In any case, please make reference to existing studies and reports, including

- V-Dem – Varieties of Democracy Project. <https://www.v-dem.net/en/> 2018
 - V-Dem Expr: Freedom of Expression index (ranking)
 - V-Dem Dmc: Liberal Democracy Index (ranking)
- Digital Media: Open Society Foundation: Mapping Digital Media <https://www.opensocietyfoundations.org/projects/mapping-digital-media>
- MPM: Media pluralism monitor <http://cmpf.eui.eu/media-pluralism-monitor/mpm-2017-2/>
The Monitor also includes variables concerning gender inequalities under the dimension ‘social inclusiveness’: Access to media for women
- DNR: Digital News Report (Reuters Institute, Oxford) <http://www.digitalnewsreport.org/> 2018
- WJS: Worlds of Journalism Study <http://www.worldsofjournalism.org/country-reports/> (2016)
- RSF Reporters without Frontiers: World Press Freedom Index <https://rsf.org/en/ranking> (2018)
- European Journalism Centre (EJC): Media Landscapes <https://medialandscapes.org/>
- European Institute for Gender Studies <http://eige.europa.eu/sites/default/files/documents/MH3113742ENC-Women-and-Media-Report-EIGE.pdf> Country summary reports available at: <https://eige.europa.eu/beijing-platform-for-action> (Area J) All country relevant data and publications can be accessed from this page: <https://eige.europa.eu/countries>

- GMMP 2015 The 2015 has involved 114 countries. Country reports available at: <http://whomakesthenews.org/gmmp/gmmp-reports>
- IWMF 2011 Global Report on the Status of Women in the News Media <https://www.iwmf.org/wp-content/uploads/2018/06/IWMF-Global-Report.pdf>
- Advancing Gender Equality in Media Industries (AGEMI) <https://www.agemi-eu.org/mod/page/view.php?id=3>

If important sources are missing in this list, please report on our intranet (“Forum” on the website).

What is “news”? For the purpose of the MDM 2020 we consider news as information and opinion on politics, current affairs, economics, culture etc. We **exclude** news on sports, weather, celebrity etc.

Following this media landscape introduction, the sample of “**leading news media**” should be introduced and briefly justified. “Leading news media” are those, the national research team considered *most influential* in their respective field. *Influence* is defined as either politically and economically powerful, or popular in terms of reach, or both. When selecting these “leading news media”, be considerate to include media outlets of different ownership (groups), different media sectors, different (political) orientation and national as well as regional news media. In case bloggers are *highly influential*, please include them in the sample of “leading news media”.

The number of “leading news media” is not fixed. In the 2011 edition, the smallest number was 6, and the highest number was 13 “leading news media” per country (average: 7.7).

Indicators are theory-based and their justification can be obtained from chapter 1 of the previous book (*Why Democracy Needs Media Monitoring*, 2011, p. 11-27). This chapter will be updated for the new edition. Indicators can – and should be – discussed critically. In this normative research approach, indicators are chosen and defined to display how leading news media support or damage democracy.

In order to provide a maximum of longitudinal comparison, indicators are only carefully modified. However, some new indicator have been added to reflect upon the role news media play in times of misinformation and fake news, as well as to strengthen gender (in)equality (which has been virtually missing in the MDM 2011).

Empirically, each indicator needs a specific approach, as suggested below. In most cases, existing data from national sources will provide for the required information. Some indicators need primary research by doing interviews with editors, journalists / bloggers, and representatives of journalists’ unions. National teams choose the most appropriate interview partners. **Interview guidelines** are suggested in a separate document.

Each indicator requires the assignment of **credits** (from 0 to 3). This is tricky and requires a joint standard. In order to arrive at a joint grading system, all country teams should discuss and allocate provisional credits. The ultimate grades are subject to face-to-face discussions at the final workshop, where ideally one person from each country team participates (in April/May 2020, preferably a Thursday/Friday in Salzburg, Austria). The following description of each indicator should facilitate the provisional grading.

General rules for grading are as follows:

- 3 credits: all or almost all requirements are fulfilled
- 2 credits: the clear majority of criteria or the most important criteria are met
- 1 credit: indicates poor fulfilment, but at least some criteria are met
- 0 credit: the requirements do not apply at all or all major criteria are not met

Please note: The purpose of this study is not horse-race competition between countries, but rather qualitative comparison of the performance of leading news media over time.

Indicators are listed in the order of the 2011 book and per dimension. *Structural* indicator refers to indicators concerning the national media landscape, while *performance* indicators refer to the leading news media under scrutiny.

Countries which participated in the 2011 MDM edition are invited to briefly comment on the development over the last decade for each indicator. If the credits attributed have changed, please explain the reasons.

Format, style and citation: Please use APA style 6.0. Avoid footnotes.

Findings and results will be published as open access book publication, as well as on the website of the Euromedia Research Group. Country teams are free to use the data (and their chapters) for their own research and publication purpose. Joint publications in scientific journals are welcome.

In our 2020 meeting in Salzburg we might decide to identify **common challenges, pattern, problems and trends** in our country sample, and we might decide to concentrate our book publication on these issues across countries, rather than discussing all indicators for all countries. This would make the book more readable and interesting. Full country and indicator information would be on display in our website.

Dimension: Freedom / Information

(F1) Geographic distribution of news media availability		1
Question	Are the relevant news media available to all citizens? Is there a regional divide?	
Requirement	The higher the level of distribution and availability, the more democratic freedom and the higher the potential that democracy will be promoted.	
Credits	3 news media are widely available all over the country 2 some parts of the country are not served by local/regional news media 1 large and important parts of the country are not served by local/regional news media 0 news media are available to the urban population only	
Criteria	<ul style="list-style-type: none"> - coverage of all areas / nationwide access - strong radio or television signals via cable, satellite, terrestrial networks - access to online media without restrictions (extended broadband coverage) - use of multiplatform delivery systems (e.g., making radio and TV available online) - ... 	
Data sources	statistics; reports; ...	

Structural indicator **F1 – geographic distribution of news media availability** – refers to each specific country and its media landscape. According to this feature, freedom is better guaranteed if the relevant news media are available to all citizens and are widely used by them. It concerns the geographic distribution of news media and seeks a media landscape that is characterized by high levels of public access, including marginalized groups, and by the possibility of efficient use of technology to gather and distribute news and information. News media should therefore be widely available and regional divides should not exist. This implies a high degree of technical reach and unrestricted access to news media so that a full supply of all types of news media can be guaranteed. Geographic distribution as an indicator of freedom should not be underrated. It has always been a key principle of media structure, closely connected with social structure: “Differences of geography may also coincide with ethnic, religious or language differences within the national society” (McQuail, 1992, p. 115).

(F2) Patterns of news media use (consumption of news)		2
Question	How well do news media in general reach the population? (different news outlets such as newspapers, television news, radio news, generic online-media, etc.)? What is the reach of the main news broadcasts?	
Requirement	The more the news media are used, the more democratic freedom and the higher the potential that democracy is promoted. Distinguish whole population from younger population (approx. 12-25 years old)	
Credits	3 entire population young and old watches/reads/listens/uses news regularly 2 A considerable majority of the population is reached by news media, some gaps between young/old 1 news media reach elites, rather than the whole population, considerable gaps between young/old 0 news is of minor importance compared to entertainment, etc.	

Criteria	<ul style="list-style-type: none"> - reach of main news broadcasts (evening news) - reach and circulation of quality newspapers - reach of radio news - reach of news-oriented online media - reach among different social segments of the population - ...
Data sources	Digital News Report (various years) by Reuters Institute (if available); national statistics; audience research; public opinion surveys

Structural Indicator **F2 – patterns of news media use** – relates to the reach of the primarily used news media. Discuss, to what extent the news media manage to reach their audience. If possible, show trends over time. This indicator focuses on the daily share of newspapers, television, radio, and generic online media use. It shows to what extent and which news reaches what groups of citizens and which media therefore have a potentially stronger influence on public opinion.

The *Reuters Digital News Report* (DNR) provides a solid data base for this indicator and should be used if the country is part of the DNR. Otherwise, national sources should be used.

Three credits (3) should be awarded if data show that really more or less all people (exclude children here) are regularly reached by news. Given some recent trends in audience research, this has become more unlikely in recent years in some countries, with the number of “news avoiders” increasing.

(F3) Diversity of news sources		3
Question	How diverse are the sources used by the leading news media?	
Requirement	The more diverse the sources used by the leading news media are, the better democracy will be promoted.	
Credits	3 large variety of sources, no dominant sources, freedom to investigate 2 restricted variety of sources, some dominant, fair amount of investigation 1 sources are uniform, but some investigation is done by journalists 0 leading news media depend on one source (e.g., national news agency), little to no own journalistic investigation	
Criteria	<ul style="list-style-type: none"> - dominance of the national news agency - presence and relevance of other news agencies - research findings on the use of PR material by the media - number of own national and foreign correspondents - content syndication (do leading news media supply one another with relevant news sections, such as foreign news?) - relation between elite and non-elite sources - selection (or omission) of sources on political grounds - selection (or omission) of sources to news-making that reflect societal diversity in terms of gender, age, ethnic origin - resources for journalistic investigation - ... 	
Data sources	Interviews with newsroom journalists, external research findings	

The performance indicator **F3 – diversity of news sources** – refers to selected news media and focuses on the status of editorial and journalistic autonomy within media organizations. In this respect, working free from any interference is a basic principle of media in democracies. It calls for the preservation of some degree of independence from internal and external influences or pressures. This indicator also assumes that the selection and composition of news needs to be executed according to professional rules and through use of a plurality of sources, and that the news combines results from in-depth interviews with the selected media sample and external research findings to reveal the diversity of news sources used in the news media. The indicator assumes that the use of different news sources better promotes democracy, as it ensures the validation of facts and a plurality of standpoints. First, this implies a (large) variety of news agencies and no dominance of just one national or international agency in the newsroom. Furthermore, a diversity of news sources implies the use of non-elite sources (e.g., political blogs), the rejection of PR material, and the employment of national as well as foreign correspondents. The selection or omission of relevant news sources for political or ideological reasons reduces the degree of diversity, as it indicates the partisanship of news media. Furthermore, it is asked whether the media cooperate and build up a content syndication and supply each other with certain news sections, such as foreign news.

(F4) Internal rules for practice of newsroom democracy		4
Question	To what extent do newsroom journalists practice internal democracy?	
Requirement	If effective rules aiming at internal democratic practices exist, it is more likely that democratic freedom will be guaranteed and thus that democracy will be promoted.	
Credits	3 democratic practices in the newsrooms are implemented and respected 2 journalists have a strong say on internal decisions, e.g. by veto rights 1 journalists are heard and participate in decision making, but cannot decide 0 decisions in the newsroom are taken top-down and do not involve journalists	
Criteria	<ul style="list-style-type: none"> - newsroom journalists have a formal / equal say in how to portray and frame political issues - newsroom journalists have to arrive at a consensus on how to frame political issues - newsrooms have clear editorial guidelines aiming at impartiality, with sanctions attached - existence of a newsroom council - internal rules for electing/appointing editor-in-chief, other positions, etc. - journalists chose their editor-in-chief - existence of internal rules to support and promote women journalists careers and their access to managerial positions; - existence and implementation of a system of monitoring and evaluation of the presence and participation of women in decision-making at all levels - ... 	
Data sources	Interviews	

Performance indicator **F4 – internal rules for practice of newsroom democracy** – concerns the principle of checks and balances within newsrooms, which is essential to democracy and describes, in particular, the idea of newsroom democracy and conditions of freedom for the editorial staff (Christians et al., 2009, p. 92; 96). It looks for organizational structures that guarantee the independence of the individual member of the editorial staff and thus the promotion of responsible and responsive journalism (objective reporting). If actual rules aiming at internal democratic practices exist, it is more likely that democratic freedom will be guaranteed and democracy

promoted. The indicator seeks to ascertain whether any formal procedures (or strict rules) have been established to ensure journalists' participation in decision-making. There can be different ways to ensure the internal freedom of the press as well as the involvement of journalists in the management of information and in important decisions at the heart of a media organization, such as the existence of a newsroom council, internal rules of electing or appointing the editor-in-chief.

(F5) Company rules against <i>internal</i> influence on newsroom/ editorial staff		5
Question	What is the degree of independence of the newsroom from the owners / management / advertising sales department? Are there rules on the separation of the newsroom from owners / management / advertising sales department? Are these rules implemented?	
Requirement	The more journalists decide independently on editorial matters, the more democratic freedom is exercised and the higher the potential that democracy will be promoted.	
Credits	3 newsroom journalists enjoy full independence on editorial decisions 2 management, sales department and newsrooms are separated most of the time 1 management and sales department meet newsroom staff regularly 0 journalists have to execute management decisions, including those from the advertising sales department	
Criteria	<ul style="list-style-type: none"> - formal rules to separate newsrooms from management, including the board, in both private and public service media - Are such rules actually effective in daily practice? - representation of journalists in management - representation of journalists on the board - presence/absence of advertising sales department in newsroom meetings - Is editor-in-chief or publisher the formal leader of newsroom work? - in case of public service media: <ul style="list-style-type: none"> - Does the public service remit provide for independence from the state/ government? - Is the selection procedure for the editor(s)-in-chief of public service media independent from the government? - ... 	
Data sources	interviews	

Performance indicator **F5 – company rules against *internal* influence on newsroom** – relates to the degree of interference by the management and other internal supervisors in editorial decisions. It assumes that democratic freedom is greater when journalists can decide independently on editorial matters: “Owners of media operations may exert influence over content and distribution in a variety of ways [...], although this may be rare in large corporations” (McAllister & Proffitt, 2009, p. 331). The question certainly does not arise in the same way when government has legitimate control over the media (as in most European public broadcasting systems) and sets legal limits on freedom (McQuail, 1992, p. 117). In order to secure the independence of newsrooms and journalists against the management or sales department, however, some internal rules are useful. An important rule, for instance, is that the newsroom and management must be clearly separated. This prevents internal manipulation and influence as well as involving the newsroom in advertising relationships.

(F6) Company rules against external influence on newsroom / editorial staff		6
Question	What is the degree of interference by external parties (in particular advertisers and sponsors)? Do news media receive revenue from a multitude of sources?	
Requirement	The higher the diversity of revenue streams, the more democratic freedom is exercised and the higher the potential that democracy will be promoted.	
Credits	3 no single large advertiser, no effective commercial influence 2 some large advertisers, but newsrooms are not affected by them 1 newsrooms depend on a few large advertisers or sponsors 0 strong dependence on large advertisers/sponsors	
Criteria	in the case of mixed financed media companies: <ul style="list-style-type: none"> - multitude of income streams (sales, advertising, license fee, others) - multitude of advertisers, each having only a minor share of the total - sponsoring agreements with influence on content (such as “infomercials”, etc.) in case of single revenue financed media companies (e.g., some public service media): <ul style="list-style-type: none"> - formal rules and practice of distance between revenue source (e.g., State/Government, license fees) and news media - Are public service media financed over a short/long period? Can financial provision be changed from one year to the next? - interventions by shareholders / politicians in newsrooms - ... 	
Data sources	Interviews, data from leading news media	

In general, any interference from external parties in the media is regarded as a negative factor for media freedom. Performance indicator **F6 – company rules against external influence on newsroom** – concerns the degree of interference by external parties in editorial decisions. This refers to pressure in the operating environment of the media, in particular from single advertisers and other sponsors. Commercial conflicts should not interfere with reporting. In practice, however, media often rely on several sources of income – a condition that conventional wisdom holds to be better for freedom. Particularly in the case of newspapers, the more financial resources originating from a third party (e.g., government, a single large advertiser or sponsor), the less plausible is the claim of full independence. In the case of commercial media, this indicator requires some investigation on large and small advertisers as well as the balance between them.

(F7) Procedures on news selection and news processing		7
Question	What rules are implemented and practiced in the leading news media regarding the selection and in-house processing of news items?	
Requirement	The more internal debate about news values (selection criteria) and the choice of news that occurs, the more democratic freedom is exercised and the higher the potential that democracy will be promoted.	
Credits	3 formal rules on how to select and process news exist and are practiced day-to-day 2 internal debate on news stuff is practiced more than once every day and is part of journalistic routines 1 internal debate is limited to the daily news conference 0 news selection and processing are done by the individual journalist based on his/her own preference	

Criteria	<ul style="list-style-type: none"> - stylebook available on news selection - in-house training for new journalists on the job - defined stages for any news item before it is published/aired/put online - critical review of news originating in “social media” as a general routine procedure in newsrooms - newsroom discussions on how reporting of equality/inequality and diversity issues should be made, including the use of diversity and gender-fair headlines, pictures, and language - ...
Data sources	Interviews

Performance indicator **F7 – procedures on news selection and news processing** – refers to formal rules on how to select and process news. It asks for routines and guidelines for news production: Is a stylebook on news selection available and being used? Do new journalists receive training in news values or selection criteria, what procedures precede publication? Democracy in the newsroom is better established if there is a regular internal debate on the selection and processing of news, because this may ensure both control and impartiality. Formal rules on the selection guarantee a high degree of professionalism.

(F8 NEW) Rules and practices on internal gender equality		8
Question	To what extent media outlets acknowledge and address challenges to gender equality in their own operation and internal functioning?	
Requirement	Institutional commitment to gender-responsive practices in media organizations in relation to working conditions, career progress and access to decision-making position is a sign of media companies’ democratic orientation.	
Credits	<ul style="list-style-type: none"> 3 employment conditions are equal between men and women 2 some inequalities remain but the organization has undertaken efforts to eliminate them, and has already succeeded so some respect. 1 Inequalities exist and remain. The organization slowly moves towards eliminating them. 0 substantial differences exist with regard to payment, career/promotion, recruitment etc. between men and women 	
Criteria	<ul style="list-style-type: none"> - equal conditions of employment and benefits for women and men, including equal pay for equal work, equal and transparent recruitment practices - existence of internal rules, recommendations, codes or guidelines in media organizations to support and promote women journalists in their careers and to access managerial positions (in particular general gender equality policies, maternal and paternal leaves, policies to support women getting their job back after maternity)? - existence of mechanisms in place to remove obstacles to equal opportunities such as gender equality advisor or department, devoted training activities, offer of child care? - existence of female journalists associations that monitor media’s commitment to gender equality and promote good practices? - existence of national provisions/legal framework regarding gender equality in the media work places - ... 	
Data source	Interviews + Gender-related reports and studies	

Performance indicator **F8 (new) – Rules and practices on internal gender equality** – concerns the principle of equality within newsrooms and the entire media organization, which is essential to democracy and describes, in particular, the equality of pay, equal career opportunities for female

staff. If women are supported by specific activities by the media organization, freedom and democracy are served better.

(F9 NEW) Gender equality in media content		9
Question	To what extent media outlets acknowledge and address challenges to gender equalities in media content and promote free expression and inclusion of diverse voices?	
Requirement	Gender parity and awareness across editorial content of the news and current affairs are crucial to make media reflect the plurality of voices in society, thus fostering women's freedom to express their diverse knowledges and experiences and contributing to societal democratic development.	
Credits	3 gender equality in reporting is codified and fully respected in daily routines 2 such codified rules are in place but little efforts is made to respect them 1 no codified rules are in place but there is informal consensus to report in gender sensitive ways and most journalists respect this 0 there are no specific rules on gender equality in reporting in place, and each journalist decided whether or not gender equality is respected in reporting	
Criteria	<ul style="list-style-type: none"> - commitment to selection of sources to news-making that reflect societal diversity in terms of gender, age, ethnic origin - explicit efforts are made, and mechanisms are in place, to monitor and guarantee gender balance in the news subjects (balanced numbers of women and men in the news) (ex. monitoring and sex disaggregated analysis of news and current affairs content) - existence of internal rules/recommendations/codes/guidelines regarding the promotion of gender equality in media content - newsroom commitment to cover gender equality/inequality and diversity issues - newsroom discussions on how reporting of such issues should be made, including the use of gender-fair headlines, pictures, and language - existence of internal rules/recommendations/codes/guidelines to produce gender-sensitive coverage of gender-based violence - existence of women's alternative media, offline and online - existence of national legal frameworks concerning gender fair and relevant media content (ex. media policies including gender equality goals or gender equality strategies including reference to media responsibilities) - ... 	
Data source	Interviews + gender-related reports and studies	

Performance indicator **F9 (new) – gender equality in media content** – refers to the level of gender equalities in media content and the promoting of free expression and inclusion of diverse voices in reporting. Democracy is served better in cases where gender sensitivity in reporting is fully respected and if journalists have to respect this requirement.

(F10 NEW) Misinformation and digital platforms (alias social media)		10
Question	How do leading news media protect and defend their content against misinformation delivered through digital platforms and social media?	
Requirement	The more sophisticated mechanisms and measures are in place to identify and prevent misinformation originating in digital platforms from being published, the better democracy is served.	

Credits	<ul style="list-style-type: none"> 3 control by specially trained experts is in place, using also algorithm based tools 2 information from doubtful platform sources must undergo specific checks 1 regular internal meetings to discuss potential misinformation 0 single journalists decide on their own when including content originating from digital platforms
Criteria	<ul style="list-style-type: none"> - specific rules apply and checks are implemented, additional care is taken in newsrooms if the source of news are digital platforms - Algorithmic tools or other machine-based instruments are provided and in use - Training on how to distinguish facts from misinformation is provided on a regular basis - ...
Data sources	Interviews with newsroom journalists

This performance indicator **F10 – misinformation and digital platforms (alias social media)** – is new in the 2020 edition and addresses the problem of doubtful sources of news. The internet as important source of news (blogs, social media, platforms) contains the danger of spreading misinformation and providing them legitimacy. Newsrooms are therefore requested to exercise particular practices to identify misinformation and to avoid spreading fake news. Democracy is served well if specially trained staff is available to check doubtful news, discuss them internally before distributing it. This can be done in-house or by professional fact checkers, with and without algorithm based tools. The more sophisticated misinformation becomes, the more important is the fact-checking mission for leading news media.

(F11 NEW) Protection of journalists against (online) harassment		11
Question	How do leading news media support and protect their journalists in case of harassment, in particular online?	
Requirement	Democracy is better served if journalists can work free from threats and harassment. Leading news media are therefore required to establish mechanisms to support and protect their news journalists from harassment and threats for instance by providing them shelter, hiring security personnel etc.	
Credits	<ul style="list-style-type: none"> 3 leading news media provide full and unlimited legal and other forms of support for their journalists in case of harassment, shit storms, insults etc. 2 journalists can rely on their employers in such cases, but cost or other reasons sometimes compromise the assistance provided by news media organizations. 1 leading news media normally provide assistance, but there are repeated cases where support and protection did not work out / was strictly limited. 0 journalists work on their own risk in this respect and news media do not provide any support. 	
Criteria	<ul style="list-style-type: none"> - relevant provisions in work contracts - (recent) cases that demonstrate the degree to which leading news media provide support - specialized legal services at hand provided by news organizations - specific provisions (code of conduct, ethical code, guidelines) addressing instances of gender-based harassment so as to protect and support particularly women professionals targeted online - ... 	
Data sources	Interviews with newsroom journalists/ editors-in-chief; reports in trade press; cases in recent years	

This performance indicator **F11 – protection of journalists against (online) harassment** – refers to the increasing number of cases where journalist are threatened or harassed by other people for their reporting. Repeatedly, journalists (often female) were reported of becoming targets of shitstorms, cyberstalking, verbal or even physical attacks and harassments. Such action is intended to intimidate journalists and prevent them from investigative reporting. Democracy suffers from such assaults on journalistic freedom and requires strong and determined replies. While we assume that penal law legislation is in place to protect all citizens (including journalists) from harassment, this indicator refers to action taken by leading news media to support their journalists in case of such events and how they defend them. Please include (recent) cases in your report, and describe how far such support actually went.

Dimension: Equality / Interest Mediation

(E1) Media ownership concentration: national level		12
Question	What is the degree of ownership concentration at the national level?	
Requirement	The lower the national ownership concentration, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 low concentration ratio (CR3 lower than 0,40) and more than two competitors for all news media sectors (TV, radio, newspaper, generic online media) 2 moderate concentration ratio, some market dominance by large companies. CR3 is between 0,40 and 0,70 1 competition is weak, most media sectors are controlled by one company. CR3 is higher than 0,70 0 private monopoly at the national level	
Criteria	<ul style="list-style-type: none"> - plurality of ownership at national level - transparency of ownership - if there is a monopoly: Is it publicly controlled? Is it state-owned? - Does one company control more than one medium (also across sectors)? - ... 	
Data sources	Statistics (data, calculate the market share CR3 of all media in the country) Concentration ratio (CR n) is the combined market share of the n largest firms in the news media market divided by 100.	

(E2) Media ownership concentration regional (local) level		13
Question	What is the degree of ownership concentration at the regional (local) level?	
Requirement	The lower the regional (local) ownership concentration, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 more than two competitors in all relevant regions for all news media sectors (newspapers, TV, radio, etc.) 2 most relevant regions are addressed by more than two media companies 1 only few relevant regions are addressed by more than two media companies 0 full news control by just one private media company in all relevant regions (integrated media companies: newspaper, local TV, radio, online)	

Criteria	<ul style="list-style-type: none"> - plurality of ownership in the regions - transparency of ownership - if there is a monopoly: Is it publicly controlled? Is it state-owned? - ...
Date sources	Statistics (only for large regions in large countries: calculate the market share CR3 of main regions in the country; similar to indicator E1)

The structural indicators E1 and E2 refer to the country and its entire media landscape. According to this feature, equality is better guaranteed if there are large numbers of different media outlets (quantitative external diversity). Ownership structure and diversity are accordingly regarded as important elements. Moreover, news should reach the citizen by means of different formats. Finally, there is a greater chance of achieving equality if the mass media are employed by minority groups (alternative media, third sector) and if the dominant mass media report on a regular basis about minority claims.

Claims concerning the threats of ownership concentration for democratic media have been discussed widely among scholars. Arguing from different angles, a high level of media concentration is considered detrimental to media market competition, the diversity of opinions and the representation of different groups in society. According to Doyle (2002), media ownership concentration is highly relevant to democracy, as it may result in the “abuse of political power by media owners or the under-representation of some significant viewpoints. (...) Concentrations of media ownership narrow the range of voices that predominate in the media and consequently pose a threat to the interest of society” (Doyle, 2002, p. 6). Furthermore, Doyle argues that media ownership can lead to overrepresentation of certain political opinions that may create power imbalances, entailing risks for democracy and social coherence (ibid. p. 26). Baker argued that ownership concentration must be seen as contrary to the fundamental ideas of democracy. To him, the egalitarian principle of one man, one vote is not adequately reflected in media ownership concentration. “Dispersal of media power, like dispersal of voting power, is simply an egalitarian attribute of a system claiming to be democratic” (2007, p. 14). Therefore, “(...) concentrated media ownership creates the possibility of an individual decision maker exercising enormous, unequal and hence undemocratic, largely unchecked, potentially irresponsible power” (ibid. p. 16). McChesney concludes that ownership concentration accentuates hyper-commercialism and journalism denigration. He simply calls concentration “a poison pill for democracy” (2008, p. 427). For all these reasons, it is important to examine thoroughly the level of ownership concentration both at the national level (indicator E1) and at the regional (local) level (E2).

Indicator **E1 – media ownership concentration: national level** – refers to the degree of ownership concentration at the national level. The central assumption is that ownership concentration in the media may compromise the plurality of the media landscape. A national market controlled by one operator (monopoly) or by two (oligopoly) can be problematic in this regard. Ideally, more than two competing news media outlets should therefore be available in each news media sector, such as newspapers, news magazines, radio, television, online media.

Indicator **E2 – media ownership concentration: regional (local) level** – measures the degree of ownership concentration in the market of regional news media. In this context, each country team must first define its major communication areas and then show the regional selection of newspapers, broadcasters, generic online media etc. Ideally, more than two competing news media outlets should be available in each news media sector. With lower media concentration, a larger number of players

have access to the news markets and more diverse opinions are likely to emerge. Over recent decades, many regional media markets lost on completion between regional or local media owners. Strong media ownership concentration at the local level is particularly difficult for local politics, as politicians have no alternative means to communicate with their electorate other than through the local monopoly media company or through their social media channels. Critics argue that social media does not eliminate gate-keepers and does not provide equal access to deliberation.

(E3) Diversity of news formats		14
Question	How divers are the formats of news presentation?	
Requirement	The higher the diversity of news formats, the more plurality of information and democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 abundance of news formats, very long list of news formats in all media sectors 2 good variety of formats; some news formats dominate but are challenged by others 1 few formats are available, public attention is focussed on dominant news formats 0 minimum diversity of news formats, very few formats dominate	
Criteria	<ul style="list-style-type: none"> - degree of news formats diversity (produce a list of different formats of news, including online-outlets specialized on news, 24-hour news channels, etc.) - multiples types of news media - special forms of news presentation - ... 	
Data sources	Reports; audience research, format research	

The structural indicator **E3 – diversity of news formats** – measures the diversity of the respective formats and news presentations. For each country, please produce a list of news formats such as: main evening news show on TV, “100 second news” on TV, late night news on TV, headline news online, annotated headline news online, free sheets (daily newspapers), yellow press, quality press, background weekly news magazines, innovative online news formats, etc.

A long list of news formats indicates plurality of information through multiple types of newspapers, television, radio, and online media as well as their use to provide news to the public. Each medium has its own specificities in the presentation of news and adds potentially to the diversity of news and information on offer. Accordingly, it is argued that when more options and greater variety of news formats exist, more diversity is provided to the consumer. Moreover, ownership diversity is unlikely to automatically translate into news format diversity (see ownership concentration E1 and E2).

(E4) Minority/ Alternative media		15
Question	Do minority / alternatives media exist? Are all sorts of minorities served by media? Do they have their own media? As minority qualify: ethnic groups, disabled people, women , minority languages, etc.	
Requirement	The more minority/alternative media exist, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	

Credits	<p>3 plenitude of minority media exist, largest minorities are served by them</p> <p>2 large and mid-size minority groups are recognized by existing media and operate own media</p> <p>1 only large and powerful minorities operate own media and are recognized by leading news media</p> <p>0 no such media exist</p>
Criteria	<ul style="list-style-type: none"> - quantity of minority/alternative media - do main / largest minorities have their own media or access to media on a regular basis? - use of languages that reflect the linguistic diversity of the media's target area - use of languages relied upon by marginalized groups - existence and relevance of weblogs of minorities / ethnic groups, etc. - ...
Data sources	research reports; audience research

Structural indicator **E4 – minority/alternative media** – refers to the existence of minority/alternative media. It is uncontested that media can contribute to diversity by reflecting differences in society: “Media are expected to represent the prevailing differences of culture, opinion and social conditions of the population as a whole” (McQuail, 1992, p.144). Ideally, all major minorities within a given society are served by a variety of special minority/alternative media or are well-represented and recognized by other media based on rules or conventions. More democratic equality is likely to be established if minority groups have easy and even privileged access to the leading news media in order to argue their causes. Governance rules within media companies that entail legally binding obligations for the media in favour of positive discrimination of minorities are considered helpful tools in establishing more equality (both in public service media, and in private commercial media). Democracy is less well served if only powerful and financially sound minorities are recognized and operate their own media.

(E5) Affordable public and private news media		16
Question	What is the price of the media in relation to average household income?	
Requirement	If the price for news media is affordable, it is more likely that democratic equality will be guaranteed and thus that democracy will be promoted.	
Credits	<p>3 low price in relation to average household income</p> <p>2 price excludes only few households from receiving news</p> <p>1 price is an economic argument for households not to receive news</p> <p>0 news media are only affordable for elites</p>	
Criteria	<p>All in relation to average household income and to lower income household groups (quantitative):</p> <ul style="list-style-type: none"> - average price for an annual full subscription for newspapers (on paper and online) - annual tax/licences fees television and radio - cover price relation of popular newspapers and quality newspapers - price of broadband access - ... 	
Data sources	statistics; prices	

According to structural indicator **(E5) – affordable public and private news media** –the news media should be available at a reasonable price to the whole population. In order to provide people with

equal opportunities to inform themselves on a regular basis, the price of the available media must be within the financial means of the entire population. Quality news should also be affordable to the population, thus no relevant difference exists between the price for popular or quality news. This indicator measures the cost of access to newspapers (price of subscription and/or copy price for paper and online), television and radio (license fee, pay TV), and online media (including the cost for broadband Internet). These costs are put in relation to the average household income in order to provide a sound data basis for international comparison. Please consult national statistics for household income.

(E6) Content monitoring instruments		17
Question	Is there a regular and publicly available content monitoring instrument for news media?	
Requirement	If an effective monitoring instrument exists, it is more likely that democratic equality will be guaranteed and thus that democracy will be promoted.	
Credits	3 continuously and published content monitoring, provided by an independent organisation 2 news media provide content monitoring themselves on a regular basis 1 content monitoring is done irregularly/occasionally by various organizations 0 no public monitoring in place at all	
Criteria	<ul style="list-style-type: none"> - organized, permanent content monitoring - published by relevant news media on a regular basis (publicly available) - independence of the monitoring body / private company - regulatory provisions (national or organizational) include a commitment to monitor the balance between men and women subjects in news content; - ad hoc mechanisms are in place to monitor the balance between men and women subjects in news and media content (monitoring and sex disaggregated analysis of news and current affairs content) - ... 	
Data Sources	desk research	

The structural indicator **E6– content monitoring instruments** – refers to the specific country and its mass media landscape. According to this feature, equality is better guaranteed if there is a large number of politically neutral outlets (internal diversity) or a balance of politically aligned media organizations at the aggregate level (external diversity). For this reason, it is important that there exist bodies or institutions that monitor, for example, the actual political neutrality of the media. This indicator illustrates whether a country’s media system has bodies or instruments to monitor news media content. Such instruments should be independent, the results should be publicly available, and operate on a regular basis. Such content monitoring might be institutionalized by the media themselves, by supervising bodies, by university institutes, or other organizations. The existence of a permanent content monitoring institution by itself is considered to have a positive impact on journalists’ behaviour and to help foster the idea of media accountability.

(E7) Code of ethics at the national level		18
Question	Does a code of ethics at the national level exist, requiring news media to provide fair, balanced and impartial reporting? Is it known and used?	
Requirement	If an effective code exists, it is more likely that democratic equality will be guaranteed and thus that democracy will be promoted.	
Credits	3 code is implemented and frequently used by all leading news media 2 code exists, but not all leading news media respect it 1 code exists on paper only, not part of newsroom practice 0 no code, not in use	
Criteria	<ul style="list-style-type: none"> - existence of a press complaints commission, etc. - existence of independent journalist associations, which disseminate good practice, e.g., improving skills and raising ethical standards... - Are there any provisions regarding the accountability of the media to civil society? - ... 	
Data sources	desk research, interviews	

The structural indicator **E7 – code of ethics at the national level** – seeks to determine the existence and the use of an institutionalized and effective self-regulation system for the main news media of a country. It checks whether the internal tools for editorial policies (such as mission statements, codes of ethics, editorial guidelines, etc.) are implemented in line with formal rules. The central assumption here is that the mass media respect ethical standards when reflecting and representing the diversity of views and interests in society. Scholars have pointed to a large variety of possible measures to implement such standards both at the company level (internal guidelines, mission statements) and on the national level (press councils, ombudsmen etc.). Relevant for this indicator is the national level and whether codes of ethics exist and are implemented and respected by the leading news media.

(E8) Level of self-regulation		19
Question	Does a media self-regulation system exist at leading news media, requiring the provision of fair, balanced and impartial reporting? Is it effective?	
Requirement	The better the media’s self-regulation system is, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 highly sophisticated self-regulation instruments in every relevant newsroom, and used regularly, e.g. during newsroom conferences 2 Leading news media have self-regulation instruments in place, but do not use them (only occasionally, e.g. in seminars for new staff) 1 self-regulation instruments exist, but are not notified. There is some “oral culture” in newsrooms 0 no such instruments at all	

Criteria	<ul style="list-style-type: none"> - existence of a mission statement/ code of ethics/code of conduct, which refers to democratic values and contains journalistic obligations to report politically balanced - existence of internal rules for the right to reply - existence of formal systems for hearing complaints about alleged violations of ethical standards - Do ombudsmen have their own space in the media? Are they independent? - existence of sanctions against journalists who violate ethical standards/ organized process of self-criticism - Are explicit efforts made to guarantee gender balance in the news subjects? - ...
Data sources	Interviews, document analysis

The structural indicator E7 is linked the performance indicator **E8 - level of self-regulation**. This indicator is geared towards self-regulation instruments within leading news organizations in each country. Such self-regulation instruments are part of media governance in a broad sense, understood as the collective rules that organize media systems. It is assumed that instruments such as clear internal rules that apply to all journalists in the newsrooms help to increase quality and provide journalists with guidelines on their day-to-day routines. Such guidelines work on the condition that rules do not only exist, but are used regularly. Such self-regulation instruments can be formal or informal. However, formal self-regulation rules are more transparent and possibly more helpful for journalists than a set of informal rules that are applied by editors-in-chief at their discretion. News organizations with a sophisticated, highly developed, and continuously updated set of internal self-regulation rules are considered to better advance the cause of democratic equality.

Please collect such self-regulation documents and analyse them for their democratic relevance. Discuss with your interview partners (journalists and editors) at what occasions these documents (if they exist) are cited and used.

(E9) Participation		20
Question	Is there an organized way for citizens to participate in the news process?	
Requirement	The more citizens participate in the news process, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 newsrooms sometimes open to public, space for citizens' voice and comments on each news item online, frequently used 2 newsrooms normally closed, selected news item are open for comments by citizens 1 newsrooms always closed, some space for comments online, but in online forums, not underneath news items (e.g. Facebook) 0 no such possibilities	
Criteria	<ul style="list-style-type: none"> - Newsrooms open to the public (sometimes, always) - Existence of rules for the right to reply / possibilities to give feedback - Can citizens actively participate by commenting news online next to the news items, visible to all other readers? - Do leading online media offer public postings in online forums? - Do leading news media provide space for user generated content? - ... 	
Data sources	Interviews, desk research	

Performance indicator **E9 – participation** – examines the extent to which news media give citizens the opportunity to voice their own views and reactions to news stories they see, read or hear. This indicator analyses how well and successful the media encourage citizens to participate in the production of news by commenting news and by generating content themselves. Such an approach requires that the news media be open to forms of cooperation with citizens. It can be argued that, generally speaking, the larger the number of citizens who participate, the greater the chance of having a multitude of opinions.

Over the years, some media (sometimes public service broadcasters) developed participation formats integrating the audience (for example “open mic” formats in radio). However, simply placing spectators into the TV studio for game shows/sport reporting does not qualify as “participation” in this indicator.

Online media are well placed to organize such a forum by providing web-space for user reactions. Furthermore, other media make use of the Internet to provide a forum for comments and criticisms on their websites. In general, the Internet provides various modes of citizen participation in the public discourse with fewer gatekeepers and a re-distribution of communicative power, away from established news outlets like television, radio and newspapers.

However, this form of online participation has a downside as well. Critics, such as Matthew Hindman, claim that differences remain and that the computer skills necessary to participate are even more stratified than in the analogue world.

(E10) Rules and practices on internal pluralism		21
Question	How do media organizations ensure that different views and perspectives are being reported?	
Requirement	The more different voices are reported by the media, the more democratic equality is guaranteed and the higher the potential that democracy will be promoted.	
Credits	3 newsrooms follow known and standardized procedures to ensure internal pluralism and give voice to various groups 2 no formal rules, but newsroom meetings regularly discuss and check for pluralism 1 It is the personal responsibility of the editor-in-chief / chief-producer etc. to check for internal pluralism 0 no such procedures, no regular control for pluralism	
Criteria	<ul style="list-style-type: none"> - How are different positions accommodated within the newsroom? - What rules apply to present divergent opinions of journalists within the same newsroom? - Are there regular internal debates on different positions? - existence of and respect for internal rules/guidelines specifying that all relevant information and socially significant views must be given their appropriate weight in the coverage - Are journalists free (and expected) to also use information and views favouring the other side when a medium is allied with a particular party or ideology? - Are politicians / experts from all sides given the chance to present their case? - Is the medium's feedback feature (e.g., readers' letters) open to all sides? - ... 	
Data Sources	Interviews	

Along with the process of media ownership concentration (see indicators E1 and E2), the importance of internal pluralism increases. Performance indicator **E10 – rules and practices on internal pluralism** – displays to what extent newsrooms are aware of the democratic value of internal pluralism and how leading news media operate internal pluralism. Different voices in society are well represented if the leading news media allow for a high degree of internal pluralism in the newsrooms. While in earlier stages of the media development external pluralism was provided by a large number of independent news outlets (newspapers in those times), which showed in their entirety a wide array of opinions, media concentration and the demise of the party press require higher levels of internal pluralism within leading newsrooms. From the perspective of democratic equality different views and opinions should be represented, irrespective of the requirement for each newsroom to follow an editorial line. But internal pluralism cannot follow from state regulation. It is rather part of the newsroom culture. Empirical evidence can be collected from close observation of the newsroom output (which is not done in this research) or by discussing with members of the newsrooms. Internal pluralism is realized when divergent voices are represented within the same newsroom, when different experts’ opinions are being voiced, and when the feedback culture of the newsroom is open to all sides. Please be aware that this indicator requires a good deal of sensitivity at the part of the interviewer, and might require more than one interview per newsroom.

Dimension: Control/ Watchdog

(C1) Supervising the watchdog ‘control of the controllers’		22
Question	Is there any institutionalized mechanism to control the performance and role of the news media?	
Requirement	If effective institutionalized mechanisms for scrutinizing the performance of the leading news media exist, it is more likely that democratic control will be guaranteed and thus that democracy will be promoted.	
Credits	3 permanent debate on the role of the media as watchdogs, which engages a wider public, media themselves are a topic for critical journalistic coverage 2 media performance is often publicly discussed in the media and/or in online forums, some forms of journalistic coverage of the media 1 media performance is occasionally discussed, but mostly by representatives of unsatisfied vested interests 0 no public debate about media performance	
Criteria	<ul style="list-style-type: none"> - Independent observers: news monitor, media blogs, professional journalistic journals, etc. - openness to external evaluation - existence of relevant media bloggers - media journals that report on media coverage - newspaper space / TV and radio programmes on news coverage, the media - ... 	
Data Sources	Observation, desk research	

Structural indicator **C1 – supervising the watchdog ‘control of the controllers’** – refers to the specific country and its media system. It focuses on control mechanisms that exercise a watchdog role with regard to the media themselves. Hence, the indicator examines the existence of instruments monitoring / discussing media performance and is based on the assumption that scrutiny from other media leads to overall better performance. However, unspecific and general media critique (such as

“media are fake news”) is not helpful in this respect. It is important to examine what tools different media have in place to adequately perform as a watchdog as well as to look at to what extent the media actually deal with controversial matters, engage in public criticism, and risk antagonizing either powerful interests or their own audience. Please report about the level of media critique within the media, and by external observers, such as bloggers and academics.

(C2) Independence of the news media from powerholders		23
Question	How strong is the independence of the news media from various power holders and how is it ensured?	
Requirement	News media’s watchdog function requires a high degree of independence. More independence means more control of those in power, thus enhancing democracy.	
Credits	3 no formal or ownership-related influence from power holders on leading new media 2 powerful organizations have no say in leading news media, but are present as owners in minor news media 1 powerful organizations or individuals own or control important shares of leading news media 0 strong formal or ownership-related influence of power holders on leading news media	
Criteria	<ul style="list-style-type: none"> - Are there shield laws in place to protect journalists and are they effective? - How important is party affiliation among leading news media? - Are powerful business interests present on the boards of leading news media? - Are non-media companies such as financial investors, political parties, churches, etc. among news media owners? - Is such diagonal ownership concentration made transparent? - ... 	
Data Sources	legal provisions, public service remit, corporate information (investors’ relations), complementary interviews	

Structural indicator **C2 – Independence of the news media from powerholders** – refers to mechanisms that encourage journalistic accountability and promote democratic control of the government and big business. The more the media are independent of power holders such as large businesses or the state, and the more this independence is guaranteed by formal rules or even laws, the better the media can fulfil their function as a watchdog, and the better democracy is served. This structural indicator examines the influence of political parties, business interests and other social groups on the news media. For example, are financial investors, representatives of the government or churches present on the board of the leading news media? Do non-media companies own news media? The normative assumption is that media should first feel obliged to the citizens and not to power holders.

(C3) Transparency of data on leading news media		24
Question	How accessible is detailed information on the leading news media to the citizens?	
Requirement	Transparency is essential for democracy. The more easily citizens can inform themselves about the leading news media, the better the news media are placed to perform their watchdog function.	

Credits	<p>3 information on leading news media is published frequently and easily accessible online or from other sources</p> <p>2 such information is published once every year, but available online</p> <p>1 such information is in principle available on request, but not online available</p> <p>0 information on leading news media is not available or only available to experts</p>
Criteria	<ul style="list-style-type: none"> - publication of ownership information in every edition / imprint (“impressum”) - information on ownership, key business figures, CSR information, etc. - information on leading news media is provided by outside sources such as government, universities, unions, etc. - easily accessible and comprehensive information on leading news media is available online - annual reports by news media include detailed and relevant information - data provided by regulatory authorities - ...
Data Sources	own research, annual reports, company information, government reports

Transparency is essential for democracy. This performance indicator **C3 – transparency of data on leading news media** – refers to citizens’ possibilities to inform themselves about leading news media: Is this information published frequently and easily accessible? Thus, this feature directly relates to the media’s accountability. Does an imprint exist and is it obligatory to make the ownership of a news medium transparent? Who provides information on leading mass media: journalists’ unions, government or regulatory authorities, universities or research institutes? And to what extent is this information available? Please screen company information as well as public reports on the media for relevant information (ownership, key business figures, corporate social responsibility data, etc.).

(C4) Journalism professionalism		25
Question	How well developed is journalism professionalism?	
Requirement	Strong professional ethos and sufficient journalistic resources are prerequisites for the exercise of the watchdog function. Strong professionalism is therefore good for the watchdog function of the media.	
Credits	<p>3 high professional ethos and sufficient resources across all leading news media</p> <p>2 while professional ethos prevails, professionalism is sometimes compromised by lack of resources</p> <p>1 limited journalistic resources do not allow for high professional ethos</p> <p>0 no / low professional ethos, very limited journalistic resources</p>	
Criteria	<ul style="list-style-type: none"> - workload of journalists / time for investigative research? - multi-media requirements of journalists? overload of journalistic capacities? - self-organization of journalists, discussing own rules and ethics; frequency of such meetings - solidarity in case of conflict - public debate provoked by journalists about ethical behaviour - statements of professional rules established by journalists - regular / irregular further education training for journalists on professional ethics - are gender inequalities explicitly considered in professional development (gender unequal life-work balance, horizontal segregation regarding assigned topics, leaky pipelines towards access to managerial positions)? - ... 	
Data Sources	own research, interviews with journalists’ unions	

The performance indicator **C4 - journalism professionalism** – encompasses shared norms and standards of journalistic work and ethos. Professionalism can be regarded as one main form of journalistic accountability. Thus, a high professional ethos helps the media in exercising their watchdog function. On the one hand, this indicator covers questions of journalistic ethics: Do journalists and society discuss media rules and ethics on a frequent basis? Is there any journalistic training on these matters? On the other hand, professionalism requires freedom from pressure in terms of space, time and format. Empirically, newsroom journalists as well as journalists’ unions should be asked for the status of journalistic professionalism in their day-to-day practice.

(C5) Journalists’ job security		26
Question	What provisions are in place to provide a maximum of job security for journalists?	
Requirement	The more securely journalists can do their research and reporting work, the better they can exercise their watchdog function, and the better for democracy.	
Credits	3 high degree of legal or professional security, journalists rarely lose their jobs 2 once employed, journalists normally remain employed for a long time. But such jobs are thinning out. 1 news media change their journalistic staff frequently, employment for a longer period of time is not the rule 0 no / low job security, precarious journalistic jobs are the rule	
Criteria	<ul style="list-style-type: none"> - legal provisions to save journalists from writing against their personal conviction (“clause de conscience”) - professional rules protecting journalists against dismissal because of personal convictions - labour contracts with long periods of notice (in case of dismissal) - employment duration of journalistic jobs - proportion of freelancers and permanent staff - systematic use of short-term contracting - efforts to support women and promote gender equality in relation to part time and non permanent contract positions; - existence and implementation of prevention, complaints and redress systems with regard to sexual harassment and bullying in the workplace - ... 	
Data Sources	own research, legislation, interviews with journalists’ unions	

The structural indicator **C5 – journalists’ job security** – is based on the assumption that the better journalists are protected against dismissal due to their reporting, the better they can exercise their watchdog role. On the juridical level, the indicator asks for legal provisions to save journalists from writing against their conviction (“clause de conscience”) as well as from getting fired if their conviction is expressed in the commentary, etc. On the level of the labour market, the indicator examines the share of freelancers and permanent staff in the newsrooms, as only long-term and/or secure contracts promote free and autonomous reporting. The employment duration is one of the criteria for this indicator.

(C6) Practice of access to information		27
Question	How accessible is public information to journalists?	
Requirement	In order to exercise the watchdog function, journalists need unrestricted access to public information.	

Credits	<p>3 no barriers for journalists; unrestricted access to public information</p> <p>2 public information is accessible by law, but not in reality. Journalists need to spend time and effort to get access</p> <p>1 public information is not generally available, but single journalists manage to bypass restrictions and access public information</p> <p>0 high barriers for journalists; government information is generally not publicly available</p>
Criteria	<ul style="list-style-type: none"> - does the media law allow for access to public information? - do journalists enjoy privileges in accessing public information? - are there reports about problems of journalists seeking public information? - are there relevant restrictions against journalists accessing public information? - differences between promises and practices - ...
Data Sources	own research, interviews with journalists and journalists' unions

This structural indicator **C6 – practice of access to information** – refers to journalists' possibilities to gain access to public information. As stated earlier, taking the role of a watchdog, journalists need to be free from restrictions when they are researching government or state activities. Otherwise, the media cannot provide efficient and profound control and criticism. The indicator questions whether there is any media law providing unrestricted access to public information and how it is implemented.

(C7) The watchdog and the news media's mission statement		28
Question	Does the mission statement of the media company or the newsroom contain provisions on playing an active role as watchdogs / on investigative journalism or other forms of power control? Has the mission statement have any relevance in practice?	
Requirement	If a mission statement concerning watchdog journalism exists, it is more likely that democratic control will be exercised and thus democracy will be promoted.	
Credits	<p>3 all leading news media refer to the watchdog role and exercise it</p> <p>2 investigative and watchdog journalism is part of the self-conception of leading news media, but journalists rarely have resources to exercise it</p> <p>1 investigative and watchdog journalism is laid down in mission statements, but is lip-service rather than reality in day-to-day practice</p> <p>0 investigative and watchdog journalism is neither required, nor exercised</p>	
Criteria	<ul style="list-style-type: none"> - mission statement exists, which refers to an active investigative journalism and contains duties to act as a trustee on behalf of the public - level of importance of watchdog journalism for the media organization - Examples for accountable journalistic watchdog role - ... 	
Data Sources	Desk research (mission statements), interviews	

The performance indicator **C7 – the watchdog and the news media's mission statement** – examines the extent to which the news media perform their mission as journalistic watchdogs. The view of the media as watchdogs against the abuse of power and corruption has long been a steady component of the journalistic self-image and of Western democratic political theory. This indicator intends to reveal the extent to which the watchdog function is perceived. The indicator assumes that a strong mission statement in favour of investigative journalism facilitates the day-to-day work of journalists to exercise control.

(C8) Professional training		29
Question	What importance do leading news media attribute to journalism training?	
Requirement	If effective professional training on watchdog and investigative journalism is provided, it is more likely that democratic control will be guaranteed and thus democracy will be promoted.	
Credits	3 continuous “knowledge” training for journalists in news media available 2 training opportunities are provided, but are rarely used 1 training opportunities are not regularly provided, but those who wish to participate find ways and means to do so 0 continuous journalistic training is not provided and not exercised	
Criteria	<ul style="list-style-type: none"> - continuous training, obligation for continuous training - not only skills but knowledge training - opportunities to learn and practice (big) data analysis for journalists - participation in training networks on digital research / investigation methods - enough resources for each journalist (time & money) - are women professionals supported and encouraged to participate in training on digital and investigation methods? - availability, accessibility and promotion of training on leadership for women? - ... 	
Data Sources	Interviews	

The performance indicator **C8 – professional training** – provides information on whether journalists are given the chance and opportunity to take part in professional training courses. The news media can only perform their watchdog duty if they have qualified staff resources. Over the last decade or so continuous training regarding (big) data analysis, digital research methods and collaborative online tools for investigative journalism has become state of the art for committed journalists. This indicator provides information if such contemporary trainings are available and if they are used.

(C9) Watchdog function and financial resources		30
Question	Are there specific and sufficient financial resources for exercising investigative journalism or other forms of power control?	
Requirement	If sufficient resources for the scrutiny of government and business are given, it is more likely that democratic control will be guaranteed and thus that democracy will be promoted.	
Credits	3 Leading news media give highest priority to well-funded investigative journalism 2 journalistic investigation has priority, but the number of investigations is clearly limited by financial means 1 investigative journalism happens, but it is the exception, rather than the rule 0 leading news media cannot afford own investigation and rely on agency material or other sources instead	
Criteria	<ul style="list-style-type: none"> - composition of news output (news agency material, own investigation) - funds / time / money for investigative journalism - ad hoc provisions by the news medium for in-depth investigation - foreign correspondents - ... 	
Data Sources	Interviews, output observation	

The performance indicator **C9 – watchdog function and financial resources** – refers to leading news media. A vital condition for exercising the watchdog role is that sufficient financial resources are available to journalists in the newsrooms. The more money there is at the disposal of newsrooms, the more reporters that can be employed, and the more funding there is to be invested in investigative journalism. Thus, the indicator refers to the financial resources of newsrooms for performing their watchdog function. To perform their mission as a watchdog in an appropriate way, it is crucial that they have the appropriate means regarding time and budgets. Limited resources have often been cited as a potential cause of constraint on the independence of journalism. Resources for their own investigations reduce the dependency on agency material. Additionally, news media perform better if they can make use of journalists who are trained specialists on given topics.

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