

February 2022

Media Ethics and Regulation Survey Instrument

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Questionnaire

PROGRAMMING GUIDELINES	
SURVEY NAME TO APPEAR ON URL	Media survey
SAMPLE SOURCE	Savanta panel
BRANDING	Standard Savanta branding
BACK BUTTON	No (disabled)
PROGRESS BAR	Yes
LANGUAGES	English UK
QUOTAS	UK Nat rep by age, gender, region, social grade
ESTIMATED TOTAL COMPLETES	N=4,000
IN-SURVEY REDIRECTS	None
SCREEN OUT REDIRECT	Panel links
END REDIRECT	Savanta website

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Section 1: Demographics

INTRO SCREEN:

Welcome! Thank you for taking part in this survey.

This survey is completely confidential and all data is collected and processed in compliance with all data protection laws and the Market Research Society Professional Code of Conduct.

For authentication and quality purposes, cookies may be used to collect your personal data during the course of the survey. See our [cookie policy](#) and [privacy policy](#) for additional details.

Providing information to these questions is entirely voluntary and the answers that you provide will be presented in aggregate form, and not be linked back to you in any way.

In this survey we will ask you about journalism and the news media in the UK. Please answer all questions as fully and honestly as possible. The first set of questions are intended to understand a bit more about you.

UK ONLY

UK_REGION. Where do you live?

Please select one option

SINGLE CODE

Northern Ireland	1
Scotland	2
North-West	3
North-East	4
Yorkshire & Humberside	5
Wales	6
West Midlands	7
East Midlands	8
South-West	9
South-East	10
Eastern	11
London	12
Outside the UK	98

ASK ALL

Gender. What is your gender?

Select one option

SINGLE CODE

Male	1	
Female	2	
Prefer to self-describe	3	
Prefer not to say	4	

ASK ALL

Age. Please can you tell us your age at your last birthday?
Please type below
OPEN END

SCREENOUT IF <18. MAX RANGE 110.

DUMMY VARIABLE

dAge.

Dummy Age Bands
RECODE Age INTO...
SINGLE CODE

18-24	1	
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65-74	6	
75+	7	

ASK ALL

ETHNICITY. Which of the following best describes your ethnic group?

Please select one option

SINGLE CODE

Black/ African/ Caribbean/ Black British	
Black African	1
Black Caribbean	2
Other Black Background	3
Asian/Asian British	
Indian	4
Pakistani	5
Bangladeshi	6
Chinese	7
Any other Asian background	8
White	
English/Welsh/Scottish/Northern Irish/British	9
Irish	10
Gypsy or Irish traveller	11
Any other white background	12
Mixed/ Multiple Ethnic groups	
White and Black Caribbean	13
White and Black African	14
White and Asian	15
Any other Mixed/Multiple ethnic background	16
Other ethnic group	
Arab	17
Any other ethnic group	18

Prefer not to say	19
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ASK ALL

RELIGION. Which of the following religious groups, if any, do you consider yourself to be a member of?

Please select one option

SINGLE CODE

Christian	1
Muslim	2
Hindu	3
Jewish	4
Sikh	5
Buddhist	6
Other	7
Prefer not to say	97
None	99

ASK ALL

OCCUPATION. Please indicate which one of the following best describes the profession of the **chief income earner** in your household.

Please select one option

SINGLE CODE

High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	1	
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	2	
Supervisor, administrative or professional e.g. police officer, nurse, secretary, self-employed	3	
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	4	
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	5	
House-wife / house-husband	6	
Unemployed	7	
Student	8	
Retired	9	

ASK IF OCCUPATION = RETIRED [CODE 9]

OCCUPATIONRETIRED. Which of the following best describes the previous occupation of the **chief income earner** in your household before retirement?

Please select one option

SINGLE CODE

High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	1	
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	2	

Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	3	
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	4	
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	5	
House-wife / house-husband	6	
Unemployed	7	
Student	8	

DUMMY VARIABLE

dSEG DUMMY SEG
RECODE OCCUPATION INTO
SINGLE CODE

AB	1	OCCUPATION/OCCUPATIONRETIRED = 1 or 2
C1C2	2	OCCUPATION/OCCUPATIONRETIRED = 3, 4 or 8
DE	3	OCCUPATION/OCCUPATIONRETIRED = 5, 6, 7 or 9

ASK ALL
EDUCATION. What is the highest educational level that you have achieved to date?
Please select one option
SINGLE CODE

No formal education	1
Entry level certificates or qualifications / modules	2
<u>Less than 5</u> : GCSE's / National 5's / Standard Grade's	3
<u>5 or more</u> : GCSE's / National 5's / Standard Grade's	4
AS Level / A level / Highers / Advanced Highers	5
HND & HNC / Ordinary degree	6
Degree with honours / Masters / Doctoral Degree	7
Career related professional qualifications	8
Don't know	97
Prefer not to answer	99

D1A. If there were a [*] General Election tomorrow, how likely would you be to vote on a scale from 0 to 10, where 0 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote? (*Ask "UK General Election" in Scotland)

SHOW SLIDING SCALE [NO RED TO GREEN COLOURING]
0 – Certain NOT to vote / 1/2/3/4/5/6/7/8/9/ 10 – Certain to vote / Prefer not to say / Don't know

D1B. If there were a [*] General Election tomorrow to elect MPs to Westminster, which of the following parties do you think you would vote for or would you vote for another party? (*Ask "UK General Election" in Scotland)

[RANDOMISE A-E]
a. Conservative

- b. Labour
- c. Liberal Democrat
- d. SNP [IN SCOTLAND ONLY]
- e. Plaid Cymru [IN WALES ONLY]
- f. Another party
- g. Undecided
- h. Prefer not to say

D2A. At the [*] General Election that took on the 12th December 2019, 67% of people voted and 33% of people did not. Did you, or did you not vote in the 2019 [*] General Election? (*Ask “UK General Election” in Scotland)

- a) I voted in the 2019 General Election
- b) I did not vote at the 2019 General Election
- c) Can’t remember
- d) Prefer not to say

ASK ALL WHO CODE A) I VOTED IN THE 2019 GENERAL ELECTION AT D2A:

D2B. Thinking back to the [*] General Election that took on the 12th December 2019, which of the following parties did you vote for, or did you vote for another party? (*Ask “UK General Election” in Scotland)

- a. Conservative
- b. Labour
- c. Liberal Democrat
- d. SNP [SCOTLAND ONLY]
- e. Plaid Cymru [WALES ONLY]
- f. Another party
- g. Can’t remember
- h. Prefer not to say

ASK ALL

D3A. At the EU Referendum in 2016, 72% of people voted and 28% of people did not. Did you, or did you not vote in the 2016 EU Referendum?

- a) I voted in the 2016 EU Referendum
- b) I did not vote in the 2016 EU Referendum
- c) Can’t remember
- d) Prefer not to say

ASK ALL WHO CODE A) I VOTED IN THE 2016 EU REFERENDUM AT D3A:

D3B. Thinking back to the EU Referendum in 2016 how did you vote?

- a. Leave
- b. Remain
- c. Can’t remember
- d. Prefer not to say

Section 2: News consumption

Aim: Background info related to news consumption and independent variables that may have a bearing on attitudes/trust

INFO SCREEN:

The next set of questions ask about **how you consume news media and journalism**.

By 'news media and journalism', we mean the media that provide people with **daily news and topical information about recent events inside and outside our country**.

This may be about, among other things, the economy, politics, crime, health, international issues and sports.¹ [DO NOT SHOW FOOTNOTE]

This includes:

- daily local, regional and national newspapers available in print and/or online (paid for and free)
- news programmes and bulletins on radio and television
- sources of news and topical information accessed via the Internet (including social media, podcasts and all other websites/apps accessed via any device).

ASK ALL | GRID NOT CAROUSEL

Q1. How often do you usually read, listen to, or watch news?

Select one option

- A) National news media and journalism
- B) Local or regional news media and journalism

- (1) Never
- (2) Once a month
- (3) Once a week
- (4) Once or twice a week
- (5) Between 3 and 6 days a week
- (6) Every day (1-2 times a day)
- (7) Every day (3-5 times a day)
- (8) Every day (More than 5 times a day)
- (9) Don't know

ASK ALL | SINGLE

Q2. Which of the following is **the main way** that you get your news?

Select one option

- a) TV
- b) Radio
- c) Print
- d) Online via Mobile phone
- e) Online via other device
- f) Other – please specify
- g) Don't know

ASK IF CODES 2-8 (once a month or more) @Q1 NATIONAL NEWS | ALLOW 1-5 SELECTIONS

Q3. You said that you read, watch or listen to national news media and journalism [PIPE IN CODE SELECTED @Q1 NATIONAL NEWS].

¹ Modified from definitions in Van der Wurff and Schoenbach and phrase on internet taken from latest OfCom news consumption report <https://www.ofcom.org.uk/research-and-data/tv-radio-and-on-demand/news-media/news-consumption>

Which of the following are your most used sources of **national** news and journalism?

Please select up to 5 options

RANDOMISE ORDER OF EACH SECTION AND RANDOMISE OPTIONS WITHIN EACH SECTION

TV

- BBC1
- BBC2
- ITV
- Ch4
- Ch5
- Sky News
- BBC News channel
- GB News
- Aljazeera
- Russia Today
- Press TV
- CBS news
- CNN
- EuroNews
- Other TV news (please specify) [FIX]

Radio

- National BBC Radio
- BBC Local radio station
- Independent radio (Kiss FM, Capital, Classic etc.)
- BBC World Service
- Other radio station (please specify) [FIX]

Newspaper in print or online via any device

- The Sun/Sun on Sunday
- The Daily Mirror
- The Daily Mail/Mail on Sunday
- The Express
- Daily Star/Sunday Star
- The i
- The Guardian/The Observer
- The Telegraph/Sunday Telegraph
- The Times/Sunday Times
- The Independent
- The Metro
- The Standard
- The Financial Times
- New European
- Local/regional paper
- New Statesman
- Economist
- Spectator
- Other newspaper (please specify) [FIX]

Online only publishers

- The Canary
- Skwawkbox
- Huffington Post
- The LAD bible
- BuzzFeed

- Independent local news website
- News aggregator apps (e.g. Apple news)
- Double Down News
- Byline Times
- Vice News
- The Conversation
- Plant Based News
- Bellinccat
- The Ecologist
- Novara Media
- Union News
- Gal-den
- Evolve Politics
- Guido Fawkes
- Unity News Network
- Other online publisher (please specify) [FIX]
- None of the above [FIX, EXCLUSIVE]
- Don't know [FIX, EXCLUSIVE]

ASK IF CODES 2-8 (once a month or more) @Q1 LOCAL NEWS | ALLOW 1-5 SELECTIONS
 Q4. You said that you read, watch, or listen to local news media and journalism [PIPE IN CODE
 SELECTED @Q1 LOCAL NEWS].

Which of the following are your **most used** sources of **local** news media and journalism?
Please select up to 5 options

RANDOMISE ORDER OF EACH SECTION AND RANDOMISE OPTIONS WITHIN EACH
 SECTION

TV

- BBC1 Regional news
- ITV Regional news
- Other Regional or local TV news [FIX]

Radio

- BBC Local radio station
- Independent Commercial Radio (Kiss FM, Capital, Classic etc.)
- Community Radio
- Other radio station [FIX]

Newspaper in print or online via any device

- Local/regional paper (Free Newspaper)
- Local/regional paper (Paid for Newspaper)

Independent local and regional online only news publishers (i.e. not attached to a newspaper)

- Isle of Thanet News
- DorsetEye
- The Lincolnite
- Your Harlow
- Armagh i
- Bristol 24/7
- Derby News
- Bedford Independent
- Yorkshire Bylines
- Shetland News
- Other independent local and regional online only news publishers [FIX]

- None of the above [FIX, EXCLUSIVE]
- Don't know [FIX, EXCLUSIVE]

Q5. Now consider the news media and journalism you consume on **social media**. Which of the following are your most used sources of social media?

Please select up to three options

- Social media – news from a journalist or established news organisation
- Social media – information produced or shared by friends, family, people or organisations that are not journalists or established news organisations

RANDOMISE OPTIONS

- Twitter
- Tik-Tok
- Facebook
- Nextdoor.com
- Instagram
- Snapchat
- BuzzFeed
- Reddit
- Discord
- Other social media (please specify) [FIX]
- None of the above [FIX, EXCLUSIVE]
- Don't know [FIX, EXCLUSIVE]

ASK ALL | SINGLE

Q6. Which of the following statements, if any, most accurately describes how you consume news media and journalism most often?

Select one option

RANDOMISE:

- I mostly make a deliberate decision to read a newspaper, visit a news website, use a news app, or view news on social media, watch news on TV or listen to the radio
- I mostly come across news when I am on social media doing other things
- I mostly hear or watch the news when I am doing other things (e.g. having the radio on at work, TVs in the gym)
- I mostly read news that is pushed to me on my mobile phone/digital device
- I mostly read news that is shared with me by friends and family
- None of the above – I do not read, watch or listen to the news [FIX, EXCLUSIVE]
- Don't know [FIX, EXCLUSIVE]

ASK ALL | SINGLE

Q7. To what extent, if at all, are you interested or not in the news media and journalism about the following topics?

Very interested

Somewhat interested

Neither interested nor uninterested

Somewhat uninterested

Very uninterested

Don't know

RANDOMISE:

- International news/foreign affairs
- Social issues (e.g., equality, environment, education)
- Politics
- Crime and policing
- Health and social care

- f) Economics and business
- g) Celebrity news
- h) Arts and culture
- i) About my locality or region
- j) Sports

ASK ALL | CAROUSEL

Q8. To what extent, if at all, do you trust the following organisations?

Trust a great deal

Trust a fair amount

Do not trust very much

Do not trust at all

Don't know

RANDOMISE OPTIONS:

- a) UK Parliament [IF SCOTLAND OR NI: or National Parliament] [IF WALES: or National Assembly]
- b) European Union
- c) UK legal system
- d) Police
- e) The news media
- f) Journalists
- g) NHS
- h) Local Government
- i) Schools/Colleges
- j) Universities
- k) Political Parties

ASK ALL | GRID

Q9. To what extent, if at all, do you trust the following news media and journalism sources **to report on issues fairly?**

Trust a great deal

Trust a fair amount

Do not trust very much

Do not trust at all

Don't know

RANDOMISE OPTIONS:

- a) TV news (national)
- b) TV news (local/regional) [FIX BELOW A]
- c) BBC National Radio
- d) BBC Local Radio
- e) Independent radio [FIX BELOW C]
- f) National tabloid/red top newspapers e.g., The Sun/Mirror/Daily Star (in print and online and weekend editions)
- g) National middle market newspapers e.g., The Daily Mail/The Express (in print and online and weekend editions)
- h) National broadsheet newspapers e.g., The Times/Guardian/Telegraph (in print and online and weekend editions)
- i) Traditional local newspapers (in print and online)
- j) Newer independent local newspapers and hyperlocal publications (in print and online)
- k) News aggregators and apps (Yahoo, Apple, Google)
- l) Online only news providers (e.g. HuffPost, Vice News)

Section 3: Values²

INFO SCREEN:

Now we would like to ask you about the values that might guide the work of journalists and the news media in the UK.

ASK ALL | CAROUSEL

Q10. To what extent, if at all, is it **important to you** that the work of journalists and the news media are **guided by the following values?**

Very important
Quite important
Neither important nor unimportant
Quite unimportant
Very unimportant
Don't know

RANDOMISE STATEMENTS

- a) That they are independent
- b) They clearly separate news from advertisements
- c) They openly admit mistakes to audiences
- d) They strictly separate facts and opinion
- e) They report different views in society as fully as possible
- f) They clearly indicate journalistic principles
- g) They explain how news items come about
- h) They respond to audience complaints
- i) They consider audience wishes
- j) They bond with viewers, readers, and listeners
- k) They show empathy with ordinary people

ASK ALL | CAROUSEL

Q11. How strongly or weakly, if at all, do you think news providers and journalists in the UK operate according to the these guiding values?

Very strongly
Quite strongly
Neither strongly nor weakly
Quite weakly
Very weakly
Don't know

SHOW LIST OF OPTIONS AT question above – KEEP IN SAME ORDER

² (van der Wurff and Schoenbach, 2014).

Section 4: Media literacy and public knowledge of how journalism works (Theme 1)

Aim: The following questions are intended to find out what you think about the rules, regulations and standards that govern the news media and journalism in the UK. When we refer to regulation, we mean the professional standards and codes of conduct that journalists must keep to, how complaints made by the public are investigated, and how the rules are enforced and what penalties apply if they are broken.

INFO SCREEN:

Now we would like to ask you about how journalism works and is regulated in the UK.

By ‘regulation’, we mean the professional standards and codes of conduct that the news media and journalists must keep to, how complaints made by the public are investigated, how the rules are enforced and what penalties apply if they are broken.

[HOVER FUNCTION DEFINE REGULATION: The professional standards and codes of conduct that the news media and journalists must keep to, how complaints made by the public are investigated, how the rules are enforced and what penalties apply if they are broken.]

ASK ALL | SCALE

Q12. How much do you feel you know about and understand the following, if anything?

- High level of knowledge and understanding
- Some knowledge and understanding
- Very little knowledge and understanding
- No knowledge or understanding
- Don't know

RANDOMISE:

- a) **How** journalists choose which stories to cover
- b) **Why** journalists choose the stories to cover that they do
- c) How the news media and journalism are regulated in the UK
- d) Standards of print and online news media and journalism in the UK

ASK ALL | CAROUSEL

Q13. Which of the following statements about the regulation [HOVER FUNCTION DEFINE REGULATION] of news media and journalism is true and which is false?

If you are not sure, please answer to the best of your ability.

- True
- False
- Don't know

RANDOMISE

- a) News on TV and radio is regulated by the same regulator as newspapers and online
- b) The BBC is regulated in the same way as other broadcasters
- c) All newspapers (and their online versions) have to be signed up to a regulating body
- d) Social media companies are responsible for regulating the new stories that newspapers and broadcasters post on their sites
- e) Anything a journalist posts on social media such as Twitter is regulated in the same way as the news stories they write for a publication
- f) The BBC's social media output is regulated the same as their TV and Radio output

ASK ALL | CAROUSEL

Q14. To what extent, if at all, do you think the following is important or not?

Very important
 Quite important
 Neither important nor unimportant
 Quite unimportant
 Very unimportant
 Don't know

RANDOMISE

- a) That I understand how a news story has been put together by a journalist
- b) That I understand how the news media and journalism is regulated in the UK
- c) That the news media and journalism is regulated **effectively**
- d) That all news media organisations are regulated **independently**
- e) That the news media you use is regulated **independently**

ASK ALL |

Q15. Please read the paired statements below and select which **most closely reflects your view**.

RANDOMISE ORDER

Effectively regulating journalists would harm free speech	Effectively regulating journalists would enhance free speech	Neither/Don't know
Journalists should be held to account for publishing information that is untrue or harmful in some way	Journalists should be free to publish what they want	Neither/Don't know
Anyone can be a journalist, so it is impossible to effectively regulate their work	Anyone can be a journalist, so it is all the more important to effectively regulate their work	Neither/Don't know
Journalists are effectively regulated in the course of their work	Journalists are not effectively regulated in the course of their work	Neither/Don't know

ASK ALL | CAROUSEL

Q16. How likely or unlikely do you think it is that newspaper journalists take the following factors into consideration when deciding which stories to cover, if at all?

Select one response per option

Very likely
 Likely
 Neither likely nor unlikely
 Unlikely
 Very unlikely
 Don't know

RANDOMISE STATEMENTS

- a) What their editor tells them
- b) What the owner of the news organisation thinks
- c) Their understanding of what's important in society
- d) An awareness of what's important to their news organisation
- e) An understanding of what their readers want
- f) The political bias or agenda of their news organisation
- g) What they can verify to be correct

ASK ALL | MULTICODE

Q17. Thinking about newspaper and broadcast journalists, which of the following do you think they have to do to get a story published?

Select all that apply

RANDOMISE:

- a) Identify the source of a story
- b) Provide evidence based upon one or more sources
- c) Be balanced and unbiased
- d) Always give the subject/s of the story a right to reply
- e) Assess the truth of the story
- f) Seek verification of the facts
- g) Other (please specify) [FIX OPEN]
- h) None of the above [FIX EXCLUSIVE]
- i) Don't know [FIX EXCLUSIVE]

ASK ALL | RANK 1-3

Q18. Which of the following aims do you think are the most important in order to achieve effective regulation [HOVER FUNCTION DEFINE REGULATION] of the news media and journalism?

Please rank your top 3 considerations, where 1 is most important to consider, 2 is second most important and 3 is third most important

RANDOMISE

- a) It should stop **mis**information (unintentionally misleading information)
- b) It should stop **dis**information (deliberately misleading information)
- c) It should properly hold individual journalists to account
- d) It should properly hold news organisations to account
- e) It should enable high standards to be met
- f) It should protect members of the public who have been mistreated by the news media
- g) It should empower members of the public to exercise their rights in relation to news media abuses/excesses
- h) It should prevent hate speech and discrimination
- i) None of the above [EXCLUSIVE, FIX]
- j) Don't know [EXCLUSIVE, FIX]

ASK ALL | MULTICODE

Q19. Who do you think **should** be responsible for ensuring that news content meets high standards of accuracy and verifiability?

Select all that apply

RANDOMISE

- a) The journalist who wrote the story
- b) The editor who oversaw the story
- c) The news organisation itself
- d) The platform where the news story was published (Twitter, Facebook, etc.)
- e) The government
- f) An independent regulator (run by people who have no commercial involvement or interest in the journalism industry)
- g) An industry regulator (run by journalists or former journalists)
- h) A new public body
- i) The law courts
- j) The public
- k) Other (please specify) [FIX, OPEN]
- l) None of the above [EXCLUSIVE, FIX]
- m) I don't care who is responsible [EXCLUSIVE, FIX]
- n) Don't know [EXCLUSIVE, FIX]

ASK ALL | SCALE

Q20. In your opinion, which of the following forms of regulating [HOVER FUNCTION DEFINE REGULATION] the news media and journalism is acceptable or not acceptable?

Acceptable
Not acceptable
Don't know

RANDOMISE

- a) News content should be regulated by an **independent** body (not connected to the industry or government)
- b) News content should be regulated by an **industry** body (connected to the industry or government)
- c) News content should be regulated by a **combination** of industry and independent members

ASK ALL | MUTLICODE

Q21. Different news media have different regulators. The table below has a list of bodies that may have some responsibility for regulating [HOVER FUNCTION DEFINE REGULATION] the news media and journalism in the UK (print/online/broadcast)

Select all that you think have a responsibility for regulating

RANDOMISE:

- a) The government
- b) Ofcom
- c) IMPRESS
- d) The BBC
- e) Facebook
- f) Twitter
- g) IPSO
- h) Tik-Tok
- i) The Law/courts
- j) Other (please specify) [FIX, OPEN]
- k) No one is responsible [EXCLUSIVE, FIX]
- l) Don't know [EXCLUSIVE, FIX]

ASK ALL | OPEN

Q22 If a news provider **does not comply** with ethical standards set down by the regulator, what actions do you think the news provider should take to rectify this?

Please tell us in 2 sentences **what** you think should happen and **why** you think this.

ASK ALL | SINGLE

Q23. Thank you for your thoughts. Now thinking about the actions listed below, which of the following do you think is **the best action** that a news provider should take if it is found that they have not complied with ethical standards set down by the regulator?

- a) Pay a fine (based on the news providers' income)
- b) Publish a retraction or correction in the same place as the original story and an acknowledgment of their error
- c) Publish a retraction or correction, but it doesn't matter where this is featured
- d) No action should be taken against them

ASK ALL | SINGLE

Q24. To what extent, if at all, do you agree or disagree with the following statements?

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree

Strongly disagree
Don't know

RANDOMISE:

- a) I think I would trust the news more if I knew more about the process that journalists use to produce news content
- b) I think I would trust the news more if I knew more about how news was regulated
- c) I feel that I know enough about how news is regulated in the UK
- d) Independent media regulation significantly improves the quality of journalism

Section 5: Public understanding of how the news media is regulated (Theme 2)

Aim: *There are a number of ways in which members of the public can complain about news coverage depending on who the provider of that news is and what the nature of the complaint is. The newspaper press and their online versions are regulated differently to broadcasters and there are two separate organisations that regulate the press in the UK – IMPRESS and IPSO. IPSO regulates the majority of the national and regional titles, whereas IMPRESS mainly regulates smaller independent local and regional news providers. A small number of newspapers are not members of either body and regulate themselves.*

INFO SCREEN:

Thank you for your answers so far. In the next section, we ask you to imagine various scenarios then ask you what you would do in each scenario.

Try and be as honest as possible in your responses.

ASK ALL | SINGLE

Q25. If you wanted to complain about a story in a newspaper (or its online version) who would you be most likely to contact?

- a) The editor
- b) A lawyer
- c) Citizens' Advice
- d) A regulatory body
- e) The police
- f) Your local MP
- d) Other (please specify) [FIX, OPEN]
- e) None of the above – I would not complain [EXCLUSIVE, FIX]
- f) Don't know [EXCLUSIVE, FIX]

ASK ALL | OPEN

Q26. Imagine the following scenario.

You come across a story in a national newspaper (or on its website) about an election that has happened in your local area. Most of the story is accurate but you notice that some sections of the story are not – they have got the location of some of the polling stations wrong, they have miscounted the number of votes won and they have misquoted a major policy announcement of the new politician. The story does not refer to you, but you know that there are inaccuracies in the story.

What would you do **and why**?

Please explain your answer in one or two sentences.

ASK ALL | OPEN

Q27. Now imagine a new scenario that is not connected to the previous one.

Through no fault of your own, you witnessed a violent shooting at a national monument, while visiting with your young family. Though you have not suffered any significant physical harm, you are distressed by what happened.

A few days later, you are contacted by a journalist who wishes to write a story on those who witnessed the violence. You decline the invitation and say you do not want to be involved. However, the journalist informs you that your name will be mentioned in the story, even though you've said you don't want to be involved, because a visually striking photo has been shared with the journalist of yourself and your family who are clearly identifiable and are fleeing the scene.

What would you do **and why**?

Please explain your answer in one or two sentences.

ASK ALL | OPEN

Q28. Now imagine a new scenario that is not connected to the previous ones.

You are reading a news website and see a story involving rising crime in your local area, the author, in your opinion, is discriminatory against a person or group, by referring to the ethnicity of offenders, which you consider has no bearing or relevance to the story.

What would you do **and why**?

Please explain your answer in one or two sentences.

ASK ALL | SINGLE

Q29. If you had reason to complain to a press regulator, to what extent, if at all, do you feel confident or not that the following would happen?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

RANDOMISE:

- a) My complaint to the press regulator would be dealt with promptly and fairly
- b) If my complaint was about significant inaccuracies, it would be dealt with as a priority (e.g., content would be removed or corrected within less than 42 days)

ASK ALL | CAROUSEL

Q30. To what extent, if at all, do you agree or disagree with the following statements?

As a reminder, by regulation, we mean the professional standards and codes of conduct that the news media and journalists must keep to, how complaints made by the public are investigated, how the rules are enforced and what penalties apply if they are broken.

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Strongly disagree

Don't know

RANDOMISE:

- a) I am happy to leave decisions on the regulation of news media and journalism to regulators
- b) Members of the public should have a voice on the regulation of news media and journalism
- c) Members of the public should be regularly consulted by regulators of news media and journalism
- d) Members of the public should be on the board of news media regulators
- e) Members of the public should be part of the decision-making process for complaints about news media and journalism
- f) Members of the public should have a role in assisting journalists in improving journalism (e.g., providing additional expert information on complicated topics or pointing out when journalists have got things wrong)

Section 6: Public understanding of specific aspects of the IMPRESS code and the principles underlying it (Theme 3)

INFO SCREEN:

Now we'd like to ask you about what role you think the news media and journalism has in society.

ASK ALL | CAROUSEL

Q31. How important or unimportant are the following roles that journalists and news publications *could* play in UK society?

Very important
Quite important
Neither important nor unimportant
Quite unimportant
Very unimportant
Don't know

RANDOMISE

- a) To be accurate
- b) To be balanced and unbiased
- c) To be entertaining and engaging
- d) To reflect the values of the news organisation
- e) To reflect the opinions of the news organisation
- f) To hold powerful people and institutions to account
- g) To reflect the views of its audience
- h) To speak up for minorities
- i) To advocate on behalf of the majority of the public
- j) To provide information on the private lives of celebrities and high -profile people
- k) To highlight wrong-doing
- l) To support a political party
- m) To educate
- n) To inform
- o) To help people form opinions

ASK ALL | CAROUSEL

Q32. How strongly or weakly, if at all, do you think news providers and journalists in the UK operate according to the following values?

Very strongly
Quite strongly
Neither strongly nor weakly
Quite weakly
Very weakly
Don't know

- a) To be accurate
- b) To be balanced and unbiased
- c) To be entertaining and engaging
- d) To reflect the values of the news organisation
- e) To reflect the opinions of the news organisation
- f) To hold powerful people and institutions to account
- g) To reflect the views of its audience
- h) To speak up for minorities
- i) To advocate on behalf of the majority of the public
- j) To provide information on the private lives of celebrities and high -profile people
- k) To highlight wrong-doing
- l) To support a political party

- m) To educate
- n) To inform
- o) To help people form opinions

ASK ALL | SINGLE

Q33. News media regulators provide codes of conduct which help journalists conduct themselves according to an agreed set of standards. Examples include the 'The Editors' Code of Practice', BBC Editorial Guidelines, and the IMPRESS Standards Code.

Before taking part in this survey, to what extent were you aware of these codes of conduct?

FIX ORDER:

- a) **I'm not aware of any** codes of conduct
- b) I'm **aware** that codes of conduct exist, but **I don't know anything** about what they cover
- c) I'm **aware** that codes of conduct exist, and I **know a little** about what they cover
- d) I'm **aware** that codes of conduct exist, and I **know a lot** about what they cover
- e) Don't know

ASK ALL | MULTICODE

Q34. Which of the following guidelines, if any, do you think are covered by codes of conduct for journalists and news media providers?

If you do not know, please give your best answer.

RANDOMISE STATEMENTS

- a) ensure information is accurate
- b) protect the rights of children e.g., children under 18 should not be photographed without the consent of an appropriate adult
- c) protect confidential sources e.g., the identity of people who provide information to journalists should not be revealed
- d) avoid discrimination
- e) not allow journalists to harass people
- f) respect people's privacy
- g) respect the right to a fair trial e.g., someone's guilt should not be judged in news media before the case goes to court
- h) declare conflicts of interest e.g., if a news provider does not declare that a story has been paid for by an advertiser
- i) provide balanced news coverage
- j) not copy or plagiarise e.g., the work of others should not be copied
- k) ensure that news is free from bias

Section 7: Identifying issues of concern and identifying ways to increase trust (Theme 4)

Aim: *One of our key aims in this survey is to understand what issues relating to standards in journalism and the news media are of concern to the public and affect levels of trust, and their opinion about ways of improving things.*

INFO SCREEN:

We would now like to ask you about some issues relating to standards in news media and journalism that may be of concern to you.

ASK ALL | CAROUSEL

Q35. Think about your experiences of **national news** published by newspapers publishers in print or online but **not** including radio or TV.

How often do you experience the following, if at all?

Every day
Once a week
Once a month
Every six months
Never
I do not read national newspapers in print or online
Don't know

RANDOMISE STATEMENTS

- a) I post a comment on a news site or social media post
- b) I note stories that are not based on original reporting e.g. are taken from other publications or press releases
- c) I share a news story on my social media
- d) I feel well informed
- e) I read news that is holding people of power to account
- f) I see misleading headlines
- g) I see too many pop-up adverts on online news sites
- h) I question the motives of the journalist
- k) A story that was forwarded to me by someone I know contained **mis**information or fake news (unintentionally misleading information)
- i) I see **mis**information (unintentionally misleading information)
- j) I see **dis**information (deliberately misleading information)
- k) I see a story that promotes hatred or violence towards a particular group in society
- l) I see a story that has an agenda that is not declared
- m) I see news that I can trust

ASK ALL | CAROUSEL

Q36. Now think about your experiences of **local and regional news** published by newspaper publishers in print or online or by newer independent local newspapers and hyperlocal publications (in print and online) but **not** including local radio or local TV.

How often do you experience the following, if at all?

Every day
Once a week
Once a month
Every six months
Never
I don't read local and regional news
Don't know

RANDOMISE STATEMENTS

- a) I know where to find local news that is relevant to my area
- b) I click on a local news story that seems relevant, but find that it is not relevant to my area
- c) I post a comment on a local news site or local social media post
- d) I read a local newspaper and note that stories are not original reporting e.g. are taken from other publications or press releases
- e) I share a local news story on my social media
- n) I feel well informed
- o) I read news that is holding people of power to account
- p) I see misleading headlines
- q) I see too many pop-up adverts on online news sites
- r) I question the motives of the journalist
- l) A story that was forwarded to me by someone I know contained misinformation or fake news (unintentionally misleading information)
- s) I see misinformation (unintentionally misleading information)
- t) I see disinformation (deliberately misleading information)
- u) I see a story that promotes hatred or violence towards a particular group in society
- v) I see a story that has an agenda that is not declared
- w) I see news that I can trust

ASK ALL | CAROUSEL

Q37. Please think about the news media and journalism you read/watch/listen to.

To what extent do the following increase or decrease your level of trust in news media and journalism, if at all?

Increases my level of trust
No impact on my level of trust
Decreases my level of trust
Don't know

RANDOMISE STATEMENTS

- a) Inaccuracies in news content
- b) Headlines that do not accurately represent the story
- c) Unintended inaccuracies in news content that spread misleading information i.e., misinformation
- d) Intended inaccuracies in news content that spread deliberately misleading information – i.e., disinformation [FIX BELOW OPTION C]
- e) News content that tries to include all sides of the story equally
- f) News content that includes hate speech or a provocation of hatred or fear
- g) News content that expresses prejudice and/or discriminatory language towards people on the basis of protected characteristics (such as race, religion or gender)
- h) News content that is biased towards one viewpoint or opinion
- i) News content that has been sponsored/paid for by an advertiser and is not clearly declared
- j) News content that does not clearly separate facts and opinion
- k) Links to helplines, support services and further information in articles about sensitive issues (such as mental health, domestic violence, sexual abuse)
- l) When a publication clearly indicates that it is a member of a press regulator
- m) News content that exposes ordinary people to unusually high levels of media attention because they happen to become the subject of a news story

ASK ALL | CAROUSEL

Q38. Now think about the news media and journalism that you access **online on any device via the internet, an app, social media or other digital media.**

To what extent do the following increase or decrease your level of trust in news media and journalism, if at all?

Increases my level of trust
No impact on my level of trust
Decreases my level of trust
I don't access news media and journalism in this way
Don't know

RANDOMISE:

- a) The use of hyperlinks in a news article to external content that may be inaccurate, misleading or offensive
- b) Unintended inaccuracies in readers' comments that spread misleading information – i.e., misinformation
- c) Intended inaccuracies in readers' comments that spread deliberately misleading information – i.e., disinformation [FIX BELOW OPTION C]
- d) Readers' comments that include hate speech or a provocation of hatred or fear
- e) Readers' comments that express prejudice and/or discriminatory language towards people on the basis of protected characteristics (such as race, religion or gender)
- f) Headlines that look like news but turn out to be advertising
- g) Clickbait 'headlines' that sensationalise a story or are not related to the actual news story
- h) The use of Artificial Intelligence to decide what stories are shown on your apps and feeds
- i) When a news story has a 'complain' or 'report' button
- j) When readers' comments are moderated by the news provider
- k) When readers' comments are **not** moderated by the news provider [FIX BELOW J]

INFO SCREEN:

In this final section of the survey, we would like to ask your opinion on how press regulators might help the news media and journalists overcome some of these issues and to facilitate greater trust in the news.

ASK ALL | CAROUSEL

Q39. People have offered some suggestions for how regulators could work with journalists and news providers to increase levels of trust in the news.

To what extent, if at all, do you agree or disagree with the following?

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Strongly disagree
Don't know

RANDOMISE:

- a) Press regulators should be allowed to act more quickly to enforce standards codes
- b) Press regulators should be able to fast-track decisions to remove significant inaccuracies in content
- c) Press regulators should make the public more aware of how to complain
- d) Press regulators should regularly review standards codes to ensure there are no gaps in regulation
- e) All journalists and news providers should be regulated by the same regulatory body
- f) Press regulators should provide journalists and news providers with guidance on language to be used when reporting on issues relating to a protected characteristic (such as race, religion or gender)
- g) Press regulators should play a greater role in educating the public about issues of ethics and standards in journalism

- h) Press regulators should have the power to impose fines on publishers who do not comply with their rulings
- i) Press regulators should consult the public regularly about what codes of conduct should cover
- j) Press regulators should provide guidance to journalists and news providers to ensure that the use of algorithms and Artificial Intelligence in news upholds the code of conduct
- k) Press regulation should apply to all content in online news including readers comments and hyperlinks
- l) Press regulation should include regular input from the public
- m) Press regulators should be free from political/industry interference

3

ASK ALL | SINGLE

Q40. Having completed this survey, do you feel that your **knowledge and awareness** of issues relating to the regulation of news media and journalism has increased?

Yes/No/Not sure

ASK ALL | SINGLE

Q41. Having completed this survey, do you feel that your **interest** in issues relating to the regulation of news media and journalism has increased?

Yes/No/Not sure

ASK ALL | SINGLE

Q42. Thank you for answering our questions. We are undertaking follow-up focus groups and would like to know more about your views on this topic. Please indicate whether you would be willing to participate in an online focus group – the group would last about an hour and you would receive a small payment for your time.

Yes/No

References

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