

APPENDIX C

Tables for Brazil

TABLE C.1 Sample of Brazilian news media

<i>City and number of respondents</i>	<i>Press/news agency (Traditional)</i>	<i>Radio/TV (Traditional)</i>	<i>Online</i>
Brasília: 48	<i>Brasil Econômico</i>	Rádio Senado	Câmara Legislativa
	<i>Jornal de Brasília</i>	Rádio Jovem Pan AM	Agência Brasil
Traditional: 24	<i>Jornal da Comunidade</i>	Rádio Cultura	Portal Costume
Online: 24	<i>Correio Braziliense</i>	TV Brasil	Clica Brasília
		TV Justiça	Portal em Pauta
		TV Globo Brasília	Acontece Brasília
		TV Brasília	Correio Web
		SBT Brasília	Vírus Planetário
		TV Globo Rio	Blog Edson Sombra
		Rede Record	Blog do Cafezinho
			Começo, meio e fim
	Blog Eixo Capital		
	Blog da Denise		

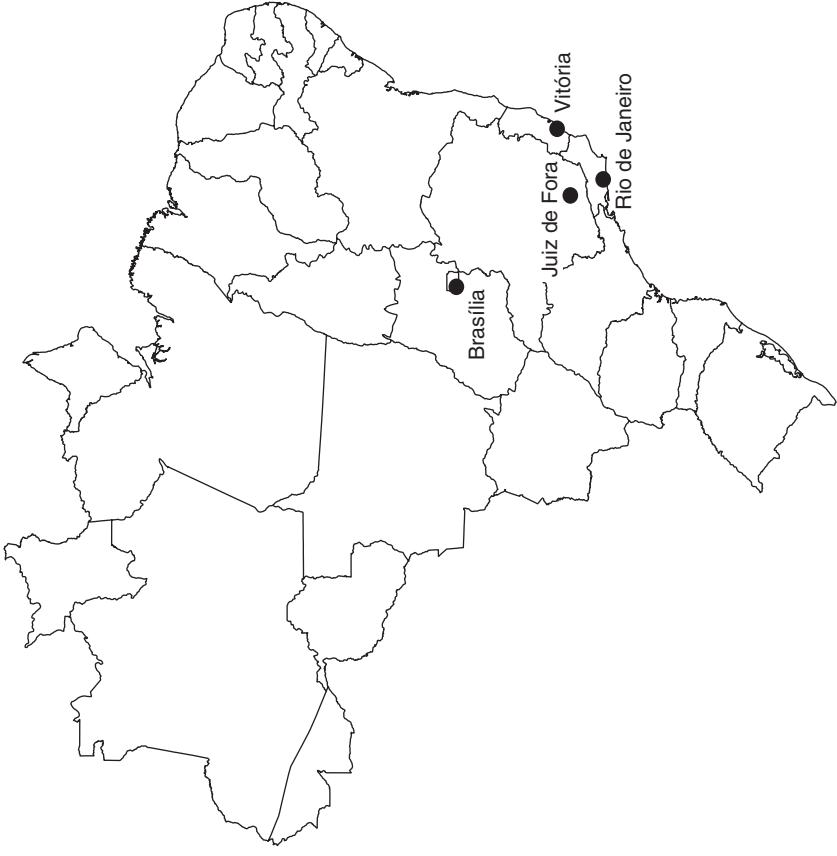
<i>City and number of respondents</i>	<i>Press/news agency (Traditional)</i>	<i>Radio/TV (Traditional)</i>	<i>Online</i>
Rio de Janeiro: 48	<i>Jornal O Globo</i> <i>Jornal O Dia</i>	Rádio CBN Rádio Globo	Purepeople R7
Traditional: 24 Online: 24	<i>Extra</i>	Rádio em Revista Rádio Roquette Pinto Esporte Interativo Globo News SporTV TV Brasil	Popline Sopa Cultural Manchete Online Portal Comunique-se Portal Terra Reuters Thomson Goal.com Agencia EFE Meu olhar Blog do Rio de Janeiro A Boa do Rio Caos Carioca Blog da Mariah
Vitória: 24		<i>Rádio Espírito Santo</i> <i>TV Educativa</i>	<i>Folha Vitória</i> <i>Folha Diária</i>
Traditional: 12 Online: 12		<i>TV Capixaba</i> <i>TV Gazeta</i> <i>TV Vitória</i> <i>TV Tribuna</i>	<i>ES Hoje</i> <i>Século Diário</i> <i>Gazeta Online</i> <i>Blog Juliana Morgado</i>
Juiz de Fora: 24	<i>Folha JF</i> <i>Tribuna de Minas</i>	Rádio Solar Rádio Itatiaia	Acessa.com Toque de Bola
Traditional: 12 Online: 12		TVE TV Integração	E-Caderno Notícias Fora do Ar O Estandarte Blog Vinnicius de Moraes Blog Rumo Certo

BRAZIL

26 states and 1 federal district

Population: 203 million

Area: 8.5 million sq km



Rio de Janeiro

Population: 6.5 million

Brasília

Population: 2.8 million

Juiz de Fora

Population: 550,000

Vitória

Population: 328,000

Compiled by Leonardo Custódio

MAP 1 The location and population of the four Brazilian cities

Source: Brazilian Institute of Geography and Statistics, 2014

TABLE C.2 Demographic background and other variables in number of respondents (percentages in brackets)

<i>Media</i>	<i>Brasília</i>		<i>Rio de Janeiro</i>		<i>Juiz de Fora</i>		<i>Vitória</i>		<i>All</i>	
	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>	<i>Traditional</i>	<i>Online</i>
<i>Number of respondents</i>	24	24	24	24	12	12	12	12	72	72
Age: 18–29	4 (17)	12 (50)	17 (71)	14 (58)	7 (58)	5 (41)	6 (50)	5 (41)	34 (47)	36 (50)
Gender: Female	15 (62)	13 (54)	10 (42)	16 (66)	2 (16)	4 (33)	9 (75)	8 (67)	36 (50)	41 (57)
Influence of gender: None	19 (79)	16 (67)	13 (54)	17 (71)	8 (67)	11 (92)	9 (75)	11 (92)	49 (68)	55 (76)
Degree: College	22 (91)	22 (91)	20 (83)	24 (100)	11 (91)	10 (83)	12 (100)	8 (67)	65 (90)	64 (89)
Major: Journalism	20 (83)	14 (58)	20 (83)	16 (67)	11 (91)	6 (50)	12 (100)	7 (66)	63 (87)	43 (60)
Social class: Professional	14 (58)	12 (50)	17 (71)	9 (37)	6 (50)	5 (41)	9 (75)	7 (58)	46 (64)	33 (46)
Year of entering journalism: Since 2001	6 (25)	16 (66)	17 (71)	16 (66)	10 (83)	9 (75)	8 (66)	7 (58)	41 (57)	48 (66)
Marital status: Married	11 (46)	6 (25)	6 (25)	9 (37)	5 (41)	4 (33)	5 (41)	6 (50)	28 (39)	25 (35)
Number of previous jobs: Two and more	21 (87)	20 (83)	22 (91)	19 (79)	9 (75)	11 (91)	12 (100)	9 (91)	64 (89)	59 (82)
Form of employment: Salaried	20 (83)	14 (58)	22 (91)	15 (62)	12 (100)	4 (33)	12 (100)	10 (83)	66 (91)	43 (60)
Type of employment: Permanent, full time	24 (100)	9 (37)	15 (62)	20 (83)	11 (91)	8 (67)	10 (83)	5 (42)	60 (83)	42 (58)
Second job: Yes	3 (12)	12 (50)	8 (33)	13 (54)	7 (58)	8 (67)	0 (0)	6 (50)	18 (25)	39 (54)
Total monthly income: Sufficient	19 (79)	13 (54)	14 (58)	13 (54)	5 (42)	9 (75)	8 (67)	7 (58)	46 (64)	42 (58)
Union membership: Yes	9 (37)	4 (16)	5 (21)	3 (12)	4 (33)	0 (0)	2 (16)	2 (16)	20 (28)	9 (12)
Party membership: Yes	2 (8.3)	0 (0)	0 (0)	2 (8)	0 (0)	0 (0)	0 (0)	0 (0)	2 (3)	2 (3)
NGO membership: Yes	11 (46)	14 (58)	4 (16)	8 (33)	1 (8)	6 (50)	1 (8)	2 (16)	17 (23)	30 (41)

TABLE C.3 Three most frequently mentioned reasons for journalists' job satisfaction

	<i>Reason 1</i>	<i>Reason 2</i>	<i>Reason 3</i>
Brasília: Traditional	High-quality journalistic material	The gratefulness and feedback from the audience	Recognition at the work environment
Brasília: Online	High-quality journalistic material	The gratefulness and feedback from the audience	Material's effectivity
Rio de Janeiro: Traditional	The gratefulness and feedback from the audience	Material's effectivity	The creative process and the creative self-fulfilment Recognition at the work environment
Rio de Janeiro: Online	The creative process and the creative self-fulfilment	High-quality journalistic material and the gratefulness and feedback from the audience	Material's effectivity and recognition at the work environment
Juiz de Fora: Traditional	High-quality journalistic material	The gratefulness and feedback from the audience	Recognition at the work environment
Juiz de Fora: Online	High-quality journalistic material	The gratefulness and feedback from the audience	Recognition at the work environment
Vitória: Traditional	The gratefulness and feedback from the audience	High-quality journalistic material	Material's effectivity
Vitória: Online	The gratefulness and feedback from the audience	The creative process and the creative self-fulfilment	High-quality journalistic material

TABLE C.4 Three most important social media apps for journalists

	<i>Social media apps 1</i>	<i>Social media apps 2</i>	<i>Social media apps 3</i>
Brasília: Traditional	Facebook	Twitter	Instagram
Brasília: Online	Facebook	Twitter	Instagram
Rio de Janeiro: Traditional	Facebook	Twitter	Instagram
Rio de Janeiro: Online	Facebook	Twitter	Instagram
Juiz de Fora: Traditional	Facebook	Twitter	Instagram
Juiz de Fora: Online	Facebook	Twitter	Instagram
Vitória: Traditional	Facebook	Twitter	Instagram
Vitória: Online	Facebook	Twitter	Instagram

TABLE C.5 Professional orientation in number of respondents (percentages in brackets)

City	Brasília		Rio de Janeiro		Vitória		Juiz de Fora		All	
	Traditional	Online	Traditional	Online	Traditional	Online	Traditional	Online	Traditional	Online
<i>Number of respondents</i>	24	24	24	24	12	12	12	12	72	72
To stay in profession: Yes	23 (96)	22 (92)	21 (88)	16 (66)	12 (100)	12 (100)	12 (100)	12 (100)	68 (94)	62 (86)
Journalists should not cover subjects that play into the hands of our country's enemies: Yes	20 (41)	20 (41)	20 (41)	21 (44)	8 (66)	6 (50)	10 (83)	10 (83)	58 (80)	57 (79)
Sometimes it is necessary to block Internet access: No, in no circumstance	14 (58)	16 (66)	15 (62)	13 (54)	7 (58)	8 (66)	6 (50)	7 (58)	42 (87)	44 (91)
Need to control political affairs content: No	16 (66)	14 (58)	16 (66)	17 (71)	9 (75)	8 (66)	6 (50)	10 (83)	47 (65)	49 (68)
Need to control entertainment content: No	14 (58)	10 (41)	17 (71)	17 (71)	6 (50)	10 (83)	8 (66)	9 (75)	45 (62)	46 (64)
Approach to corruption in journalism: Negative	13 (54)	17 (71)	11 (46)	18 (75)	9 (75)	5 (41)	10 (83)	5 (41)	43 (60)	45 (62)
Have you produced articles for money or services in past 12 months? Yes	5 (21)	2 (8)	4 (16)	7 (29)	1 (8)	3 (25)	2 (16)	6 (50)	12 (16)	20 (28)
Attitude to protests in your city, country: Positive	22 (91)	24 (100)	18 (75)	21 (44)	10 (83)	12 (100)	9 (75)	11 (91)	59 (82)	68 (94)

TABLE C.6 Three core qualities of professional journalists

	<i>Quality 1</i>	<i>Quality 2</i>	<i>Quality 3</i>
Brasília: Traditional	Honest, sincere	Competent, knowledge on subjects	Independent/not speculative
Brasília: Online	Honest, sincere	Independent	No prejudices
Rio de Janeiro: Traditional	Honest, sincere/ good writing and technical skills	Competent, knowledge on the subject/general and professional ethics/multitasking	Independent, no prejudices, not corrupt
Rio de Janeiro: Online	Honest, sincere/ independent, no prejudices, and not corrupt	Competent, knowledge of the subject	Courageous, stubbornness
Juiz de Fora: Traditional	Honest, sincere	Competent, knowledge on subjects	Good writing skills
Juiz de Fora: Online	Honest, sincere	Good writing skills	Ethical behaviour
Vitória: Traditional	Competent, knowledge on subjects	Honest, sincere	Good writing skills, ethical behaviour
Vitória: Online	Honest, sincere	Competent, knowledge on subjects	Good writing skills

TABLE C.7 Three key functions that journalism should fill

	<i>Function 1</i>	<i>Function 1</i>	<i>Function 1</i>
Brasília: Traditional	Informing with objectivity	Educating/generating critical consciousness	Serving society
Brasília: Online	Informing with objectivity	Investigating	Serving society, raising public debates
Rio de Janeiro: Traditional	Informing with objectivity	Educating	Defending social interests
Rio de Janeiro: Online	Informing with objectivity	Educating	Entertaining
Juiz de Fora: Traditional	Informing with objectivity	Educating	Serving society, investigating
Juiz de Fora: Online	Informing with objectivity	Serving society	Educating
Vitória: Traditional	Informing with objectivity	Being impartial	Educating
Vitória: Online	Informing with objectivity	Serving society	Entertaining, raising public debates

TABLE C.8 Three key roles that journalists should perform

	<i>Role 1</i>	<i>Role 2</i>	<i>Role 3</i>
Brasília: Traditional	Report objectively	Educate/raise awareness	Provide service to society
Brasília: Online	Report objectively	Investigate and ascertain	Provide service to society
Rio de Janeiro: Traditional	Report objectively	Educate/raise awareness	Educate
Rio de Janeiro: Online	Report objectively	Educate/raise awareness	Provide service to society
Juiz de Fora: Traditional	Report objectively	Educate	Provide service to society
Juiz de Fora: Online	Report objectively	Educate	Provide service to society
Vitória: Traditional	Report objectively	Be impartial	Educate
Vitória: Online	Report objectively	Provide service to society	Raise awareness/entertain

TABLE C.9 Three key differences between traditional and online news media journalists

	<i>Difference 1</i>	<i>Difference 2</i>	<i>Difference 3</i>
Brasília: Traditional	Speed	Quality of journalism procedure	No differences
Brasília: Online	Speed	Quality of journalism procedure	No differences
Rio de Janeiro: Traditional	Degree of responsibility	Speed	Quality of journalism procedure
Rio de Janeiro: Online	Speed	No differences	Quality of journalism procedure
Juiz de Fora: Traditional	Speed	Quality of journalism procedure	Degree of responsibility
Juiz de Fora: Online	Speed	Quality of journalism procedure	
Vitória: Traditional	Speed	No differences	Quality of analysis
Vitória: Online	Speed	Quality of journalism procedure	

TABLE C.10 Three most important social–political changes needed in your country for journalism to perform its functions

	<i>Change needed 1</i>	<i>Change needed 2</i>	<i>Change needed 3</i>
Brasília: Traditional	Ensure media and economic independence	Reform legislation	End corruption
Brasília: Online	Ensure media and economic independence	Reform legislation	End corruption
Rio de Janeiro: Traditional	Ensure media and economic independence	Reform legislation	End of oligopoly
Rio de Janeiro: Online	Ensure media and economic independence	Reform legislation	End of oligopoly
Juiz de Fora: Traditional	Ensure media and economic independence	Obligation of the diploma	Greater appreciation of the professional
Juiz de Fora: Online	Ensure media and economic independence	Obligation of the diploma	Greater appreciation of the professional
Vitória: Traditional	Ensure media and economic independence	Reform legislation	End corruption
Vitória: Online	Ensure media and economic independence	Reform legislation	End corruption