

WP11: Media Practices

European Journalism Centre (EJC)
University of Oxford (UOXF)
Budapest Business School (BBS)

Eric Karstens, EJC

Objectives

- Understand the social and cultural environments in the news production processes from which media narratives around intra-EU mobility/migration emerge (news maker view) across country sample
- Understand the tactics of influencers (spokespeople, advocates, activists) engaged in efforts to shape public narratives on intra-EU mobility/migration
- Understand country-based and cultural differences between the above
- Provide context for WP8 (Mapping Discourses)

Questioning approach

- **General “worldview” of media organisations**
 - Choice of words
 - Distinction between types of migration
 - Migration narrative
- **Newsroom cultures and practices**
 - Management style, directions, diversity, job security, newsroom climate
 - Newsroom (or other) influence on topic selection as well as tone and approach
 - News values across countries and media environments: How do journalists and influencers make subjective decisions about what constitutes a “good” story?
- **Perspective on migration**
 - Who counts as a migrant?
 - When is differentiation between types of migration deemed necessary?
- **Influencers**
 - Approaches to dealing with the media, timing
 - Response to media demand for specific materials
 - Tone and content of media interventions

Backgrounds

- Demographic challenges
- Effects on welfare systems and labour markets
- Integration and segregation
- Terrorism threats
- “Islamification” fears
- Schengen and Dublin systems
- Refugee crisis
- Others as they emerge

Methodology

Coordination
with WPs 8&9

- **Focus Groups:** 5-10 participants each, structured scenario, carefully orchestrated under Chatham House Rules, local language
- **Individual interviews:** For participants uncomfortable with focus groups, or with scheduling constraints, same approach as above
- Direct, hand-picked recruitment through EJC network, representative
- **Online survey:** Standardised questionnaire in all local languages, could be used as input for focus groups and interviews, or vice versa
- Generic promotion through the EJC's communication channels

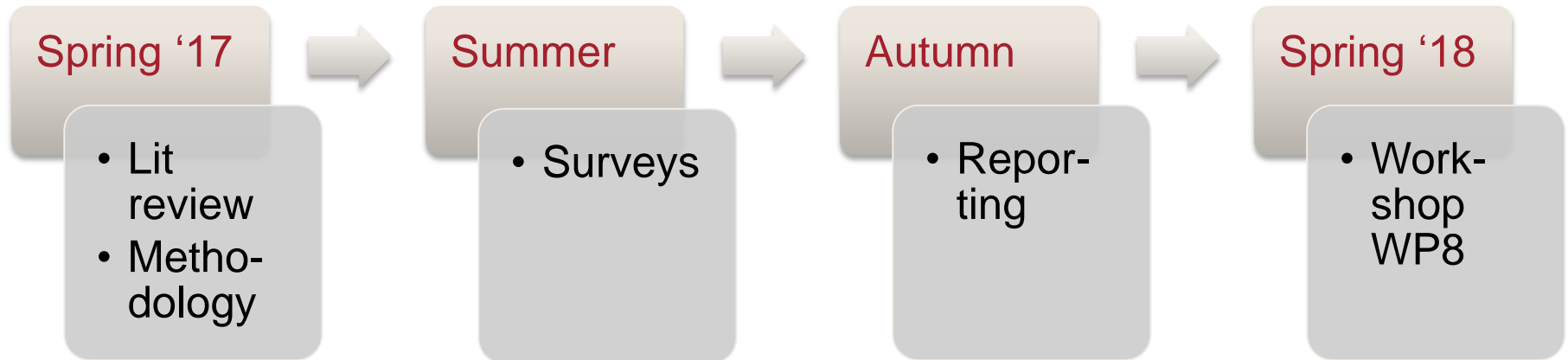
Approach and scope

- Focus groups and interviews with 210 participants
- Roughly proportionate to population
- Adapted for accuracy and depth*
- Split between news makers and influencers
60-75% <-> 25-40%
- Additional online survey, target 250-300 responses

Country	Population	Tentative sample
Germany	81.2m	42
Hungary	9.8m	11
Italy	60.8m	37
Poland	38.0m	25
Romania	19.9m	17
Spain	46.4m	29
Sweden	9.7m	11
UK	64.9m	38
		210

* Taking into account additional information from Media Pluralism Monitor, Press Freedom Index, EJC Media Landscapes

Implementation



Division of work

- UOXF, BBS, EJC: Methodology and questionnaire development
- EJC: Recruitment, logistics, conducting interviews, online survey
 - With UOXF involvement in the UK
 - With BBS involvement in HU, RO, PL
- EJC: Analysis and reports (with UOXF and BBS involvement)
- EJC: WP8 workshop logistics (with UNIVIE and UOXF involvement)

Thank you for your attention! **Questions?**