Transformations of television systems: Implications for media content, political parties and political attitudes

Arbaoui, B.

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Appendices

Appendix A (Chapter 2)

Example of how scores on the television system variables were calculated.

This appendix shows how the measures for advertising dependency and for audience fragmentation were calculated. It also presents graphs with the scores of all 17 countries in this study on the dimensions of audience fragmentation, advertising dependency and competition between television companies in the years 1980-2008. The data after 1990 mostly originates from the EAO (European Audiovisual Observatory) yearbooks. The data before 1990 for audience share and the share of commercial revenues of public television come from various national resources as well as UNESCO yearbooks. When channel level data for 1980s were not available, I estimated them using the closest available year, as explained in chapter 2. The data on audience fragmentation from before 1990 should be seen therefore as an approximation only.

For example, in 2002, Finland had the least commercially dependent media system but was moderately fragmented. In 2002 public television was for 95.8% financed by license fees and other public income. The audience share of public television in 2002 was 45.5%. The level of advertising dependency is therefore equal to 1-((0.958*0.455)) = 0.564. In 2002 the daily audience shares of television channels included Yle1 (23.8%); Yle2 (21.7%); MTV3 (37%); SubTV (1.2%); Nelonen (11.6%). Other channels with smaller daily shares (totalling 4.7%) were not included (data source: European Audiovisual Observatory, 2007). I square all
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these market shares (in proportions) and subtract them from 1. So the fragmentation intensity in Finland in this year is 0.74.

Figure A.2.1. Trajectories of Change in the advertising dependency dimension among West-European countries where advertising dependency was initially zero

Figure A.2.2. Trajectories of Change in the advertising dependency dimension in West-European countries where advertising dependency was initially moderate
Figure A.2.3. Trajectories of Change in the advertising dependency dimension in West-European countries where advertising dependency was initially high.
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Figure A.2.4. The fragmentation of audiences and competition intensity at the company level by country, 1980-2008 (the figures before 1990s are estimates only)
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- Fragmentation of audience, Spain
- Competition at the company level, Spain

- Fragmentation of audience, Sweden
- Competition at the company level, Sweden

- Fragmentation of audience, Scotland
- Competition at the company level, Scotland

- Fragmentation of audience, UK
- Competition at the company level, UK

- Fragmentation of audience, Wallonia
- Competition at the company level, Wallonia
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Appendix B (Chapter 3)


Crime, violence, sex and drugs

- Violent demonstrations
- Terrorism
- Crime levels
- Petit/small crimes
- Espionage
- Prison conditions
- Corruption (not political)
- Police behaviour
- White collar crime
- Judicial decisions
- Child abuse
- Paedophilia
- Violence against women/wives
- Violence against husbands
- Political assassinations
- Murder
- Robbery
- Crime investigation
- Assault
- Rape
- Criminal association (e.g., Mafia)
- Fraud
- Political corruption
- Libel suit
- Disputes
- Strikes
- Drug problems
- Prostitution, women trafficking
- Sexual orientation issues
- Abortion
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Celebrities and fashion
- Celebrities’ including royalties’ personal news
- Fashion products and trends

Accidents and disasters
- Natural disasters – earthquakes
- Natural disaster – floods
- Natural disaster – famine
- Natural disaster – other weather
- Car accidents
- Plane crash
- Plane near accident
- Train accident
- Fire
- Work accident
- Military-related accident
- Home accident
- Crowd accident
- Other

Political misconduct
- Abuse of political power, corruption
- Commission of inquiry
- Resignation of politician

War and terrorism
- Wars between countries
- International tensions and disagreements
- International terrorism
  Embargo
### Appendix C (Chapter 4)

Table A.4.1. Country scores on advertising dependency and audience fragmentation, consensualism and the relative importance of the immigration issue.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>0.60</td>
<td>0.84</td>
<td>0.67</td>
<td>1.1</td>
</tr>
<tr>
<td>Flanders</td>
<td>0.70</td>
<td>0.84</td>
<td>1.40</td>
<td>1.12</td>
</tr>
<tr>
<td>Wallonia</td>
<td>0.72</td>
<td>0.89</td>
<td>1.40</td>
<td>1.12</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.68</td>
<td>0.88</td>
<td>0.48</td>
<td>1.07</td>
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<td>Germany</td>
<td>0.64</td>
<td>0.90</td>
<td>0.69</td>
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<tr>
<td>Denmark</td>
<td>0.61</td>
<td>0.78</td>
<td>0.77</td>
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<tr>
<td>Spain</td>
<td>0.83</td>
<td>0.82</td>
<td>0.06</td>
<td>1.07</td>
</tr>
<tr>
<td>Finland</td>
<td>0.56</td>
<td>0.74</td>
<td>1.33</td>
<td>0.86</td>
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<tr>
<td>France</td>
<td>0.76</td>
<td>0.80</td>
<td>-1.21</td>
<td>1.06</td>
</tr>
<tr>
<td>UK</td>
<td>0.71</td>
<td>0.84</td>
<td>-2.04</td>
<td>1.02</td>
</tr>
<tr>
<td>Greece</td>
<td>0.89</td>
<td>0.86</td>
<td>-0.41</td>
<td>1.08</td>
</tr>
<tr>
<td>Ireland</td>
<td>0.73</td>
<td>0.87</td>
<td>-0.13</td>
<td>0.97</td>
</tr>
<tr>
<td>Italy</td>
<td>0.74</td>
<td>0.84</td>
<td>0.85</td>
<td>1.08</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0.73</td>
<td>0.91</td>
<td>0.84</td>
<td>1.2</td>
</tr>
<tr>
<td>Norway</td>
<td>0.58</td>
<td>0.72</td>
<td>0.33</td>
<td>0.98</td>
</tr>
<tr>
<td>Portugal</td>
<td>0.81</td>
<td>0.75</td>
<td>0.11</td>
<td>0.99</td>
</tr>
<tr>
<td>Sweden</td>
<td>0.57</td>
<td>0.82</td>
<td>1.04</td>
<td>0.96</td>
</tr>
</tbody>
</table>

[^1]: The relative importance of the immigration issue in comparison to other issues is taken from the calculation of Benoit and Laver (2007:173).
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The wordings of the questions asked by Benoit and Laver (2007) to experts to measure the positioning of parties on the ideological left right the immigration issue.

Left-Right

Please locate each party on a general left-right dimension, taking all aspects of party policy into account.

Left (1) Right(20)

Immigration Position

Favours policies designed to help asylum seekers and immigrants integrate into society (1)

Favours policies designed to help asylum seekers and immigrants return to their country of origin (20)
Appendices

Appendix D (Chapter 5)

This appendix provides information about the distribution of variables used in chapter 5. It provides the wording of survey questions, and some graphs that facilitate the interpretation of interaction effects and could be used to replicate the analysis.
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Table A.5.1. Z-scores of the independent and dependent country-level variables and the average and standard deviation of their raw scores.

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust in Politicians</th>
<th>Audience fragmentation</th>
<th>Advertising dependency</th>
<th>Heterogeneity</th>
<th>Consensualism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>-0.82</td>
<td>0.35</td>
<td>-1.44</td>
<td>0.84</td>
<td>0.44</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1.02</td>
<td>0.87</td>
<td>-0.26</td>
<td>-0.23</td>
<td>0.22</td>
</tr>
<tr>
<td>Germany</td>
<td>-0.84</td>
<td>1.09</td>
<td>-0.68</td>
<td>0.84</td>
<td>0.47</td>
</tr>
<tr>
<td>Denmark</td>
<td>2.01</td>
<td>-1.25</td>
<td>0.36</td>
<td>-1.30</td>
<td>0.56</td>
</tr>
<tr>
<td>Spain</td>
<td>-0.29</td>
<td>-0.23</td>
<td>1.5</td>
<td>-0.23</td>
<td>-0.26</td>
</tr>
<tr>
<td>Flanders</td>
<td>0.73</td>
<td>0.08</td>
<td>0.34</td>
<td>-0.23</td>
<td>1.29</td>
</tr>
<tr>
<td>Finland</td>
<td>1.15</td>
<td>-1.33</td>
<td>-1.44</td>
<td>-1.84</td>
<td>1.21</td>
</tr>
<tr>
<td>France</td>
<td>-0.51</td>
<td>-0.61</td>
<td>0.87</td>
<td>-0.23</td>
<td>-1.73</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>-0.41</td>
<td>0.51</td>
<td>0.01</td>
<td>0.31</td>
<td>-2.69</td>
</tr>
<tr>
<td>Greece</td>
<td>-0.40</td>
<td>0.51</td>
<td>1.57</td>
<td>1.38</td>
<td>-0.81</td>
</tr>
<tr>
<td>Ireland</td>
<td>0.00</td>
<td>0.78</td>
<td>0.32</td>
<td>0.84</td>
<td>-0.48</td>
</tr>
<tr>
<td>Italy</td>
<td>-0.84</td>
<td>0.05</td>
<td>0.67</td>
<td>0.84</td>
<td>0.65</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0.93</td>
<td>1.32</td>
<td>0.46</td>
<td>-1.30</td>
<td>0.64</td>
</tr>
<tr>
<td>Norway</td>
<td>0.39</td>
<td>-2.24</td>
<td>-1.59</td>
<td>-1.84</td>
<td>0.05</td>
</tr>
<tr>
<td>Portugal</td>
<td>-2.27</td>
<td>-1.47</td>
<td>0.87</td>
<td>0.84</td>
<td>-0.21</td>
</tr>
<tr>
<td>Sweden</td>
<td>0.32</td>
<td>-0.002</td>
<td>-1.06</td>
<td>-0.23</td>
<td>0.87</td>
</tr>
<tr>
<td>Wallonia</td>
<td>-0.17</td>
<td>0.91</td>
<td>0.6</td>
<td>0.31</td>
<td>1.29</td>
</tr>
</tbody>
</table>

Average 3.87 0.85 0.71 0.85 0.36
Standard Deviation 0.8 0.05 0.08 0.02 0.92
### Table A.5.2. Political interest distribution centred around the grand mean

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1.39 (not at all interested)</td>
<td>15.68</td>
</tr>
<tr>
<td>-0.39 (hardly interested)</td>
<td>35.08</td>
</tr>
<tr>
<td>0.61 (quite interested)</td>
<td>38.48</td>
</tr>
<tr>
<td>1.61 (very interested)</td>
<td>10.75</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Average political interest = 2.38
Standard deviation = 0.9

### Table A.5.3. Time spent watching news in hours per day centred around the grand mean

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>.75 (No time at all)</td>
<td>6.2</td>
</tr>
<tr>
<td>.50 (Less than 0.5 hour)</td>
<td>31.9</td>
</tr>
<tr>
<td>.00 (0.5 hour to 1 hour)</td>
<td>38.9</td>
</tr>
<tr>
<td>.50 (More than 1 hour, up to 1.5 hours)</td>
<td>13.1</td>
</tr>
<tr>
<td>1.00 (More than 1.5 hours, up to 2 hours)</td>
<td>5.7</td>
</tr>
<tr>
<td>1.50 (More than 2 hours, up to 2.5 hours)</td>
<td>2.2</td>
</tr>
<tr>
<td>2.00 (More than 2.5 hours, up to 3 hours)</td>
<td>1.0</td>
</tr>
<tr>
<td>2.75 (More than 3 hours)</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Average time spent watching news in Hours = 0.74
Standard deviation = 0.61
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Figure A.5.1. Effects of audience fragmentation on trust in politicians according to levels of political interest

Figure A.5.2. Effects of audience fragmentation on trust in politicians at observed values of time spent on watching news
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Figure A.5.3. Effects of advertising dependency on trust in politicians according to levels of political interest

Figure A.5.4. Effects of advertising dependency on trust in politicians according to time spent watching news
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Wording of core individual-level variables:

Trust in Politicians

"Using this card. Please tell me on a score of 0-10 how much you personally trust politicians. I read out: 0 means you do not trust politicians at all. And 10 means you have complete trust"

Values and categories

00 No trust at all
01 1
02 2
03 3
04 4
05 5
06 6
07 7
08 8
09 9
10 Complete trust
77 Refusal
88 Don’t know
99 No answer

For the wording of other variables see: www.europeansocialsurvey.org
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**Hours of news watched on television:**

“And again on an average weekday. How much of your time watching television is spent watching news or programs about politics and current affairs?”

**Values and categories**

- 00 No time at all
- 01 Less than 0.5 hour
- 02 0.5 hour to 1 hour
- 03 More than 1 hour. Up to 1.5 hours
- 04 More than 1.5 hours. Up to 2 hours
- 05 More than 2 hours. Up to 2.5 hours
- 06 More than 2.5 hours. Up to 3 hours
- 07 More than 3 hours
- 66 Not applicable
- 77 Refusal
- 88 Don’t know
- 99 No answer

We transformed this variable by giving each individual the middle score of the category to which he/she belongs.
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Political interests

“How interested would you say you are in politics are you...”

Values and categories

1 Very interested
2 Quite interested
3 Hardly interested
4 Not at all interested
7 Refusal
8 Don’t know
9 No answer

This variable was recoded so that higher values indicate higher levels of political interest.
**Beliefs about others’ trustworthiness**

“Using this card, generally speaking, would you say that most people can be trusted, or that you can’t be too careful in dealing with people?”

“Please tell me on a score of 0 to 10, where 0 means you can’t be too careful and 10 means that most people can be trusted.”

**Values and categories**

00 you can’t be too careful
01 1
02 2
03 3
04 4
05 5
06 6
07 7
08 8
09 9
10 most people can be trusted
77 Refusal
88 Don’t know
99 No answer
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Experience of corruption public officials

“How often, if ever, have each of these things happened to you in the last five years? Public official (government officials, such as custom officers and to local officials, such as housing/building regulators etc) asked you for a favour or a bribe in return for a service.”

- 1 : Never
- 2 : Once
- 3 : Twice
- 4 : 3 or 4 times
- 5 : 5 times or more
- 8 : Don’t know

Subjective income

“Which of the descriptions on this card comes closest to how you feel about your household’s income nowadays?”

- 1: Living comfortably on present income
- 2: Coping on present income
- 3: Finding it difficult on present income
- 4: Finding it very difficult on present income
- 8: Don’t know