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

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# Appendices

## *Appendix A (Chapter 2)*

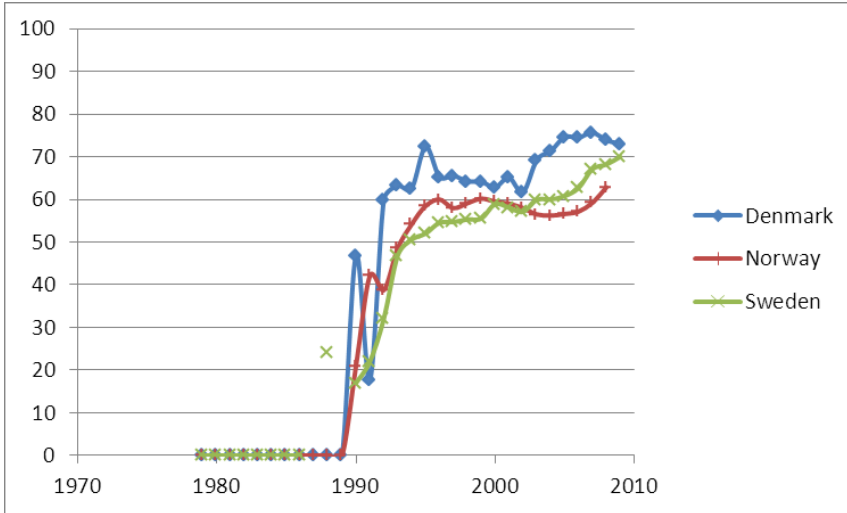
### **Example of how scores on the television system variables were calculated.**

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

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**

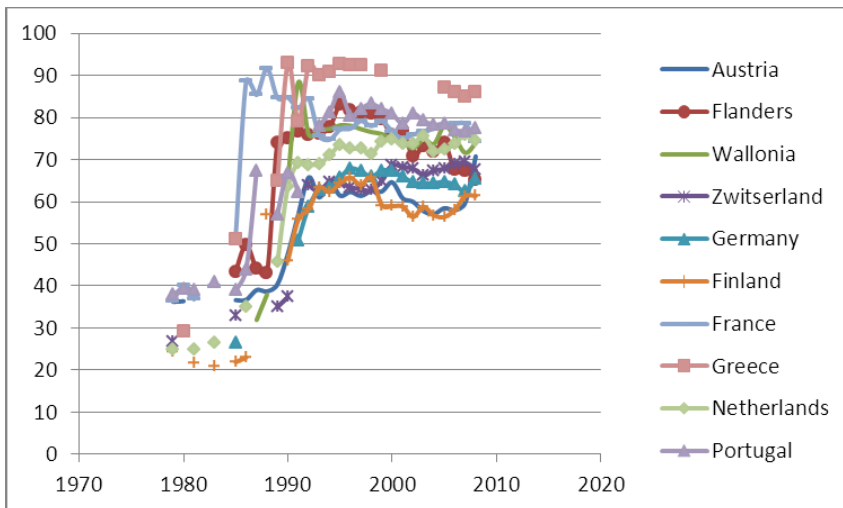


Figure A.2.3. Trajectories of Change in the advertising dependency dimension in West-European countries where advertising dependency was initially high

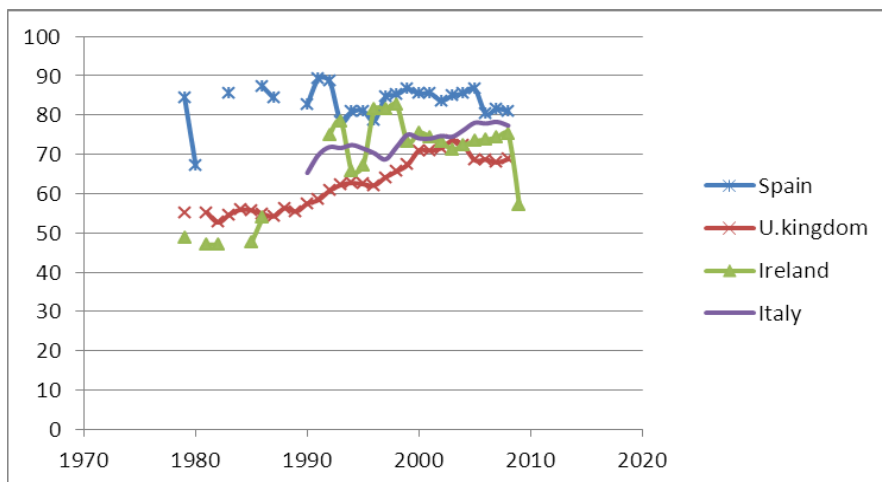
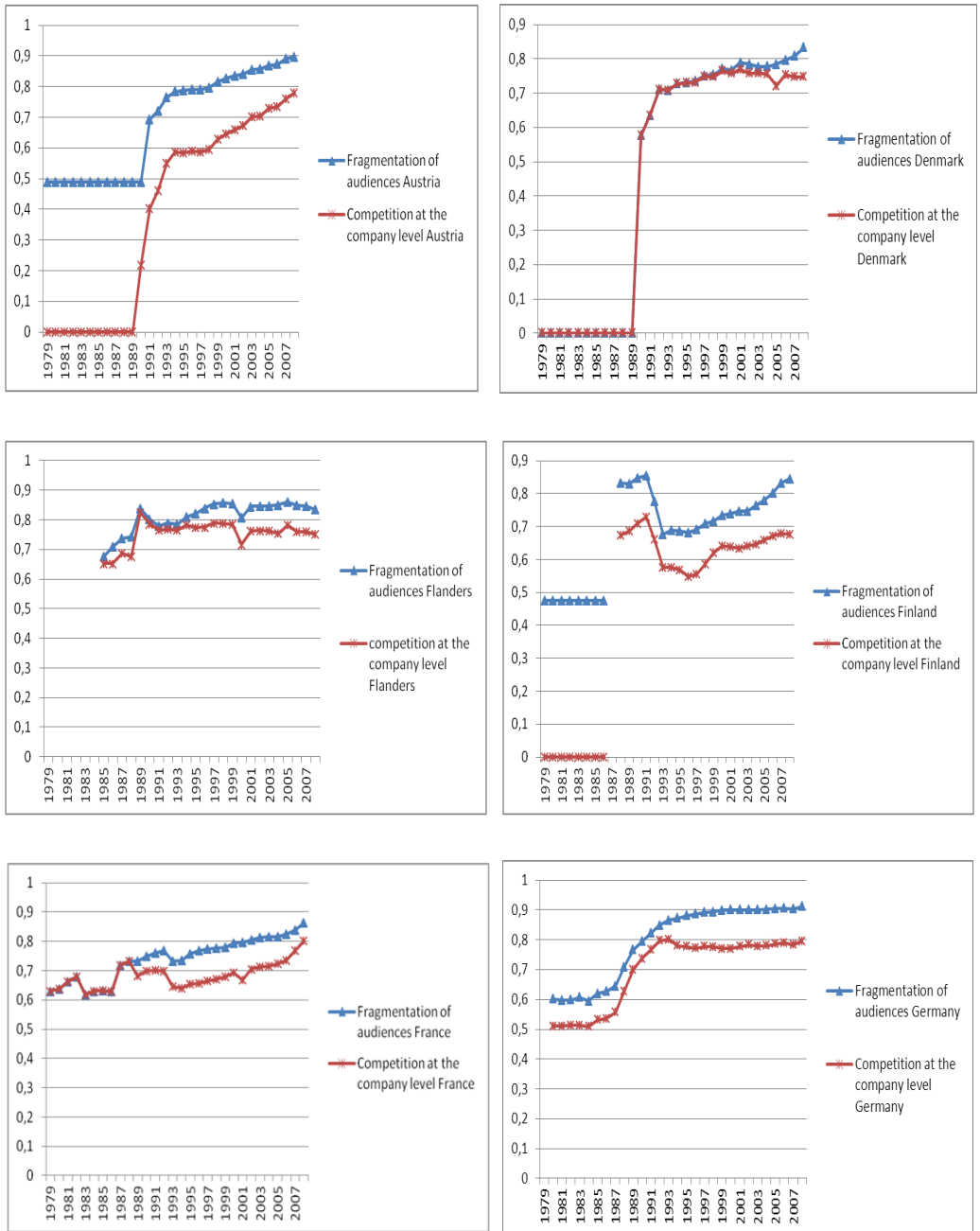
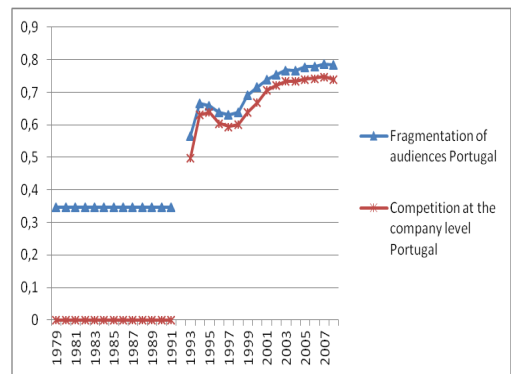
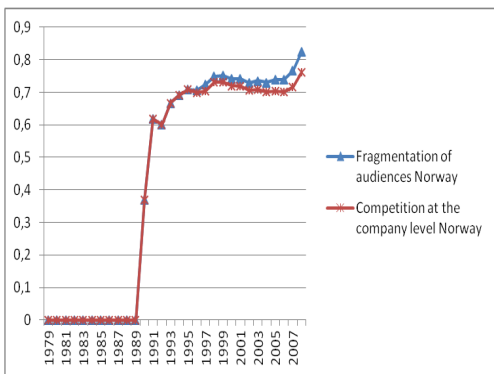
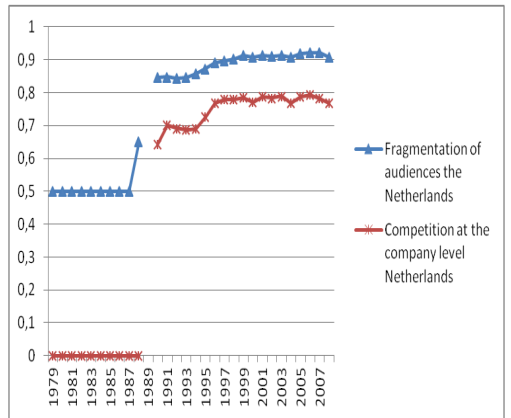
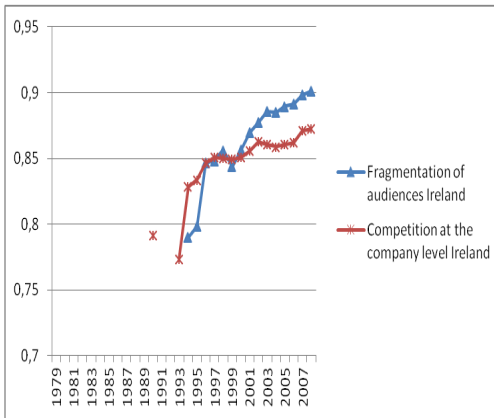
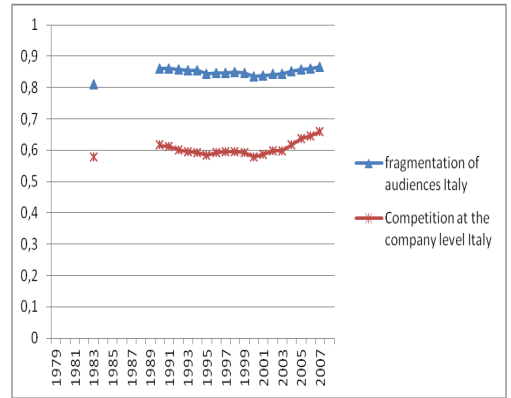
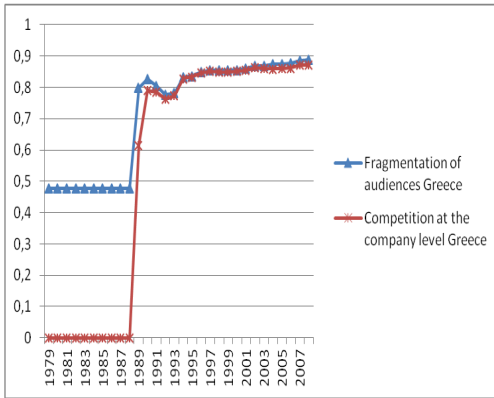
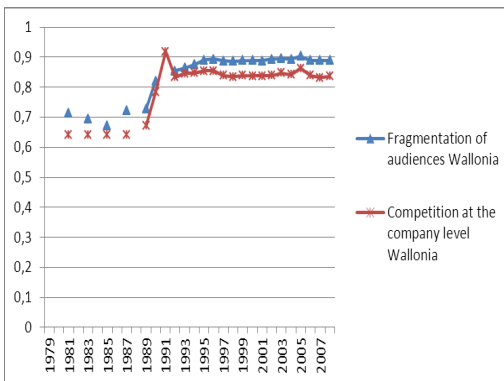
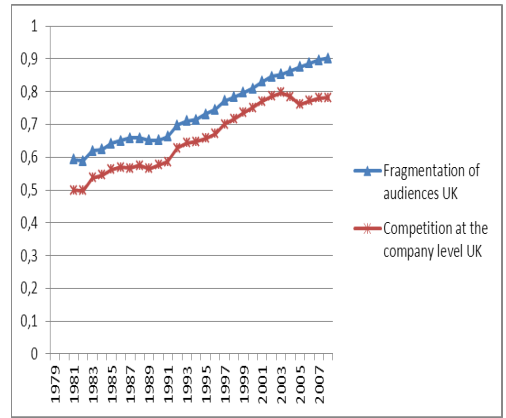
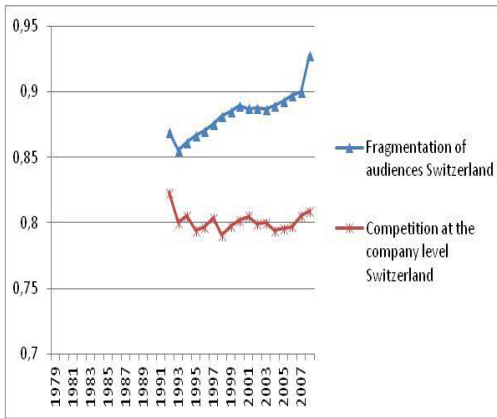
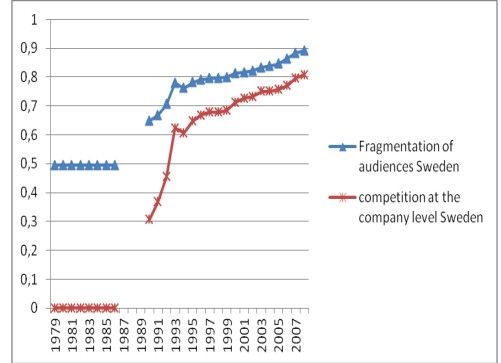
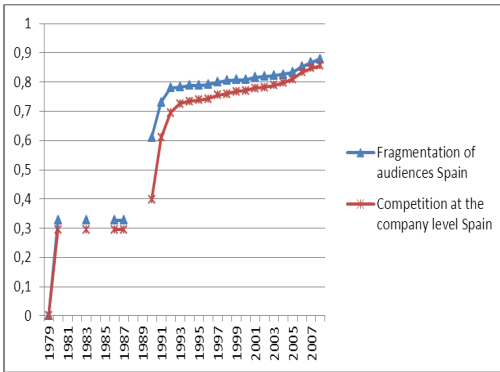


Figure A.2.4. The fragmentation of audiences and competition intensity at the company level by country, 1980-2008 (the figures before 1990s are estimates only)





# Transformations of television systems



### **Appendix B (Chapter 3)**

The issues defined as sensational news (see <http://www.polcomm.org/wp-content/uploads/Codebook-Appendix-A-Topic-codes.pdf> for the complete coding of news items.).

#### **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



### **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.**

	Advertising dependency (2002)	Audience Fragmentation (2002)	Lijphart index of consen- sualism (1997-2006)	Weighted mean score immigration <sup>59</sup>
Austria	0.60	0.84	0.67	1.1
Flanders	0.70	0.84	1.40	1.12
Wallonia	0.72	0.89	1.40	1.12
Switzerland	0.68	0.88	0.48	1.07
Germany	0.64	0.90	0.69	1.1
Denmark	0.61	0.78	0.77	1.2
Spain	0.83	0.82	0.06	1.07
Finland	0.56	0.74	1.33	0.86
France	0.76	0.80	-1.21	1.06
UK	0.71	0.84	-2.04	1.02
Greece	0.89	0.86	-0.41	1.08
Ireland	0.73	0.87	-0.13	0.97
Italy	0.74	0.84	0.85	1.08
Netherlands	0.73	0.91	0.84	1.2
Norway	0.58	0.72	0.33	0.98
Portugal	0.81	0.75	0.11	0.99
Sweden	0.57	0.82	1.04	0.96

<sup>59</sup> The relative importance of the immigration issue in comparison to other issues is taken from the calculation of Benoit and Laver (2007:173).

## *Transformations of television systems*

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)

### ***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.

**Table A.5.1. Z-scores of the independent and dependent country-level variables and the average and standard deviation of their raw scores.**

	Trust in Politicians	Audience fragmentation	Advertising dependency	Heterogeneity	Consensualism
Austria	-0.82	0.35	-1.44	0.84	0.44
Switzerland	1.02	0.87	-0.26	-0.23	0.22
Germany	-0.84	1.09	-0.68	0.84	0.47
Denmark	2.01	-1.25	0.36	-1.30	0.56
Spain	-0.29	-0.23	1.5	-0.23	-0.26
Flanders	0.73	0.08	0.34	-0.23	1.29
Finland	1.15	-1.33	-1.44	-1.84	1.21
France	-0.51	-0.61	0.87	-0.23	-1.73
United Kingdom	-0.41	0.51	0.01	0.31	-2.69
Greece	-0.40	0.51	1.57	1.38	-0.81
Ireland	0.00	0.78	0.32	0.84	-0.48
Italy	-0.84	0.05	0.67	0.84	0.65
Netherlands	0.93	1.32	0.46	-1.30	0.64
Norway	0.39	-2.24	-1.59	-1.84	0.05
Portugal	-2.27	-1.47	0.87	0.84	-0.21
Sweden	0.32	-0.002	-1.06	-0.23	0.87
Wallonia	-0.17	0.91	0.6	0.31	1.29
Average	3.87	0.85	0.71	0.85	0.36
Standard Deviation	0.8	0.05	0.08	0.02	0.92

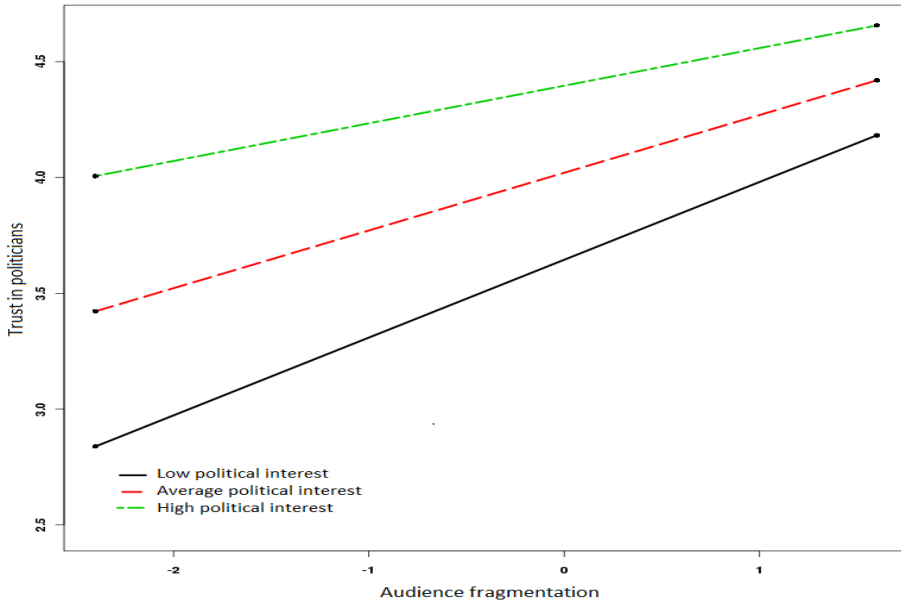
**Table A.5.2. Political interest distribution centred around the grand mean**

	Percentage	Cumulative percentage
-1.39 (not at all interested)	15.68	15.68
-0.39 (hardly interested)	35.08	50.76
0.61 (quite interested)	38.48	89.24
1.61 (very interested)	10.75	100
Total	100	
Average political interest= 2.38		
Standard deviation = 0.9		

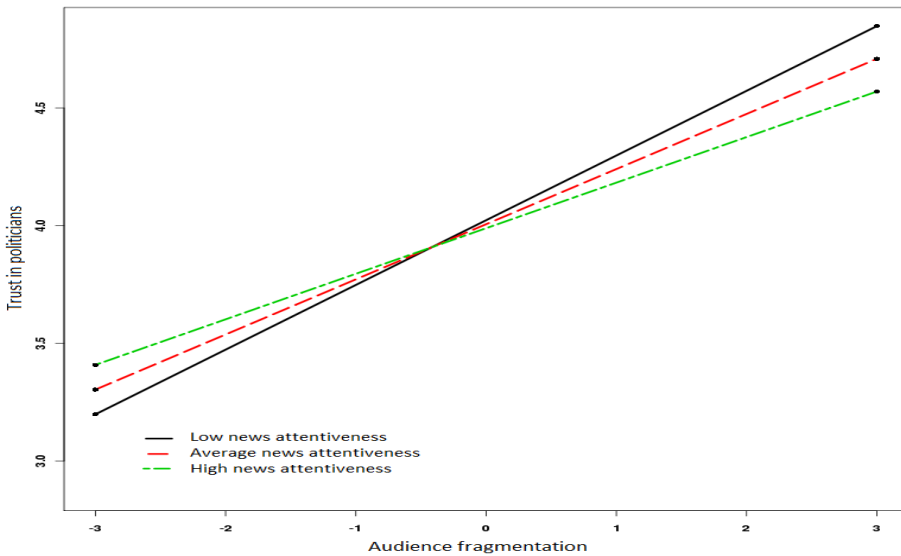
**Table A.5.3. Time spent watching news in hours per day centred around the grand mean**

	Percentage	Cumulative Percentage
-,75 (No time at all)	6.2	6.2
-,50 (Less than 0,5 hour)	31.9	38.1
,00 (0,5 hour to 1 hour)	38.9	77.0
,50 (More than 1 hour, up to 1,5 hours)	13.1	90.0
1,00 (More than 1,5 hours, up to 2 hours)	5,7	95.7
1,50 (More than 2 hours, up to 2,5 hours)	2.2	97.9
2,00 (More than 2,5 hours, up to 3 hour)	1.0	98.9
2,75 (More than 3 hours)	1.1	100.0
Average time spent watching news in Hours = 0.74		
Standard deviation = 0.61		

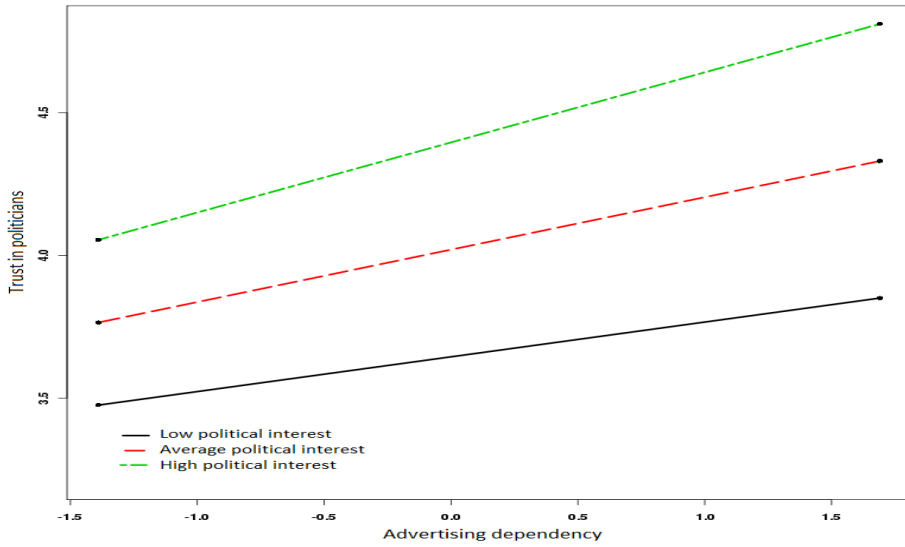
**Figure A.5.1. Effects of audience fragmentation on trust in politicians according to levels of political interest**



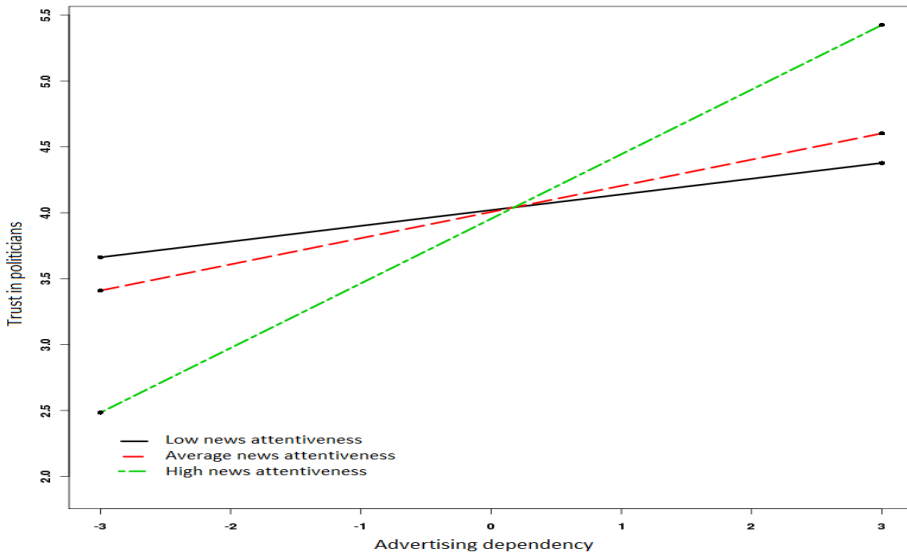
**Figure A.5.2. Effects of audience fragmentation on trust in politicians at observed values of time spent on watching news**



**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**





**Wording of core individual-level variables<sup>60</sup>:**

**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

---

<sup>60</sup> For the wording of other variables see: [www.europeansocialsurvey.org](http://www.europeansocialsurvey.org)

**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.

**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

### **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