

Survey Instrument

A Study of Blogging's Impact on Journalism

You are invited to participate in an online survey that examines whether journalists read political blogs and whether they believe blogging is having an impact on journalism. You were selected as a potential participant because your byline appeared on one or more news stories related to the 2008 elections. Please read this form and ask any questions you may have before agreeing to participate in the survey.

This survey is being conducted by Kyle Heim, a Ph.D. candidate in the School of Journalism at the University of Missouri-Columbia. The faculty adviser is Wayne Wanta, a professor in the School of Journalism at the University of Missouri-Columbia.

Procedures

If you participate in this survey, you will be asked a series of questions. Your participation is voluntary, and you may refuse to answer any question. The survey takes only about 10 minutes to complete. Some questions may appear to be redundant, but please go ahead and answer each item. There are no risks involved in this study, and your participation will not affect your current employment status.

Confidentiality

Your responses to the survey questions will remain anonymous and will be reported only as part of the aggregate results. These aggregate results may be included in research studies and presentations. Only the primary researcher will have access to survey responses, and your name and place of employment will not be associated with any of the data. You will not be asked to provide your name or e-mail address, and your IP (Internet protocol) address will not be recorded.

Survey Results

If you agree to participate in the survey, you may request to receive a summary of the aggregate results once the research has been completed. Instructions on how to obtain a summary of the results will be provided at the end of the survey.

Contacts and Questions

You may ask any questions you have now by e-mailing them to Kyle Heim at [REDACTED] If you have questions regarding your rights as a research participant, please contact the University of

Missouri's Campus Institutional Review Board (IRB) at [REDACTED] or [REDACTED]

Consent

By selecting "yes" below, you are acknowledging that you have read the information above and consent to participate in this study.

1) After reading the information above, do you consent to participate in this study?

YES, I have read the information above and consent to participate in the study.

NO, I do not consent to participate in the study.

If you answered "yes," click the "Next Page" button to proceed to the survey questions.

Part I. Your Journalism Background

In this section, we would like to learn some general information about your journalism background and experience.

2) In your work as a journalist, how often do you write about **national** politics and government?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Regularly

3) In your work as a journalist, how often do you write about **state** politics and government?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Regularly

4) In your work as a journalist, how often do you write about **local/municipal** politics and government?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Regularly

5) Is blogging part of your job as a journalist?

- 1 Yes, I currently contribute to one or more blogs on my news organization's Web site.
- 2 I do not currently contribute to any blogs on my news organization's Web site, but I have done so in the past.
- 3 No, blogging is not part of my job as a journalist.

6) If you answered "yes" to question 5 (indicating that you currently contribute to one or more blogs on your news organization's Web site), how often is the blog(s) updated with new content?

- 1 Less than once a month
- 2 At least once a month but not every week
- 3 At least once a week but not every day
- 4 About once a day
- 5 More than once a day

7) Do you maintain a personal blog outside of work?

- 1 Yes, I currently maintain one or more personal blogs.
- 2 I do not currently maintain any personal blogs, but I have done so in the past.
- 3 No, I have never maintained a personal blog.

8) If you answered "yes" to question 7 (indicating that you currently maintain one or more personal blogs outside of work), how often is the blog(s) updated with new content?

- 1 Less than once a month
- 2 At least once a month but not every week
- 3 At least once a week but not every day
- 4 About once a day
- 5 More than once a day

9) Is your current employer a wire service or a newspaper?

- 1 Newspaper
- 0 Wire service

10) If your current employer is a newspaper, what is the newspaper's daily circulation?

- 5 800,000 or more
- 4 600,000 or 799,999
- 3 400,000 to 599,999
- 2 200,000 to 399,999
- 1 Less than 200,000

11) Are you primarily based out of Washington, D.C.?

1 Yes

0 No

12) How many total years of work experience do you have in journalism (including newspapers, magazines, television, radio, wire services, and/or online publications)?

Part II. Use of Political Blogs

In this section, we would like to learn which political blogs you read and how often you read them. For purposes of these questions, a political blog is defined as a regularly updated Web site containing a series of “posts” or entries whose primary subject matter is related to politics.

13) How often do you read political blogs?

1 Never

2 Less than once a month

3 At least once a month but not every week

4 At least once a week but not every day

5 About once a day

6 More than once a day

14) Approximately how many hours per week do you spend reading political blogs?

15) The next set of questions asks how often you visit the Web sites of specific political blogs. For each blog, select the answer that most closely reflects how often you visit the blog’s Web site.

1 Never

2 Less than once a month

3 At least once a month but not every week

4 At least once a week but not every day

5 Every day

Hot Air

The Huffington Post

Think Progress

FiveThirtyEight

Michelle Malkin

CNN’s Political Ticker

Daily Kos

The Daily Dish (Andrew Sullivan)

Talking Points Memo

Power Line
Ben Smith at Politico.com
The Corner (National Review Online)
Glenn Greenwald at Salon.com
Instapundit/PajamasMedia
NewsBusters
Political Punch (Jake Tapper)
Crooks and Liars
Little Green Footballs

16) Please list any other political blogs, besides those listed above, whose Web sites you visit at least once a week.

Part III. News Coverage and Blogging in the 2008 Election Season

In this section, we would like to learn more about your work as a journalist during the 2008 U.S. presidential race.

17) During the 2008 U.S. presidential **primary** campaign, how often did you write stories related to the campaign (including stories about the candidates, their supporters, the key issues, local reaction, and/or the campaign itself)?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Regularly

18) During the 2008 U.S. presidential **primary** campaign, which party's candidates did you write about most often?

- 1 I most often wrote about Democratic presidential candidates.
- 2 I most often wrote about Republican presidential candidates.
- 3 I wrote about Democratic and Republican presidential candidates in roughly equal proportion.
- 4 I most often wrote about independent or third-party presidential candidates.
- 5 I did not write about candidates in the presidential primary campaign.

19) During the 2008 U.S. presidential **general-election** campaign, how often did you write stories related to the campaign (including stories about the candidates, their supporters, the key issues, local reaction, and/or the campaign itself)?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Regularly

20) During the 2008 U.S. presidential **general-election** campaign, which party's ticket did you write about most often?

- 1 I most often wrote about the Democratic presidential ticket.
- 2 I most often wrote about the Republican presidential ticket.
- 3 I wrote about the Democratic and Republican presidential tickets in roughly equal proportion.
- 4 I most often wrote about independent or third-party presidential candidates.
- 5 I did not write about the candidates in the presidential general-election campaign.

21) Below are various statements related to your work as a journalist during the 2008 U.S. presidential race. Please rate from 1 to 5 your level of agreement or disagreement with each statement:

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree

I wanted to be instantly informed about the key issues in the presidential race.
Some days, I didn't want to hear anything at all about the presidential candidates.
It was important for me to monitor the key issues in the presidential race constantly.
I wanted to know the many different sides of the presidential candidates.
I wanted to be thoroughly informed about specific details behind the issues.
I expected detailed background information about the presidential candidates.
I attached great importance to commentaries on the presidential race.
Bloggers should have refrained from stating their opinions about the presidential race.
It was interesting to see how non-journalists commented on the presidential race.

22) Below are more statements related to your work as a journalist during the 2008 U.S. presidential race. Please rate from 1 to 5 your level of agreement or disagreement with each statement:

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree

Using information from political blogs allowed me to report different types of stories related to the presidential race.
Political blogs were of no help in finding story ideas related to the presidential race.
Political blogs made it possible to monitor the presidential race more closely.
I had a wider range of information available to me because of political blogs.

Part IV. Demographic Information

In this section, we would like to know a little more about you in order to see how different groups of people feel about the issues we are examining.

23) What is your gender?

1 Male

0 Female

24) What is your age?

25) Which of the following best describes your highest level of education?

7 Graduate degree

6 Some graduate education

5 Bachelor's degree

4 Associate's degree

3 Some college education

2 High school diploma or GED

1 Did not complete high school

Part V. Additional Comments

26) Please provide any other comments you wish to add about ways in which blogs in general or political blogs in particular have impacted your work as a journalist.

Please click the "Finish Survey" button in order to record your responses.

Thank you for responding to this survey. Your participation is greatly appreciated.

Any of your colleagues who also received an e-mail invitation may take the survey, too.

If you would like to receive a summary of the survey results once the research study is completed, or if you have any questions or concerns regarding the survey, you may e-mail Kyle Heim at [REDACTED]