



**CITY UNIVERSITY
LONDON**



**REUTERS
INSTITUTE for the
STUDY of
JOURNALISM**

The British journalist in the digital age

Monday 9th May 2016





Reuters Institute
for the Study of Journalism

JOURNALISTS IN THE UK

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#UKjournalists

- Roles
- Trust
- Influences
- Ethical questions
- Change



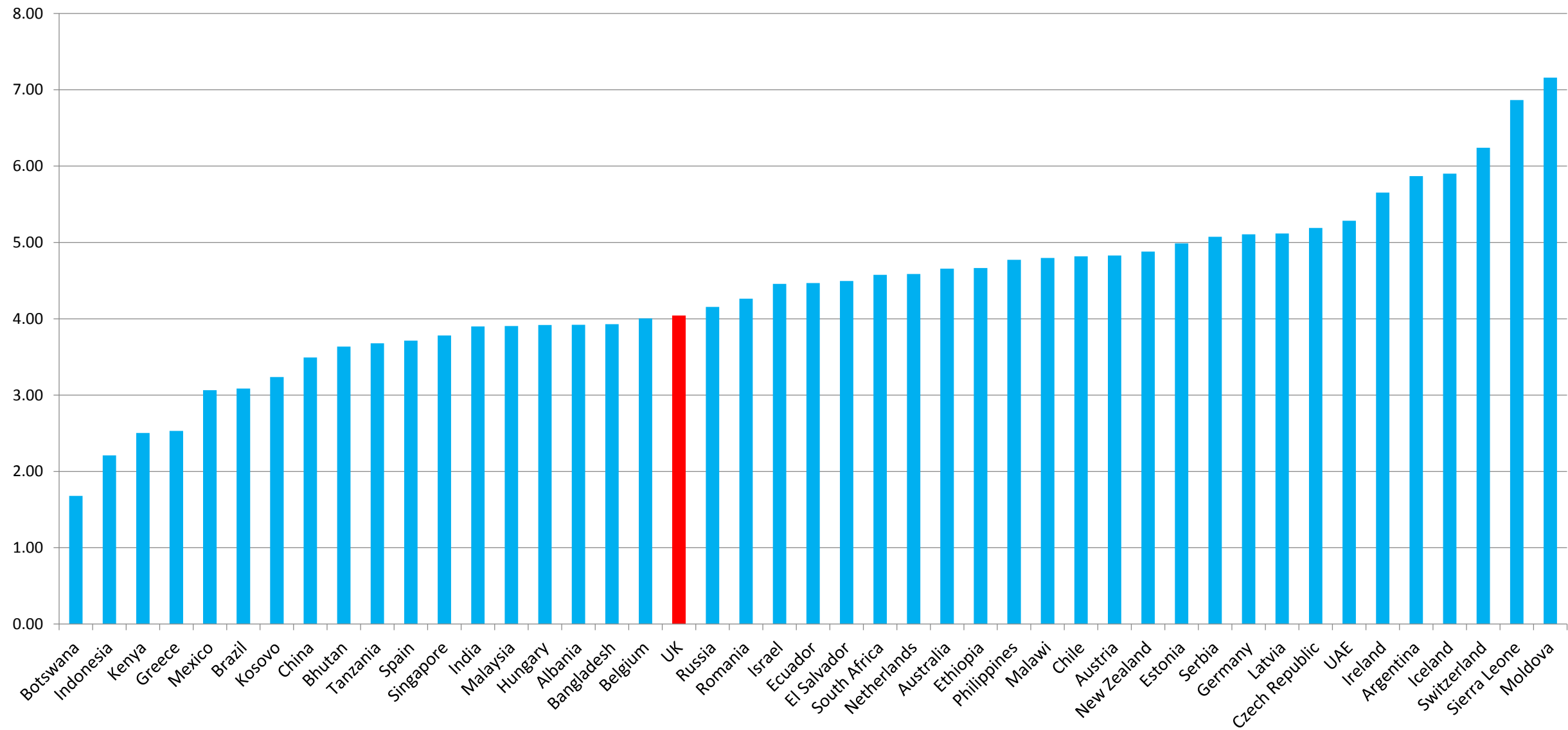
UK survey:
700
journalists
(Dec. 2015)



Worlds of
Journalism

STUDY

Journalists' earnings compared to salaries of other workers, by country



Low relative earnings



High relative earnings

A large, diverse crowd of people is gathered at what appears to be a public event or press conference. In the foreground, several individuals are seen from behind, holding professional cameras with large lenses, focused on capturing the scene. The background is filled with a dense crowd of people of various ages and ethnicities, some looking towards the camera and others looking away. The overall atmosphere is one of a significant public gathering.

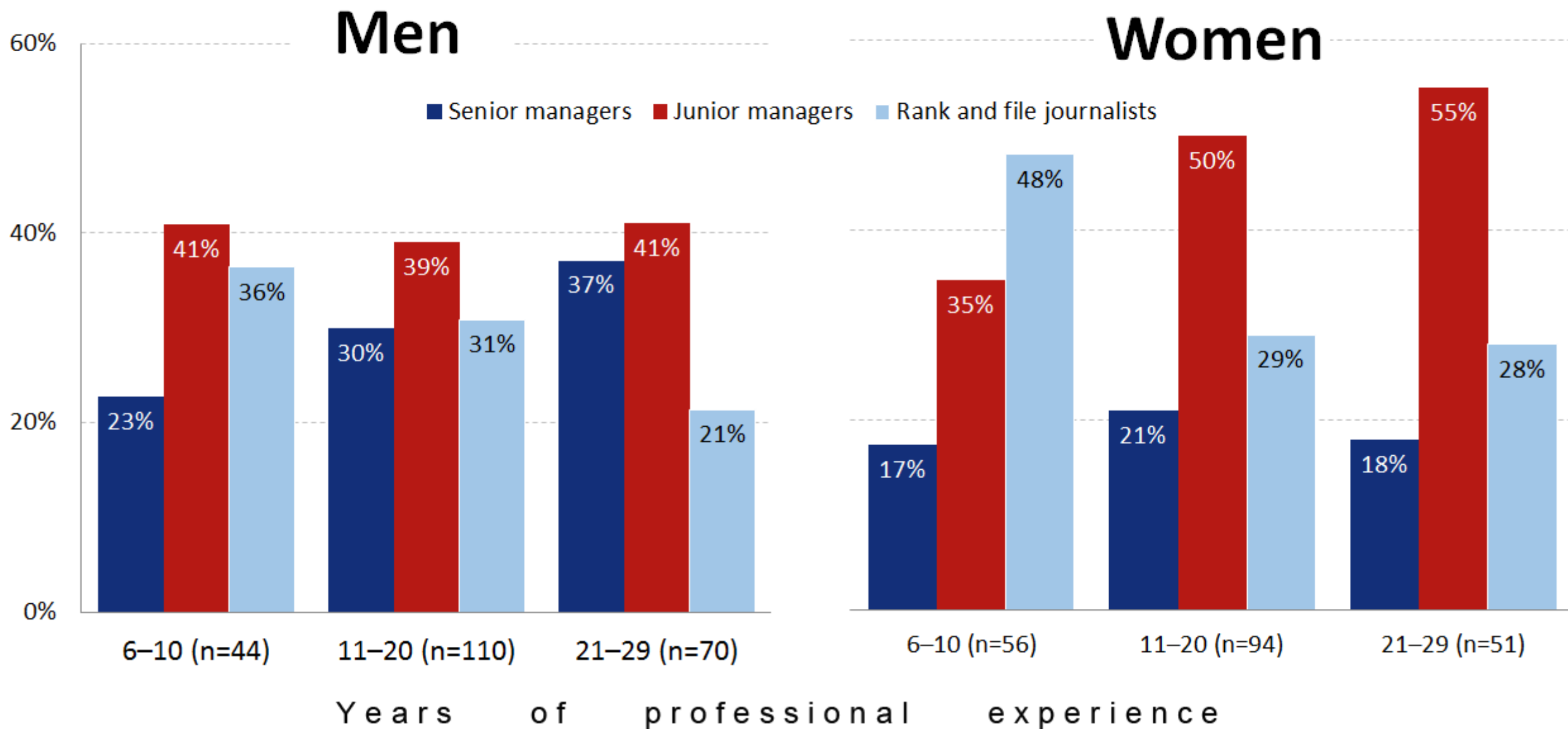
PERSONAL CHARACTERISTICS AND DIVERSITY

Gross monthly salaries of full-time male and female journalists.

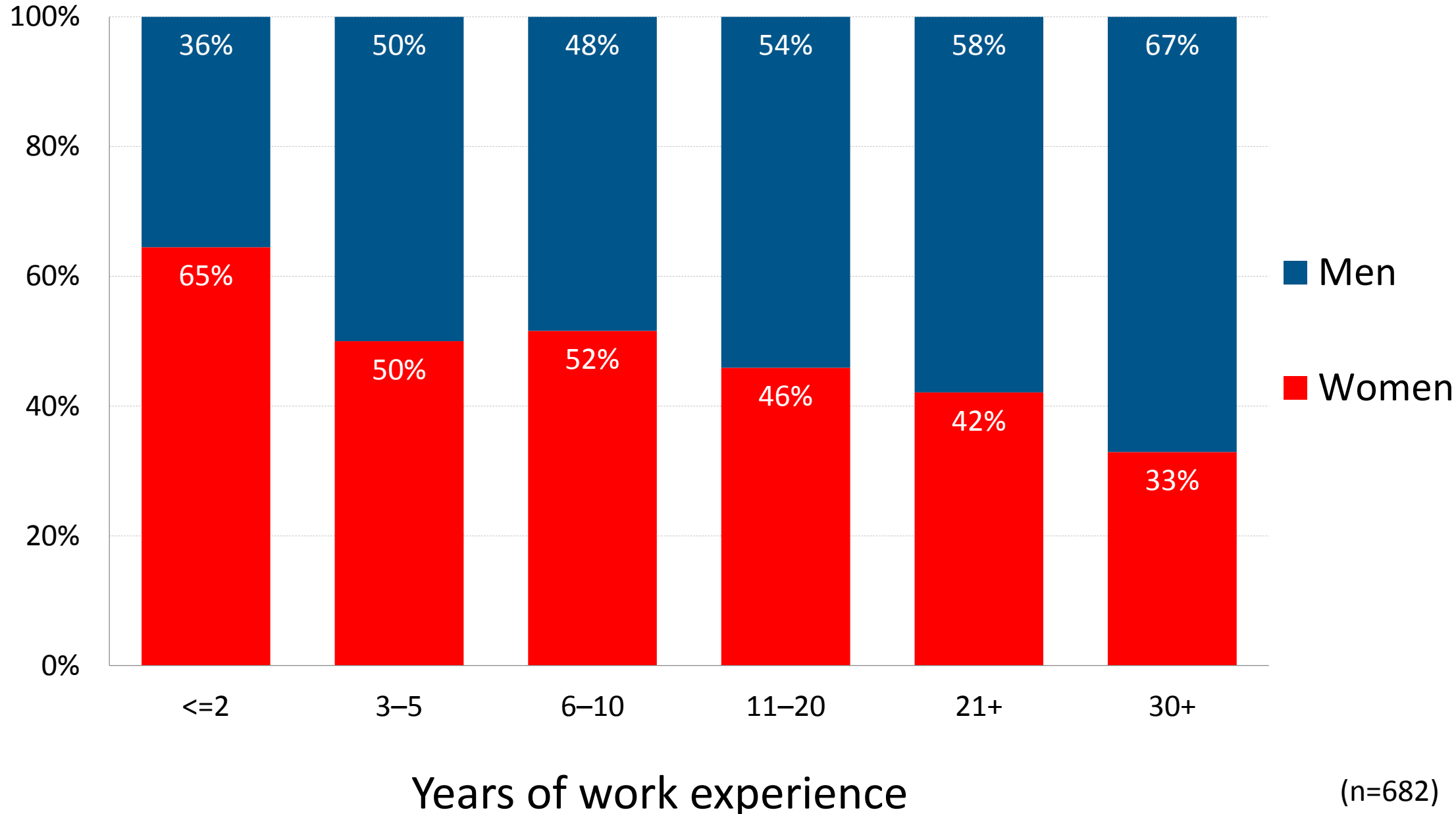


Notes: Journalists who said they also worked in other paid activities outside journalism were excluded. The average age of female journalists in our survey was 40 against 45 for men. This age difference is likely to explain some, but not all, of the income disparity between the sexes. (n=411)

Rank of male and female journalists in the UK by years of professional experience, December 2015.



Proportions of male and female journalists by years of work experience.



UK journalists with 3 or fewer years of employment in the profession

Have a Bachelors Degree:

98%

Have a Master's Degree:

36%

% of women on journalism degree courses

Bachelors:

57%

Master's:

63%

**Source: HESA
(students enrolling
in 2012, 2013 & 2014)**



University entry rate

All 18-year-olds in England:

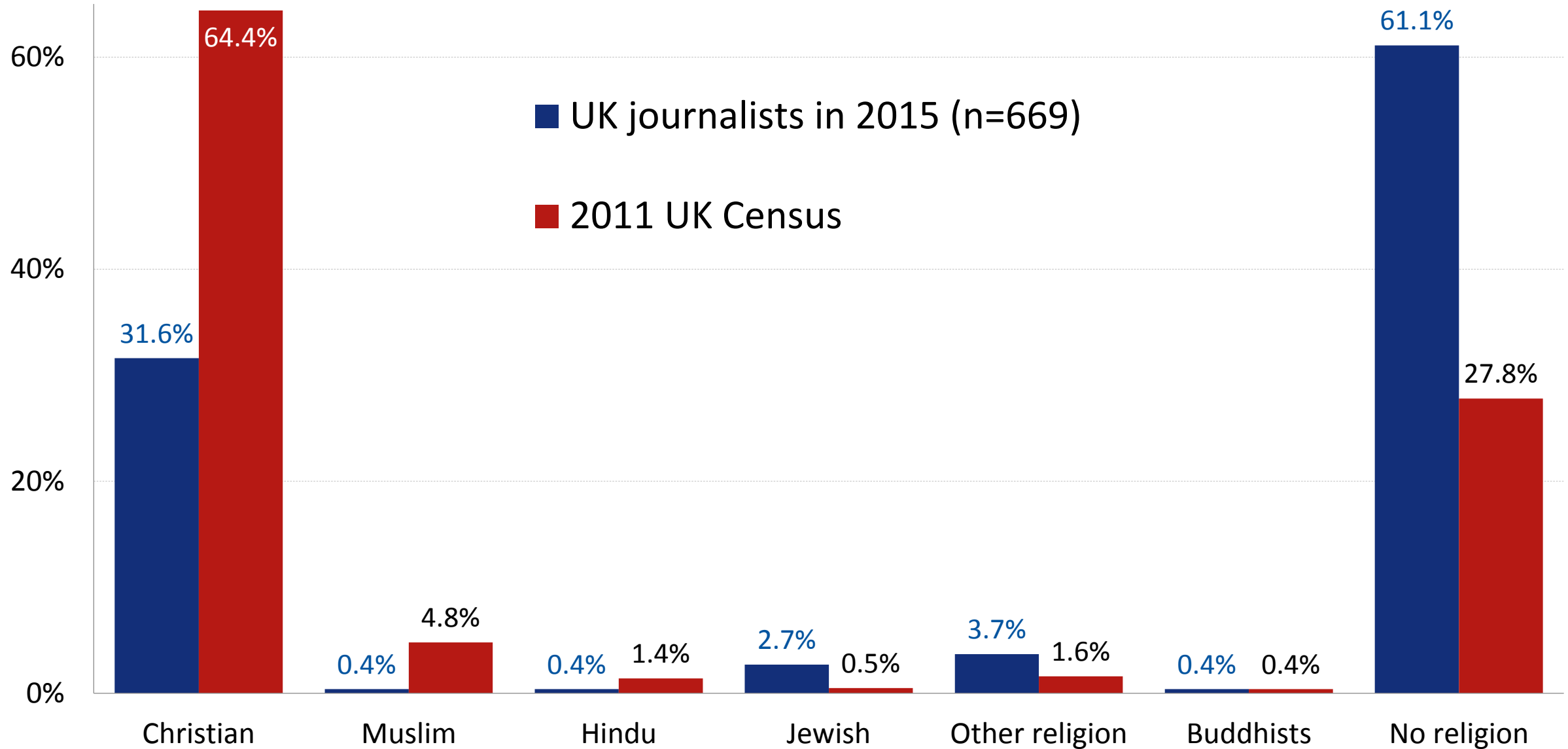
31%

**White men who received
free school meals:**

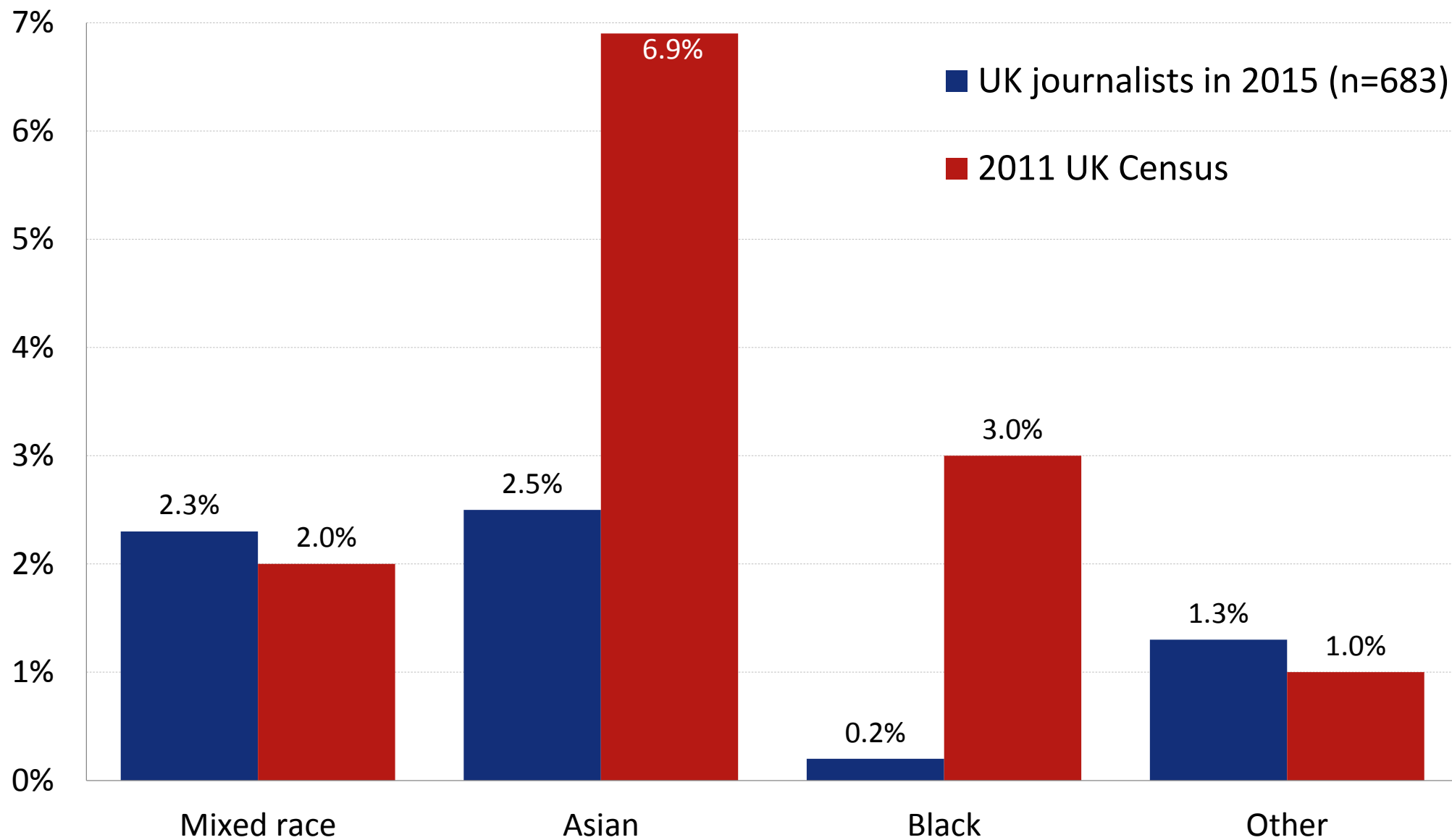
9%

Source: HESA

Religious affiliation (or none).



Ethnicity of non-white UK journalists vs General population.



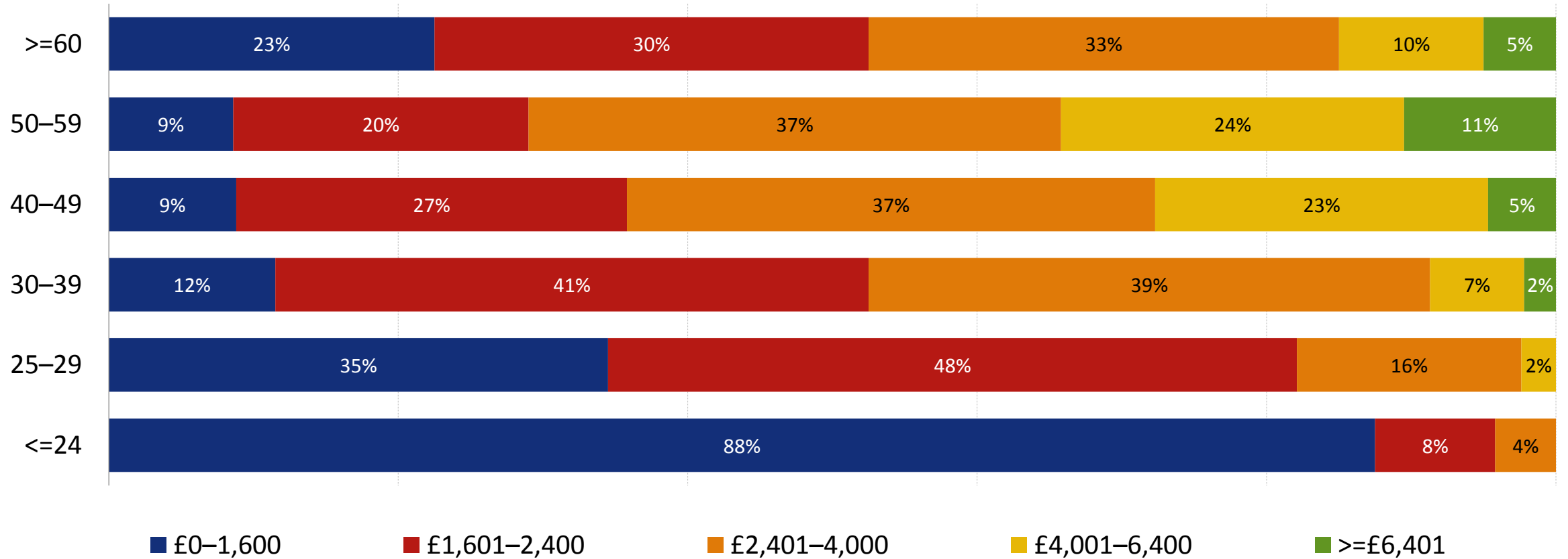
A large crowd of people is gathered, likely at a press conference or public event. In the foreground, several photographers are visible, holding cameras and lenses, capturing the scene. The background is filled with a diverse group of people, some looking towards the camera and others looking away. The overall atmosphere is busy and focused.

EMPLOYMENT CONDITIONS

Gross monthly salaries of UK journalists by level and type of education



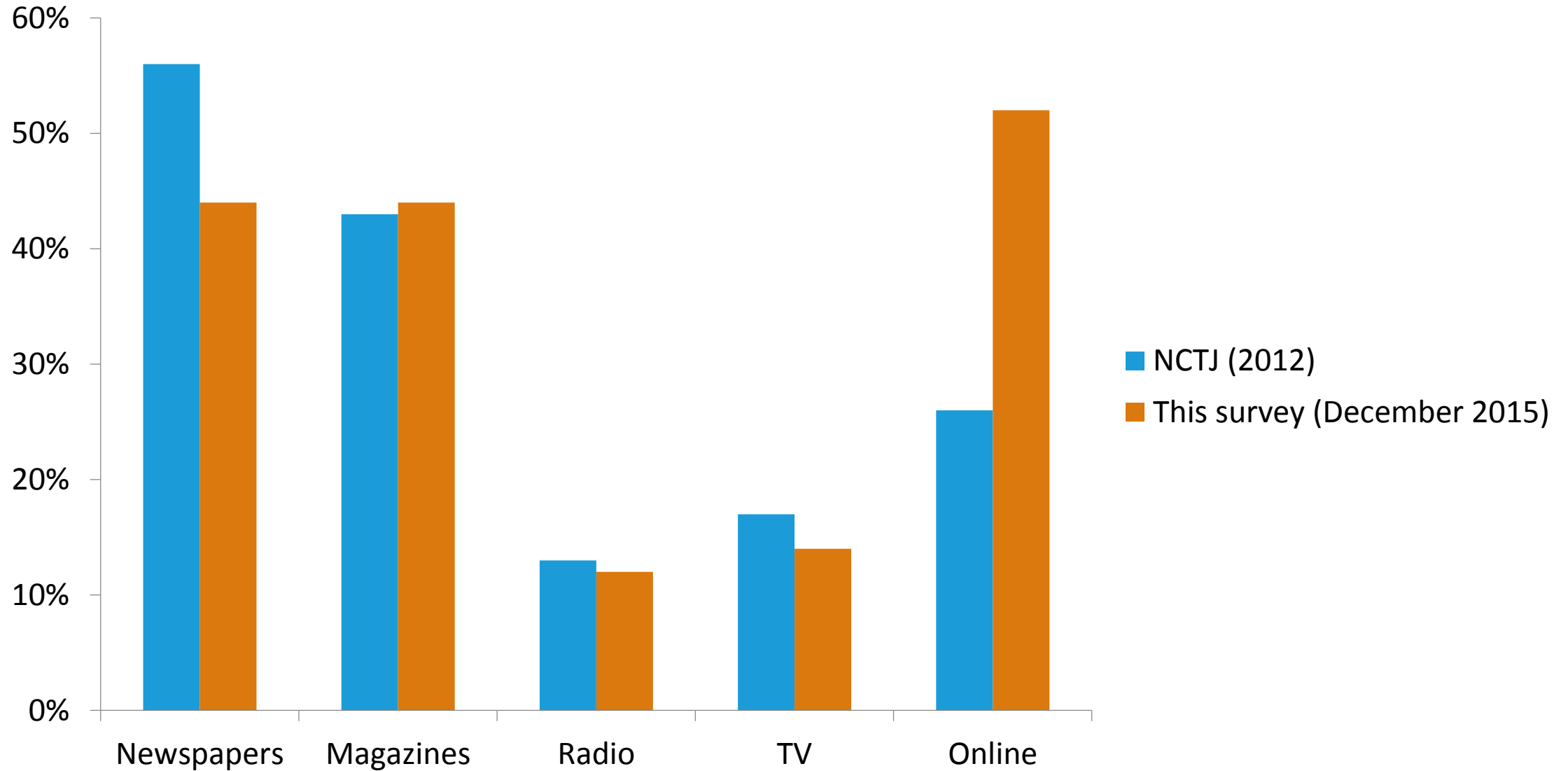
Gross monthly salaries of UK journalists by age



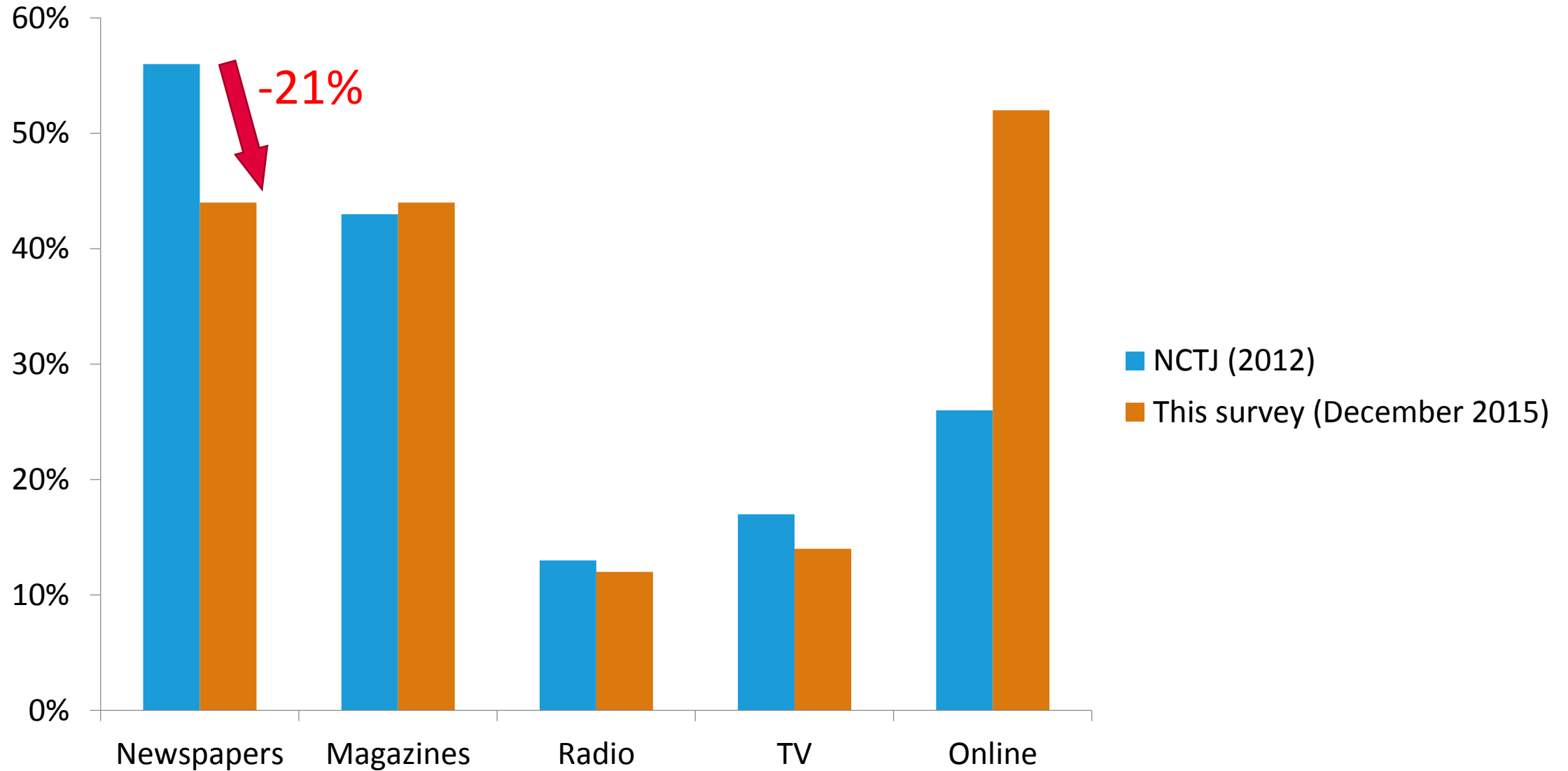
A large crowd of people, many holding cameras, suggesting a press event or a public gathering. The image is dimly lit with a blue tint, and the text 'WORKING ROUTINES' is overlaid in the center.

WORKING ROUTINES

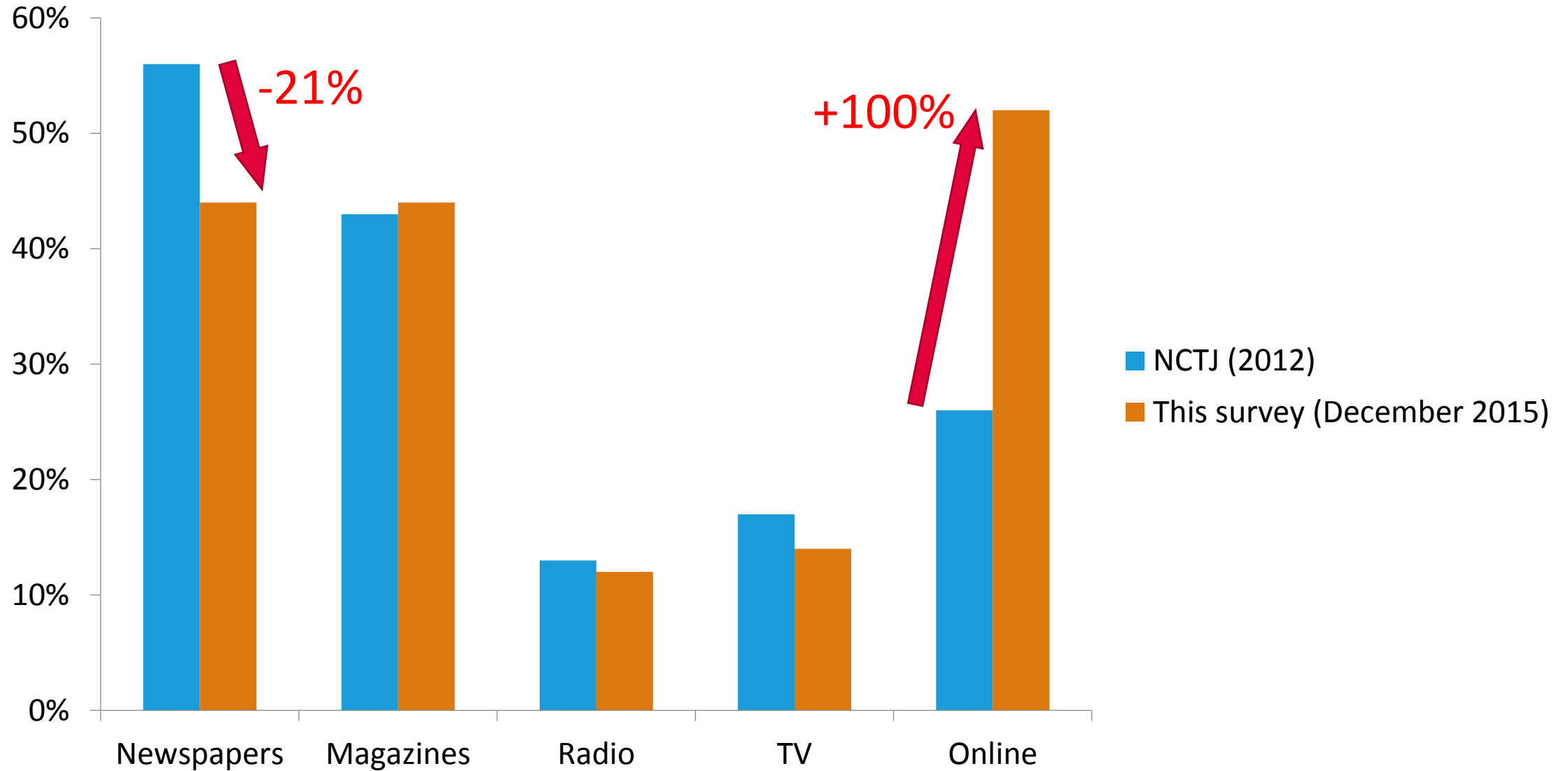
Media types worked in 2012 and 2015



Media types worked in 2012 and 2015



Media types worked in 2012 and 2015



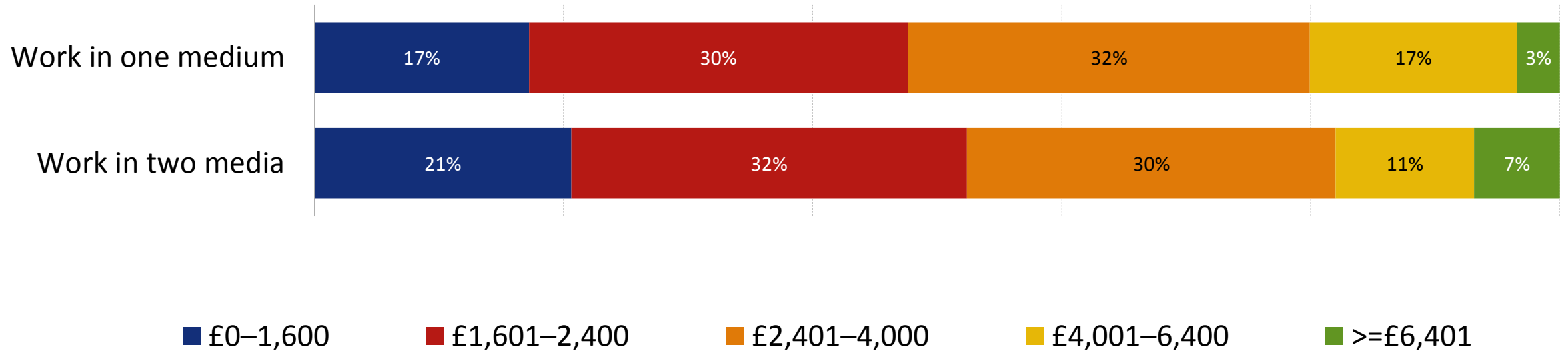
Journalist	Median salary band (gross/year)
Working exclusively online	£19,212 – £28,800
Working exclusively in newspapers	£28,812 – £38,400

Proportions of UK journalists working in one or across multiple media types (print, TV, radio, online)

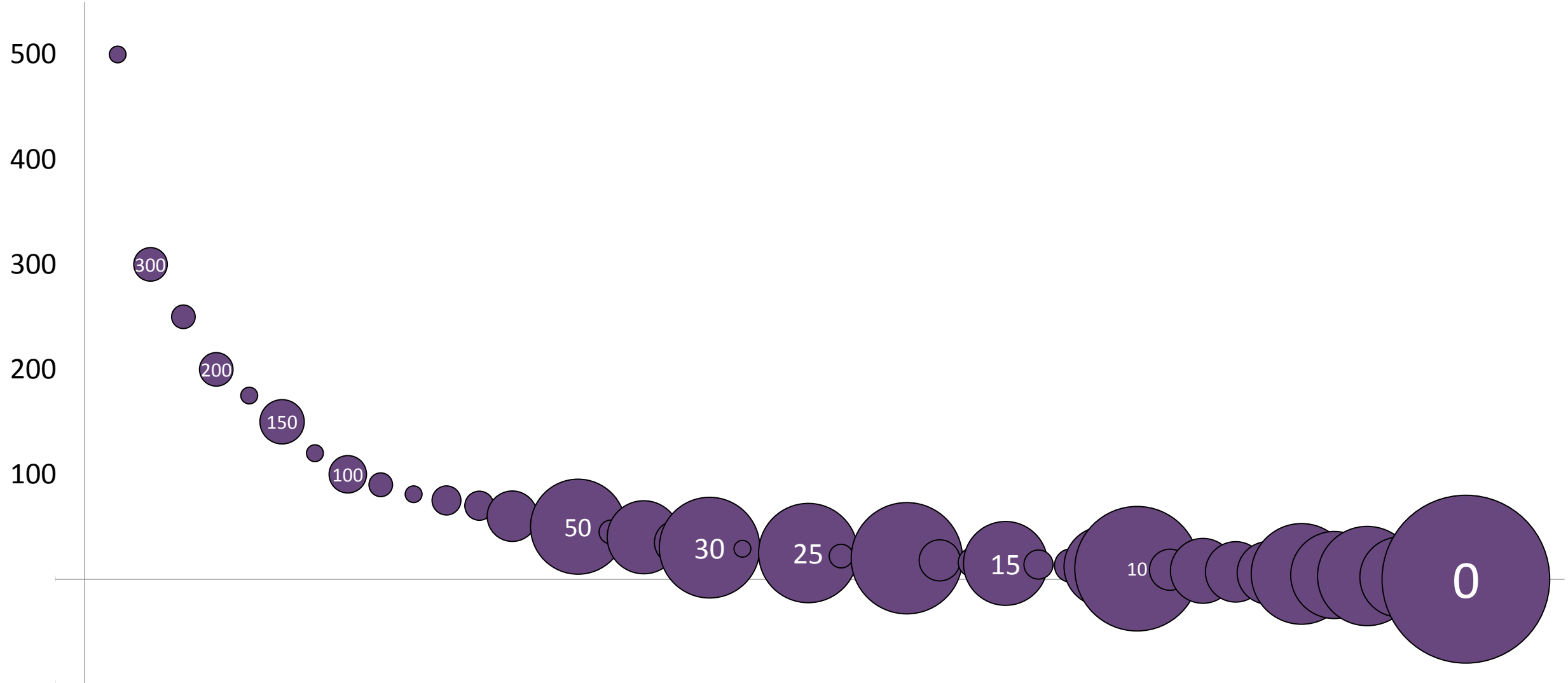
Number of media types worked in	Proportion of UK journalists ($n = 700$)
1	54%
2	36%
3	5%
4	1%

Note: 3% of journalists reported that they worked in a news agency, which is why the percentage figures do not add up to 100.

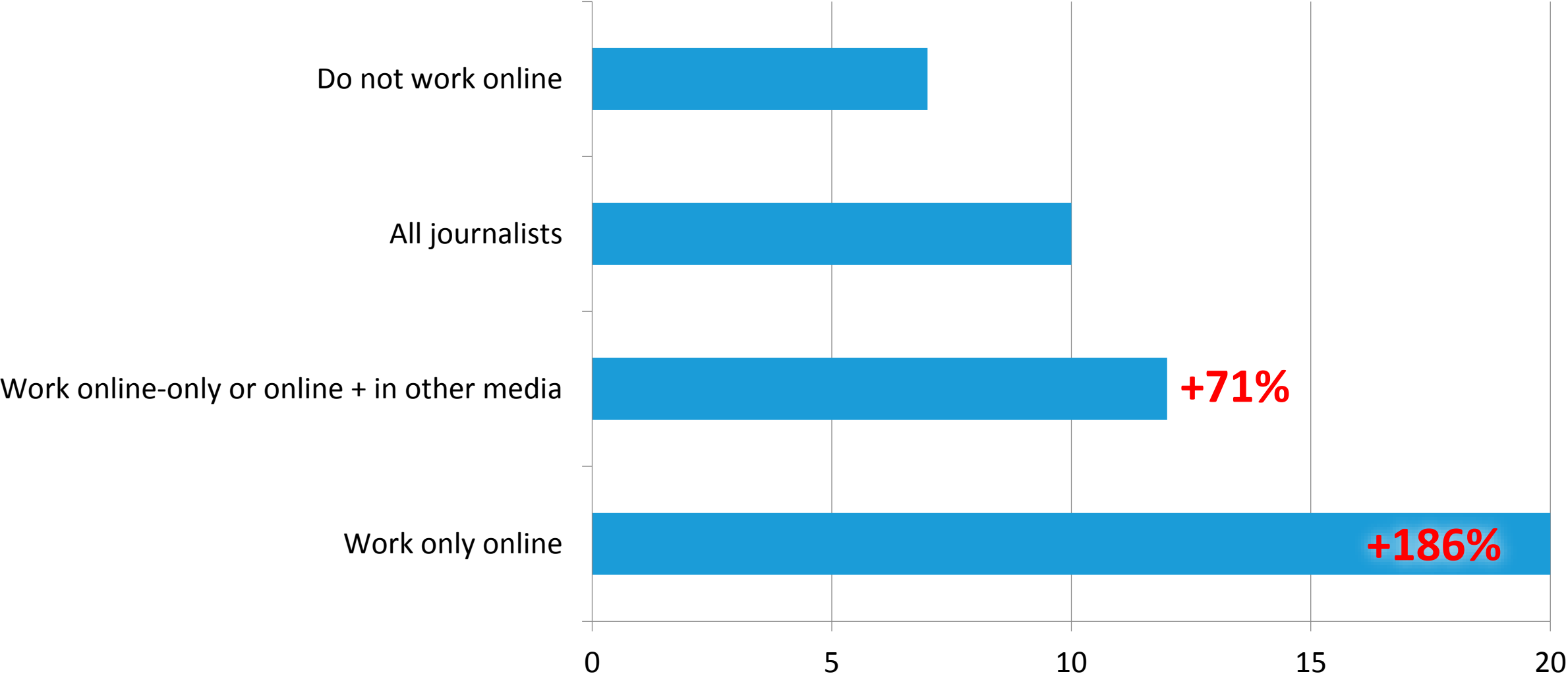
Gross monthly salaries of UK journalists working in one medium or two media.



No. of stories produced or processed / week



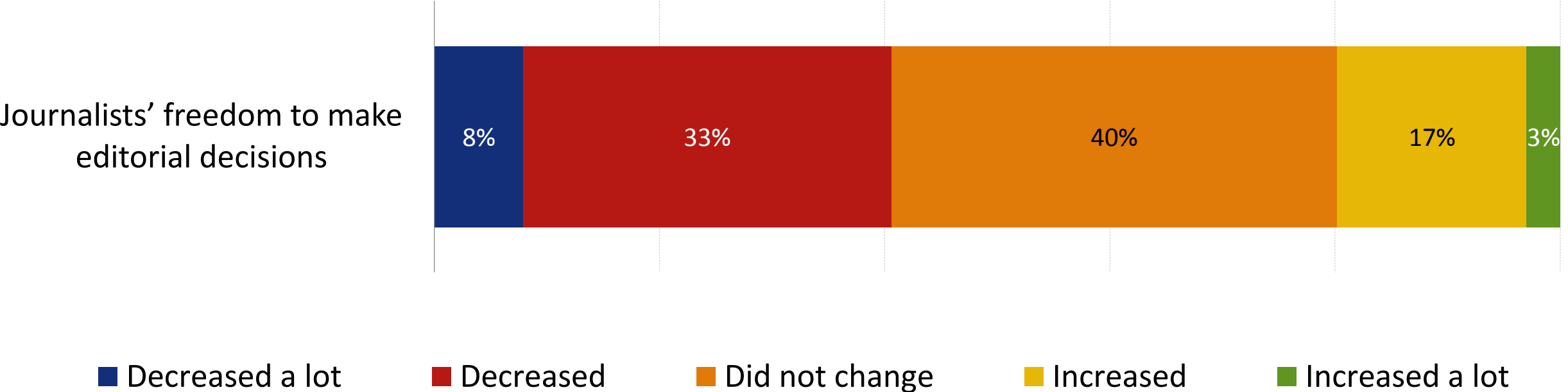
Median number of news items produced or processed/edited per week



A large, dense crowd of people is gathered at what appears to be a public event or press conference. In the foreground, several individuals are seen from behind, holding professional cameras with large lenses, focused on capturing the scene. The crowd in the background is diverse in age and appearance, with many people looking towards the center of the frame. The overall atmosphere suggests a significant public gathering. The text "JOURNALISM & CHANGE" is overlaid in a bold, light blue font, centered horizontally and vertically.

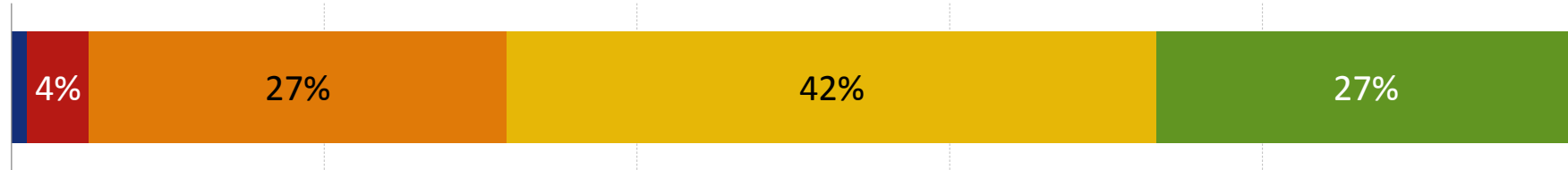
JOURNALISM & CHANGE

Journalists' views on changes in their editorial freedom

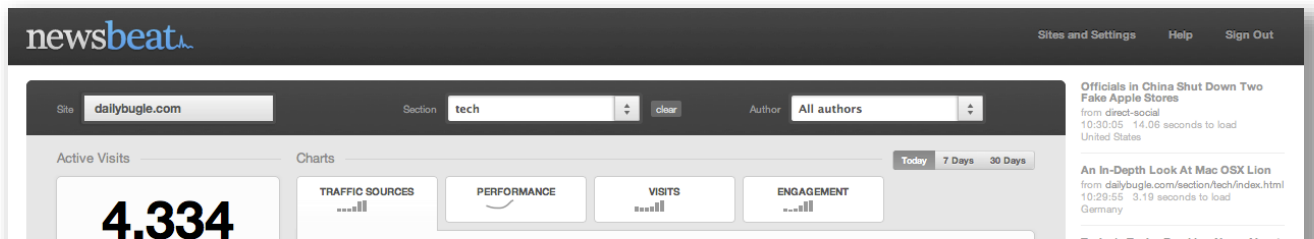


UK journalists' views on changes in the influence of audience research/feedback (in last 5 years)

Influence of audience research

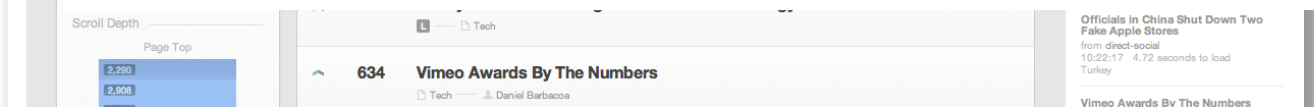


■ Weakened ■ Somewhat weakened ■ Did not change ■ Somewhat strengthened ■ Strengthened a lot

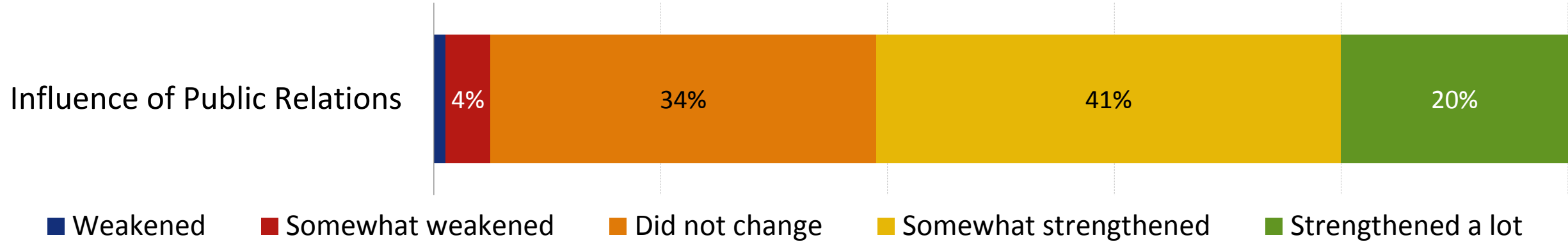


“frightened” about the “shift from proper journalism to ‘clickbait’ stories ... I fear for ... the public who will soon live off nothing but attention-seeking, fact-free, gossipy clickbait”

Source: *Press Gazette* survey



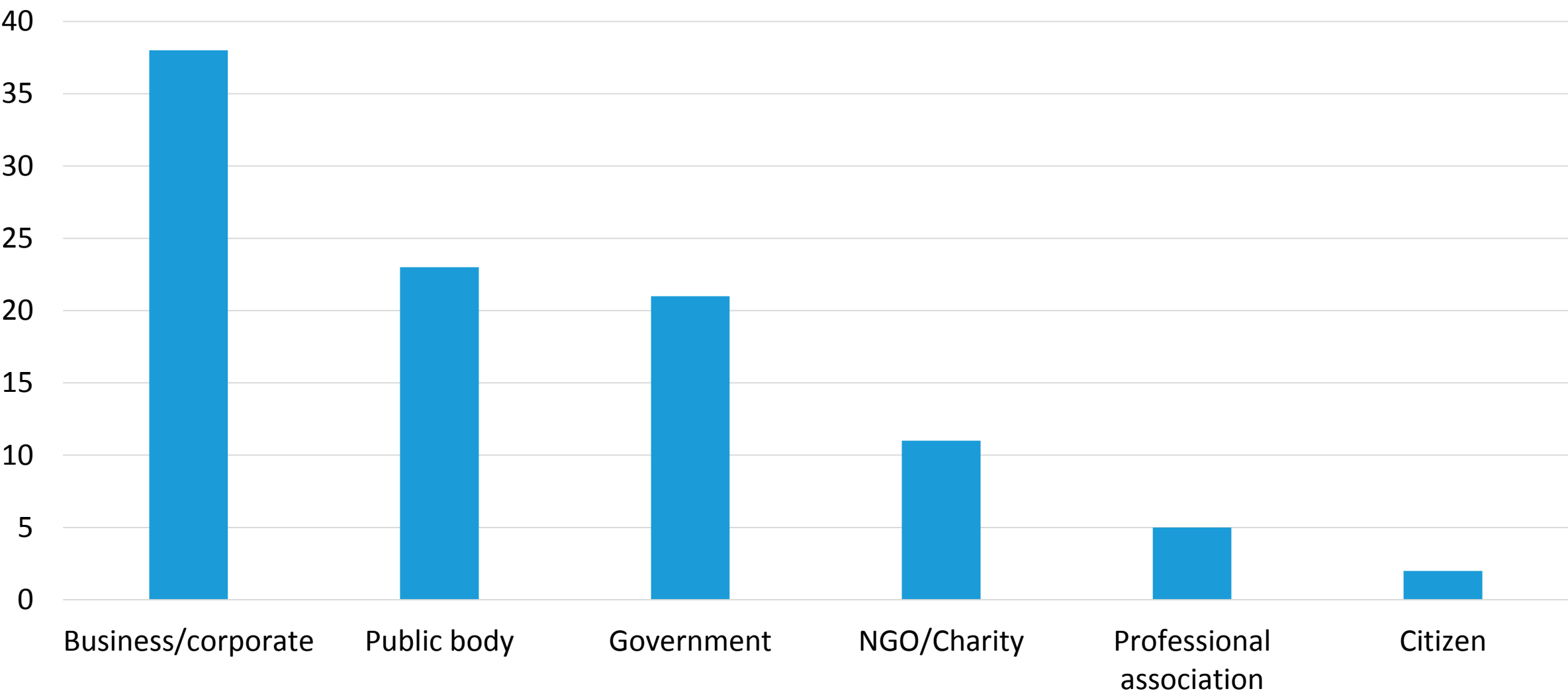
UK journalists' views on changes in the influence of PR (in last 5 years).



In 2006, 40% of stories in UK quality newspapers and TV & radio news programmes based ‘wholly, mainly, or partially on PR material’.

Source: Lewis et al.

Source of PR materials in UK national ‘quality’ newspaper stories (%)

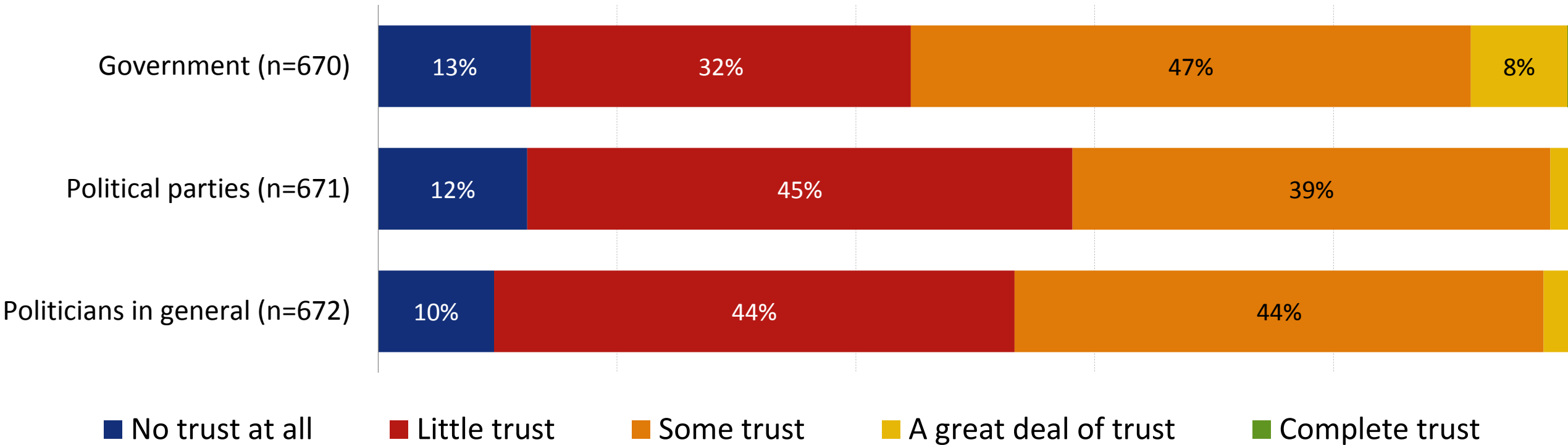


Source: Lewis et al.

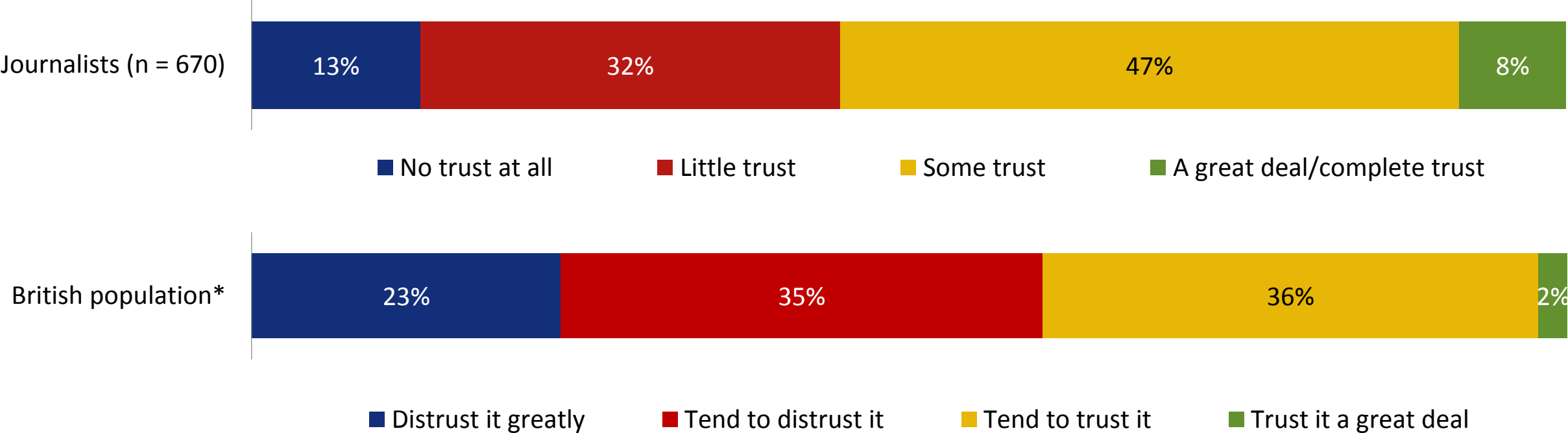
A large crowd of people is gathered, likely at a press conference or public event. In the foreground, several photographers are visible, holding cameras with large lenses, focused on capturing the scene. The background is filled with a diverse group of people, some looking towards the camera and others looking away. The overall atmosphere is one of a high-profile event. The word "TRUST" is overlaid in the center in a bold, blue, sans-serif font.

TRUST

Journalists' trust in political institutions

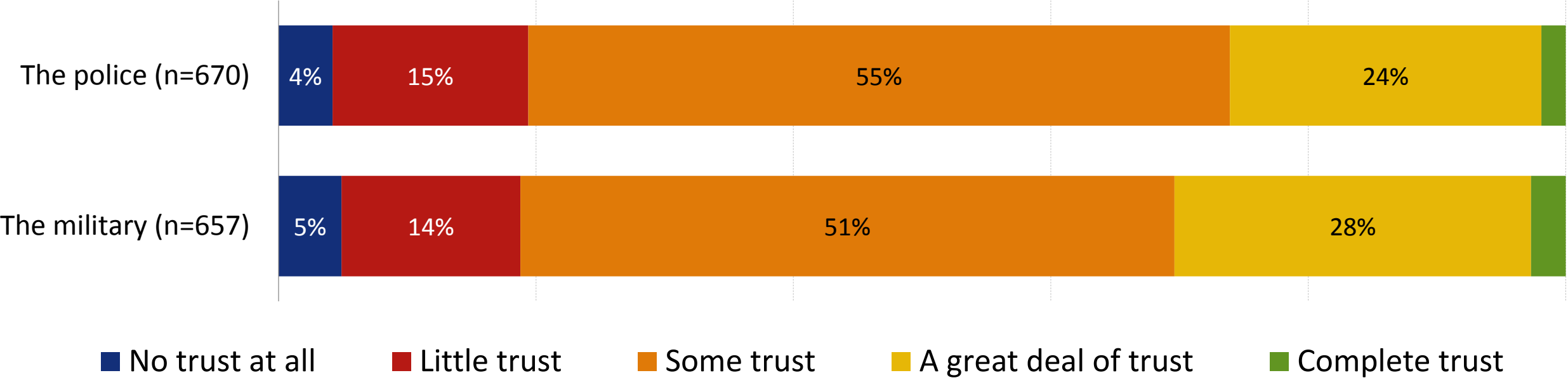


Trust in government: UK journalists vs. general population.

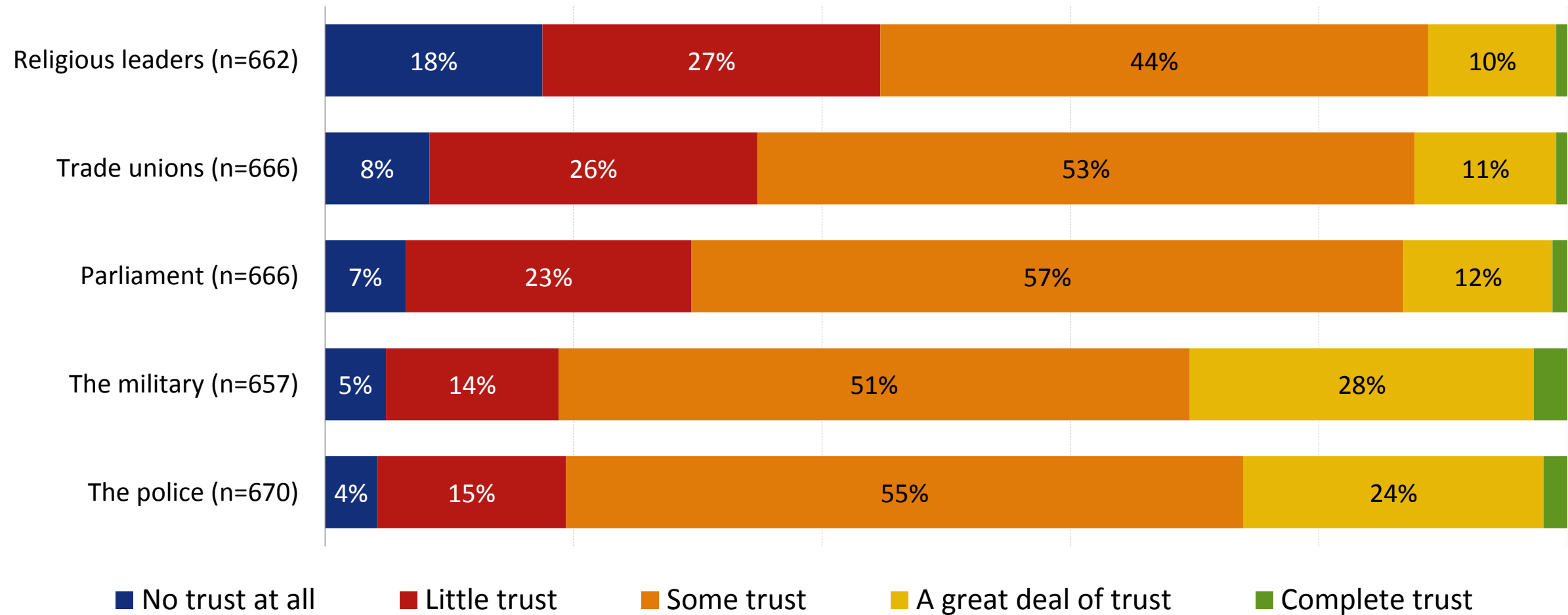


*Source: British Social Attitudes Survey (2014).

Journalists' trust in other state institutions



Trust in the police, parliament, military, trade unions, and religious leaders



How frequently mentioned in UK news stories

LAW AND ORDER SOURCES:

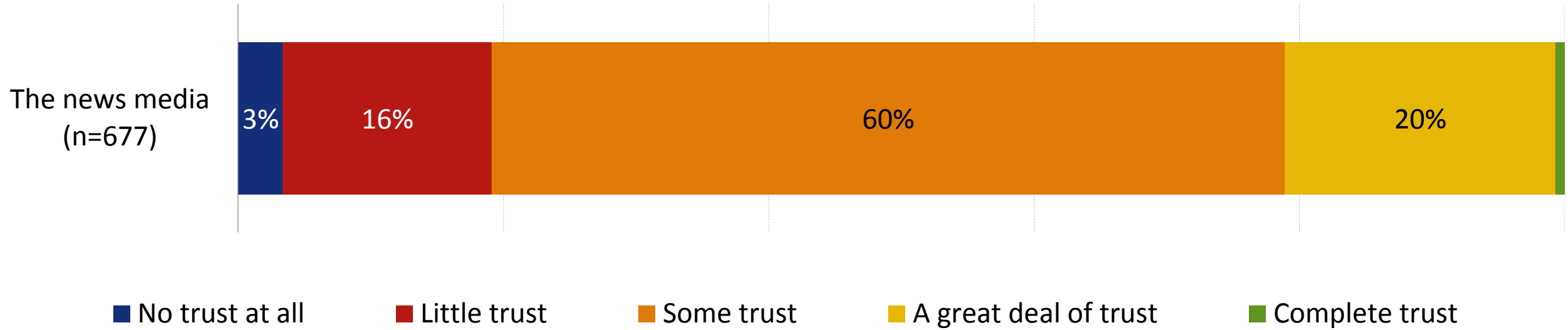
22%


TRADE UNION SOURCES:

1.5%

Source: Lewis et al., 2008

UK journalists' trust in the news media

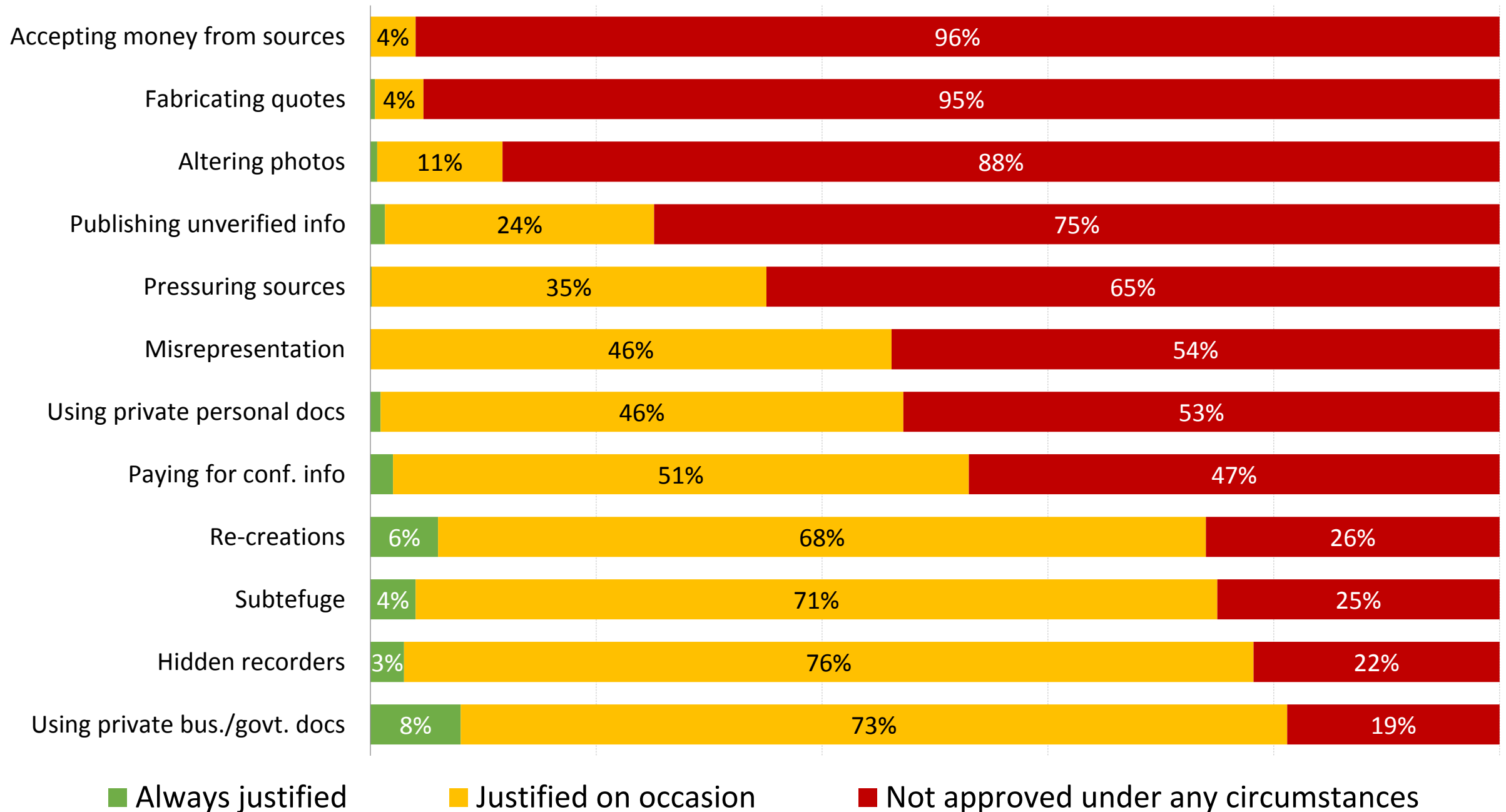


A large crowd of people is gathered, likely at a press event or conference. In the foreground, several photographers are visible, holding cameras and lenses, capturing the scene. The background is filled with a diverse group of people, some looking towards the camera and others looking away. The overall atmosphere is busy and professional.

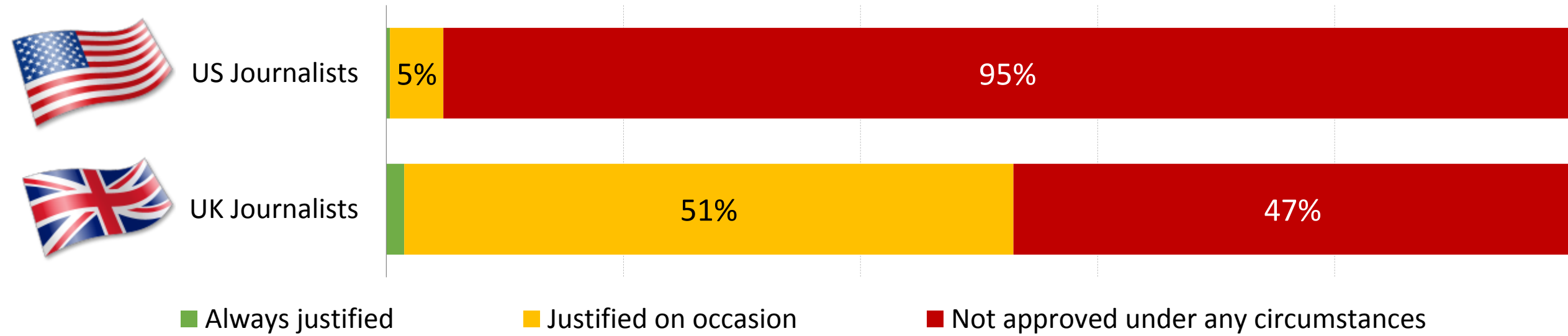
ETHICS & STANDARDS

Ethics and standards

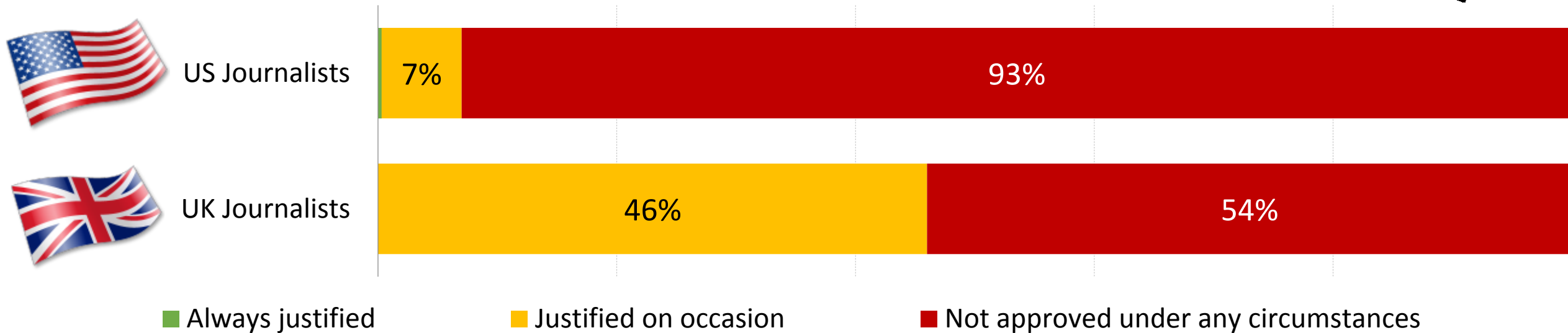
- Relationships with sources
- Using material without permission
- Misrepresentation & subterfuge
- Falsification & verification




Paying for confidential information



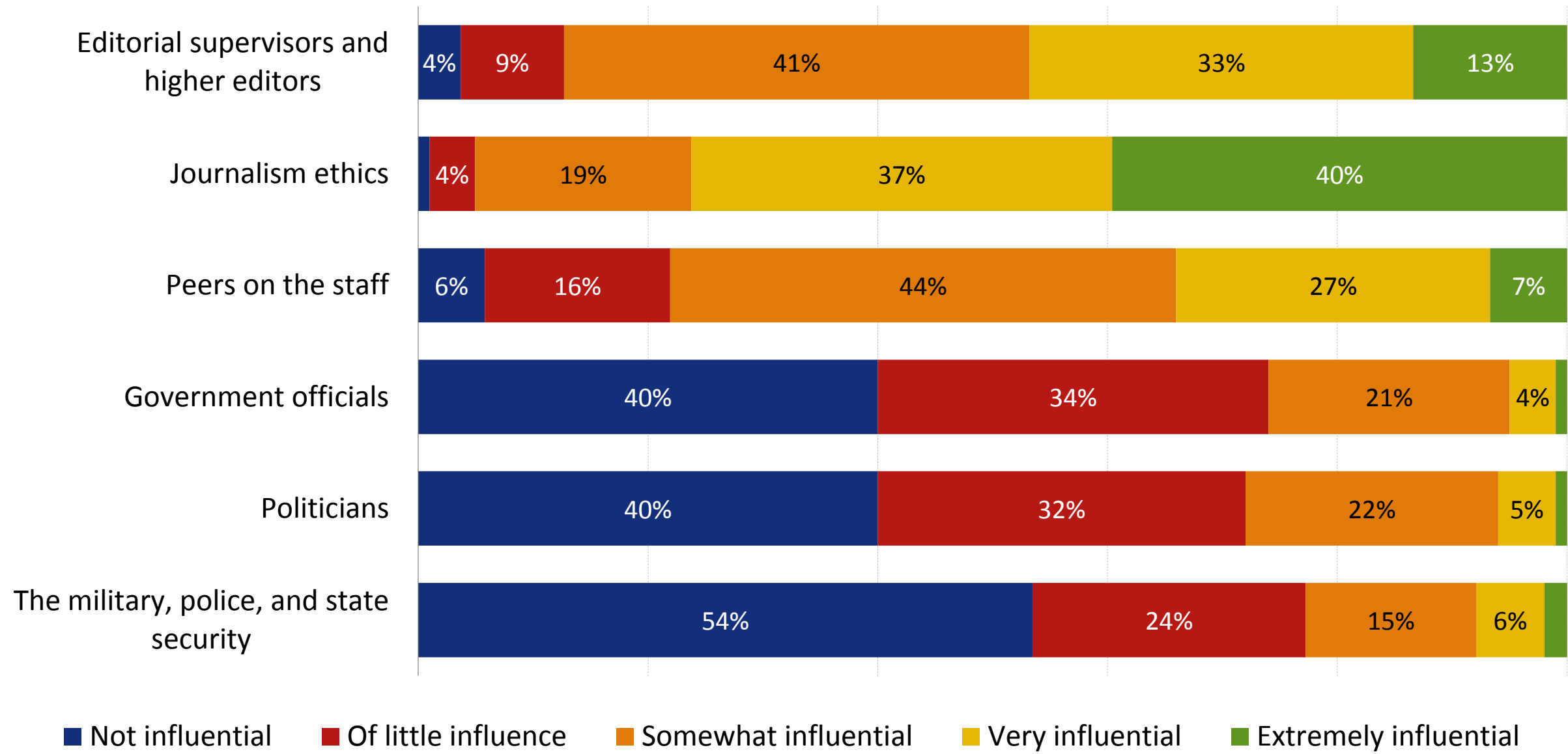
Claiming to be somebody else



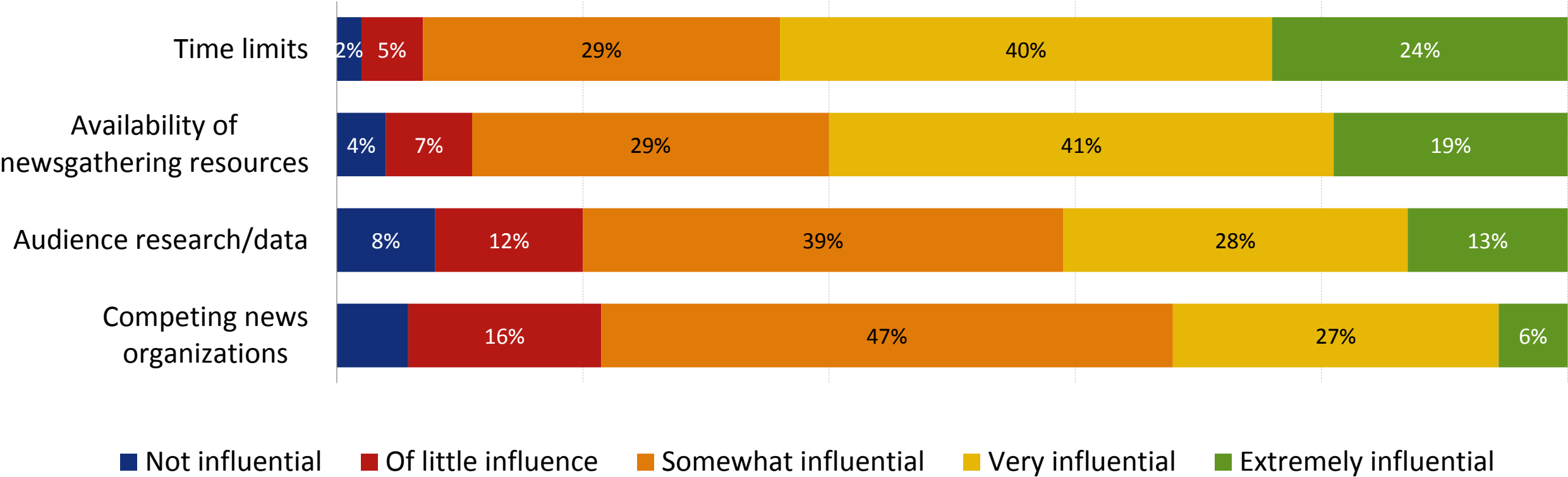
A large crowd of people, many holding cameras, suggesting a press event or media gathering. The image is dark and has a blue tint, with the text overlaid in the center.

INFLUENCES ON JOURNALISTS' WORK

UK journalists' views on influences on their work.



Influence of resource limitations, audience demands, and ‘the competition’ on journalists’ work



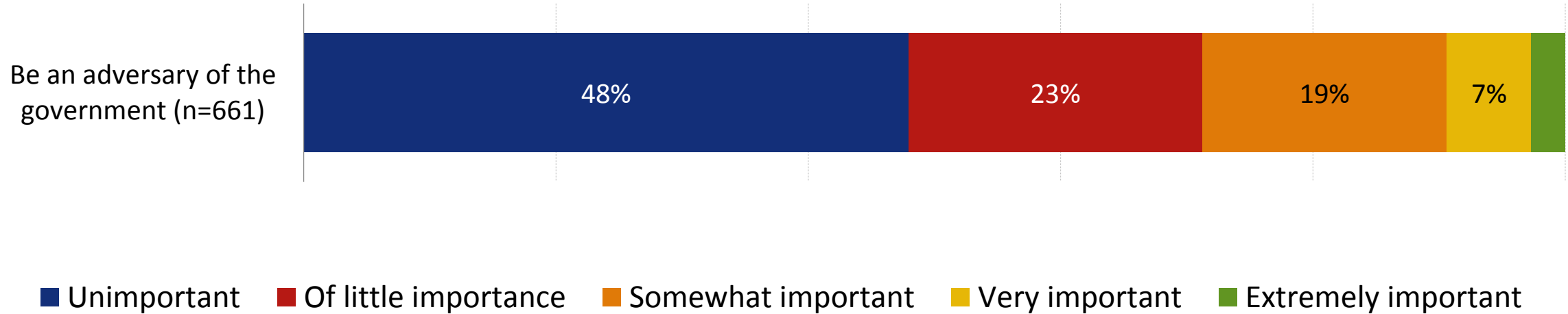
A photograph of a large crowd of people, likely at a press conference or public event. In the foreground, several photographers are visible, holding cameras with large lenses, capturing the scene. The background is filled with a diverse group of people, some looking towards the camera and others looking away. The overall atmosphere is busy and focused.

ROLES

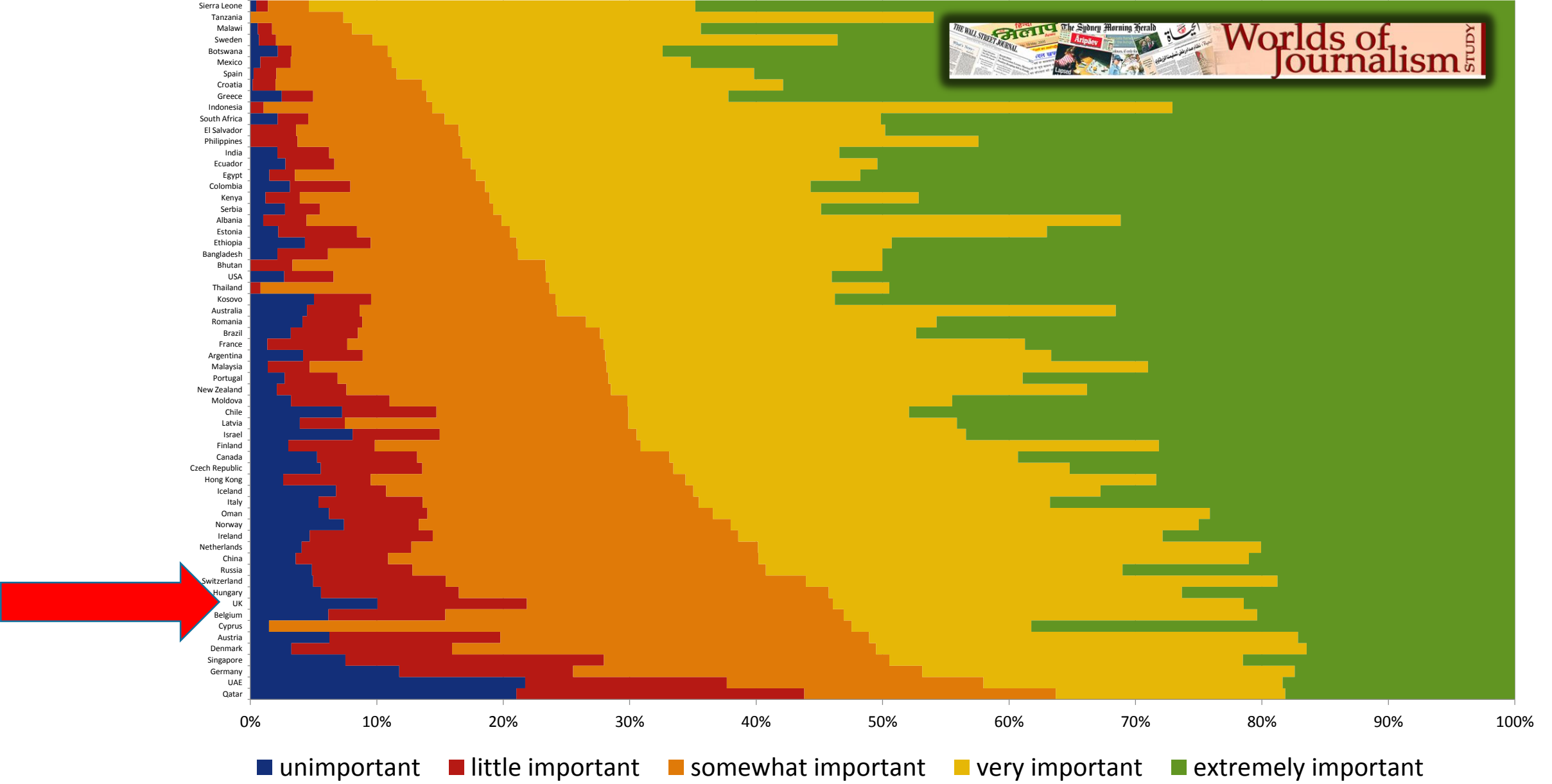
Journalists' views on the most important roles for journalists in the UK

Role	No. of mentions
Providing information	303
Providing accuracy	161
Holding power to account	148
Providing entertainment	117
Truth telling	115

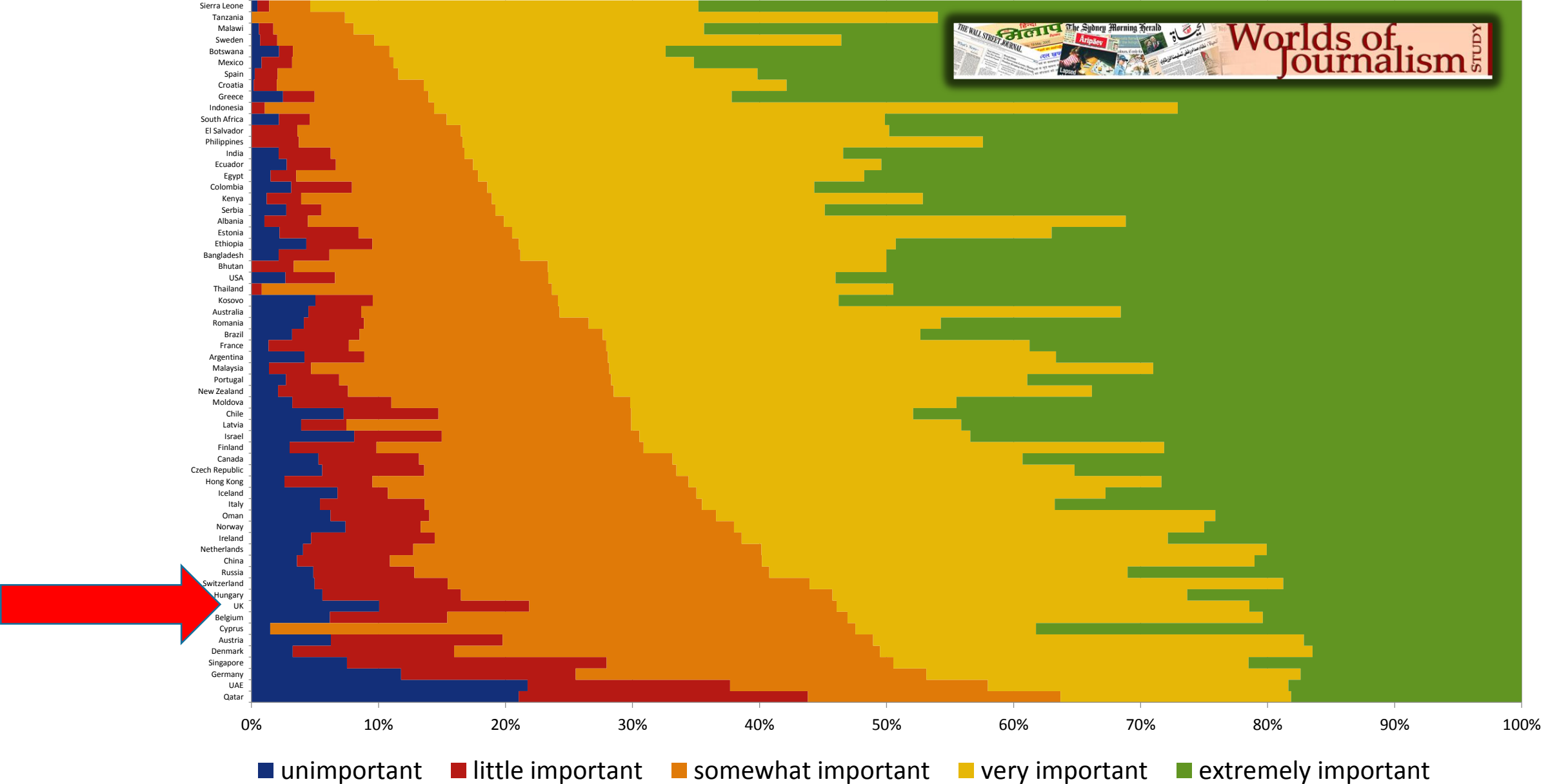
Journalists' views on the importance of being an adversary of government



Journalists' views on the importance of letting people express their views, by country



Journalists' views on the importance of letting people express their views, by country





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