Characteristics of Asian 'Global Audience' of 'Global Journalism' In comparison with the world 'Global Audience'

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Appendix 1

NOTE: The authors would like to encourage researchers to do the similar research using this formula. It would be appreciated if you could share the result with the authors by e-mail at <u>h-suzuki@jumonji-u.ac.jp</u>

Questionnaires in English

Q1	SQ1	ALL	SA	We would like to ask about your access to the following TV and
			matrix	websites for the following broadcasters specializing in news. Please
			per	select the one answer that applies for each broadcaster.
			row	

- Al Jazeera English (Website) (exclude Al Jazeera in Arabic)
 Al Jazeera English (TV) (exclude Al Jazeera in Arabic)
- 3 BBC World News (Website)
- 4 BBC World News (TV)
- 5 Channel News Asia (Website)
- 6 Channel News Asia (TV)
- 7 CNN International (Website) (exclude CNN en Español)
- 8 CNN International (TV) (exclude CNN en Español)
- 9 Euro News (Website)
- 10 Euro News (TV)
- 11 NHK World (Website)

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12 NHK World (TV)

- 1 I watch / view it thoroughly 5 7 times a week
- 2 I watch / view it thoroughly 1 4 times a week
- 3 I watch / view it thoroughly 1 3
 times a month
- 4 I watch / view it once every 2 3 months
- 5 I watch / view it once every 6 months or less
- 6 I have never watched / viewed it myself, but I can watch / view it at home or in my workplace
- 7 I have never watched / viewed it myself, but I have heard the name
- 8 I have never watched / viewed it myself, and I have never heard the name

Q	2	Q1-1	SQ1_1-	MA	For each of the following events that occurred from the start of
			=1-3	matrix	2011 onward, please select <u>all</u> of broadcasters and $/$ or their
				per	websites that you used to acquire information.
				Column	
1	Ara	ab Spring	(from Janua	ary 2011.	
	Rev	volutions	in Tunisia a	ind	
	Egy	/pt. Deatl	h of Colonel	Gaddafi)	
2	The	e earthqu	iake and nuc	clear	
	disa	aster in J	Japan (Marc	h 20 11)	
3	Ма	rriage of	Prince Willia	am of	
	Eng	gland (Ap	ril 2011)		
4	The	e massive	e flooding in	Thailand	
	and	l its effec	cts on the g	lobal	
	eco	onomy (J	uly – Octob	er 2011)	
5	The	e death o	f supreme le	eader of	
	Nor	rth Korea	a, Kim Jong-	-II	
	(De	cember :	2011)		
6	Rep	oublican l	Party (Unite	d	
	Sta	ites) pres	sidential can	didacy	
	rac	e (Janua	ry 2012 onw	vard)	
7	EU	decision	to offer aid	to	
	Gre	ece (Feb	oruary 2012))	
1	A١	Jazeera I	English		
2	BB	C World	News		
3	Cha	annel Nev	ws Asia		
4	CN	N Interna	ational		
5	Eur	ro News			
6	NH	K World			
7	Oth	ner interr	national med	lia	
	(ne	wspapers	s, magazines	s, TV,	
	web	bsites, Fa	acebook, Tw	itter	

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etc.)

- 8 Domestic media (newspapers, magazines, TV, websites, Facebook, Twitter etc.)
- 9 Other
- 10 I don't know about this event

			5						
Q	2 Q1-2	SQ1_1-	SA	Please select the one broadcaster that was your most important					
		=1-3	matrix	news source in regard to each event.					
			per						
			Column						
1	Arab Sprin	g (from Janua	ary						
	2011. Revo	lutions in Tu	nisia						
	and Egypt.	Death of Col	lonel						
	Gaddafi)								
2	The earthquake and nuclear								
	disaster in	Japan (Marc	h 20 11)						
3	Marriage of	f Prince Willia	am of						
	England (A	pril 2011)							
4	The massiv	ve flooding in							
	Thailand ar	nd its effects	on the						
	global ecor	nomy (July -							
	October 20	011)							
5	The death	of supreme le	eader of						
	North Kore	a, Kim Jong-	·II						
	(December	2011)							
6	Republican	Party (Unite	d						
	States) pre	esidential can	didacy						
	race (Janu	ary 2012 onw	vard)						
7	EU decisio	n to offer aid	to						
	Greece (Fe	ebruary 2012))						
1	Al Jazeera	English							
2	BBC World	News							
3	Channel Ne	ews Asia							
4	CNN Interr	national							
5	Euro News								
6	NHK World								

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7 Other international media

(newspapers, magazines, TV, websites, Facebook, Twitter

etc.)

- 8 Domestic media (newspapers, magazines, TV, websites, Facebook, Twitter etc.)
- 9 Other

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national domesti use it p ns that	eported this breaking news ic media rovided news f domestic medi		that they used [Diplay Q1-2_each event=1-6 answer] as their most important news source for the following event. Why did you get information on this event from this broadcaster?Please select how you feel regarding each of the reasons given here. Select one answer for each reason. Arab Spring (from January 2011. Revolutions in Tunisia and Egypt Death of Colonel Gaddafi)
national domesti use it p ns that	breaking news c media rovided news f	row	Why did you get information on this event from this broadcaster?Please select how you feel regarding each of the reasons given here. Select one answer for each reason. Arab Spring (from January 2011. Revolutions in Tunisia and Egypt
national domesti use it p ns that	breaking news c media rovided news f	faster	broadcaster?Please select how you feel regarding each of the reasons given here. Select one answer for each reason. Arab Spring (from January 2011. Revolutions in Tunisia and Egypt
national domesti use it p ns that	breaking news c media rovided news f		reasons given here. Select one answer for each reason. Arab Spring (from January 2011. Revolutions in Tunisia and Egypt
national domesti use it p ns that	breaking news c media rovided news f		Arab Spring (from January 2011. Revolutions in Tunisia and Egypt
national domesti use it p ns that	breaking news c media rovided news f		
national domesti use it p ns that	breaking news c media rovided news f		Death of Colonel Gaddafi)
national domesti use it p ns that	breaking news c media rovided news f		
domesti use it p ns that	c media rovided news f		
use it p ns that	rovided news f	rom	
ns that		rom	
	domestic medi		
		a did	
over			
use it p	rovided analys	is from	
que per	spective that		
stic me	dia did not pro	vide	
use I wa	anted to find o	ut how	
ative co	ountry of the		
caster	(e.g. CNNI = U	.S) saw	
sue			
use it h	ad more on−si	te	
ts and I	ive coverage t	han	
stic me	dia, giving the	news	
er prese	ence		
use it p	rovided inform	ation	
nat was	most importan	t about	
vent fro	om a global		
ective			
	es and l stic me er prese use it p at was	es and live coverage t stic media, giving the er presence use it provided inform at was most importan vent from a global	use it provided information at was most important about vent from a global

1 I very much think this

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2 I do think this

- 3 I don't really think this
- 4 I don't think this at all
- 5 I don't know/ I have no idea

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23	Q2-2			
		Q1-2_2=1-6	SA	This question is for people who responded in the previous question
			matrix	that they used [Display Q1-2_each event=1-6 answer] as their
			per	most important news source for the following event.
			row	Why did you get information on this event from this broadcaster?
				Please select how you feel regarding each of the reasons given
				here. Select one answer for each reason.
				The earthquake and nuclear disaster in Japan (March 2011)
Bec	cause it i	reported this		
inte	ernationa	I breaking news	faster	
thar	n domes [.]	tic media		
Bec	cause it p	provided news t	from	
regi	ions that	domestic med	ia did	
not	cover			
Bec	cause it p	provided analys	is from	
a ur	nique pe	rspective that		
dom	nestic m	edia did not pro	ovide	
Bec	cause I w	vanted to find o	ut how	
the	native c	ountry of the		
broa	adcaster	· (e.g. CNNI = U	.S) saw	
the	issue			
Bec	cause it l	had more on-si	te	
repo	orts and	live coverage t	han	
dom	nestic m	edia, giving the	news	
grea	ater pres	sence		
Bec	cause it p	provided inform	ation	
on v	what was	s most importar	it about	
the	event fr	om a global		
pers	spective			
		think this		

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2 I do think this

- 3 I don't really think this
- 4 I don't think this at all
- 5 I don't know/ I have no idea
- Q3 Q2-5 Q1-2_5=1-6

SA This question is for people who responded in the previous question matrix that they used [Display Q1-2_each event=1-6 answer] as their per most important news source for the following event.

 row Why did you get information on this event from this broadcaster?
 Please select how you feel regarding each of the reasons given here. Select one answer for each reason.

The death of supreme leader of North Korea, Kim Jong-II (December 2011)

- Because it reported this international breaking news faster than domestic media
- Because it provided news from regions that domestic media did not cover
- 3 Because it provided analysis from a unique perspective that domestic media did not provide
- 4 Because I wanted to find out how the native country of the broadcaster (e.g. CNNI = U.S) saw the issue

5	Because it had more on-site						
	rep	orts and I	ive coverage t	han			
	don	nestic me	dia, giving the	news			
	grea	ater prese	ence				
6	Because it provided information						
	on ۱	what was	most importan	t about			
	the	event fro	m a global				
	per	spective					
G	3	Q2-6	Q1-2_6=1-6	SA	This question is for people who responded in the previous question		
				matrix	that they used [Display Q1-2_each event=1-6 answer] as their		
				per	most important news source for the following event.		
				row	Why did you get information on this event from this broadcaster?		
					Please select how you feel regarding each of the reasons given		
					here. Select one answer for each reason.		
					Republican Party (United States) presidential candidacy race		
					(January 2012 onward)		
G	3	Q2-7	Q1-2_7=1-6	SA	This question is for people who responded in the previous question		
				matrix	that they used [Display Q1-2_each event=1-6 answer] as their		
				per	most important news source for the following event.		
				row	Why did you get information on this event from this broadcaster?		
					Please select how you feel regarding each of the reasons given		
					here. Select one answer for each reason.		
					EU decision to offer aid to Greece (February 2012)		

Q4	Q3-1	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that suits
				each point below.
				Concerning Al Jazeera English (exclude Al Jazeera in Arabic)

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- 1 Fast with breaking news
- 2 Offers excellent analysis
- 3 Reports based in neutral facts
- 4 The station has a unique direction and opinions
- 5 Provides balanced global information also from the perspectives of content and geography
- 6 Biased toward the benefits and perspective of the native country of the station (e.g. CNNI = US)
- 7 Handles a lot of information mainly from developed countries
- 8 Puts a lot of effort into information on developing countries
- 1 I very much think this

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2 I do think this

- 3 I don't really think this
- 4 I don't think this at all
- 5 I don't know/ I have no idea

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Q4	Q3-2	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that
				suits each point below.
				Concerning BBC World News
Q4	Q3-3	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that
				suits each point below.
				Concerning Channel News Asia
Q4	Q3-4	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that
				suits each point below.
				Concerning CNN International (exclude CNN en Español)
Q4	Q3-5	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that
				suits each point below.
				Concerning Euro News
Q4	Q3-6	ALL	SA	Please provide your overall impressions and evaluation of all
			matrix	information (including content other than straight news) from each
			per	broadcaster.
			row	For the following broadcaster, please select the best answer that
				suits each point below.
				Concerning NHK World

	5 Q4	ALL	MA	When you watch / view news of the following broadcaster(s), which
			matrix	programs do you especially like the content or format of? Please
			per	select all that apply (multiple answers allowed).
			row	
	Al Jazeera E	English		
2	BBC World I	News		
3	Channel Nev	vs Asia		
1	CNN Interna	itional		
5	Euro News			
6	NHK World			
	Straight nev	/S		
2	Financial / r	narkets / k	ousiness	
	news			
3	Interviews a	nd debates	6	
ļ	Investigative	e journalisn	n /	
	reportage			
5	Feature prog	grams on li	festyle	
	/ travel / cu	ulture etc.		
6	Sports			
7	Other			

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			Ū.	
Q	6 Q5	ALL	. SA	Finally, we have some questions about you.
				Select your gender.
1	Male			
2	Female			
Q7	,	ALL S	SA Select	your highest level of education.
			If you a	are currently a student, select the level you currently atte
1	High scl	nool or lowe	er	
2	Univers	ity		
3	Masters	:		
4	Doctora	te		
5	Other			
Q8-	-1	ALL S	SA Select	your employment status.
1	Unemple	oyed / stud	ent	
2	Employe	ed		
Q8-	-2 Q	9–1=2 \$		e a requirement in your work to have an awareness of ational events?
1	Very mı	ıch so		
2	Somewł	nat so		
3	8 Not really			
4	Not at a	all		
Qg)	ALL S	SA Select	your nationality.

Q7	Q11	ALL	SA matrix per row	Now we are going to ask about your way of thinking and your behavior. For each question please select the one answer that is closest to your own feelings.			
		very awar or ethnicity					
a et	citizen of	identify w ″Asia″, ″E eyond natio	urope [″] ,				
	sometimes obal citize	s feel that l n″	l am ″a				
1 I v	very much	think this					
2 I d	lo think th	nis					
3 I c	lon't really	/ think this					
4 I c	lon't think	this at all					
5 I c	lon't know	ı∕Ihave n	o idea				

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			-	J -			
Q	8	Q12	ALL	SA	When you want to acquire news in the following fields, which media d		
				matrix	you use the most? Please select the one media that best applies fo		
				per	each.		
				Column			
1	Do	mestic ne	WS				
2	Inte	ernational	news				
3	Fin	ancial / n	narkets / k	ousiness			
	nev	ws					
4	Inte	erviews a	nd debates	3			
5	Inv	estigative	journalisn	n /			
	rep	ortage					
6	Fea	ature prog	grams on li	festyle			
	/ ti	ravel / cι	Ilture etc.				
7	Spo	orts					
1	Lo	cal newsp	apers				
2	Foi	reign or ir	nternationa	l newspap	pers		
3	Lo	cal TV					
4	Foi	reign or ir	nternationa	l TV			
5	Lo	cal magaz	ines				
6	Foi	reign or ir	nternationa	l magazine	es		
7	Lo	cal intern	et sites (in	cluding			
	Fac	cebook, T	witter etc.)			
8	Foi	reign or ir	nternationa	l internet	sites		
	(ind	cluding Fa	acebook, T	witter etc.	.)		
9	Ot	her media					