

# J-A Dynamics Frontline

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## Start of Block: Intro

Intro Hello! Please help us pre-test a survey we are planning to send to journalists in the U.S. Answer the questions that follow and if you notice anything funny or hard to answer, email [logan@temple.edu](mailto:logan@temple.edu).

## End of Block: Intro

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## Start of Block: Social Media

Hed1

The following questions are about your social media use.

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Q1 Which of the following social media accounts do you have?

- Facebook (1)
- Twitter (2)
- Instagram (3)
- LinkedIn (4)
- Snapchat (5)
- Reddit (6)
- Pinterest (7)
- Other (8) \_\_\_\_\_

Display This Question:

If If Which of the following social media accounts do you have? q://QID2/SelectedChoicesCount Is Greater Than or Equal to 1

Carry Forward Selected Choices from "Which of the following social media accounts do you have?"



Q2 How often do you use each of the following social media accounts?

	Hardly ever 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	All the time 7 (7)
Facebook (x1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (x2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (x3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (x4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat (x5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit (x6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest (x7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (x8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:

If If Which of the following social media accounts do you have? q://QID2/SelectedChoicesCount Is Greater Than or Equal to 1

Carry Forward Selected Choices from "Which of the following social media accounts do you have?"



Q3 Of your social media accounts, how would you characterize how you use them, ranging from personal to professional reasons?

	Mostly personal 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Mostly professional 7 (7)
Facebook (x1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (x2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (x3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (x4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat (x5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit (x6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest (x7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (x8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q4

Journalists have expressed a range of feelings about using social media in their work. How do you feel about using social media in your work?

- Not applicable (0)
  - Extremely negative 1 (1)
  - 2 (2)
  - 3 (3)
  - 4 (4)
  - 5 (5)
  - 6 (6)
  - Extremely positive 7 (7)
- 

Q5 How has your opinion of using social media in your work changed during the past year?

- Significantly more negative1 (1)
- 2 (2)
- 3 (3)
- No change in opinon 4 (4)
- 5 (5)
- 6 (6)
- Significantly more positive7 (7)

End of Block: Social Media

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Start of Block: Audiences filter

F.Aud Do you regularly engage on social media or otherwise interact with audiences/readers in the course of your work?

Yes (4)

No (5)

End of Block: Audiences filter

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Start of Block: Your Audience

Hed2 Next, I have some questions about your news audience.

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Q6 Please rate your agreement with the following statements about the audience for your news work.

	Strongly disagree1 (1)	2 (8)	3 (2)	4 (3)	5 (4)	6 (5)	Strongly agree7 (6)
My audience is similar to me. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience feels foreign to me. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience resembles people I know. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience is smart. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience is rational. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience is unreasonable. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience is thoughtful. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience wants to discuss the news online. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience wants to share the news with people they know. (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience wants to work with journalists in reporting the news. (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My audience wants to give story ideas or tips to journalists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(19)

My audience wants to interact with me. (20)

My interactions with audiences are positive. (22)

My interactions with audiences are civil. (23)

I am often insulted or criticized by my audiences. (24)

My audience is harshly critical of my work. (25)

I often seek out interactions with audiences. (27)

I often try to include information in my work that comes from readers/followers. (28)

I often try to avoid my audience. (29)

I often try to let my readers/followers have more of a say in the news. (30)

I often try to find ways to include some kind of participation from readers/followers. (31)

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Q7 Journalists develop different pictures of their audience based on a variety of factors. To what extent do the following contribute to **how you think about your audience?**

	Not at all 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	A lot 7 (7)
Social media interactions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email interactions (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone interactions (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face-to-face interactions (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments on news stories (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online data/analytics (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market research (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information from my superiors (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conversations with fellow journalists (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactions with sources for stories (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactions with friends and family (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal instinct or gut feeling (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 Thinking about how you envision your audience, to what extent does that picture influence the following in your work?

	Not at all 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	A lot 7 (7)	I don't have any role in this decision (0)
Story choice (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Story format (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Story placement on website (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Story placement in traditional media (newspaper, broadcast, etc.) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Story promotion via social media (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Your Audience

Start of Block: Audience Feedback

Hed3 Next, I'd like to ask you about gathering feedback from your news audience.

Q9 How would you describe your level of agreement with each of the following statements?

	Strongly disagree 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I do not like the idea of incorporating audience preferences in editorial decisions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing audience preferences is good for journalism (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monitoring audience preferences is a smart thing to do (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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End of Block: Audience Feedback

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Start of Block: Journalistic Roles

BF7 There are a number of things journalists try to achieve through their work. What do you consider to be the most important role of journalism?

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BF8 The following list describes some of the things the news media do or try to do. How would you describe how important they are in your work?

	Extremely unimportant 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Extremely important 7 (7)
Report things as they are (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educate the audience (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide information people need to make political decisions (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monitor and scrutinize political leaders (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let people express their views (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be a detached observer (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monitor and scrutinize business (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide analysis of current affairs (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide the kind of news that attracts the largest audience (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote tolerance and cultural diversity (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Motivate people to participate in political activity (11)

Advocate for social change (12)

Provide entertainment and relaxation (13)

Provide advice, orientation and direction for daily life (14)

Influence public opinion (15)

Be an adversary of the government (16)

Support national development (17)

Set the political agenda (18)

Convey a positive image of political leadership (19)

Support government policy (20)



End of Block: Journalistic Roles

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Start of Block: Metrics Filter

F.Met Do you regularly work with audience analytics in the course of your job?

Yes (4)

No (5)

End of Block: Metrics Filter

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Start of Block: Metrics



Q11 The following list describes some of the reasons journalists and news organizations use web metrics. Please tell us, on a scale of 1 to 7, how important is your use of metrics for each of these things.

	Extremely unimportant 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Extremely important 7 (7)
To understand how I can engage with my audience on social media (Q20_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To understand how my audience shares my content (Q20_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To understand the reach of my content (Q20_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To understand how my audience gets to my content (Q20_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To understand how my audience consumes my content (Q20_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To understand how my audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

feels  
and/or  
thinks  
about my  
content  
(Q20\_6)

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Q12 In your day-to-day work as a journalist, how often do you use web metrics for each of the following?

	Not at all 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	A lot 7 (7)
To decide which stories to cover (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To determine what stories to do follow-ups on (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To determine how to cover a story (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To determine which topic areas should be covered more (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To determine which stories are doing well (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To decide how to write the headline (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To determine story placement in the homepage (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To  
determine  
how to  
promote a  
story on  
social  
media (8)



End of Block: Metrics

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Start of Block: Metrics Tools

BF1 Does your news organization have a parent company (e.g., Gannett Company, Bain Capital, etc.)?

Yes (1)

No (2)



BF2 Does your organization use any of the following web analytics suites? (Check all that apply.)

- Catalyst (1)
  - Chartbeat (2)
  - comScore (3)
  - CrowdTangle (11)
  - Facebook Insights (12)
  - Google Analytics (4)
  - NewsWhip (5)
  - Omniture (13)
  - Parse.ly (6)
  - Visual Revenue (7)
  - Twitter Analytics (14)
  - An analytics suite developed in-house (8)
  - Other (9) \_\_\_\_\_
  - Don't know (10)
-

Display This Question:

If If Does your organization use any of the following web analytics suites? (Check all that apply.)  
q://QID39/SelectedChoicesCount Is Greater Than or Equal to 1

Carry Forward Selected Choices from "Does your organization use any of the following web analytics suites? (Check all that apply.)"



BF3 How much does your organization use the web analytics suites you selected?

	Very little 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Quite a bit 7 (7)
Catalyst (x1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chartbeat (x2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
comScore (x3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CrowdTangle (x11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook Insights (x12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google Analytics (x4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NewsWhip (x5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omniture (x13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parse.ly (x6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Revenue (x7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter Analytics (x14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An analytics suite developed in-house (x8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (x9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know (x10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



End of Block: Metrics Tools

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Start of Block: Metrics Training

BF4 What training, if any, have you received in the following areas?

	No training 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	A lot of training 7 (7)
How to access our audience analytics system (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding what different audience metrics represent (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to determine "success" (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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BF5 How much formal or informal training have you received from the following sources?

	No training 1 (11)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	A lot of training 7 (8)
Your news organization (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does your news organization have a parent company (e.g., Gannett Company, Bain Capital, etc.)? = Yes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your organization's parent company (2)							
A web analytics company (e.g., Chartbeat) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BF6 What kinds of people or institutions do you think were most important in shaping how you think about audience analytics?

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End of Block: Metrics Training

Start of Block: Usefulness of Metrics

BF11 What is the single most useful audience metric for your day-to-day work?

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BF12 Please rate the usefulness of the following metrics to your day-to-day work.

	Not useful at all 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Very useful 7 (7)
Device/Platform (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of comments (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of shares on social media (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pageviews (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referrer (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time spent on page (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique visitors (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BF13 For each of the following editorial choices, please select the metric you believe to be most useful.

Deciding how prominently to display stories (1)	▼ Device/Platform (1) ... I don't know (9)
Deciding which stories to cover (2)	▼ Device/Platform (1) ... I don't know (9)
Deciding how to cover stories (3)	▼ Device/Platform (1) ... I don't know (9)
Deciding how to write headlines (4)	▼ Device/Platform (1) ... I don't know (9)
Deciding how staffers are assigned/deployed (5)	▼ Device/Platform (1) ... I don't know (9)
Deciding how to measure the performance of employees (6)	▼ Device/Platform (1) ... I don't know (9)
Determine how to promote a story on social media (7)	▼ Device/Platform (1) ... I don't know (9)

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BF14 When you think about the following sources of input, how important are they in informing how you think audience analytics should be used by journalists?

	Extremely unimportant 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Extremely important 7 (7)
Editors in my newsroom (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reporters in my newsroom (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My education (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My competitors (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry blogs and publications (e.g., Columbia Journalism Review) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Owners or upper-level managers in my newsroom (e.g., Audience Development team) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional organizations (e.g. Society of Professional Journalists) (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Usefulness of Metrics

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Start of Block: Online Harassment



Q25

**In the course of your work as a journalist**, how often, if at all, have the following happened to you personally?

	Has never happened 1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Happens all the time 7 (7)
Had someone try to embarrass you on purpose online (Q25_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Been called offensive names online (Q25_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Been sexually harassed online (Q25_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Been physically threatened online (Q25_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had someone hurt you emotionally or psychologically online (Q25_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used information posted to your social media profile in a way that made you uncomfortable (Q25_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatedly contacted online in a way that made you feel afraid or unsafe (Q25_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

*Display This Question:*

*If In the course of your work as a journalist, how often, if at all, have the following happened to... != Had someone try to embarrass you on purpose online [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Been called offensive names online [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Been sexually harassed online [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Been physically threatened online [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Had someone hurt you emotionally or psychologically online [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Used information posted to your social media profile in a way that made you uncomfortable [ Has never happened 1 ]*

*Or In the course of your work as a journalist, how often, if at all, have the following happened to... != Repeatedly contacted online in a way that made you feel afraid or unsafe [ Has never happened 1 ]*

Q26 You said you had experienced at least one kind of online harassment. Could you describe what happened to you?

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*Display This Question:*

*If If You said you had experienced at least one kind of online harassment. Could you describe what happened to you? Text Response Is Displayed*

Q27 Would you be open to discussing your experience with a researcher so we can better assess how journalists face harassment online? If so, please include an email address for follow-up contact:

---



Q28 Below is a list of things that people might do to protect themselves from online harassment or abuse. To protect yourself from online harassment **in the course of your work as a journalist**, have you:

Reported or flagged content that was posted about you on a website without your permission (1)	▼ Yes (1) ... Does not apply (3)
Altered a social media profile (2)	▼ Yes (1) ... Does not apply (3)
Changed how you act on social media (3)	▼ Yes (1) ... Does not apply (3)
Stopped using social media (4)	▼ Yes (1) ... Does not apply (3)
Asked a friend or family member for help (5)	▼ Yes (1) ... Does not apply (3)
Asked a colleague or supervisor for help (6)	▼ Yes (1) ... Does not apply (3)
Sought help from police or other authorities (7)	▼ Yes (1) ... Does not apply (3)
Other (8)	▼ Yes (1) ... Does not apply (3)

*Display This Question:*

*If Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Reported or flagged content that was posted about you on a website without your permission [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Altered a social media profile [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Changed how you act on social media [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Stopped using social media [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Asked a friend or family member for help [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Asked a colleague or supervisor for help [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Sought help from police or other authorities [ Answer 1 ]*

*Or Below is a list of things that people might do to protect themselves from online harassment or ab...  
= Other [ Answer 1 ]*

Q29 You said you took steps to protect yourself. In hindsight, is there anything that you would have done differently?

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End of Block: Online Harassment

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Start of Block: Demographics

Hed6 Finally, I have some questions about you.

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Q30 Please enter your job title.

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Q31

Which of the following best describes your current employment status?

Full-time employment (1)

Part-time employment (2)

Freelancer (3)

Unemployed (4)

Other (5) \_\_\_\_\_

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Q32 For how many years have you worked as a professional journalist?

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Q33 Which of the following publishing platforms do you work with? (Check all that apply.)

- Web text (1)
- Web video (2)
- TV (3)
- Radio (4)
- Print (5)
- Social media (6)
- Mobile application (7)
- Podcasts (8)
- Email newsletter (9)
- Other (10) \_\_\_\_\_



Q34 About how many full-time news and editorial workers are employed at your news organization? If you are unsure, please provide your best estimate.

\_\_\_\_\_

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Q35 Do you consider yourself:

- Liberal 1 (1)
  - 2 (2)
  - 3 (3)
  - Middle of the road 4 (4)
  - 5 (5)
  - 6 (6)
  - Conservative 7 (7)
- 

Q36 Thinking of the people you regularly interact with, would you say they are mostly in favor of President Donald Trump, or mostly opposed to him?

- Mostly in favor 1 (1)
  - 2 (2)
  - 3 (3)
  - 4 (4)
  - 5 (5)
  - 6 (6)
  - Mostly opposed 7 (7)
- 



Q37 In what year were you born?

---

Q38 Which of the following genders do you most identify with?

- Male (1)
  - Female (2)
  - Other (3) \_\_\_\_\_
  - Do not wish to disclose (4)
- 

Q39 What is the highest level of school you have completed or the highest degree you have received?

- Some years of high school (1)
  - High school graduate or GED (includes technical/vocational training that doesn't count towards college credit) (2)
  - Some years of college or technical school degree (3)
  - Four-year college degree/bachelor's degree (4)
  - Master's degree (5)
  - Doctorate (e.g., Ph.D., M.D., J.D., or equivalent) (6)
- 

*Display This Question:*

*If What is the highest level of school you have completed or the highest degree you have received? = Four-year college degree/bachelor's degree*

Q40.1 You said you received a college degree. Was journalism your area of study?

- Yes (1)
  - No (2)
-

*Display This Question:*

*If What is the highest level of school you have completed or the highest degree you have received? = Master's degree*

Q40.2 You said you received a master's degree. For which of the following degrees was journalism your area of study, if any?

- College/bachelor's degree (1)
- Master's degree (2)

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*Display This Question:*

*If What is the highest level of school you have completed or the highest degree you have received? = Doctorate (e.g., Ph.D., M.D., J.D., or equivalent)*

Q40.3 You said you received a doctoral degree. For which of the following degrees was journalism your area of study, if any?

- College/bachelor's degree (1)
- Master's degree (2)
- Doctoral degree (3)

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Q41 Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican, Argentinian, or Spaniard?

- Yes (1)
  - No (2)
-

Q42 Which of the following racial categories do you most identify with?

- White (1)
  - Black or African-American (2)
  - Asian or Asian-American (3)
  - Native American, American Indian, or Alaska Native (4)
  - Native Hawaiian/Other Pacific Islanders (5)
  - Other (6) \_\_\_\_\_
- 



Q43 What is your home zip code?

\_\_\_\_\_

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Q44 What was your total household income from all sources in 2016, before taxes?

- Less than \$20,000 (1)
  - \$20,000 to less than \$40,000 (2)
  - \$40,000 to less than \$60,000 (3)
  - \$60,000 to less than \$80,000 (4)
  - \$80,000 to less than \$100,000 (5)
  - \$100,000 to less than \$120,000 (6)
  - \$120,000 to less than \$140,000 (7)
  - \$140,000 or more (8)
-

Q93 Thank you for participating in this survey!

If you would like to be entered into a drawing for one of ten \$50 gift cards to Amazon.com, please enter your email address. (Note: Your answer to this question will not be used in connection with your other responses; your email address will not be used for any purpose other than entering the gift card drawing and notifying the winners.)

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End of Block: Demographics

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