COMPARING EUROPEAN CITIZENS' NEWS MEDIA REPERTOIRES

A second-order factor analysis approach to explore underlying patterns

Kristin Van Damme
Ghent University

Christian Kobbernagel
Roskilde University

Kim Christian Schrøder
Roskilde University

Cross-national news repertoires
Methodology
Findings
Discussion and conclusion

Cross-national news repertoires study

- AIM:
  - How do people make sense of their news consumption?
  - How do they build repertoires or media ensembles of news consumption?

Cross-national news repertoires study

1. National starting point
   - What do the **national landscapes** of news consumption look like?
   - How can the national repertoire ensembles be mapped reliably?
   - Q-methodological study in 12 countries: 12 news repertoire ensembles
2. Cross-national comparison
   - Are news repertoires **nation-specific or shared** across national borders?
   - Are news repertoires related to **transnational media systems**?

Our study is immersed in debates about 'national essentialism' vs. 'transnationalism'

TRANSNATIONALISM

- Today's media cultures are translocal: methodological nationalism is inappropriate in an age of global communication networks
- The (cross-)national perspective "obscures our view of what media cultures might be in an era of media flows that consistently overlap national borders" (Hepp & Couldry, 2009, p. 32)

NATION-CENTRIC

- Translocal processes of mediatization are territorialized according to national cultures and (supra)national media systems
- "communication systems are still in significant respects national (…) the nation is still a very important marker of difference" (Curran & Park, 2000, p. 11f)

Our stance

«We should move past the debate between the global and the state in media studies in order to better understand the interaction among competing forces. Just as certain media/social/cultural processes cannot be examined if the analysis remains focused on states, other issues that are central to media systems need to be considered by studying state institutions and dynamics» (Flew & Waisbord, 2015)

Our study examines the balance of 'national' vs. 'transnational' in the area of news audience repertoires:

- Second-order factor analysis of national news consumption repertoires

Country background
Methodology
Findings
Discussion and conclusion

Method | Research design

Phase 1: National level, first-order Q sorts (N=324)			Phase 2: Transnational study, second-order Q sort (N=49)			
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
324 Q sorts	9 PCAs	9 national ensembles with 49 repertoires	Data transformation	49 Q sorts	1 PCA	8 transnational repertoires

Method | Phase 1: First order Q sort

- List of 36 items (= Q concourse)

Table 4 36 item Q concourse of news media types with categorization

Q-card	News outlet	Platform
1. Watched national TV news bulletin on a public service channel	Broadcaster	Traditional
2. Watched national TV news bulletin on a commercial channel	Broadcaster	Traditional
3. Watched regional/local TV news bulletin	Broadcaster	Traditional
4. Watched TV current affairs, light	Broadcaster	Traditional
5. Watched TV current affairs, serious	Broadcaster	Traditional
6. Watched TV news/current affairs on national 24-hour TV news channel	Broadcaster	Traditional
7. Watched TV news and/or current affairs from international providers	Broadcaster	Traditional
8. Read news on Text-TV	Broadcaster	Traditional
9. Radio news as part of a general public service radio channel	Broadcaster	Traditional
10. Radio news as part of a general commercial radio channel	Broadcaster	Traditional
11. Radio current affairs (general radio channel and/or 24 hour radio news)	Broadcaster	Traditional
12. National daily quality newspaper, print	Print	Traditional
13. National daily tabloid newspaper, print	Print	Traditional
14. Free daily newspaper, print	Print	Traditional
15. National news magazines or weekly quality newspaper, print	Print	Traditional
16. Local/regional daily newspaper, print	Print	Traditional
17. Local weekly/bi-weekly/monthly newspaper, print	Print	Traditional
19. National tabloid newspaper online	Print	Digital
20. Free daily newspaper online	Print	Digital
21. National news magazines or weekly quality newspaper, online	Print	Digital
22. Local/regional daily newspaper online	Print	Digital
23. Local weekly/bi-weekly/monthly, online	Print	Digital
24. Read national broadcaster's online news	Broadcaster	Digital
25. Read local/regional broadcaster's online news	Broadcaster	Digital
26. Read international broadcaster's online news	Broadcaster	Digital
27. News on Facebook	Social media	Digital
28. News on Twitter	Social media	Digital
29. News on other social media	Social media	Digital
30. News distributed by online video sharing media	Social media	Digital
31. Blogs with news	Social media	Digital
32. News shared by email or SMS	Various	Digital
33. Professional magazines	Print	Traditional
34. News via news aggregators or personalized news services	Various	Digital
35. News from born-online news media	Various	Digital
36. National, regional or international news sites online, not provided by media	Various	Digital

Method | Phase 1: First order Q sort

- List of 36 items (= Q concourse)
- Each informant → Q grid

-4	-3	-2	-1	0	1	2	3	4
8	36	22	7	25	11	17	29	31
32	23	20	16	2	5	19	9	1
	33	6	3	14	12	18	27	
		21	15	34	4	28		
		10	35	30	13	24		
				26				

Method | Phase 1: First order Q sort

-4	-3	-2	-1	0	1	2	3	4
28	26	22	21	35	3	2	1	9
36	30	11	10	34	16	14	12	13
	29	20	23	24	5	4	17	
		33	27	19	15	6		
		25	7	32	18	8		
				31				

-4	-3	-2	-1	0	1	2	3	4
25	3	27	15	14	33	5	12	1
16	22	32	26	11	21	28	24	9
	29	35	20	17	30	6	8	
		36	34	23	18	7		
		2	19	4	31	13		
				10				

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13. National daily tabloid newspaper, print	Print	Traditional
14. Free daily newspaper, print	Print	Traditional
15. National news magazines or weekly quality newspaper, print	Print	Traditional
16. Local/regional daily newspaper, print	Print	Traditional
17. Local weekly/bi-weekly/monthly newspaper, print	Print	Traditional
19. National tabloid newspaper online	Print	Digital
20. Free daily newspaper online	Print	Digital
21. National news magazines or weekly quality newspaper, online	Print	Digital
22. Local/regional daily newspaper online	Print	Digital
23. Local weekly/bi-weekly/monthly, online	Print	Digital
24. Read national broadcaster's online news	Broadcaster	Digital
25. Read local/regional broadcaster's online news	Broadcaster	Digital
26. Read international broadcaster's online news	Broadcaster	Digital
27. News on Facebook	Social media	Digital
28. News on Twitter	Social media	Digital
29. News on other social media	Social media	Digital
30. News distributed by online video sharing media	Social media	Digital
31. Blogs with news	Social media	Digital
32. News shared by email or SMS	Various	Digital
33. Professional magazines	Print	Traditional
34. News via news aggregators or personalized news services	Various	Digital
35. News from born-online news media	Various	Digital
36. National, regional or international news sites online, not provided by media	Various	Digital

Method | Phase 1: First order Q sort

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		36	34	23	18	7		
		2	19	4	31	13		
				10				

similar Q grid

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8	36	22	7	25	11	17	29	31
32	23	20	16	2	5	19	9	1
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different Q grid

Method | Phase 1: First order Q sort

-4	-3	-2	-1	0	1	2	3	4
28	26	22	21	35	3	2	1	9
36	30	11	10	34	16	14	12	13
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		10	35	30	13	24		
				26				

similar Q grid

different Q grid

PCA

Method | Phase 1: First order Q sort

1 ensemble of
7 news repertoires

36 informants

Table 5 Rotated component matrix, summarizing the significant component loadings

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
BF16	0.789						
BF2	0.780						
BF1	0.747						
BF19	0.739						
BF30	0.629						
BF14	0.609	0.521					
BF25	0.602						
BF12		0.755					
BF3		0.703					
BF28	0.472	0.678					
BF5		0.677					
BF18		0.622	0.506				
BF21	0.470	0.595					
BF20			0.822				
BF27			0.739				
BF9			0.658				
BF10		0.537	0.628				

Method | Phase 1: First order Q sort

- The Netherlands ensemble
  - Regionally oriented News Use
  - Background-oriented News Use
  - Digital News Use
  - Laid-back News Use
  - Nationally Oriented News Use
- Denmark ensemble
  - Online quality omnivores
  - Hybrid public service lovers
  - (Light) news snackers
  - Mainstream networkers
  - The intellectual/professional networkers
  - Print addicts
- Israel ensemble
  - Mainstream Conservative
  - Mainstream Popular
  - New Media Technologies
  - Omnivores

Method | Phase 2: data transformation

Table 5 Rotated component matrix, summarizing the significant component loadings

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
BF16	0.789						
BF2	0.780						
BF1	0.747						
BF19	0.739						
BF30	0.629						
BF14	0.609	0.521					
BF25	0.602						
BF12		0.755					
BF3		0.703					
BF28	0.472	0.678					
BF5		0.677					
BF18		0.622	0.506				
BF21	0.470	0.595					
BF20			0.822				
BF27			0.739				
BF9			0.658				
BF10		0.537	0.638				
BF7			0.609				0.452

Factor scores (i.e. news media ensembles) to -4 to +4 values

Secord order: run new Q sort on all 49 country ensembles

Method | Phase 2: 9 national ensembles (= set of news repertoire)

Media landscape	Country	Ensemble
Inclusive	Denmark	6
	The Netherlands	5
Convergent	Belgium-Flanders	7
	Belgium-Wallonia	4
	Germany	5
Peripheral	Croatia	6
	Poland	5
	Portugal	7
Israel	Israel	4

Cross-national news repertoires
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Findings | Eight factor solution

- Selection criteria
  - > variance explained as possible
  - At least 3 items in one factor
  - < crossloaders
  - < negative loaders
- Six, sever or eight factor solution → Eight factor solution gaves the best fit

Findings | Eight factor solution

		Factor 1	Factor 2
Inclusive	DKF6	,753	
Convergent	BFF1	,748	
Convergent	GERF2	,719	
Peripheral	PORF4	,714	
Convergent	GERF1	,657	
Convergent	GERF4	,582	
Peripheral	CROF2	,441	
Convergent	BEWF3		,813
Inclusive	NLF2		,750
Peripheral	CROF3		,705
Peripheral	PORF1		,679
Inclusive	BFF5		,558
Inclusive	DKF4		,526

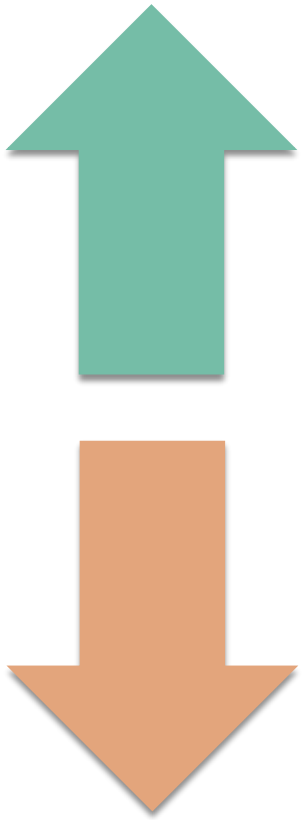
Rotated Component Matrix[a]

		Component							
		1	2	3	4	5	6	7	8
Inclusive	DKF6	,753							
Convergent	BFF1	,748							
Convergent	GERF2	,719							
Peripheral	PORF4	,714							
Convergent	GERF1	,657							
Convergent	GERF4	,582							
Peripheral	CROF2	,441							,439
Convergent	BEWF3		,813						
Inclusive	NLF2		,750		-,467				
Peripheral	CROF3		,705						
Peripheral	PORF1		,679						
Inclusive	BFF5		,558						
Inclusive	DKF4		,526						
Convergent	BEWF1			,729					
Peripheral	CROF1			,684					
Israel	ISF2			,681					
Convergent	BFF2			,658					
Peripheral	POL1	,534		,582					
Israel	ISF1			,533	,455				
Inclusive	NLF1			,497					
Convergent	BFF4			,473					
Peripheral	POL3				,714				
Convergent	BFF7				,648				
Israel	ISF4				,590				
Peripheral	PORF5			-,516	,575				
Inclusive	DKF1				,560				
Convergent	BFF6				-,530				
Peripheral	CROF4					,712			
Peripheral	POL4					,611			
Inclusive	DKF5					,595			
Convergent	BEWF2				,537	,561			
Convergent	BFF3					,539			
Peripheral	PORF2					,528			
Peripheral	PORF6						,718		
Convergent	GERF3						,696		
Convergent	BEWF4						,636		
Peripheral	CROF5						,569		
Inclusive	NLF5						,532		
Inclusive	NLF4								
Inclusive	NLF3							,708	
Peripheral	CROF6							,647	
Convergent	GERF5							,578	
Peripheral	POL2							,551	
Inclusive	DKF2							,522	
Peripheral	PORF3								
Israel	ISF3								,738
Peripheral	PORF7								,723
Peripheral	POL5		,509						-,562
Inclusive	DKF3					,440			,477

Findings | Eight factor solution

- F1 Traditional (local) news
- F2 Quality news omnivore
- F3 Broadcast devotee and social media avoiders
- F4 Social media news explorers
- F5 Quick quality news checker (broadcaster + Facebook)
- F6 Light legacy media user
- F7 News website lover (and social media avoider)
- F8 Facebook and TV viewers

Findings | F1 Traditional (local) news



Local/regional daily newspaper, print

Regional/local TV news bulletin

National TV news bulletin on a public service channel

TV current affairs, light

Professional magazines

News on Text TV

News on Twitter

National tabloid newspaper online

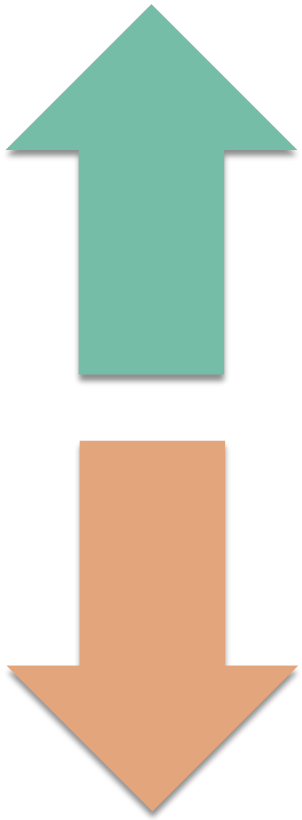
TV news and/or current affairs from international providers

Read international broadcaster's online news

Findings | F1 Traditional (local) news

Media system	Country	Factor	National repertoire label
Inclusive	Denmark	F6	Print addicts
Convergent	Belgium - Flanders	F1	Quality-seeking traditionalist
Convergent	Germany	F2	Quality-concious offline omnivore
Peripheral	Portugal	F4	News snackers
Convergent	Germany	F1	Public service broadcasting omnivore
Convergent	Germany	F4	Professional commercialist
Peripheral	Croatia	F2	Locally & nationally oriented broadcast media consumers

Findings | F2 Quality news omnivore



National daily quality newspaper, print

National quality newspaper online

National news magazines or weekly quality newspaper, print

National news magazines or weekly quality newspaper, online

TV news and/or current affairs from international providers

Free daily newspaper online

Read news on Text-TV

Free daily newspaper, print

National daily tabloid newspaper, print

National tabloid newspaper online

Findings | F2 Quality news omnivore

Media system	Country	Factor	National repertoire label
Convergent	Belgium - Wallonia	F3	
Inclusive	The Netherlands	F2	Background oriented news use
Peripheral	Croatia	F3	Internationally oriented quality media omnivores
Peripheral	Portugal	F1	Quality media lovers
Convergent	Belgium - Flanders	F5	Critical omnivore
Inclusive	Denmark	F4	Mainstream networkers

Findings | Ensembles without transnational fit

Media system	Country	Factor	
Inclusive	The Netherlands	F_4	Laid-back News Use
	Facebook Free local print Newspapers Professional magazines TV broadcast on public channels		
Peripheral	Portugal	F_3	Television news addicts, press consumers social media avoiders
	TV current affairs, serious TV news and/or current affairs from foreign/international providers News from born-online news media National TV news bulletin on a commercial channel (live or delayed) National news magazines or weekly quality newspaper, print		

Cross-national news repertoires
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Conclusion

- Nationally anchored news repertoires (49) from transnational news repertoires (9)
  - Individual national news repertoires are not nationally unique
  - All but two repertoires in a national repertoire ensemble are similar to repertoires in other national repertoire ensembles
- National news repertoire ensembles are unique repertoire constellations, produced by the national territorialization of global trends in media technologies and contents
- The 9 transnational news repertoires transcend the supra-national media systems (Hallin & Mancini; Brüggemann et al.; Perusko et al.)
- Audiences' news repertoires have both anchorage in national and transnational media landscapes

Discussion

- 100% identical research designs not possible
  - Examples adapted to each country
  - Different offer of news outlets
  - Slight differences in sampling
- Q methodology is qualitative → how to include the voice of the 324 informants?

Discussion

- Next step: doing a first-order analysis of all 326 individual Q sorts, i.e. not starting from an already nationally patterned database?
- "Without the data first being aggregated on a national-territorial basis, the cases from various cultural contexts are compared the one with the other. In this way one can obtain a system of categories that describes not simply national differences, but more general common factors and differences in cultural patterns." (Hepp, 2013, p. 140f.)

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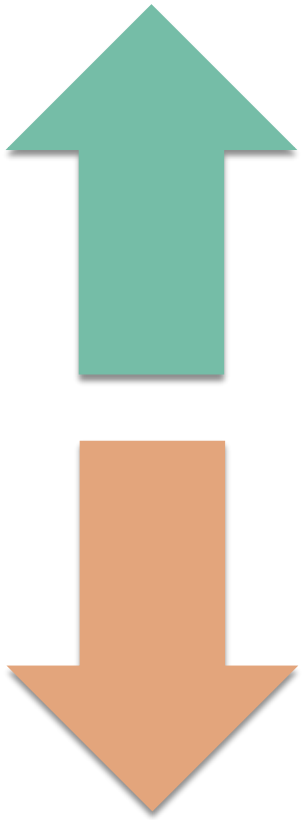
Findings | F1 Traditional (local) news



Local/regional daily newspaper, print

Regional/local TV news bulletin

National TV news bulletin on a public service channel

TV current affairs, light

Professional magazines

News on Text TV

News on Twitter

National tabloid newspaper online

TV news and/or current affairs from international providers

Read international broadcaster's online news

Findings | F1 Traditional (local) news

Media system	Country	Factor	National repertoire label
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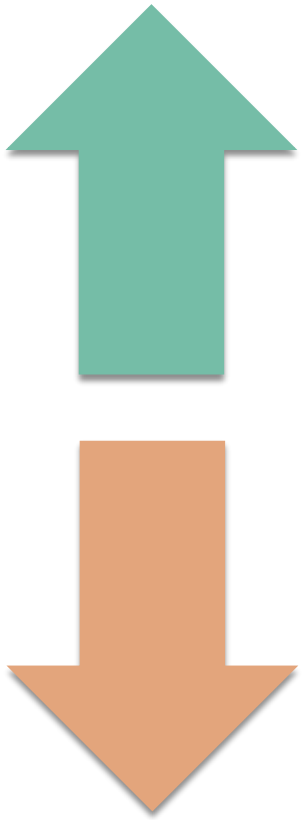
Peripheral	Portugal	F4	News snackers
Convergent	Germany	F1	Public service broadcasting omnivore
Convergent	Germany	F4	Professional commercialist
Peripheral	Croatia	F2	Locally & nationally oriented broadcast media consumers

Findings | F2 Quality news omnivore



National daily quality newspaper, print

National quality newspaper online

National news magazines or weekly quality newspaper, print

National news magazines or weekly quality newspaper, online

TV news and/or current affairs from international providers

Free daily newspaper online

Read news on Text-TV

Free daily newspaper, print

National daily tabloid newspaper, print

National tabloid newspaper online

Findings | F2 Quality news omnivore

Media system	Country	Factor	National repertoire label
Convergent	Belgium - Wallonia	F3	
Inclusive	The Netherlands	F2	Background oriented news use
Peripheral	Croatia	F3	Internationally oriented quality media omnivores
Peripheral	Portugal	F1	Quality media lovers
Convergent	Belgium - Flanders	F5	Critical omnivore
Inclusive	Denmark	F4	Mainstream networkers

Findings | F3 Broadcast devotee and social media avoiders

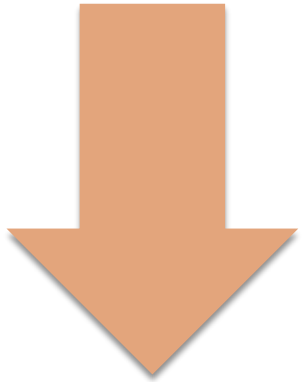
Radio news as part of a general public service radio channel

TV news and/or current affairs from international providers

National daily tabloid newspaper, print

Watched national TV news bulletin on a commercial channel

Watched TV current affairs, light



Local/regional daily newspaper online

News on other social media

National, regional or international news sites online, not provided by media

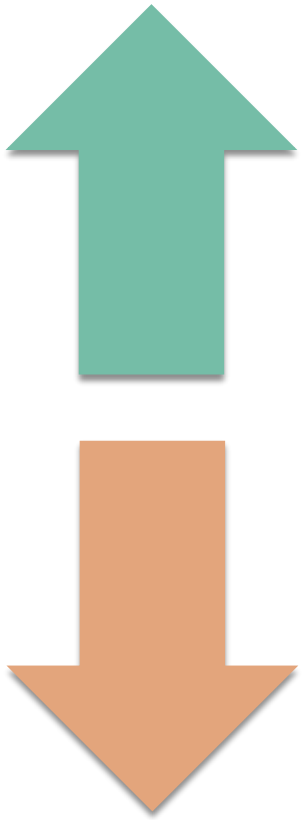
News on Twitter

News on Facebook

Findings | F3 Broadcast devotee and social media avoiders

Media system	Country	Factor	National repertoire label
Convergent	Belgium - Wallonia	F1	
Peripheral	Croatia	F1	National legacy media omnivores
Israel	Israel	F2	Mainstream popular
Convergent	Belgium - Flanders	F2	Quality-seeking traditionalist
Peripheral	Poland	F1	Mainstream commercial TV and radio channels users
Israel	Israel	F1	Mainstream conservative
Inclusive	The Netherlands	F1	Regionally oriented
Convergent	Belgium - Flanders	F4	Traditional snacker

Findings | F4 Social media news explorers



News shared by email or SMS

News on Facebook

News distributed by online video sharing media

Blogs with news

News via news aggregators or personalized news services

National news magazines or weekly quality newspaper, online

TV news and/or current affairs on national 24-hour TV news channel

Local/regional daily newspaper online

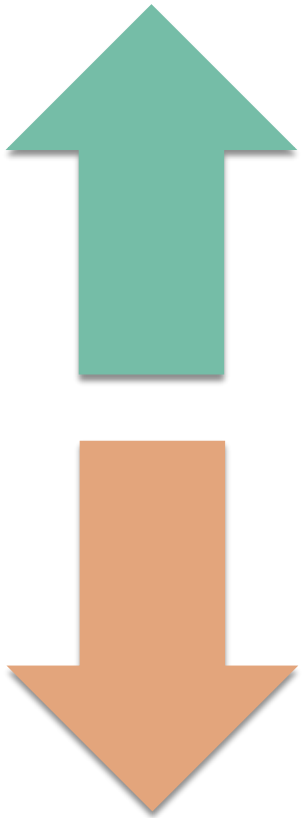
News on Text-TV

Regional/local TV news bulletin

Findings | F4 Social media news explorers

Media system	Country	Factor	National repertoire label
Peripheral	Poland	F3	Social and new media fans
Convergent	Belgium - Flanders	F7	Sport fan
Israel	Israel	F4	Omnivores
Peripheral	Portugal	F5	Online-based and social media addicts
Inclusive	Denmark	F1	Online quality omnivores
Opposit loader:			
Convergent	Belgium - Flanders	F6 (-)	Collateral user

Findings | F5 Quick quality news checker (broadcaster + Facebook)



National broadcaster's online news

Radio news as part of a general public service radio channel

News on Facebook

24 hour radio news/information channel

TV current affairs, serious

Local weekly/bi-weekly/monthly newspaper, print

Blogs with news

Free daily newspaper, print

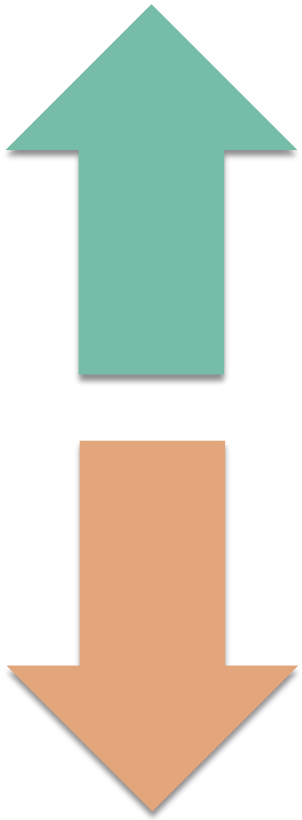
National news magazines or weekly quality newspaper, print

TV news and/or current affairs from international providers

Findings | F5 Quick quality news checker (broadcaster + Facebook)

Media system	Country	Factor	National repertoire label
Peripheral	Croatia	F4	Omnivore radio lovers and print avoiders
Peripheral	Poland	F4	PSM followers
Inclusive	Denmark	F5	The intellectual/professional networkers
Convergent	Belgium - Wallonia	F2	
Convergent	Belgium - Flanders	F3	Digital up-to-dater
Convergent	Portugal	F2	Broadcast media consumers
Inclusive	The Netherlands	F5	Nationally oriented

Findings | F6 Light legacy media user



National tabloid newspaper online

TV current affairs, light

National quality newspaper online

National daily tabloid newspaper, print

Free daily newspaper online

Blogs with news

TV news and/or current affairs from international providers

24 hour radio news/information channel

Local weekly/bi-weekly/monthly newspaper, print

News on Text-TV

Findings | F6 Light legacy media user

Media system	Country	Factor	National repertoire label
Peripheral	Portugal	F6	Online newspapers lovers and radio news avoiders
Convergent	Germany	F3	Ambivalent (online) traditionalist
Convergent	Belgium - Wallonia	F4	
Peripheral	Croatia	F5	Online-born media and online newspaper lovers
Opposite loader:			
Inclusive	The Netherlands	F4 (-)	Laid-back

Findings | F7 News website lover (and social media avoider)

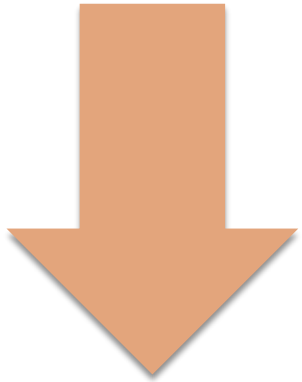
News from born-online news media

News on Text-TV

Local/regional daily newspaper online

National TV news bulletin on a public service channel

Local/regional daily newspaper, print



National daily tabloid newspaper, print

Radio news as part of a general commercial radio channel

News on Twitter

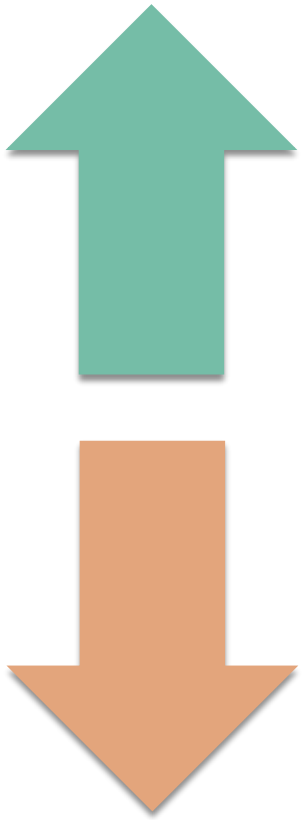
24 hour radio news/information channel

News on Facebook

Findings | F7 News website lover (and social media avoider)

Media system	Country	Factor	
Inclusive	The Netherlands	F3	Digital News Use
Peripheral	Croatia	F6	Locally oriented light news snackers'
Convergent	Germany	F5	Online localist
Peripheral	Poland	F2	Omnipresent media users
Inclusive	Denmark	F2	Hybrid public service lovers

Findings | F8 Facebook and TV viewers



News on Facebook

National TV news bulletin on a public service channel

National TV news bulletin on a commercial channel

Local/regional broadcaster's online news

News on Text-TV

National, regional or international news sites online, not provided by media

Free daily newspaper, print

24 hour radio news/information channel

Professional magazines

News via news aggregators or personalized news services

Findings | F8 Facebook and TV viewers

Media system	Country	Factor	
Israel	Israel	F3	New Media Technologies
Peripheral	Portugal	F7	Television, press, social/online-base media consumers
Inclusive	Denmark	F3	(Light) news snackers
Opposite loader:			
Peripheral	Poland	F5 (-)	Quality press readers