

THE TWO FACES OF YOUNG JOURNALISTS

A long-term survey of Austrian journalism students
focusing on self-image and the discrepancy between media usage and future work area



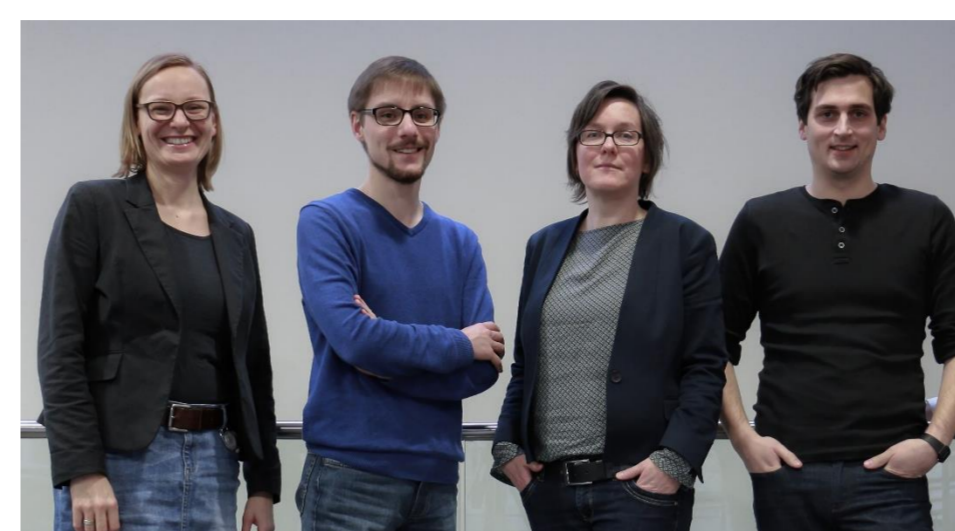
DEPARTMENT OF JOURNALISM
& MEDIA MANAGEMENT

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INTRODUCTION

- ▶ Sampled group: Journalism students (Bachelor and Master degree course) at the Department of Journalism & Media Management at FHWien der WKW in Vienna, Austria
- ▶ Biennial quantitative online survey at the beginning of the winter terms in 2011, 2013 and 2015
- ▶ Questionnaire with focus on future working area and current job situation, self-image as a journalist, evaluation of curriculum and learned skills, as well as personal attitude towards media and general media usage

SAMPLE

	2011 (n=67)	2013 (n=76)	2015 (n=104)	Total (N=247)
Female students (in %)	62,7	55,3	59,6	59,1
Male students (in %)	37,3	44,7	40,4	40,9
BA (in %)	68,7	60,5	64,4	64,4
MA (in %)	31,3	39,5	35,6	35,6
Up to 20 years old (in %)	18,2	31,6	28,8	26,8
21 to 25 years old (in %)	69,7	39,5	46,2	50,4
Older than 26 (in %)	12,1	28,9	25,0	22,8

FUTURE WORK AREA

“Where would you preferably like to work after finishing your studies?”

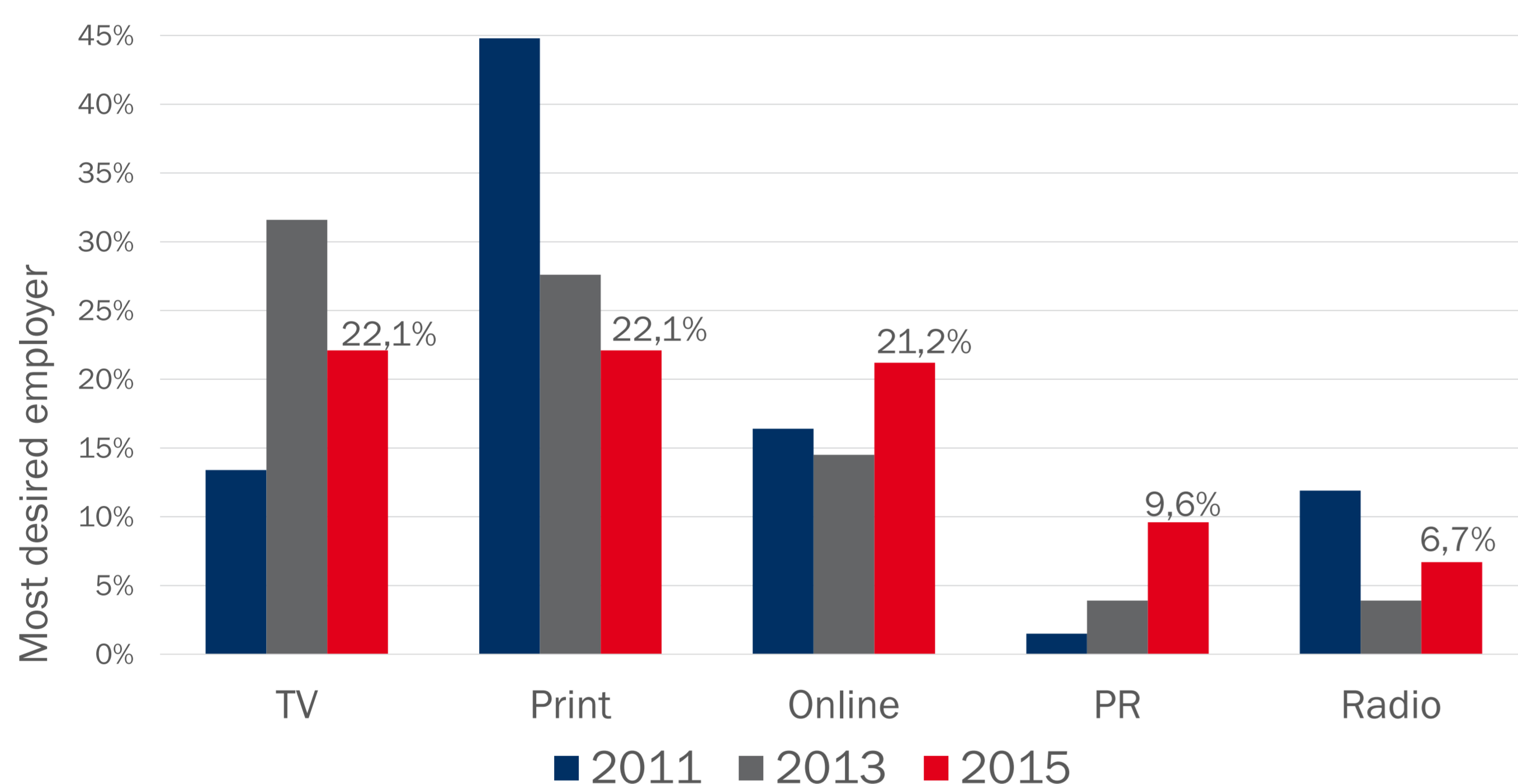
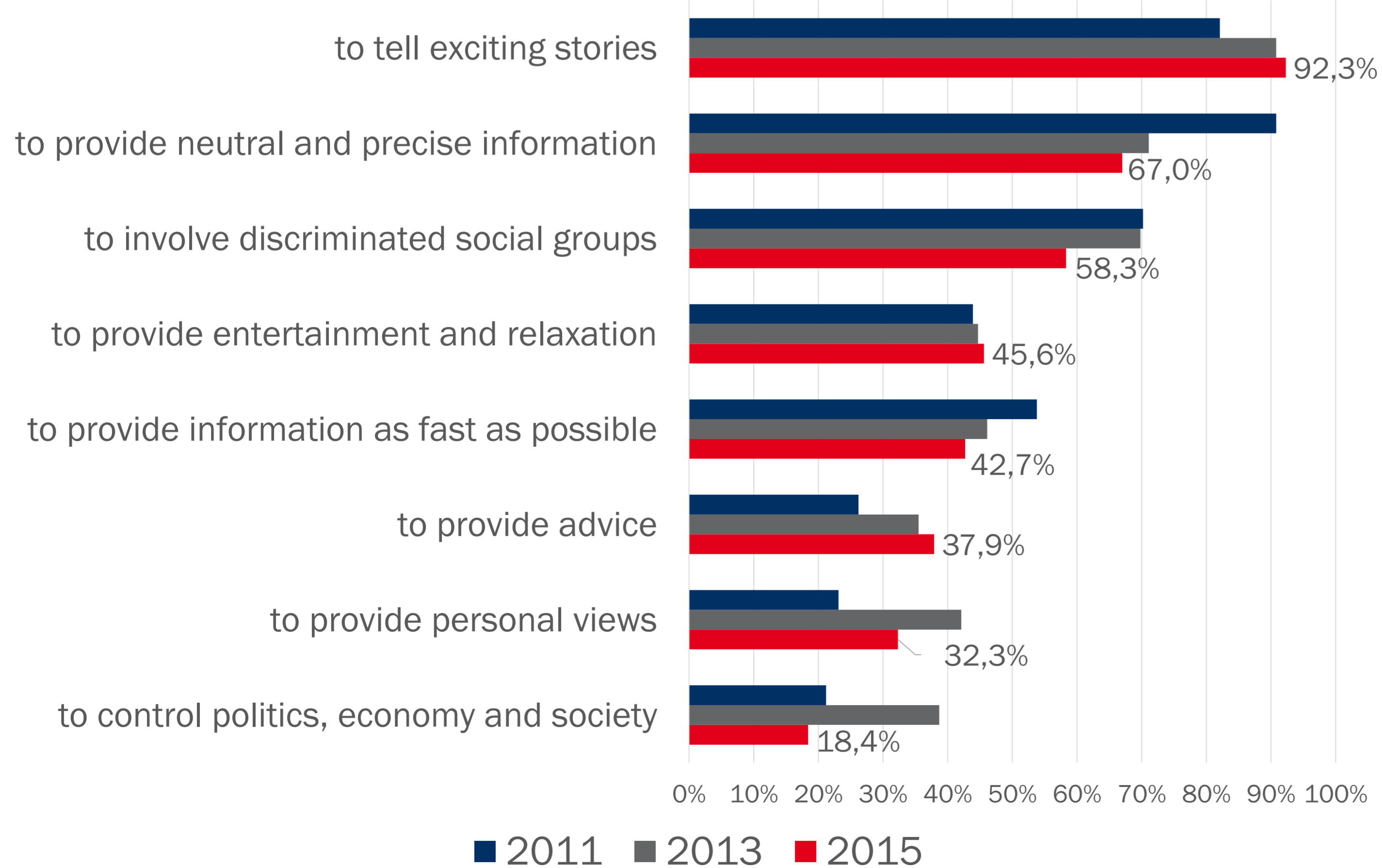


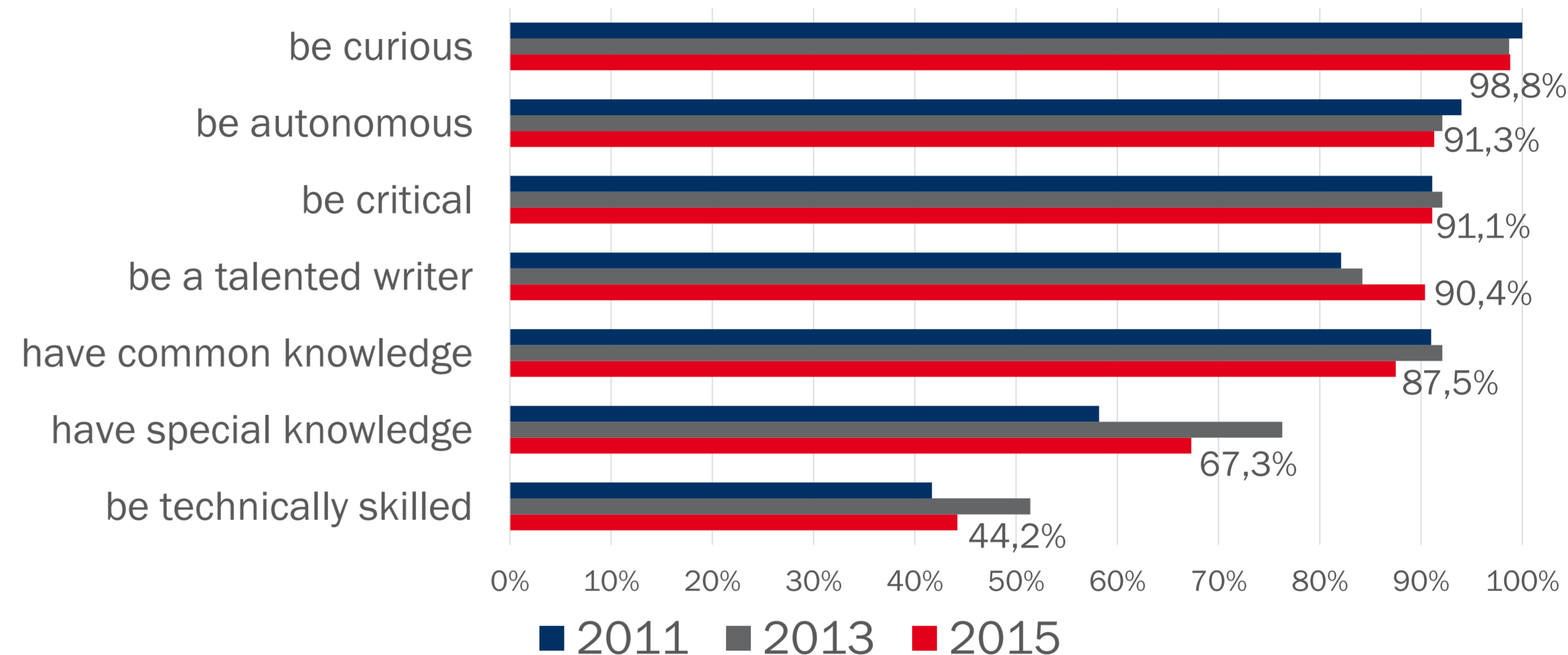
IMAGE OF THE PROFESSION

“What is your (future) job about?” – “My purpose is/will be ...”
(Top 2 results on 1 - 5 scale in %)



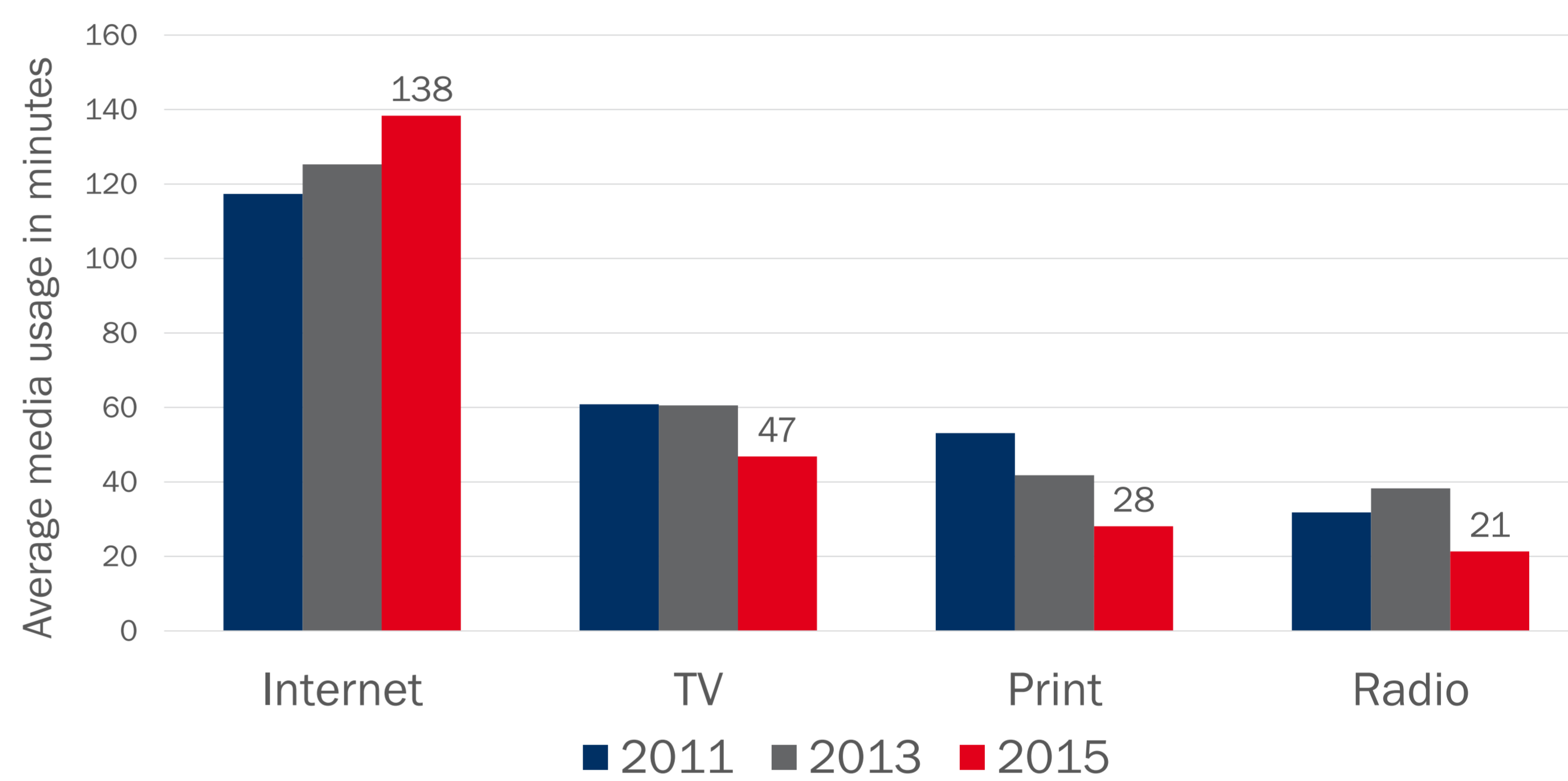
SKILLS OF GOOD JOURNALISTS

“A good journalist should ...” (Top 2 results on 1 - 5 scale in %)



MEDIA USAGE

“On an average day, how long do you use the following media?”



DISCUSSION

- ▶ Curiosity remains the skill most frequently associated with good journalists
 - Technical skills are perceived as the least important
 - The evaluation of other skills is (almost) stable
- ▶ When asked for their future work area, journalism students prefer traditional mass media
 - TV and print are still the most attractive sectors
 - Online media and PR have become more attractive
- ▶ Journalism students are mainly online users
 - While the usage of TV and print has been decreasing, the use of online media has constantly been increasing
 - In 2015, the time spent on the Internet on an average day was 1.5 times higher than the time spent on all traditional media combined
- ▶ Journalism students want to enter the profession to tell exciting stories, but only a minority feels the duty to control politics, the economy or society
 - Increasing support for the notion that journalists should provide advice
 - Decreasing support for the notion that journalists should be neutral
 - Stable support for the provision of entertainment

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