



Mapping Education and Training of Journalists in Greece, Cyprus, Belgium, Romania and Germany

Online survey results on new skills and



Part B:

Online survey results on new skills and training needs

Research characteristics

The questionnaire comprises 23 questions (not including seven introductory questions pertaining to the participants' personal data).

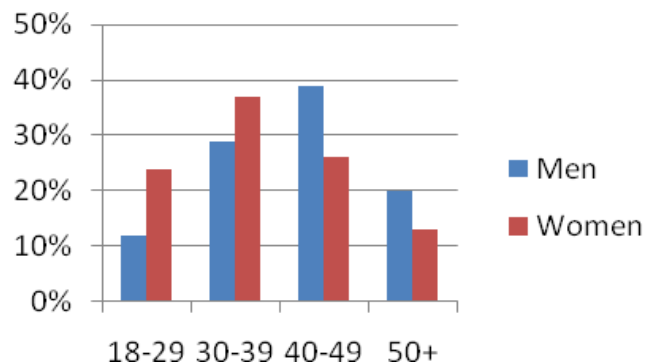
The questionnaire was available online for a period of four-months and was filled out by 409 respondents.

First Section: Personal data of participants

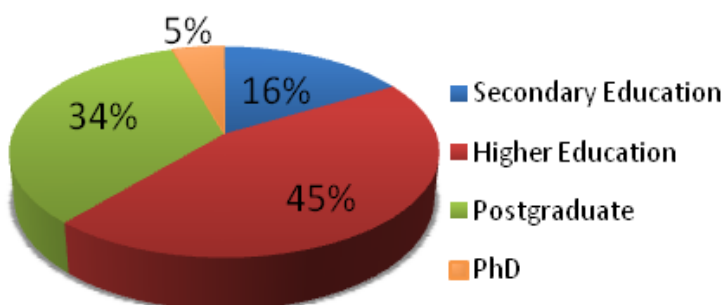
In regards to the gender of the participants, the results are nearly equal.



The majority of the male participants are between 30 and 50 years of age, while the age span is wider among women, starting as low as 18 years of age.



Approximately 80% of the participants hold a graduate or post-graduate degree, while another 5% has a PhD title.



Second section: work and type of media

An **86,27%** of the respondents is currently employed, while **25%** of them also have a second job. The results are as follows:

Category	Main	Secondary (25% of the total)
Daily newspaper	24,21%	8,90%
Weekly newspaper	5,26%	8,90%
Periodical press	7,72%	14,38%
News agency	6,32%	6,16%
Radio	15,79%	13,70%
Television	16,49%	9,59%
Internet	24,21%	38,36%

Seventy percent of the respondents are working as salaried employees, while **30%** are self-employed. As shown in the table below, those working for online media are primarily employed by news portals that do not have a print edition, and secondarily by the online editions of traditional publication.

If you work for online media, it is:	Main	Secondary
The online edition of a traditional publication	25%	23%
News portal that does not have a print edition	49%	33%
Web TV	6%	15%
Web radio	9%	9%
Other	11%	19%

The job positions and areas of expertise of the respondents are as follows:

Please indicate your position/beat/area of expertise as a journalist:	Main	Secondary
Chief Editor	10,60%	4,30%
Copy Editor	6,60%	8,60%
Culture/Arts	10,20%	13,98%
Desk Editor	5,00%	4,30%
Education	5,60%	11,02%
Finance	7,20%	8,87%
General	18,60%	11,83%
International Affairs	6,00%	8,06%
Police/Courts	4,80%	6,18%
Politics	12,20%	11,29%
Sports	7,00%	4,30%
Technology/Science	6,20%	7,26%

Third section: Possession and connectivity of smart phones and tablets

Two thirds of the respondents own a smartphone, while less than half own a tablet.

	Do you use a smartphone?	Do you use a tablet?
Yes	67,63%	35,84%
No	32,37%	64,16%

The majority of the respondents who do not own a «smart» device deem it unnecessary, while «other reasons» indicated concern the high cost of attaining one.

IF not, why?	Smartphones	Tablets
I don't find it necessary	78,65%	65,24%
I don't know how to use one	10,11%	7,93%
Other reason	11,24%	26,83%

As shown by the responses, almost all of those who do own a smart device are connected to the internet. The high rate of combining Wifi and 3G/4G on the smartphones as opposed to the tablets illustrates their present advantage when it comes to «portability».

Row label	Smartphones	Tablets
Wi-Fi	33,70%	44,24%
3G/4G	10,99%	9,70%
Both	50,55%	38,18%
None	4,76%	7,88%

Fourth Section: Training needs

I need held in: (5=strongly agree to 1=strongly disagree)	5	4	3	2	1
Organizing my files and sources	19,31%	22,01%	22,01%	20,46%	16,22%
Learning new applications and services for my job	42,69%	31,62%	15,81%	9,09%	0,79%
Posting articles and commentaries online	14,45%	17,97%	21,48%	26,95%	19,14%
Networking with others of similar interests	16,79%	25,95%	25,95%	20,23%	11,07%
Getting informed on the new technological applications	31,94%	28,14%	22,05%	11,03%	6,84%

The main need in training concerns learning new applications that may be used professionally, as well as getting updated on the new technological applications.

I attribute my difficulty in adjusting to the new media environment to: (5=strongly agree to 1=strongly disagree)	5	4	3	2	1
The internet abyss	11,34%	17,81%	21,05%	28,74%	21,05%
Lack of time for training	26,77%	31,10%	20,08%	11,02%	11,02%
Work conditions	22,71%	19,52%	25,10%	15,54%	17,13%

A lack of time and the conditions the respondents' work environment constitute the main hurdles of adjusting to the new media environment.

I am familiar with the following applications: (5=very familiar to 1=not at all familiar)	5	4	3	2	1
Windows, Linux, MacOSX or other operating system	48,35%	32,60%	15,02%	2,20%	1,83%
Word or other word processing application	68,13%	27,11%	3,66%	0,37%	0,73%

Excel or other spreadsheets application	19,05%	30,77%	27,84%	15,75%	6,59%
Quark Xpress, In Design or other layout software	7,69%	7,33%	14,65%	21,61%	48,72%
Photoshop or other image processing application	8,06%	15,75%	27,11%	24,18%	24,91%
Audition or other sound processing application	6,96%	12,82%	13,19%	16,48%	50,55%
Premiere or other video processing application	7,33%	12,09%	13,55%	20,88%	46,15%

Application familiarity for the majority of users is limited to the operating system and the primary writing tool, i.e. word processing. As evidenced by the above table, there is a significant lack of familiarity with the indexed applications.

I am familiar with the following internet services: (5=very familiar to 1=not at all familiar)	5	4	3	2	1
Web browsing	87,55%	9,89%	1,47%	0,73%	0,37%
e-mail	90,11%	8,42%	0,73%	0,73%	0%
Social networking application (Facebook, Google+)	66,67%	19,05%	7,33%	3,66%	3,30%
blogs	47,62%	23,08%	18,68%	6,96%	3,66%
twitter	42,86%	16,12%	17,95%	10,62%	12,45%
Instant Messaging (Skype, MSN, Viber, etc)	50,18%	19,78%	14,29%	6,23%	9,52%
Podcasting	9,89%	14,29%	18,68%	18,68%	38,46%
Audiovisual content sites (YouTube, picasa, flickr etc)	48,35%	26,01%	15,75%	6,96%	2,93%
Web radio	38,10%	23,08%	19,41%	9,89%	9,52%
Web TV	35,90%	20,15%	19,41%	12,82%	11,72%

Cloud storage applications (dropbox, sugarsync, google drive)	21,25%	17,58%	19,41%	13,92%	27,84%
Cloud word processing and spreadsheet applications (google docs-drive, docs.com, office365 etc)	15,02%	10,99%	15,38%	17,58%	41,03%
Cloud audiovisual applications (aviary, youtube editor etc)	6,96%	6,96%	16,48%	19,05%	50,55%

The respondents are very familiar with social networking, but lag in their familiarity with the newer and more complex applications.

I perform the following tasks on the computer: (5=daily to 1=never)	5	4	3	2	1
Web browsing	91,54%	5,51%	1,84%	0,74%	0,37%
Communication (instant messaging-forums)	51,66%	13,65%	14,39%	12,18%	8,12%
Email	89,67%	9,23%	0,74%	0%	0,37%
Word processing	88,48%	8,18%	1,86%	0,37%	1,12%
Create graphs	12,55%	15,13%	22,14%	21,03%	29,15%
Desktop e-DTP printing	6,69%	7,43%	10,41%	18,96%	56,51%
Website content management (wordpress, drupal, joomla, etc)	25,93%	17,04%	16,67%	12,22%	28,15%
Blog management	23,99%	17,71%	14,39%	12,18%	31,73%
Communication through social media sites	55,35%	18,45%	11,07%	7,75%	7,38%
Image processing	21,48%	13,33%	21,48%	16,30%	27,41%
Sound editing	10,74%	9,26%	12,59%	17,04%	50,37%
Video editing	10,41%	7,43%	13,75%	19,33%	49,07%

As demonstrated, pc use is mostly limited to basic functions such as browsing and sending emails, with the only addition being the use of social networking

I do the following with my smartphone and tablet (5=daily to 1=never)	5	4	3	2	1
Web browsing	67,36%	12,97%	2,93%	2,09%	14,64%
Email	63,29%	10,97%	6,75%	3,38%	15,61%
Word processing	18,53%	9,05%	18,97%	15,52%	37,93%
Website content management (wordpress, drupal, joomla, etc)	8,23%	5,63%	12,12%	13,85%	60,17%
Communication through social media sites	44,02%	14,96%	9,83%	5,98%	25,21%
Blog management	11,45%	6,17%	14,98%	11,45%	55,95%
Image and video taking and editing	24,14%	13,36%	15,52%	10,34%	36,64%
Audio recording and editing	12,39%	10,26%	15,38%	12,39%	49,57%

Instead of being utilized as a job tool, smart phone use is limited to gaining access to information.

I need to be trained in: (5=strongly agree to 1=strongly disagree)	5	4	3	2	1
Basic operation of windows / file management interface	11,72%	28,13%	13,67%	13,28%	33,20%
Basic operation of linux or MacOSX / file management interface	29,69%	23,83%	15,63%	12,89%	17,97%
Internet browsing (www)	6,64%	26,56%	10,16%	11,33%	45,31%
e-mail use	37,13%	13,96%	20,98%	15,99%	11,93%
www browsing (search engine/ web directory/ search techniques)	10,20%	24,71%	13,73%	18,04%	33,33%

Website creation (basic HTML)	39,31%	25,57%	12,98%	14,50%	7,63%
Content creation and management (WordPress,Joomla,Drupal κτλ)	39,15%	18,60%	12,02%	18,60%	11,63%
Basic use of Quark Xpress , InDesign , Scribus or other layout operation system	39,23%	24,62%	15,00%	11,15%	10,00%
blogs	24,23%	19,62%	14,62%	20,77%	20,77%
RSS feeds	29,96%	17,51%	14,40%	22,18%	15,95%
Twitter	13,33%	24,71%	15,29%	19,22%	27,45%
Data Visualization / maps	36,22%	26,38%	18,50%	8,66%	10,24%
Use of social media sites (Facebook-Google+)	6,27%	20,78%	19,61%	17,65%	35,69%
Use of professional networking sites (Linkedin)	15,95%	22,18%	15,95%	20,62%	25,29%
Social media marketing	36,15%	22,69%	17,31%	13,08%	10,77%
Photo shooting and editing	26,46%	28,02%	17,51%	15,56%	12,45%
Sound recording and editing for podcast	37,11%	20,31%	14,06%	14,84%	13,67%
Photo shooting for I-report type of photos	29,13%	16,14%	16,14%	19,29%	19,29%
Uploading videos to websites such as YouTube	17,32%	24,80%	18,50%	13,39%	25,98%
Live streaming for web radio and web TV	40,93%	21,24%	12,74%	12,36%	12,74%
Development of Web Radio και Web TV	44,57%	19,77%	12,02%	12,79%	10,85%
Economic models of online journalism	48,26%	18,92%	7,34%	14,29%	11,20%
Various forms of online journalism	50,97%	16,99%	13,13%	10,42%	8,49%
Changes in the content and style of online news	48,85%	17,69%	11,15%	13,85%	8,46%

Changes in the readership of online news	47,67%	18,22%	11,24%	13,95%	8,91%
Journalism and Web 2.0	47,88%	16,22%	15,83%	13,51%	6,56%

The needs recorded by the respondents can be classified into practical and theoretical training. It is noteworthy to see that the higher percentages are evidenced in the theoretical level, especially in regards to the changes journalism is undergoing online. In the technological sector, the interest is focused on the development of online media, CMS, Web TV and radio, even in blogs, followed by training needs for more traditional fields, such as photo, video and audio processing.

Are you currently having or have you had vocational training in digital technology for journalists?	
Yes	34%
No	66%

Overall, how satisfied are you with the training provided? (5=very satisfied to 1=not at all satisfied)	Percentage
5	14,14%
4	24,08%
3	41,88%
2	16,23%
1	3,66%

One out of three respondents is having or has had vocational training in digital technology for journalists, with the majority being fairly satisfied with the training provided.