

## **Comparing European citizens' news media repertoires across nations: A second-order factor analysis approach to explore cross-national patterns**

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### **Abstract:**

A shift towards a more global audience culture is currently being pushed by the increasingly widespread digital, mobile and social media used for news consumption and internationalization of the news markets. However, while living in an increasingly globalized newscape, audience members are still situated in a local community, and relate to a (oftentimes linguistically anchored) regional and national context for news consumption. To some extent, therefore, news consumption repertoires, can be argued to 'territorialized' in such a way that they come to systematically vary from country to country. This study reports from an empirical investigation across nine European countries of how nationally anchored news consumption repertoires are both shaped by the national cultures and by trans-border processes, exploring to what extent we can speak about transnational news repertoires. Methodologically, the study performs a second-order Q-methodological factor analysis of the national news repertoires mapped in the country-specific analyses reported in this special issue.

**Keywords:** audience studies, cross-national comparison, news media repertoires, news usage, Q methodology, globalization, territorialization

## Introduction

In recent years, news media has undergone significant transformations and audiences' news media consumption has grown in complexity. With the advent of technological innovations, multiplication of news outlets, and the hybridization of genres and platforms, as well as the global dispersion of content, the role of domestication and localization of audiences' communicative action has assumed a new urgency (Courtois, Schrøder, & Kobbernagel, 2015). Along with the explosion of media and available news content, people increasingly get their daily digest of news utilizing a mix of traditional and digitalized news, relying on national news and international news providers.

In this study we explore the similarities and dissimilarities of news consumption patterns across a number of European countries from an audience perspective. Starting out from the national level, we seek to understand news consumption through a cross media communication approach to audience reception. To us, the audience perspective explores the way news media consumption fits into the daily life of audiences and how it makes sense for users; we therefore seek to understand the news consumers' everyday life and the subjective configurations for selecting news sources and outlets (Hepp, 2013, Hasebrink & Hepp, 2017). The conceptualization of 'subjective configuration' relates to what is useful, worthwhile and what works in the user's daily routines (Kobbernagel & Schrøder, 2016; Peruško, Vozab, & Čuvalo, 2015), and at the same time to the constitutive power of the media landscape on individual news media repertoires in a media-saturated mediatized world (Couldry & Hepp, 2013).

A shift towards a more global audience culture is currently being pushed by the increasingly widespread digital, mobile and social media used for news consumption (Pew Research Center, 2013; Van Damme, Courtois, Verbrugge, & De Marez, 2015), increasing internationalization of the news markets and likewise augmented international distribution options for news. However, while living in an increasingly globalized newsscape, audience members are still situated in a local community, and relate to a (oftentimes linguistically anchored) regional and national context for news consumption (Helles, Ørmen, Radil, & Jensen, 2015). To some extent, therefore, media consumption, not least news consumption, can be argued to systematically vary from country to country. This study conducts an empirical investigation of the extent to which nationally anchored news consumption repertoires are at the same time shaped by the national and cultural specific character of countries, while also shared across borders, so that we can speak about transnational news repertoires.

Before proceeding to explore the possible transnational dimension of news repertoires, we conducted parallel studies in twelve countries, mostly European, which mapped the national landscapes of news consumption. This national research was carried out by volunteering researchers from the COST network *Transforming Audiences, Transforming Societies* (see the Introductory article in this special section). In all participating countries, the researchers rigorously followed the same fieldwork recipe, applying an originally tailored Q-methodological research design (details are provided

below; see also Kobbernagel & Schrøder, 2016). These national analyses resulted in twelve country-specific news repertoire ensembles, each made up of between four and nine news repertoires.

Ten of these country news repertoire ensembles are reported in separate articles this special section of *Participations*: Belgium (Flanders), Belgium (Wallonia), Croatia, Germany, Estonia, Israel, New Zealand, Poland, Portugal, and The Netherlands. For different reasons, the country studies from Denmark (see Kobbernagel & Schrøder, 2016), and Spain are not included in this special section.

The comparative analysis reported in this article includes nine countries. Among the countries mentioned in the previous paragraph, Estonia and Spain could not be included in the comparative study, as a result of having followed fieldwork procedures that applied slightly different Q-methodological models; New Zealand is not included, as we wanted to apply a European perspective on the news landscapes. Denmark is included in the comparison.<sup>1</sup>

Following from our curiosity about the extent to which the national repertoire ensembles were nationally specific, due to their anchorage in different political and cultural histories, we embarked on the cross-national comparison of the repertoires, pursuing a dual knowledge interest:

- Are news repertoires *nation-specific* or *shared* across national borders?
- Are news repertoires related to *transnational media landscapes*, or *systems*?

This second question was triggered by the assumption that shared cross-national news consumption repertoires might be patterned in accordance with the larger media systems, as conceptualized by recent analyses of comparative media systems (Hallin & Mancini, 2004; Brüggemann et al., 2014; Peruško et al., 2013) or media landscapes (Peruško, 2017). More specifically, taking the latter template as our example, would we find that transnational news consumption repertoires would mainly be built from country-specific repertoires originating in the same supra-national media landscape? For example, would news repertoires from countries belonging to the ‘inclusive’ media landscape be more likely to cluster together in transnational repertoires, or would a transnational repertoire consist of national repertoires belonging to two, three or four different media landscapes?

With such research objectives, our study inscribes itself into ongoing debates about ‘national essentialism’ vs. ‘transnationalism’, when it comes to the conceptualization of the proper way to understand media culture in the age of globalization. In this debate, the transnationalist perspective is premised on the idea that today’s media cultures are translocal; therefore, methodological nationalism is deemed to be inappropriate in the age of global communication networks, as 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; Hepp, 2015).

Conversely, the nation-centric perspective holds that translocal processes of media transformation 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).

In this sometimes bipolar theoretical landscape, our stance in exploring possible transnational dimensions of national news repertoires assumes an agnostic position, according to which concrete empirical research will be the non-final arbiter of truth, as the answer may turn out to be variable according to the particular area of media under study. As Flew and Waisbord (2015, p. 632) put it, ‘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 [national (our addition)] media systems need to be considered by studying state institutions and dynamics’.

Our study thus examines the balance of ‘national’ versus ‘transnational’ anchorages in the area of news audience repertoires.

### Design and method

As mentioned above, this study has its background in the common framework of the COST programme for audience reception studies (*Transforming Audiences, Transforming Societies*), in which a group of European researchers joined forces to build a cross-national and cross-media investigation of patterns of news consumption.

The study reported in this article uses a second-order Q-analytical technique, which uses factor analysis results from the nine national studies (which resulted in a total set of 49 news media repertoires), wherein these 49 factors are subsequently treated as ‘new’ Q sorts in a second transnational factor analysis. In other words, this research brings together the 49 previously found *national* news media repertoires, transforms them into new Q sorts, and subjects them to a new (i.e. the second-order) Q analysis. The various research steps of the second-order study are presented in **Figure 1** and explained below.

| Phase A:<br>National level, first-order Q sorts (N=324) |                             |  | Phase B:<br>Transnational study, second-order Q sort (N=49) |                               |                                  |
|---|-----------------------------|--|---|-------------------------------|----------------------------------|
| Step 1  | Step 2                      | Step 3   | Step 1  | Step 2                        | Step 3                           |
| Data collection<br>324 Q sorts                          | factor analysis per country | 9 national ensembles with a total of 49 news repertoires | Data collection<br>49 Q sorts                               | transnational factor analysis | 8 transnational news repertoires |



**Figure 1:** The research phases in the second order Q sort study of news consumption

## **Phase A: National level (N=324 Q sorts)**

### **Step A1: Data collection**

Data was collected in nine countries, using the same research design. Each country interviewed 36 informants, recruited using a theoretical sample based on gender (18 of each gender), age group (18-34, 35-60, 60+), educational level (below 12 years, 12-15 years or 15+ years) and geography (capital, major city, provincial area). **Appendix A** shows a detailed overview of the national sample distributions.

A common semi-structured questionnaire was used, which involved a Q sorting exercise halfway through the interview, after a stage in which the informant narrated a typical day-in-the-life, focusing on media use. During this Q sorting task, the informant was asked to sort a set of 36 cards with news items (i.e. the so-called Q sample, see **Appendix B**) following a scale ranging from ‘does not play a role in my life’ (-4) to ‘plays a role in my life’ (+4). The scale has the shape of a fixed normal distribution with a predefined number of positions (Courtois et al., 2015). The Q sorting technique is a ‘measure-like’ (Kobbernagel & Schrøder, 2016) technique to enable a quantification of the subjective process of articulation, or what is referred to as the principle of self-referentiality in action, e.g. when psychological significance is assigned to the subject matter by the person (Stephenson, 1953). By sorting the cards, the qualitative process of giving meaning to the 36 news platforms and formats is translated into numerical data. As such, it adds statistics, structure, and transparency to a qualitative study (Schrøder, 2012).

### **Step A2: Factor analysis per country**

Each country independently constructed its national ensemble of news media repertoires using a principal component analysis. Five criteria were used to select the final factor solution: (1) maximum variance explained, (2) at least 3 informants in one factor, (3) a minimum of cross loaders (i.e. informants that fit in multiple repertoires), (4) a minimum of negative loaders (i.e. informant that have the opposite characteristics of the repertoire) and (5) a maximum of informants included in the solution. Across the nine countries included in the second-order study, this resulted in national ensembles with four to seven repertoires, so that each repertoire grouped informants who made similar Q sorts (i.e. having similar preferences of news outlets). **Appendix A** gives an overview of the nine national ensembles of news platforms and the sociodemographic characteristics of each of the national repertoires.

### **Step A3: Qualitative analysis of national repertoires per country**

Each of the factors resulting from the principal component analysis in step A2 served as a skeleton for the following qualitative analysis and interpretation of the repertoires, as they were put into words by the informants in the semi-structured interviews. These are

presented in various articles (e.g. Swart, Peters & Broersma, 2016; Kobbernagel & Schröder, 2016; the country articles in this special section).

## Phase B: Transnational study, second-order Q sort (N=49)

### Step B1: *Data collection and transformation*

The starting points of this study are the nine ensembles of news repertoires that resulted from the national studies (ref. steps A2 and A3 above). Each repertoire in the principal component analysis (phase A2) is defined by a series of *factor scores* for each of the news media outlets (i.e. the Q cards), ranging from +2,5 (very important to repertoire) to -2,5 (not important to repertoire). More specifically, the two highest factor scores received +4, the three following +3. The number of occurrences of each value (-4 to +4) matches with the Q grid in the shape of a normal distribution, as used in phase A2 (see above). This allowed us to transform the data into a new Q sort data file. **Appendix C** illustrates this data transformation using the factor scores of the first Polish repertoire (POLF1) as an example. This procedure was followed for all 49 national repertoires.

The sample of the second-order study is shown in **Table 1**, presenting the countries, the four media landscapes (or ‘systems’) following the typology of Peruško (2017) and the number of news repertoires within each of these nine national ensembles.

**Table 1:** Sample of 9 ensembles, exiting from 49 news media repertoires

| Media landscape/system    | Countries          | Country repertoires in 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                               |
| <b>4 media landscapes</b> | <b>9 countries</b> | <b>49 repertoires</b>           |

### Step B2: *Transnational factor analysis*

These 49 national repertoires were entered in a new Q factor analysis; a second-order factor analysis. The same criteria for the best solution as presented in step A2 were used in the second-order analysis. This resulted in an eight-factor solution, explaining 66% of the variance. The eight factor solution includes 47 of the 49 national repertoires, of which 6 are (positive) cross loaders and thus share similarities of news outlet preferences with two transnational repertoires. They have been categorized in the repertoire that is most similar

(i.e. the highest loader). The solution also has two opposite national repertoires, with a negative factor load (i.e. these national repertoire are the opposite of the transnational solution) and two national repertoires did not fit into the eight factor solution and thus combine a completely different set of preferred news outlets, so that these two do not load on the transnational repertoires. **Appendix D** contains the rotated component matrix, summarizing the significant component loadings of the national repertoires (see column 2). These range from -1 to 1 and reflect the extent to which a country repertoire ‘fits’ a certain transnational repertoire. Per component – or transnational repertoire – factor scores were calculated. The higher a factor score for a country repertoire, the more it represents the transnational repertoire.

### Step B3: Qualitative analysis of transnational repertoires

Guided by the principal component analysis, eight transnational news media repertoires were distinguished: 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) and F8 Facebook and TV news viewers Each of these repertoires are explained below. **Table 2** shows the demographics of the factors.

**Table 2:** Demographic profile of factors

|                           | F1  | F2  | F3  | F4  | F4- | F5  | F6  | F7  | F8  | F8- | All        |
|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| <b>Gender</b>             |     |     |     |     |     |     |     |     |     |     |            |
| Female                    | 58% | 58% | 41% | 68% | 33% | 40% | 54% | 50% | 54% | 33% | <b>51%</b> |
| Male                      | 42% | 42% | 59% | 32% | 67% | 60% | 46% | 50% | 46% | 67% | <b>49%</b> |
| <b>Level of education</b> |     |     |     |     |     |     |     |     |     |     |            |
| -12 years                 | 51% | 20% | 37% | 37% | 67% | 46% | 13% | 13% | 38% | 0%  | <b>32%</b> |
| 12-15 years (bachelor)    | 27% | 46% | 30% | 30% | 33% | 31% | 52% | 45% | 51% | 33% | <b>37%</b> |
| + 15 years (master)       | 22% | 34% | 33% | 33% | 0%  | 22% | 35% | 42% | 11% | 67% | <b>31%</b> |
| <b>Age group</b>          |     |     |     |     |     |     |     |     |     |     |            |
| 18-34 years               | 20% | 19% | 17% | 44% | 33% | 56% | 54% | 48% | 73% | 33% | <b>38%</b> |
| 35-60 years               | 35% | 66% | 36% | 24% | 0%  | 20% | 32% | 25% | 10% | 67% | <b>33%</b> |
| 60 years or above         | 45% | 15% | 47% | 32% | 67% | 24% | 14% | 27% | 18% | 0%  | <b>29%</b> |
| <b>Geography</b>          |     |     |     |     |     |     |     |     |     |     |            |
| Capital city              | 10% | 47% | 26% | 46% | 33% | 35% | 31% | 25% | 36% | 0%  | <b>30%</b> |
| Major city                | 39% | 17% | 37% | 27% | 33% | 27% | 34% | 44% | 29% | 67% | <b>34%</b> |
| Provincial area           | 50% | 36% | 37% | 27% | 33% | 39% | 35% | 31% | 35% | 33% | <b>36%</b> |

In the following section we shall go into greater depth with each of the transnational news repertoires, describing them in terms of the preferred news media outlets (top 5), the least preferred outlets (bottom 5), the national repertoires that are being grouped into the transnational repertoire, and demographics (in cases where we found a clear demographic profile).

## Eight transnational news media repertoires

### **F1 Traditional (local) news user**

This repertoire is characterized by a preference for local news media via the traditional outlets print and TV. As a result, news via international providers is not deemed important at all. The top five news outlets solely consist of traditional news outlets: print (i.e. newspaper and magazines) and TV (i.e. newscasts and current affair programs).

*Top 5:* 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

*Bottom 5:* 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

The repertoire includes seven national repertoires, resulting from five countries, as shown in **Table 3**. Germany dominates this repertoire with three national factors. This is explained by the dominance of local news media in Germany (i.e. the defining characteristic of this transnational repertoire). Informants tend to be lower educated, 34+ and not living in a capital.

**Table 3:** National news media repertoires grouped in transnational factor 1 Traditional (local) news user

| Country            | National repertoire label                       | Media landscape |
|--------------------|---|-----------------|
| Denmark            | Print addicts                                   | Inclusive       |
| Belgium – Flanders | Quality-seeking traditionalist                  | Convergent      |
| Germany            | Quality-conscious offline omnivore              | Convergent      |
| Portugal           | News snackers                                   | Peripheral      |
| Germany            | Public service broadcasting omnivore            | Convergent      |
| Germany            | Professional commercialist                      | Convergent      |
| Croatia            | Local traditionalists: broadcast media in focus | Peripheral      |

### **F2 Quality news omnivore**

This repertoire is characterized by what the factor members perceive as 'news of high quality', offered by legacy (print) media organisations. Their main sources for news are quality newspapers and weekly news magazines, consumed both on paper and online. Additionally, newscasts from international providers are watched. News provided by free or tabloid newspapers is deemed not to be important at all.

*Top 5:* 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.

*Bottom 5:* Free daily newspaper online; News on Text-TV; Free daily newspaper, print; National daily tabloid newspaper, print; National tabloid newspaper online.

This repertoire includes six national repertoires, each from a different country (see **Table 4**). Informants tend to be 35-60 years old, have completed 12-15 years of education and live in a capital.

**Table 4:** National news media repertoires grouped in transnational factor 2 Quality news omnivore

| Country            | National repertoire label                                  | Media landscape |
|--------------------|--|-----------------|
| Belgium - Wallonia | Audio-visual and social media news lovers                  | Convergent      |
| The Netherlands    | Background oriented news use                               | Inclusive       |
| Croatia            | Versatile internationally oriented quality media omnivores | Peripheral      |
| Portugal           | Quality media lovers                                       | Peripheral      |
| Belgium - Flanders | Critical omnivore  | Convergent      |
| Denmark            | Mainstream networkers                                      | Inclusive       |

### ***F3 Broadcast devotee and social media avoiders***

This repertoire is characterized by a clear preference for traditional news outlets: TV, radio and print. The informants prefer a wide range of broadcast news: PSB radio, newscasts from international and commercial channels and light current affair programmes. Additionally, news is read in tabloid newspapers. In contrast, online news is not considered important at all, since the bottom 5 solely has online news outlets. Moreover, all social media outlets, including Twitter, and Facebook, appear in the bottom 5.

*Top 5:* Radio news on a public service radio channel; TV news and/or current affairs from international providers; National daily tabloid newspaper, print; National TV news bulletin on a commercial channel; TV current affairs, light.

*Bottom 5:* 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.

The repertoire includes eight national repertoires, coming from six countries. Informants tend to be older (60+ years).

**Table 5:** National news media repertoires grouped in transnational factor 3 Broadcast devotee and social media avoiders

| Country            | National repertoire label                         | Media landscape |
|--------------------|---|-----------------|
| Belgium - Wallonia | Traditionalist news viewers                       | Convergent      |
| Croatia            | Commercial traditionalists with national scope    | Peripheral      |
| Israel             | Mainstream popular                                | Israel          |
| Belgium - Flanders | Quality-seeking traditionalist                    | Convergent      |
| Poland             | Mainstream commercial TV and radio channels users | Peripheral      |
| Israel             | Mainstream conservative                           | Israel          |
| The Netherlands    | Regionally oriented                               | Inclusive       |
| Belgium - Flanders | Traditional snacker                               | Convergent      |

#### ***F4 Personalized news explorers***

This repertoire is characterized by digital and tailored news. News is often being served to the informants, via mail or (instant) messages, Facebook, video sharing sites or news aggregators. Also, blogs on specific topics are read to keep up-to-date, which is indicative of the active or lean-forward mode of news consumption. Local news is not considered important at all.

*Top 5:* 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.

*Bottom 5:* 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.

As **Table 6** shows, this repertoire includes five national repertoires, resulting from five countries, and one opposing repertoire: the Collateral user unites Flemish informants who do not pay a lot of attention to news. In other words: the Personalised news explorers do pay a lot of attention to news; which is in line with the lean-forward mode of news use suggested above. Also, looking at the labels of the national repertoires, we can assume that the informants consciously compose a personalized news feed, rather than just serendipitously stumbling on news online. Informants tend to be female, younger (-35) and live in the capital.

**Table 6:** National news media repertoires grouped in transnational factor 4 Personalized news explorers

| Country                | National repertoire label             | Media landscape |
|------------------------|---------------------------------------|-----------------|
| Poland                 | Social and new media fans             | Peripheral      |
| Belgium - Flanders     | Sport fan                             | Convergent      |
| Israel                 | Omnivores                             | Israel          |
| Portugal               | Online-based and social media addicts | Peripheral      |
| Denmark                | Online quality omnivores              | Inclusive       |
| <b>Opposite loader</b> |                                       |                 |
| Belgium - Flanders     | Collateral user                       | Convergent      |

### **F5 Quick quality news checker**

This repertoire is characterized by quick and serious news provided by broadcasters and Facebook. The informants prefer radio updates (PSB and 24h news radio), online news provided by broadcasters and news via Facebook. To complement these quick updates, informants attach great value to serious TV shows on current affairs as well.

*Top 5:* National broadcaster’s online news; Radio news on public service radio channel; News on Facebook; 24 hour radio news/information channel; TV current affairs, serious.

*Bottom 5:* 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.

The repertoire includes seven national repertoires, each from a different country (see **Table 7**). Informants tend to be male, lower educated (<12 years) and young (18-34 years).

**Table 7:** National news media repertoires grouped in transnational factor 5 Quick quality news checker

| Country            | National repertoire label                          | Media landscape |
|--------------------|--|-----------------|
| Croatia            | Versatile omnivore radio lovers and print avoiders | Peripheral      |
| Poland             | PSM followers                                      | Peripheral      |
| Denmark            | The intellectual/professional networkers           | Inclusive       |
| Belgium – Wallonia | New generation quality news readers                | Convergent      |
| Belgium – Flanders | Digital up-to-dater                                | Convergent      |
| Portugal           | Broadcast media consumers                          | Convergent      |
| The Netherlands    | Nationally oriented                                | Inclusive       |

**F6 Light legacy media online user**

This repertoire is characterized by a preference toward (mostly online) news from print media. Informants check updates on news websites from tabloids, quality and free newspapers. Tabloid news is also consumed on paper.

*Top 5:* National tabloid newspaper online; TV current affairs, light; National quality newspaper online; National daily tabloid newspaper, print; Free daily newspaper online.

*Bottom 5:* 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.

As shown in **Table 8**, the repertoire includes five national repertoires, each from a different country. Informants tend to have a bachelor level (12-15 years of education) and younger (-35 years).

**Table 8:** National news media repertoires grouped in transnational factor 6 Light legacy media user

| Country            | National repertoire label                        | Media landscape |
|--------------------|--|-----------------|
| Portugal           | Online newspapers lovers and radio news avoiders | Peripheral      |
| Germany            | Ambivalent (online) traditionalist               | Convergent      |
| Belgium - Wallonia | Digital news omnivores                           | Convergent      |
| Croatia            | Digital readers – online and print               | Peripheral      |
| The Netherlands    | Nationally oriented news use                     | Convergent      |

**F7 Platform-versatile social media avoider**

This repertoire is characterized by drawing its news supply from diverse technological platforms: computer screens, TV screens, and print. Unique among this repertoire is the preference for news from born-online media. Content-wise the repertoire is characterized by a local tinge (cf. the traditional-oriented Repertoire F1). News from both Twitter and Facebook is utterly avoided.

*Top 5:* 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.

*Bottom 5:* 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.

The repertoire includes five national repertoires, each from a different country. Informants tend to have a at least 12 years of education and younger (-35 years).

**Table 9:** National news media repertoires grouped in transnational factor 7 Platform-versatile social media avoider

| Country         | National repertoire label                             | Media landscape |
|-----------------|---|-----------------|
| The Netherlands | Digital News Use                                      | Inclusive       |
| Croatia         | Digital flexible locally oriented light news snackers | Peripheral      |
| Germany         | Online localist                                       | Convergent      |
| Poland          | Omnipresent media users                               | Peripheral      |
| Denmark         | Hybrid public service lovers                          | Inclusive       |

### **F8 Facebook and TV news combiners**

This repertoire is characterized by an outspoken preference for news on Facebook, in combination with newscasts and Text-TV from both public service broadcasters and commercial suppliers. Additionally, local broadcaster’s news is being consulted online.

*Top 5:* 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.

*Bottom 5:* 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.

The repertoire includes three repertoires from three different national repertoire systems. The opposite loader is the Polish repertoire Quality press readers, which – as the name states – unites persons who use print press, both dailies and weeklies. Press media is however absent in this transnational repertoire Informants are mostly 18-34 years and tend to have a bachelor degree (12-15 years).

**Table 10:** National news media repertoires grouped in transnational factor 8 Facebook and TV news combiners

| Country                | National repertoire label                              | Media landscape |
|------------------------|--|-----------------|
| Israel                 | New Media Technologies                                 | Israel          |
| Portugal               | Television, press, social/online-based media consumers | Peripheral      |
| Denmark                | (Light) news snackers                                  | Inclusive       |
| <b>Opposite loader</b> |  |                 |
| Poland                 | Quality press readers                                  | Peripheral      |

### National factors not fitting the model

Two of the 49 national news repertoires did not find their way into the eight transnational news repertoires, because their composition of news media was too dissimilar from any of the eight factor-analytical patterns (**Table 11**). The Dutch Laid-back news use is characterized by news brought to the audience, such as news via Facebook, free local newspapers and professional magazines at work (Swart et al., 2016). Especially the latter makes this repertoire unique. The Portuguese Television news addicts, press consumers social media avoiders distinguishes itself from the other repertoires by combining a variety of TV newscasts and programmes with born-online media and weekly news magazines.

These two country repertoires might be nation-specific, i.e. they are a product of national cultural and political forces, and are simply nationally idiosyncratic.

**Table 11:** National news media repertoires not fitting the eight transnational factors

| Country         | National repertoire label  | Media landscape |
|-----------------|--|-----------------|
| The Netherlands | <b>Laid-back News Use</b>  | Inclusive       |
|                 | Facebook   |                 |
|                 | Free local print   |                 |
|                 | Newspapers   |                 |
|                 | Professional magazines   |                 |
| Portugal        | TV broadcast on public channels  | Peripheral      |
|                 | <b>Television news addicts,<br/>press consumers social media avoiders</b>  |                 |
|                 | TV current affairs, serious  |                 |
|                 | TV news and/or current affairs from<br>foreign/international providers   |                 |
|                 | News from born-online news media   |                 |
|                 | National TV news bulletin on a commercial channel<br>National news magazines or weekly quality newspaper,<br>print |                 |

### Conclusion and discussion

In this transnational study on news media repertoires, we took our point of departure in the results of nine completed national analyses of news media consumption, in the form of nine nationally anchored constellations of news consumption, or news repertoire ensembles, consisting of 49 distinctive repertoires. Through a second-order factor analysis we explored to what extent these national repertoires could be said to be nationally unique, or to what extent they might pattern into supra-national constellations or news repertoires. In addition we investigated whether such supra-national repertoires are aligned with the supra-national entities recently constructed in media system (ref. Hallin & Mancini, 2004) or media landscape theory (Peruško, 2017).

Our findings can be summarized in **Table 12**, which shows the relationships between each of the eight transnational news repertoires and 1) the number of national repertoires,

2) the number of countries that these national repertoires are drawn from, and 3) the number of media landscapes (or systems) represented in each transnational repertoire. National news repertoires from one country tend not to appear in the same transnational news repertoire. There are two exceptions to this: in repertoire F1 we find three German news repertoires, signalling this country's strongly regional media structure. The German media landscape is characterised by a long and deep-rooted tradition of regional and local subscription papers, which are complemented by nation-wide quality newspapers; television is also organized to a large extent along regional lines (Thomaß & Horz, 2017). Second, in repertoire F3 we find two French-Belgian and two Israeli repertoires. Conversely, each transnational news repertoire consists of a diverse constellation of national news repertoires; in most cases, the number of countries represented in a transnational repertoire is the same as, or one less than, the number of repertoires that make up the factor. Interestingly, all transnational news repertoires represent more than one transnational media landscape/system, and in all cases but one the factors draw on news repertoires from three or more media landscapes (Inclusive; Convergent; Peripheral; Israel).

**Table 12:** Relationships between 8 transnational news repertoires and their national and media landscape anchorage

| Transnational repertoire                       | Number of national news repertoires | Number of countries | Number of media landscapes |
|--|-------------------------------------|---------------------|----------------------------|
| F1 Traditional (local) news                    | 7                                   | 5                   | 3                          |
| F2 Quality news omnivore                       | 6                                   | 6                   | 3                          |
| F3 Broadcast devotee and social media avoiders | 8                                   | 6                   | 4                          |
| F4 Personalized news explorers                 | 5                                   | 5                   | 4                          |
| F5 Quick quality news checker                  | 7                                   | 7                   | 3                          |
| F6 Light legacy media user                     | 4                                   | 4                   | 2                          |
| F7 Platform-versatile social media avoiders    | 5                                   | 5                   | 3                          |
| F8 Facebook and TV news combiners              | 3                                   | 3                   | 3                          |

Our analysis thus demonstrates how news users in one country group naturally together with news users in other European countries, sometimes as far apart as Denmark and Poland, or Netherlands and Croatia. In other words: news consumption transcends national boundaries in patterned ways. Conversely, the national news repertoire ensembles are unique repertoire constellations, which testify to the complex processes of national territorialisation which the global innovations and transformations of the media field are undergoing as they are domesticated by citizens and consumers. At the same time, these transnational patterns do not imply international audiences for news outlets. News repertoires refer to specific *combinations* of news outlet types, rather than specific news outlets.

While the nation thus still makes a lot of sense as a valid analytical point of departure for comparative research across national borders, our study also shows that audiences'

news repertoires have anchorage both in national and transnational media landscapes. The analysis demonstrates empirically how the dialectic between the national and the transnational works in the area of news media consumption.

The data collected for the present study also enable us to approach the same analytical challenge of national versus transnational patterns of news consumption in a different manner. In this article we have started our pursuit of transnational patterns from a set of country-specific repertoire patterns, but as suggested by Hepp (2013) there is a different comparative recipe:

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)

In our case, such a strategy would mean that we pool all 324 individual Q sorts from the informants in the nine countries for a first-order factor analysis (as shown in a two-country comparative analysis by Van Damme & Swart, 2017). This approach will produce transnational news consumption repertoires in a direct manner, without the 'detour' around national repertoires which we have taken in this article. To compare the findings of such an analysis with those of the present study is next on our agenda.

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## **Appendices:**

**Appendix A: Overview of the country ensembles + distribution per country**

| Country             | Country ensemble<br>Label | Repertoire name  | Gender |      | Level of education |        |      | Age   |       |     | Geography |            |            |
|---------------------|---------------------------|--|--------|------|--------------------|--------|------|-------|-------|-----|-----------|------------|------------|
|                     |                           |  | Female | Male | <12y               | 12-15y | +15y | 18-34 | 35-60 | 61+ | Capital   | Large city | Small city |
| Belgium             | BEWF1                     | Traditionalist news viewers                                | 40%    | 60%  | 30%                | 50%    | 20%  | 20%   | 10%   | 70% | 30%       | 30%        | 40%        |
|                     | BEWF2                     | New generation quality news readers                        | 30%    | 70%  | 30%                | 10%    | 60%  | 60%   | 20%   | 20% | 40%       | 30%        | 30%        |
|                     | BEWF3                     | Audiovisual and social media news lovers                   | 70%    | 30%  | 50%                | 20%    | 30%  | 20%   | 80%   | 0%  | 40%       | 30%        | 30%        |
|                     | BEWF4                     | Digital news omnivores                                     | 0%     | 100% | 0%                 | 75%    | 25%  | 25%   | 25%   | 50% | 25%       | 50%        | 25%        |
| Belgium<br>Flanders | BFF1                      | Quality-seeking traditionalist                             | 43%    | 57%  | 14%                | 57%    | 29%  | 0%    | 29%   | 71% | 43%       | 29%        | 29%        |
|                     | BFF2                      | Quality-seeking cosmopolitan                               | 50%    | 50%  | 33%                | 17%    | 50%  | 17%   | 67%   | 17% | 33%       | 17%        | 50%        |
|                     | BFF3                      | Digital up-to-dater  | 57%    | 43%  | 29%                | 29%    | 43%  | 71%   | 29%   | 0%  | 29%       | 29%        | 43%        |
|                     | BFF4                      | Traditional snacker  | 33%    | 67%  | 67%                | 17%    | 17%  | 33%   | 0%    | 67% | 0%        | 83%        | 17%        |
|                     | BFF5                      | Critical omnivore  | 50%    | 50%  | 0%                 | 75%    | 25%  | 25%   | 75%   | 0%  | 50%       | 25%        | 25%        |
|                     | BFF6                      | Sports fan   | 33%    | 67%  | 67%                | 33%    | 0%   | 33%   | 0%    | 67% | 33%       | 33%        | 33%        |
|                     | BFF7                      | Collateral user  | 100%   | 0%   | 33%                | 0%     | 67%  | 67%   | 33%   | 0%  | 67%       | 0%         | 33%        |
| Croatia             | CROF1                     | Commercial traditionalists with national scope             | 30%    | 70%  | 30%                | 0%     | 70%  | 0%    | 50%   | 50% | 40%       | 20%        | 40%        |
|                     | CROF2                     | Local traditionalists: broadcast media in focus            | 71%    | 29%  | 86%                | 14%    | 0%   | 14%   | 29%   | 57% | 29%       | 43%        | 29%        |
|                     | CROF3                     | Versatile internationally oriented quality media omnivores | 60%    | 40%  | 0%                 | 40%    | 60%  | 20%   | 40%   | 40% | 60%       | 20%        | 20%        |
|                     | CROF4                     | Versatile omnivore radio lovers and print avoiders         | 40%    | 60%  | 40%                | 60%    | 0%   | 60%   | 40%   | 0%  | 20%       | 40%        | 40%        |
|                     | CROF5                     | Digital readers – online and print                         | 50%    | 50%  | 25%                | 75%    | 0%   | 75%   | 25%   | 0%  | 50%       | 0%         | 50%        |
|                     | CROF6                     | Digital flexible locally oriented light news snackers      | 60%    | 40%  | 0%                 | 60%    | 40%  | 60%   | 20%   | 20% | 0%        | 80%        | 20%        |
| Denmark             | DKF1                      | Online quality omnivores                                   | 63%    | 38%  | 50%                | 38%    | 13%  | 25%   | 38%   | 38% | 38%       | 50%        | 13%        |
|                     | DKF2                      | Hybrid public service lovers                               | 33%    | 67%  | 0%                 | 83%    | 17%  | 50%   | 0%    | 50% | 33%       | 50%        | 17%        |
|                     | DKF3                      | (light) news snackers                                      | 71%    | 29%  | 43%                | 43%    | 14%  | 43%   | 29%   | 29% | 43%       | 43%        | 14%        |
|                     | DKF4                      | Mainstream networkers                                      | 80%    | 20%  | 20%                | 60%    | 20%  | 20%   | 80%   | 0%  | 20%       | 0%         | 80%        |
|                     | DKF5                      | The intellectual/professional networkers                   | 40%    | 60%  | 60%                | 20%    | 20%  | 100%  | 0%    | 0%  | 40%       | 20%        | 40%        |

|                        |       |  |      |      |     |     |     |      |     |     |     |      |     |      |
|------------------------|-------|--|------|------|-----|-----|-----|------|-----|-----|-----|------|-----|------|
| <b>Germany</b>         | GERF1 | Public service broadcasting omnivore           | 67%  | 33%  | 17% | 33% | 50% | 50%  | 50% | 25% | 25% | 0%   | 33% | 67%  |
|                        | GERF2 | Quality-conscious offline omnivore             | 30%  | 70%  | 60% | 30% | 10% | 10%  | 30% | 30% | 60% | 0%   | 10% | 90%  |
|                        | GERF3 | Ambivalent (online) traditionalist             | 40%  | 60%  | 20% | 40% | 40% | 60%  | 20% | 20% | 20% | 0%   | 20% | 80%  |
|                        | GERF4 | Professional commercialist                     | 20%  | 80%  | 40% | 20% | 40% | 40%  | 0%  | 20% | 20% | 0%   | 20% | 80%  |
|                        | GERF5 | Online localist                                | 75%  | 25%  | 25% | 50% | 25% | 0%   | 75% | 25% | 25% | 0%   | 0%  | 100% |
| <b>Israel</b>          | ISF1  | Mainstream conservative                        | 47%  | 53%  | 18% | 18% | 65% | 18%  | 53% | 29% | 41% | 41%  | 18% |      |
|                        | ISF2  | Mainstream popular                             | 50%  | 50%  | 63% | 38% | 0%  | 25%  | 13% | 63% | 25% | 25%  | 50% |      |
|                        | ISF3  | New media technologies                         | 40%  | 60%  | 20% | 60% | 20% | 100% | 0%  | 0%  | 40% | 20%  | 40% |      |
|                        | ISF4  | Omnivores                                      | 33%  | 67%  | 50% | 50% | 0%  | 50%  | 17% | 33% | 17% | 33%  | 50% |      |
| <b>The Netherlands</b> | NLF1  | Regionally oriented news use                   | 46%  | 54%  | 46% | 46% | 8%  | 0%   | 46% | 54% | 15% | 38%  | 46% |      |
|                        | NLF2  | Background-oriented news use                   | 50%  | 50%  | 50% | 50% | 0%  | 0%   | 50% | 50% | 50% | 17%  | 33% |      |
|                        | NLF3  | Digital news use                               | 20%  | 80%  | 20% | 0%  | 80% | 100% | 0%  | 0%  | 40% | 60%  | 0%  |      |
|                        | NLF4  | Laid-back news use                             | 75%  | 25%  | 0%  | 25% | 75% | 75%  | 25% | 25% | 0%  | 0%   | 75% | 25%  |
|                        | NLF5  | Nationally oriented news use                   | 80%  | 20%  | 20% | 20% | 60% | 60%  | 40% | 40% | 0%  | 80%  | 0%  | 20%  |
| <b>Poland</b>          | POL1  | Mainstream commercial TV and radio channels    | 33%  | 67%  | 9%  | 58% | 33% | 25%  | 50% | 25% | 25% | 42%  | 33% |      |
|                        | POL2  | Omnipresent media users                        | 60%  | 40%  | 20% | 30% | 50% | 30%  | 30% | 40% | 50% | 30%  | 20% |      |
|                        | POL3  | Social and new media fans                      | 80%  | 20%  | 20% | 60% | 20% | 80%  | 0%  | 20% | 40% | 20%  | 40% |      |
|                        | POL4  | PSM followers                                  | 33%  | 67%  | 33% | 50% | 17% | 17%  | 66% | 66% | 33% | 17%  | 50% |      |
|                        | POL5  | Quality press readers                          | 33%  | 67%  | 0%  | 33% | 67% | 33%  | 66% | 0%  | 0%  | 67%  | 33% |      |
| <b>Portugal</b>        | PORF1 | Quality Media Lovers                           | 40%  | 60%  | 0%  | 30% | 70% | 30%  | 70% | 0%  | 60% | 10%  | 30% |      |
|                        | PORF2 | Broadcast Media Consumers                      | 50%  | 50%  | 67% | 17% | 17% | 50%  | 33% | 17% | 50% | 17%  | 33% |      |
|                        | PORF3 | Television News Addicts, Press and SM Avoiders | 0%   | 100% | 33% | 50% | 17% | 0%   | 33% | 67% | 33% | 67%  | 0%  |      |
|                        | PORF4 | News Snackers                                  | 100% | 0%   | 67% | 33% | 0%  | 0%   | 67% | 33% | 0%  | 67%  | 33% |      |
|                        | PORF5 | Online based-media and Social Media Addicts    | 67%  | 33%  | 33% | 0%  | 67% | 0%   | 33% | 67% | 67% | 33%  | 0%  |      |
| <b>Portugal</b>        | PORF6 | Online Newspapers Lovers and Radio Avoiders    | 100% | 0%   | 0%  | 50% | 50% | 50%  | 0%  | 0%  | 0%  | 100% | 0%  |      |
|                        | PORF7 | Television, Press & Social Media Consumers     | 50%  | 50%  | 50% | 50% | 0%  | 75%  | 0%  | 25% | 25% | 25%  | 50% |      |

**Appendix B: 36 item Q concourse of news media types with categorization**

| <b>Q-card</b>  | <b>News outlet</b> | <b>Platform</b> |
|--|--------------------|-----------------|
| 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 up-market 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 up-market newspaper, print                 | Print              | Traditional     |
| 16. Local/regional daily newspaper, print  | Print              | Traditional     |
| 17. Local weekly/bi-weekly/monthly newspaper, print                              | Print              | Traditional     |
| 18. National quality newspaper online  | Print              | Digital         |
| 19. National tabloid newspaper online  | Print              | Digital         |
| 20. Free daily newspaper online  | Print              | Digital         |
| 21. National news magazines or weekly up-market 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         |

**Appendix C: Example data transformation**

| <b>Q card</b>  | <b>Poland<br/>Factor<br/>scores<br/>repertoire 1</b> | <b>Q position<br/>second<br/>order</b> |
|--|--|--|
| 02. Watched national TV news bulletin on a commercial channel                    | 2,096  | +4                                     |
| 05. Watched TV current affairs, serious  | 1,628  | +4                                     |
| 06. Watched TV news/current affairs on national 24-hour TV news channel          | 1,482  | +3                                     |
| 10. Radio news as part of a general commercial radio channel                     | 1,346  | +3                                     |
| 04. Watched TV current affairs, light  | 1,294  | +3                                     |
| 01. Watched national TV news bulletin on a public service channel                | 1,117  | +2                                     |
| 12. National daily up-market newspaper, print                                    | 0,995  | +2                                     |
| 16. Local/regional daily newspaper, print  | 0,983  | +2                                     |
| 14. Free daily newspaper, print  | 0,970  | +2                                     |
| 09. Radio news as part of a general public service radio channel                 | 0,901  | +2                                     |
| 17. Local weekly/bi-weekly/monthly newspaper, print                              | 0,708  | +1                                     |
| 03. Watched regional/local TV news bulletin                                      | 0,588  | +1                                     |
| 13. National daily tabloid newspaper, print                                      | 0,572  | +1                                     |
| 35. News from born-online news media   | 0,488  | +1                                     |
| 11. Radio current affairs (general radio channel and/or 24 hour radio news)      | 0,437  | +1                                     |
| 15. National news magazines or weekly up-market newspaper, print                 | 0,185  | 0                                      |
| 25. Read local/regional broadcaster's online news                                | 0,022  | 0                                      |
| 08. Read news on Text-TV   | -0,121   | 0                                      |
| 28. News on Twitter  | -0,231   | 0                                      |
| 20. Free daily newspaper online  | -0,304   | 0                                      |
| 18. National quality newspaper online  | -0,421   | 0                                      |
| 27. News on Facebook   | -0,469   | -1                                     |
| 34. News via news aggregators or personalized news services                      | -0,629   | -1                                     |
| 24. Read national broadcaster's online news                                      | -0,757   | -1                                     |
| 19. National tabloid newspaper online  | -0,766   | -1                                     |
| 33. Professional magazines   | -0,784   | -1                                     |
| 30. News distributed by online video sharing media                               | -0,932   | -2                                     |
| 36. National, regional or international news sites online, not provided by media | -0,968   | -2                                     |
| 32. News shared by email or SMS  | -1,066   | -2                                     |
| 31. Blogs with news  | -1,089   | -2                                     |
| 07. Watched TV news and/or current affairs from international providers          | -1,141   | -2                                     |
| 29. News on other social media   | -1,175   | -3                                     |
| 21. National news magazines or weekly up-market newspaper, online                | -1,201   | -3                                     |
| 22. Local/regional daily newspaper online  | -1,244   | -3                                     |
| 26. Read international broadcaster's online news                                 | -1,256   | -4                                     |
| 23. Local weekly/bi-weekly/monthly, online                                       | -1,257   | -4                                     |

**Appendix D: Rotated component analysis transnational news repertoires**

| Media landscape | Country + repertoire    | 1    | 2    | 3     | 4     | 5    | 6    | 7    | 8    |
|-----------------|-------------------------|------|------|-------|-------|------|------|------|------|
| Inclusive       | Denmark - rep 6         | ,753 |      |       |       |      |      |      |      |
| Convergent      | Flanders (Be) - rep 1   | ,748 |      |       |       |      |      |      |      |
| Convergent      | Germany - rep 2         | ,719 |      |       |       |      |      |      |      |
| Peripheral      | Portugal - rep 4        | ,714 |      |       |       |      |      |      |      |
| Convergent      | Germany - rep 1         | ,657 |      |       |       |      |      |      |      |
| Convergent      | Germany - rep 4         | ,582 |      |       |       |      |      |      |      |
| Peripheral      | Croatia - rep 2         | ,441 |      |       |       |      |      |      | ,439 |
| Convergent      | Wallonia (Be) - rep 3   |      | ,813 |       |       |      |      |      |      |
| Inclusive       | The Netherlands - rep 2 |      | ,750 |       | -,467 |      |      |      |      |
| Peripheral      | Croatia - rep 3         |      | ,705 |       |       |      |      |      |      |
| Peripheral      | Portugal - rep 1        |      | ,679 |       |       |      |      |      |      |
| Inclusive       | Flanders (Be) - rep 5   |      | ,558 |       |       |      |      |      |      |
| Inclusive       | Denmark - rep 4         |      | ,526 |       |       |      |      |      |      |
| Convergent      | Wallonia (Be) - rep 1   |      |      | ,729  |       |      |      |      |      |
| Peripheral      | Croatia - rep 1         |      |      | ,684  |       |      |      |      |      |
| Israel          | Israel - rep 2          |      |      | ,681  |       |      |      |      |      |
| Convergent      | Flanders (Be) - rep 2   |      |      | ,658  |       |      |      |      |      |
| Peripheral      | Poland - rep 1          | ,534 |      | ,582  |       |      |      |      |      |
| Israel          | Israel - rep 1          |      |      | ,533  | ,455  |      |      |      |      |
| Inclusive       | The Netherlands - rep 1 |      |      | ,497  |       |      |      |      |      |
| Convergent      | Flanders (Be) - rep 4   |      |      | ,473  |       |      |      |      |      |
| Peripheral      | Poland - rep 3          |      |      |       | ,714  |      |      |      |      |
| Convergent      | Flanders (Be) - rep 7   |      |      |       | ,648  |      |      |      |      |
| Israel          | Israel - rep 4          |      |      |       | ,590  |      |      |      |      |
| Peripheral      | Portugal - rep 5        |      |      | -,516 | ,575  |      |      |      |      |
| Inclusive       | Denmark - rep 1         |      |      |       | ,560  |      |      |      |      |
| Convergent      | Flanders (Be) - rep 6   |      |      |       | -,530 |      |      |      |      |
| Peripheral      | Croatia - rep 4         |      |      |       |       | ,712 |      |      |      |
| Peripheral      | Poland - rep 4          |      |      |       |       | ,611 |      |      |      |
| Inclusive       | Denmark - rep 5         |      |      |       |       | ,595 |      |      |      |
| Convergent      | Wallonia (Be) - rep 2   |      |      |       | ,537  | ,561 |      |      |      |
| Convergent      | Flanders (Be) - rep 3   |      |      |       |       | ,539 |      |      |      |
| Peripheral      | Portugal - rep 2        |      |      |       |       | ,528 |      |      |      |
| Peripheral      | Portugal - rep 6        |      |      |       |       |      | ,718 |      |      |
| Convergent      | Germany - rep 3         |      |      |       |       |      | ,696 |      |      |
| Convergent      | Wallonia (Be) - rep 4   |      |      |       |       |      | ,636 |      |      |
| Peripheral      | Croatia - rep 5         |      |      |       |       |      | ,569 |      |      |
| Inclusive       | The Netherlands - rep 5 |      |      |       |       |      | ,532 |      |      |
| Inclusive       | The Netherlands - rep 4 |      |      |       |       |      |      |      |      |
| Inclusive       | The Netherlands - rep 3 |      |      |       |       |      |      | ,708 |      |
| Peripheral      | Croatia - rep 6         |      |      |       |       |      |      | ,647 |      |
| Convergent      | Germany - rep 5         |      |      |       |       |      |      | ,578 |      |
| Peripheral      | Poland - rep 2          |      |      |       |       |      |      | ,551 |      |
| Inclusive       | Denmark - rep 2         |      |      |       |       |      |      | ,522 |      |
| Peripheral      | Portugal - rep 3        |      |      |       |       |      |      |      |      |
| Israel          | Israel - rep 3          |      |      |       |       |      |      |      | ,738 |

|            |                  |      |      |              |
|------------|------------------|------|------|--------------|
| Peripheral | Portugal - rep 7 |      |      | ,723         |
| Peripheral | Poland - rep 5   | ,509 |      | <b>-,562</b> |
| Inclusive  | Denmark - rep 3  |      | ,440 | ,477         |

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**Appendix E: Overview transnational repertoires**

| Solution | Gender-  |      | Edu- |     | Age- |     | Geo- |     |     |     |     |
|----------|--|------|------|-----|------|-----|------|-----|-----|-----|-----|
|          | 1  | 2    | 1    | 2   | 1    | 2   | 1    | 2   |     |     |     |
| DKF6     | Print addicts  | 75%  | 25%  | 75% | 0%   | 25% | 25%  | 50% | 0%  | 75% | 25% |
| BFF1     | Quality-seeking traditionalist                             | 43%  | 57%  | 14% | 57%  | 29% | 0%   | 71% | 43% | 29% | 29% |
| GERF2    | Quality-conscious offline omnivore                         | 30%  | 70%  | 60% | 30%  | 10% | 10%  | 30% | 60% | 0%  | 10% |
| PORF4    | News Snackers  | 100% | 0%   | 67% | 33%  | 0%  | 0%   | 67% | 33% | 0%  | 67% |
| GERF1    | Public service broadcasting omnivore                       | 67%  | 33%  | 17% | 33%  | 50% | 50%  | 25% | 25% | 0%  | 33% |
| GERF4    | Professional commercialist                                 | 20%  | 80%  | 40% | 20%  | 40% | 40%  | 20% | 0%  | 20% | 80% |
| CROF2    | Local traditionalists: broadcast media in focus consumers  | 71%  | 29%  | 86% | 14%  | 0%  | 14%  | 29% | 57% | 29% | 43% |
| BEWF3    | Audio-visual and social media news lovers                  | 70%  | 30%  | 50% | 20%  | 30% | 20%  | 80% | 0%  | 40% | 30% |
| NLF2     | Background-oriented news use                               | 50%  | 50%  | 50% | 50%  | 0%  | 0%   | 50% | 50% | 50% | 17% |
| CROF3    | Versatile internationally oriented quality media omnivores | 60%  | 40%  | 0%  | 40%  | 60% | 20%  | 40% | 40% | 60% | 20% |
| PORF1    | Quality Media Lovers                                       | 40%  | 60%  | 0%  | 30%  | 70% | 30%  | 70% | 0%  | 60% | 10% |
| BFF5     | Critical omnivore  | 50%  | 50%  | 0%  | 75%  | 25% | 25%  | 75% | 0%  | 50% | 25% |
| DKF4     | Mainstream networkers                                      | 80%  | 20%  | 20% | 60%  | 20% | 20%  | 80% | 0%  | 20% | 0%  |
| BEWF1    | Traditionalist news viewers                                | 40%  | 60%  | 30% | 50%  | 20% | 20%  | 10% | 70% | 30% | 30% |
| CROF1    | Commercial traditionalists with national scope             | 30%  | 70%  | 30% | 0%   | 70% | 0%   | 50% | 50% | 40% | 20% |
| ISF2     | Mainstream popular   | 50%  | 50%  | 63% | 38%  | 0%  | 25%  | 13% | 63% | 25% | 25% |
| BFF2     | Quality-seeking cosmopolitan                               | 50%  | 50%  | 33% | 17%  | 50% | 17%  | 67% | 17% | 33% | 17% |
| POLL1    | Mainstream commercial TV and radio channels users          | 33%  | 67%  | 9%  | 58%  | 33% | 25%  | 50% | 25% | 42% | 33% |
| ISF1     | Mainstream conservative                                    | 47%  | 53%  | 18% | 18%  | 65% | 18%  | 53% | 29% | 41% | 41% |
| NLF1     | Regionally oriented news use                               | 46%  | 54%  | 46% | 46%  | 8%  | 0%   | 46% | 54% | 15% | 38% |
| BFF4     | Traditional snacker  | 33%  | 67%  | 67% | 17%  | 17% | 33%  | 0%  | 67% | 0%  | 83% |
| POL3     | Social and new media fans                                  | 80%  | 20%  | 20% | 60%  | 20% | 80%  | 0%  | 20% | 40% | 20% |
| BFF7     | Collateral user  | 100% | 0%   | 33% | 0%   | 67% | 67%  | 33% | 0%  | 67% | 0%  |
| ISF4     | Omnivores  | 33%  | 67%  | 50% | 50%  | 0%  | 50%  | 17% | 33% | 17% | 33% |
| PORF5    | Online based-media and Social Media Addicts                | 67%  | 33%  | 33% | 0%   | 67% | 0%   | 33% | 67% | 67% | 33% |
| DKF1     | Online quality omnivores                                   | 63%  | 38%  | 50% | 38%  | 13% | 25%  | 38% | 38% | 38% | 50% |

|              |  |      |      |     |     |     |      |     |     |     |      |      |
|--------------|--|------|------|-----|-----|-----|------|-----|-----|-----|------|------|
| <b>BFF6</b>  | Sports fan   | 33%  | 67%  | 67% | 33% | 0%  | 33%  | 0%  | 67% | 33% | 33%  | 33%  |
| <b>CROF4</b> | Versatile omnivore radio lovers and print avoiders                 | 40%  | 60%  | 40% | 60% | 0%  | 60%  | 40% | 0%  | 20% | 40%  | 40%  |
| <b>POL4</b>  | PSM followers  | 33%  | 67%  | 33% | 50% | 17% | 17%  | 17% | 66% | 33% | 17%  | 50%  |
| <b>DKF5</b>  | The intellectual/professional networkers                           | 40%  | 60%  | 60% | 20% | 20% | 100% | 0%  | 0%  | 40% | 20%  | 40%  |
| <b>BEWF2</b> | New generation quality news readers                                | 30%  | 70%  | 30% | 10% | 60% | 60%  | 20% | 20% | 40% | 30%  | 30%  |
| <b>BFF3</b>  | Digital up-to-dater  | 57%  | 43%  | 29% | 29% | 43% | 71%  | 29% | 0%  | 29% | 29%  | 43%  |
| <b>PORF2</b> | Broadcast Media Consumers  | 50%  | 50%  | 67% | 17% | 17% | 50%  | 33% | 17% | 50% | 17%  | 33%  |
| <b>PORF6</b> | Online Newspapers Lovers and Radio News Avoiders                   | 100% | 0%   | 0%  | 50% | 50% | 50%  | 50% | 0%  | 0%  | 100% | 0%   |
| <b>GERF3</b> | Ambivalent (online) traditionalist                                 | 40%  | 60%  | 20% | 40% | 40% | 60%  | 20% | 20% | 0%  | 20%  | 80%  |
| <b>BEWF4</b> | Digital news omnivores   | 0%   | 100% | 0%  | 75% | 25% | 25%  | 25% | 50% | 25% | 50%  | 25%  |
| <b>CROF5</b> | Digital readers – online and print                                 | 50%  | 50%  | 25% | 75% | 0%  | 75%  | 25% | 0%  | 50% | 0%   | 50%  |
| <b>NLF5</b>  | Nationally oriented news use                                       | 80%  | 20%  | 20% | 20% | 60% | 60%  | 40% | 0%  | 80% | 0%   | 20%  |
| <b>NLF3</b>  | Digital news use   | 20%  | 80%  | 20% | 0%  | 80% | 100% | 0%  | 0%  | 40% | 60%  | 0%   |
| <b>CROF6</b> | Digital flexible locally oriented light news snackers'             | 60%  | 40%  | 0%  | 60% | 40% | 60%  | 20% | 20% | 0%  | 80%  | 20%  |
| <b>GERF5</b> | Online localist  | 75%  | 25%  | 25% | 50% | 25% | 0%   | 75% | 25% | 0%  | 0%   | 100% |
| <b>POL2</b>  | Omnipresent media users  | 60%  | 40%  | 20% | 30% | 50% | 30%  | 30% | 40% | 50% | 30%  | 20%  |
| <b>DKF2</b>  | Hybrid public service lovers                                       | 33%  | 67%  | 0%  | 83% | 17% | 50%  | 0%  | 50% | 33% | 50%  | 17%  |
| <b>ISF3</b>  | New media technologies   | 40%  | 60%  | 20% | 60% | 20% | 100% | 0%  | 0%  | 40% | 20%  | 40%  |
| <b>PORF7</b> | Television, Press & Social/online-based Media Consumers            | 50%  | 50%  | 50% | 50% | 0%  | 75%  | 0%  | 25% | 25% | 25%  | 50%  |
| <b>DKF3</b>  | (Light) news snackers  | 71%  | 29%  | 43% | 43% | 14% | 43%  | 29% | 29% | 43% | 43%  | 14%  |
| <b>POL5</b>  | Quality press readers  | 33%  | 67%  | 0%  | 33% | 67% | 33%  | 66% | 0%  | 0%  | 67%  | 33%  |
| <b>NLF4</b>  | Laid-back news use   | 75%  | 25%  | 0%  | 25% | 75% | 75%  | 25% | 0%  | 0%  | 75%  | 25%  |
| <b>PORF3</b> | Television News Addicts, Press Consumers and Social Media Avoiders | 0%   | 100% | 33% | 50% | 17% | 0%   | 33% | 67% | 33% | 67%  | 0%   |

**Note:**

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<sup>1</sup> In the study, Belgium has been divided into two regions. As a federal state, media is regulated and organized by the regions Flanders (north, Dutch-speaking) and Wallonia (south, French-speaking). The regions therefore have two separate media landscapes, with separate (news) media organizations and outlets.