

Encuesta Worlds of Journalism-México: pistas sobre diseño metodológico

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Etapas del diseño metodológico y trabajo de campo

1. Sampling procedure
2. Sample frame
3. Fieldwork

Sampling procedure

- Six regions based upon geographic contiguency and national security regions (Mexico City and metropolitan area, Center, West, Northeast, Northwest and Southeast).
- Regional variations in journalistic culture and contextual insecurity.
- We assigned one team per region (experienced researchers in universities within those regions).

Sample frame. Three steps (1)

- We traced journalistic activity or news media organizations through the social media accounts on Facebook, Twitter, and Instagram
- Google search keywords: "news" and "local news" (such as "news" "Mexico City")
- Cities with a population of more than 25 thousand people

Sample frame. Three steps (2)

Verified under these three criteria:

- That they publish original news (they do not post only external information)
- Publish recent and updated news (they are not inactive accounts)
- They have their own web site and/or constant activity in the Facebook, Twitter y/o Instagram platforms

Sample frame. Three steps (3)

- Complemented with information from other sources:
 - National Register of News Media (from the federal State Ministry),
 - Sembramedia database
 - National media register from the National Electoral Institute (INE)
 - Register of the World Association of Community Radio (AMARC).

Sampling

- **Stratified random sampling** in regions, based upon media type and level of importance of the outlet in the region (assigned by independent reviewers / proxy for editorial staff size since the size of it was not available)
- 5 interviews in larger newsrooms / 1 in smaller newsrooms we sampled 1 using the same criteria (maximum variation)
- At least 75 interviews per region for inferential statistics

Outlets per region

- “Media reach” was the criteria used as a measure of importance to determine the proportion of outlets sampled in each region.
- We then calculated the proportion of outlets with national reach in each region to the number of outlets with national reach in all of Mexico, based upon the directory.
- Multiplied each region's proportions by 63.33 -- equal to 1/6 of 380 interviews (error 5%, confidence level of 95%).
- Removed cases using an Nth integer
- Final sample = (n=443)

Table 1

Interview adjustment and national representative sample

Region	Proportion of outlets with national reach	Full interview sample	Representative national sample	Cases to remove from the full sample
Mexico City	0.711	108	108	0
South East	0.067	75	68	-7
Center	0.109	73	70	-3
West	0.084	83	69	-14
NE	0.029	70	65	-5
NW	0.000	77	63	-14
Total	1.000	486	443	-43

Fieldwork

Staff

- Three coordinators managed the study in each region
- Profile of the pollsters: students and bachelor's and graduate alumni, journalists (26)
- Training of the coordinators
- Coordinators trained the staff

Fieldwork: reaching the participants

- Through convenience and snowball sampling techniques, pollsters should track and contact participants of the selected outlet via public email, social media profile, the organization's telephone, or contact data obtained from a third party.
- Once the potential participant accepted a first conversation, agreed with the interview request, and gave her email address, an institutional letter was sent her.
- Scheduled the interview for a given date and time (registered in two logs)

Fieldwork

- Timeframe: November 24th, 2021 / November 30th, 2022.
- Administration: Zoom, Teams, Google Hangouts. Completed in SurveyMonkey (phone or face to face when interviewer not available)
- Length for each interview: 49 minutes
- Response rate: 55% (Mexico City 73.4% / Southeast 40.3%)

Table 2. Logistics of the study. Differences by region

Region	# Pollsters	Time frame of data collection*	Tracked participants	Interviews completed	Response rate	Average length of the interview (minutes)
Northeast	4	May-August 2022	145	77	53	52
Southeast	6	December 2021- August 2022	186	75	40.3	48
Northeast	2	March-October 2022	133	70	52.6	42

Table 2. Logistics of the study. Differences by region

Region	# Pollsters	Time frame of data collection*	Tracked participants	Interviews completed	Response rate	Average length of the interview (minutes)
West	5	November 2021- julio 2022	155	83	53.5	59
Mexico City**	4	January-March2022 (1ra ola) October-November 2022 (2nd Wave)	147	108	73.4	45
Center	5	December 2021- September 2022	126	73	57.9	48
Total	26	Twelve months	892	486	55	49

Comentarios finales

- La metodología se debe ajustar a condiciones locales de informalidad, desconfianza, vacío de fuentes de información
- Diferencias sustanciales a los métodos estándar de WoJ
- Equilibrio entre rigor metodológico y flexibilidad respecto a las condiciones locales