

The Media Barometer 2018

SND-ID: 2020-59-3. **Version:** 1. **DOI:** <https://doi.org/10.5878/ntrc-nn36>

Is part of collection at SND: [Media barometer](#)

Associated documentation

Mbar kodbok 2018_SND.pdf (1.19 MB)

Mediebarometer_2018.pdf (650.13 KB)

Citation

(2020) The Media Barometer 2018 (Version 1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/ntrc-nn36>

Creator/Principal investigator(s)

University of Gothenburg, Nordicom - Nordic Information Centre for Media and Communication Research

Research principal

[University of Gothenburg](#) - Nordicom - Nordic Information Centre for Media and Communication Research

Description

The Media Barometer (Mediebarometern) is an annual survey focusing on how the Swedish population between ages 9 and 79 uses media on traditional and digital platforms on an average day. The survey was first conducted in 1979 and has since been conducted every year.

The Media Barometer (Mediebarometern) is an annual survey focusing on how the Swedish population between ages 9 and 85 uses media on traditional and digital platforms on an average day. The Media Barometer (Mediebarometern) is an annual survey focusing on how the Swedish population between ages 9 and 85 uses media on traditional and digital platforms on an average day.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 9-79 years

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Random sample of the Swedish population aged 9 to 79.

Time period(s) investigated

2018-01-29 – 2018-12-21

Variables

441

Number of individuals/objects

6094

Response rate/participation rate

33%

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2018-01-29 – 2018-12-21
- Data collector: CMA Research AB
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Highest geographic unit

Country

Responsible department/unit

Nordicom - Nordic Information Centre for Media and Communication Research

Funding

- Funding agency: Ministry of Culture

Research area

[Society and culture](#) (CESSDA Topic Classification)

[Information technology](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media, communication and language](#) (CESSDA Topic Classification)

Keywords

[News](#), [Social media](#), [Sound media](#), [Digital media](#), [Tv/online videos](#), [Newspaper](#), [Magazines](#), [Media use](#)

Publications

Nordicom Sverige. 2019. Nordicom-Sveriges Mediebarometer 2018. Nordicom Sverige

ISSN:

https://www.nordicom.gu.se/sv/system/tdf/publikationer-hela-pdf/nordicom_sveriges_mediebarometer_2018.pdf?file=1&type=node&id=40345&force=0

ISBN: 978-91-88855-12-1

Link to publication list:

[Publications for the Media barometer, published by Nordicom](#)

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

Accessibility level

Access to data through SND

Access to data is restricted

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1. 2020-11-27

Homepage

[Link to webpage for the Media Barometer](#)

Related research data in SND's catalogue

[Media barometer 2002](#)

[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

[Media barometer 1984](#)

[Media barometer 1985/1986](#)

[Media barometer 1986/1987](#)

[Media barometer 1987 - autumn](#)

[Media barometer 1988](#)

[Media barometer 1989](#)

[Media barometer 1990](#)

[Media barometer 1991](#)

[Media barometer 1992](#)

[Media barometer 1993](#)

[Media barometer 1994](#)

[Media barometer 1995](#)

[Media barometer 1996](#)
[Media barometer 1979](#)
[Media barometer 1980](#)
[Media barometer 1981](#)
[Media barometer 1982](#)
[Media barometer 1997](#)
[Media barometer 1998](#)
[Media barometer 2000](#)
[Media barometer 1999](#)
[Media barometer 1999_2](#)
[Media barometer 2005](#)
[Media barometer 2006](#)
[Media Barometer 2007](#)
[Media Barometer 2008](#)
[Media Barometer 2009](#)
[Media Barometer 2011](#)
[Media Barometer 2012](#)
[Media Barometer 2013](#)
[Media Barometer 2014](#)
[The Media Barometer 2015](#)
[The Media Barometer 2016](#)

Is part of collection at SND

[Media barometer](#)

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

[Citation \(CLS\)](#)

Published: 2020-11-27