

World picture of opinion leaders 1974

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Associated documentation

0126.html (148.95 KB)

0126q.pdf (294.96 KB)

0126qT.pdf (339.69 KB)

Citation

Hedman, L. (1995) World picture of opinion leaders 1974 (Version 1.0) [Data set]. Uppsala University. Available at: <https://doi.org/10.5878/002373>

Creator/Principal investigator(s)

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Research principal

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Description

The research project 'Information strategies - analysis and evaluation of trials to spread information on developing countries through multimedia' was requested to evaluate an information campaign on developing countries generally, and Tanzania especially. The campaign was named Karibu-project and data was gathered in several surveys. The aim of this survey was to illustrate some issues regarding the conception of 'world picture'. The survey includes information on the respondent's interest in different subject fields in mass media, opinion on the future prospects for different groups in society, and threats against the future. Furthermore the respondent was asked about the reason of why some countries are poor, her/his attitude to different kinds of help to developing countries, and reason for being concerned with/not concerned with developing countries. Other questions dealt with the respondent's knowledge about developing countries and judgement of the policy held by different political parties. Most of these questions can be found in Information about developing countries (SSD 0146), and a smaller number in Daily press journalists and the foreign information (SSD 0170).

Purpose:

Illustrate some issues regarding the conception of 'world picture'

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Opinion leaders within the State Church of Sweden, free churches, schools, trade and industry, political parties and the press.

Time Method

[Cross-section](#)

Sampling procedure

Firstly there was a selection of a number of important institutions and organizations within society, and afterwards a number of positions within these were chosen.

Time period(s) investigated

1974-11-01 - 1974-12-01

Variables

225

Number of individuals/objects

540

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1974-11-01 - 1974-12-01
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Department of Archaeology and Ancient History.

Research area

[International politics and organisations](#) (CESSDA Topic Classification)

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

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

[Media](#) (CESSDA Topic Classification)

Publications

Hedman, L. (1978) Svenskarna och u-hjälpen. En studie av den svenska allmänheten, lokala opinionsbildare och journalister. Stockholm: Almqvist & Wiksell International. (Swedish public opinion on development aid. A study of the Swedish public, local opinion-makers and journalists; with a summary in English). ISBN: 91-554-0829-X.

[Libris](#) | [Svepub](#) | [Google Books](#) | [Till lärosätets \(uu\) databas](#)

ISBN: 915540829X

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

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Versions

Version 1.0. 1995-08-16

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