

Media barometer 1993

SND-ID: snd0619-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/001021>

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

Associated documentation

0619.html (68.54 KB)

0619q1.pdf (271.24 KB)

0619q2.pdf (301.83 KB)

Citation

(2000) Media barometer 1993 (Version 1.0) [Data set]. Radio Sweden. Available at: <https://doi.org/10.5878/001021>

Creator/Principal investigator(s)

Radio Sweden, Publik- och programforskning

Research principal

[Radio Sweden](#) - Publik- och programforskning

Description

The first Media Barometer was conducted in 1979 and since then the survey has been carried out annually. The purpose is to explore how the Swedish population is using different media during an average day. In 1993 the respondents were asked if they had been listening to a record player or a tape recorder the day before. If so, they were asked for how long period. Respondents answering that they did not listen to record player or tape recorder the day before were asked when they last did so. All respondents were asked if they had been reading any of the following the day before: morning paper, evening paper, weekly magazine, comics or any other magazine, or book. If so, they were asked how many and for how long period. Book readers were also asked if they were reading the books for their own pleasure or if it was study literature. Those respondents who answered that they did not read any paper, magazine or book the day before were asked when they last did so. Furthermore respondents were asked about their radio listening habits including which channel the respondent listened to and if he/she listened to their local radio station or any foreign radio station. Respondents answering that they did not listen to the radio the day before were asked when they last listened to the radio. There is also information on access to equipment such as remote control, text television, stereo television, video recorder, satellite television, or parabolic aerial. Other information deals with the respondent's possibility to watch Danish, Finnish and Norwegian television channels as well as TV4, channel 5, or local television. Background variables includes information on age, gender, education, occupation, and household composition.

Purpose:

Describe the trends and changes in people's use of mass media.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 3-99 years

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1993-01-01 - 1993-12-01

Variables

75

Number of individuals/objects

3777

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Telephone interview
- Time period(s) for data collection: 1993-01-01 - 1993-12-01
- Data collector: Radio Sweden
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Publik- och programforskning

Research area

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

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

[Media](#) (CESSDA Topic Classification)

Keywords

[Newspaper readership](#), [Periodicals readership](#), [Listening to music](#), [Book use](#), [Local broadcasting](#), [Radio](#)

[stations](#), [Satellite television](#), [Television channels](#), [Households](#), [Radio listening](#), [Reading \(activity\)](#)

Publications

Björkvist Hellingwerf, K. (1995) Mediebarometern 1979-1994. Report no. 48. Göteborg: Department of Journalism and Mass Communication.

[Libris](#)

Publik- och programforskning (PUB), Sveriges Radio (1993) Mediebarometern 1993. Stockholm: Swedish Broadcasting Corporation.

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 1.0. 2000-08-01

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 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 2010](#)
[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: 2000-08-01

Last updated: 2019-02-06