

# Swedish tv supply 2011

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## Associated documentation

0908kb.pdf (188.89 KB)

## Citation

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## Creator/Principal investigator(s)

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## Research principal

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## Description

The study "Swedish TV supply" is conducted annually since 1998.

The examination of the programs offered on TV is designed to answer five questions: (1) What is the range of supply in the television channels during the program year 2011? (2) What similarities and differences between the television channels' program profiles? (3) What are the programs offered for specific groups: children, youth, minorities and the disabled? (4) How has variety of programmes developed over time? (5) And how is diversity manifested in Swedish television?

The study is based in principle on the information about TV programme from television channels. The programs are classified using this information and starting from a predefined classification scheme. Ten broadcast channels have been examined: SVT1, SVT2, Barnkanalen/SVT24 and Knowledge Channel, TV4, TV4 Plus / Seven, TV3, Kanal 5, TV6, TV8 and UR (the programs broadcast on SVT1 and SVT2).

In this study, as in most Swedish and international studies of television programme supply from the 1950s onwards, is information-entertainment the fundamental dimension in the classification of its contents. This means broadly that on the one hand, news and facts-oriented programs and on the other - programs focusing on recreation and entertainment are distinguished. In between, a third program genre is referred to among programs, including both factual and entertainment elements within a single program. The study also has programme supply classified by the target population the programs are primarily intended for: children, young people, ethnic minority groups as well as programs specifically tailored to people with disabilities.

Purpose:

Create repeated, systematic and long-term scientific studies of the programs offered in Swedish television

## Data contains personal data

No

**Language**

[Swedish](#)

**Unit of analysis**

[Event/Process/Activity](#)

**Population**

Programs in Swedish TV Channels in 2011

**Time Method**

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

**Sampling procedure**

[Probability: Stratified](#)

[Probability: Simple random](#)

The survey is based on programs broadcast on SVT1, SVT2, SVT24 Children Channel, Knowledge Channel, TV4, TV4 Plus, TV3, Kanal 5, TV6 and TV8 during 17 weeks in 2011. The selection of weeks was independent and random, stratified by season. For the period January - May and September to December (peak season) 12 weeks were examined (week 5, 7, 8, 10, 13, 14, 17, 39, 40, 44, 45 and 46) and for the period June - August 5 weeks were examined (week 23, 24, 25, 28 and 30).

**Time period(s) investigated**

2011-01-24 - 2011-11-27

**Variables**

27

**Number of individuals/objects**

38355

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Content coding
- Description of the mode of collection:  
Data on television supply was collected by coding the program information provided by each TV channel. It was sent to researchers every week or was downloaded from the channels' website. In the coding process, various properties of the TV programs were coded, i.e. given a numerical code.
- Time period(s) for data collection: 2011-01-24 - 2011-11-27
- Source of the data: Communications: Public, Communications

**Geographic spread**

Geographic location: [Sweden](#)

**Lowest geographic unit**

Country

### **Highest geographic unit**

Country

### **Responsible department/unit**

Department of Journalism Media and Communication

### **Funding**

- Funding agency: The Swedish Broadcasting Authority

### **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**

[Television channels](#), [Television programmes](#)

### **Publications**

Myndigheten för radio och TV. 2011. Svenskt tv-utbud. Myndigheten för radio och TV. ISSN: 1403-6320

Tillgänglig elektroniskt:

<http://www.radioochtv.se/documents/publikationer/svenskt%20tvutbud%202011.pdf>

**ISSN:** 1403-6320

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

Data are accessible by order

### **Use of data**

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

### **Versions**

Version 1.0. 2014-12-01

### **Related research data in SND's catalogue**

[Swedish media supply 2014](#)

[Swedish tv supply 1998](#)

[Swedish tv supply 2001](#)

[Swedish tv supply 2002](#)

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