

APPENDIX B - QUESTIONNAIRE

1. The role of the media

- 1.1 Do you believe that journalists have a responsibility to make scientific knowledge accessible to the public? Why?
- 1.2 What or who do you believe influences the science news agenda in South Africa?
- 1.3 Do you believe that the media's role in society is to inform, educate and empower citizens through the provision of quality science news?

2. News selection

- 2.1 What are the factors that influence the selection of science for publication?
- 2.2 In your opinion, which of the following factors influence the publication of science?
 - a. Commercialisation
 - b. Resources
 - c. Audiences (relevant to audience or cultivating audiences that advertisers want to reach)
 - d. News subsidies (any measures that make it easy to cover news including events, media releases and media conferences, and public relations material)
 - e. Sources (access to available sources, including influential or elite people, experts, specialists)
 - f. Production processes (including deadlines, space constraints and format limitations)
 - g. None of the above

Why do you think so?

3. News values

- 3.1 What do you believe makes news worthy of publication? Select the appropriate categories in the list below:
 - Exclusivity
 - Breaking news
 - Relevance to audiences
 - Human or public interest stories
 - Close to home (proximity)
 - Very good or bad news (including conflict)
 - News significant in magnitude
 - Stories with an element of surprise or entertainment
 - Dramatic stories
 - Good visuals (pictures, infographics)
 - Stories that involve the powerful, the elite or celebrities (prominence)
 - Follow up stories
 - Stories that are easy to share
- 3.2 Do you believe that there is dissonance between your professional news values and the news that is eventually published?
- 3.3 Do you think that science news stories are ignored, excluded or bumped to the middle pages of the newspaper in favour of other news genres like politics?

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3.4 How do you decide what becomes news?

3.5 Which science topics or themes become news?

4. The role of science journalists, science communicators and news editors in news selection

4.1 To what extent do journalists influence the publication of science news?

4.2 Are journalists assigned to specific beats in your newsroom?

4.3 Do you have a specialist science news desk or reporter in your organisation?

4.4 How much autonomy do you have in the newsroom?

4.5 Describe your relationship with scientists and science communicators

4.6 What role do news editors play in selecting science for publication?

4.7 What role do science communicators play in influencing decision-making?

4.8 How are sources selected and included in science news stories?

5. Any other comments?