

## APPENDIX I

### FREQUENCY DISTRIBUTIONS OF RESPONSES

#### RESPONSES FROM THE READERS AND JOURNALISTS

1. Readers' and Journalists' responses to the questionnaires according to newspapers

Paper	Readers*	Percentage	Journalists	Percentage
The Washington Post	64	88	5	31
US Today	29	40	2	12
The Baltimore Sun	17	23	8	50
The Washington Times	6	8	1	6

\*Readers' figures do not add up to 100 percent because some of them read more than one paper.

2. Frequency of International news readership by the respondents

Frequency	Readers N - 72	Percentage
Daily	22	30
Frequently	31	43
Rarely	17	23
Never	1	1
No Response	1	1

3. Number of respondents who have read stories and commentaries about Africa that appeared in the metropolitan papers around mid-September 1984

Topic of Story	# of Readers	Percentage
Famine in Ethiopia	46	63
Cuban Troops in Angola	38	52
Sudan's Islamic Laws	8	11
Guinea's Coup Reforms	1	1
Ethiopia Squeezed Between East & West	21	29
*Nigerian Airline hijacked to Ghana	28	38

\*This story was fabricated. No such event was reported in any of the newspapers.

4. Readers' & Journalists' Views of African Story Categories appearing in the US newspapers

Category	Readers	Percentage	Journalists	Percentage
Politics	58	80	14	87
Disasters	48	66	10	63
Economics & Finance	35	48	13	81
Crime & Violence	23	32	2	12
Religion	13	18	0	0
Sports & Culture	7	9	1	6
Education	9	12	0	0
Science & Technology	2	2	0	0

5. Readers' and Journalists' Views of Western Europe News Story Categories that appear in the US newspapers

Category	Readers	Percentage	Journalists	Percentage
Politics	64	88	16	100
Economics & Finance	55	76	15	94
Disasters	35	48	6	37
Science & Technology	27	37	0	0
Crime & Violence	25	34	3	19
Sports & Culture	23	32	1	6
Religion	18	25	1	6
Education	9	12	0	0

6. Readers' and Journalists' Ratings of African stories in terms of importance and interest to the American reader. Figures indicate percentage.

- (i) A water project is commissioned in Zambia to supply 20,000 villagers with pipe-borne water.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	22	29	29	18	1
Journalists	0	12	44	44	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	4	35	39	21	1
Journalists	0	0	44	56	0

- (ii) A White settler farmer is killed by bandits in Zimbabwe.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	5	24	44	22	4
Journalists	0	6	50	44	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	7	22	39	30	1
Journalists	0	12	69	19	0

- (iii) A bumper corn harvest is expected in Ethiopia this season.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	33	29	29	5	3
Journalists	44	31	25	0	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	17	25	30	25	3
Journalists	19	31	25	12	0



(iv) The government of Burundi is toppled by the Army.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	22	46	25	3	4
Journalists	6	38	50	6	0

	Very interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	11	39	32	15	3
Journalists	6	19	75	0	0

(v) Plans are announced to build a railroad to link Malawi and Tanzania.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	11	44	30	9.8	4
Journalists	12	38	31	19	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	7	24	40	25	4
Journalists	12	19	50	19	0

(vi) Traditional initiation ceremonies involving 5,000 youth are held in Northern Kenya

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	4	5	39	44	7
Journalists	0	12	6	86	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
	4	32	36	26	1
	6	31	44	19	0

(vii) Guerrillas attack a French base in Chad.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	26	37	29	4	3
Journalists	19	44	31	6	0

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	21	39	28	10	2
Journalists	12	44	37	6	0

(viii) A bomb has exploded in Johannesburg causing damage to several cars.

	Very Important	Important	Somewhat Important	Not Important	No Response
Readers	11	26	46	14	3
Journalists	6	37	31	19	6

	Very Interesting	Interesting	Somewhat Interesting	Not Interesting	No Response
Readers	14	25	43	17	1
Journalists	25	19	31	19	6

7. How Readers and Journalists rated the information about Africa that appeared in the newspapers.

	More than Needed	Adequate	Inadequate	Don't Read	Don't know
Readers	6	58	25	11	--
Journalists	0	69	25	--	6

8. How Readers and Journalists rated the information about Western Europe \*that appeared in the newspapers.

	More than Needed	Adequate	Inadequate	Don't Read	Don't Know
Readers	11	75	10	4	--
Journalists	0	75	19	--	6

9. Occupation of Readers who responded.

Occupation	Total Number	Percentage
Professional	38	53
Students	14	19
Retired	5	7
Blue Collar	4	6
Clerical	3	4
Sales	3	4
Other	4	6
Unemployed	0	0
No Response	1	1
Total	72	100



# 10. Race of Respondents

Race	Readers		Journalists	
	Number	Percentage	Number	Percentage
White	60	83	15	94
Black	5	7	0	0
Oriental	3	4	0	0
Hispanic	2	3	0	0
Other	0	0	0	0
No Response	2	3	1	6
Total	<u>72</u>	<u>100</u>	<u>16</u>	<u>100</u>

# 11. Respondents' Sex

Sex	Readers		Journalists	
	Number	Percentage	Number	Percentage
Male	42	58	14	88
Female	25	35	1	6
No Response	5	7	1	6
Total	<u>72</u>	<u>100</u>	<u>16</u>	<u>100</u>

# 12. Respondents' Ages

	Readers		Journalists	
	Number	Percentage	Number	Percentage
Under 21	1	1	0	0
21 - 35	30	42	2	12
36 - 50	25	35	6	38
51 - 65	8	11	6	38
Over 65	7	9	1	6
No Response	1	1	1	6
Total	<u>72</u>	<u>99</u>	<u>16</u>	<u>100</u>

# 13. Position of the Journalists in their respective newspapers.

	Editors	Reporter	Columnist
The Washington Post	4	0	1
The Washington Times	1	0	0
USA Today	2	0	0
The Baltimore Sun	8	0	0
Total	<u>15</u>	<u>0</u>	<u>1</u>

14. Comparison of readers and journalists ratings of news on development issues.

	Very Important		Important		Somewhat Important		Not Important		No Response	
	R	J	R	J	R	J	R	J	R	J
Water Project	22	0	29	12	29	44	18	44	1	0
Corn Harvest	33	44	29	31	29	25	5	0	3	0
Railroad Construction	11	12	44	38	30	31	10	19	4	0

	Very Interesting		Interesting		Somewhat Interesting		Not Interesting		No Response	
	R	J	R	J	R	J	R	J	R	J
Water Project	4	0	35	0	39	44	21	56	1	0
Corn Harvest	17	19	25	31	30	25	25	12	3	0
Railroad Construction	7	12	24	19	40	50	25	19	4	0

15. Comparison of readers and journalists ratings of news about conflict situations in Africa. Figures show percentage of respondents.

	Very Important		Important		Somewhat Important		Not Important		No Response	
	R	J	R	J	R	J	R	J	R	J
Killed Farmer	5	0	24	6	44	50	22	44	4	0
Toppled Government	22	6	46	38	25	50	3	6	4	0
Base Attack	26	19	37	44	29	31	4	6	3	0
Bomb Explosion	11	6	26	37	46	31	14	19	3	6

	Very Interesting		Interesting		Somewhat Interesting		Not Interesting		No Response	
	R	J	R	J	R	J	R	J	R	J
Killed Farmer	7	0	22	12	39	69	30	19	1	0
Toppled Government	11	6	39	19	32	75	15	0	3	0
Base Attack	21	12	39	44	28	37	10	6	2	0
Bomb Explosion	14	25	25	19	43	31	17	19	1	6

16. Comparison of readers and journalists ratings on news about a traditional social event in Africa.



	Very Important		Important		Somewhat Important		Not Important		No Response	
	R	J	R	J	R	J	R	J	R	J
Initiation Ceremony	4	0	5	12	39	6	44	86	7	0

  

	Very Interesting		Interesting		Somewhat Interesting		Not Interesting		No Response	
	R	J	R	J	R	J	R	J	R	J
Initiation Ceremony	4	6	32	31	36	44	26	19	1	0

17. Comparison of readers and journalists ratings of what makes important and interesting development news. Figures show percentage.

	Readers			Journalists		
	Very Important	Important	Total	Very Important	Important	Total
Water Project	22	29	51	0	12	12
Corn Harvest	33	29	62	44	31	75
Railroad Construction	11	44	55	12	38	50

  

	Readers			Journalists		
	Very Interesting	Interesting	Total	Very Interesting	Interesting	Total
Water Project	4	35	39	0	0	0
Corn Harvest	17	25	42	19	31	50
Railroad Construction	7	24	31	12	19	31

18. Comparison of readers and journalists ratings of what makes important and interesting conflict news.

	Readers			Journalists		
	Very Important	Important	Total	Very Important	Important	Total
Killed Farmer	5	24	29	0	6	6
Toppled Government	22	46	68	6	38	44
Base Attack	29	37	66	19	44	63

  

	Readers			Journalists		
	Very Interesting	Interesting	Total	Very Interesting	Interesting	Total
Killed Farmer	7	22	29	0	12	12
Toppled Government	11	39	50	6	19	25
Base Attack	21	39	60	12	44	56
Bomb Explosion	14	25	49	25	19	44

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