

INTELLECTUAL OUTPUT NO. 1

CITIZENSHIP JOURNALISM

Survey report

by

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1. Introduction

This research report is the first report from the project: “Citizen journalism for enhancement of regional development. Development of the interdisciplinary curricula and implementation of teaching innovations” (Project no. EOG/21/K4/W/0089, Component IV – Institutional cooperation for enhancement of quality and relevance of education at all levels and forms [excluding VET and vocational continuing education]) whose aim is to design and implement the "Citizen journalism" module in undergraduate and graduate studies of Polish philology.

The main objective of the project is to develop a new specialisation module "Citizen journalism" consisting of approximately 90 ECTS credits, which will serve as an optional specialisation for bachelor's and master's degree studies in Polish philology. In order to implement the new module, the following will also be created: an educational portal with open educational resources, the provision of tools for education in online or hybrid forms, an interdisciplinary textbook for citizen journalism, as well as a series of 15 video lectures, available on the aforementioned educational portal. The project has been developed by an interdisciplinary team from the University of Bielsko-Biala and a partner institution from Tromsø in Norway – UiT The Arctic University of Norway.

2. The study

The study consists of two parts. The first contains a presentation of the results of a survey conducted in cooperation with 25 external stakeholders. The second contains the results of social consultations with journalists, non-governmental organisations, municipal cultural institutions, and representatives of local government.

2.1 High school students

The aim of the study, which was carried out among a group of high school students was to: identify their educational needs, plans related to further education, establish the determinants of the choice of universities and fields of study, and learn their opinions on the planned specialisation. The survey was carried out between May 2022 and June 2022. An online survey questionnaire was used. The study involved 562 pupils from 25 schools, as well as high school students active in youth associations (e.g., Uwaga Kultura and RedakcjaBB) and other institutions, as presented in Table 1:

Table 1: List of schools and institutions participating in the survey study.

Name and Address of School (Institution)	English Gloss
II Liceum Ogólnokształcące im. Adama Asnyka w Bielsku-Białej	Adam Asnyk Second General Secondary School in Bielsko-Biała
I Liceum Ogólnokształcące im. Mikołaja Kopernika w Żywcu	Nicolaus Copernicus First General Secondary School in Żywiec
ZSO im. A. Krajowej w Bielsku-Białej	A. Krajowa Secondary School Complex in Bielsko-Biała
ZSTiO w Skoczowie	Secondary School of Technology and Electronics in Skoczów
Liceum Ogólnokształcące im. M. Kopernika w Cieszynie	Nicolaus Copernicus General Secondary School in Cieszyn
ZST Ustroń	Ustroń Secondary School of Technology
ZS im. Juliana Tuwima w Bielsku	Julian Tuwim Secondary School in Bielsko
Liceum Ogólnokształcące IV im. KEN w Bielsku-Białej	Commission of National Education Fourth General Secondary School in Bielsko-Biała
ZSSiO w Bielsku-Białej	Secondary School Complex of Social and Economic Education in Bielsko
Wydział Edukacji i Sportu Urzędu Miejskiego w Bielsku-Białej	Department of Education and Sport of the Municipal Office in Bielsko-Biała
Liceum Ogólnokształcące im. Asnyka w Bielsku-Białej	Adam Asnyk General Secondary School in Bielsko-Biała
Liceum Ogólnokształcące im. Żeromskiego w Bielsku-Białej	Stefan Żeromski General Secondary School in Bielsko-Biała
Liceum Ekonomiczne w Bielsku-Białej	Economic Secondary School in Bielsko-Biała
Liceum Ogólnokształcące Oxford School	Oxford School General Secondary School
Liceum Ogólnokształcące ZPSM w Bielsku-Białej	General Secondary School of the State Higher School of Music in Bielsko-Biała

Urząd Miejski, Liceum Ogólnokształcące w I Liceum Ogólnokształcące	Municipal Office, General Secondary School in First General Secondary School
Liceum Ogólnokształcące im. Kopernika w B-B	Nicolaus Copernicus General Secondary School in Bielsko-Biała
Liceum Ogólnokształcące im. M. Skłodowskiej-Curie w Czechowicach-Dziedzicach	Maria Skłodowska-Curie General Secondary School in Czechowice-Dziedzice
RODN "WOM" w Bielsku-Białej	Regional Council for the Protection of Children and Youth "WOM" in Bielsko-Biała
Pedagogiczna Biblioteka Wojewódzka w Bielsku-Białej	Voivodeship Pedagogical Library in Bielsko-Biała
Dom Kultury "Kubiszówka"	"Kubiszówka" Cultural Center
Biblioteka w Wiśle, Liceum Ogólnokształcące w Wiśle i Brennej	Library in Wisła, General Secondary School in Wisła and Brenna
V Liceum Ogólnokształcące Bielsko-Biała	Fifth General Secondary School in Bielsko-Biała
Dwujęzyczne Liceum Ogólnokształcące im. Kopalińskiego w Bielsku-Białej	Kopaliński Bilingual General Secondary School in Bielsko-Biała
Zespół Szkół Gastronomicznych i Handlowych w Bielsku-Białej	Complex of Gastronomic and Commercial Schools in Bielsko-Biała
Uwaga Kultura	'Attention Culture'
Redakcja.bb	'Redakcja.bb'

The respondents positively assessed the concept of a citizen journalism specialisation, with 46% of students declaring that they found the idea interesting, with 11% considering it very good. The launch of the new specialisation was met with the acceptance of surveyed students. Only 28% of respondents were not interested in such a program, whereas 14% believed that journalism itself (not as a specialisation, but as its own separate degree) was a better idea. The journalist profession is considered interesting by 82% of respondents. Work in social media is perceived by respondents as attractive (270 responses), with employment in television being perceived as the second most-attractive (228 responses). Individuals wishing to work as a journalist clearly indicated that they would like to work in social media (39%), global media (29%), and nationwide media (22%).

The respondents associate journalism with providing reliable information (232 responses), but also with manipulating information (also 232 responses). A total of 205 students associated journalism with activities which benefit society. Citizen journalism is associated with activities

focused on social issues (456 responses), local and regional issues (328 responses), and journalism focused on excluded people (235 responses).

According to the students, the most interesting subjects are: Fake news – verifying information (421 responses), Communication in social media (326 responses), Intercultural communication (263 responses), Interpersonal communication (244 responses), Information services and information management (229 responses), Rhetoric and public speaking (237 responses), Photography and film (283 responses), Creative writing workshops (226 responses), Project management (283 responses), Contemporary ecological crisis (230 responses), Multicultural society (290 responses), Sociology of the media (226 responses), and Marketing of information services (219 responses).

2.2. Focus group

The purpose of consultations with participants of the focus group (i.e., experts, i.e., journalists, non-governmental organisations, municipal cultural institutions, and representatives of local government) was to measure the demand for graduates of Polish studies specialising in "Citizen journalism", and to precisely define the competencies and skills that future graduates of "Citizen journalism" should possess. The completed diagnostic test consists of two modules: one quantitative and one qualitative. Triangulation of research methods and techniques was used, using a survey and a focus group interview.

Opinions on the concept of education by experts were acquired using the focus interview method. A characteristic feature of this method of data collection is discussion focused on a specific issue. The interview is moderated by the researcher, with usually 5 to 10 respondents taking part in it. The research is qualitative in nature, as it allows for the identification of cognitive categories used by the participants of the discussion, capturing the cognitive perspectives of the participants of social life. It allows for the identification of the interests of social actors and their motivations as well as their level of affective involvement. Different perceptions of the same events and structures are conducive to understanding social practices undertaken by specific groups.

Consultations with experts were held at the University of Bielsko-Biala campus on May 17, 2022. The purpose of the interview was to obtain information and opinions on the concept of

introducing a new specialisation in the field of Polish philology. The consultations were attended by three representatives of the project team (authors of this study), who acted as moderators, the consultations were also attended by representatives of journalistic circles at the regional and local level, representatives of local government, social organisations and business.

Participants of the focus group were unequivocally positive about the introduction of the new specialisation. They emphasised that the region lacks journalists with high language competencies, and insufficient language and media competencies are also noticeable among individuals representing various institutions. The combination of civic journalism and Polish philology will provide the local labour market with specialists who can work in the media, act as spokespersons, and represent various mass media organisations. They believe that there is a lack of media dealing with social issues in an attractive way at the regional and city level. The respondents pointed out the lack of language competencies among individuals involved in journalism. The creation of post-graduate studies related to journalism and culture of the spoken word was also proposed. They also declared cooperation in organising internships and work experience opportunities for students. For example, students may be recruited as school press spokespersons. The idea was also proposed to create a kind of media laboratory in which students would independently run internet platforms, television and radio. The recipients of this content would also be young people: pupils and students. The creation of a civic radio run by students, including, for example, a series of conversations with masters of the spoken word, was considered to be a good idea by respondents.

Respondents represented different ways of defining citizen journalism. Depending on their position and professional role, they were inclined to say that:

- Citizen journalism can be associated with poorly paid and not very professional activities
- Citizen journalism is a tautology for some respondents, they do not believe that citizen journalism should be distinguished from regular journalism.

Suggestions of subjects not included in the cafeteria: Cognitive science, Radio/Press management, Data analysis, Philosophy, History of journalism, Anthropology of culture, Elements of psychology, Media in the third sector, Internet television, Migrations, Contemporary armed conflicts, Regional studies, Common journalistic mistakes.

Experts, consulting the program of the planned specialisation, indicated, in their opinion, the most interesting items, with the list of subjects being divided into 7 thematic blocks. The results are presented in the table below.

Course	Votes
Block no. 1	
Press law and intellectual property	9
Media information technologies	5
Marketing of information service	4
Media sociology	6
Information services and information management	7
History of the media in Poland	2
Block no. 2	
Journalistic ethics	10
Etiquette in journalism	4
Interpersonal communication	7
Cultural aspects of communication	5
An introduction to the social perception of content	5
Intercultural communication	6
Block no. 3	
Information services and information management	6
Communication in social media	9
Analysis of journalistic texts	8
Community radio in Europe	2

Types of press journalism	6
Block no. 4	
Fake news – verifying information	10
Ecology of information	
Voice emission and hygiene	5
Rhetoric and public speaking	7
Block no. 5	
Radio workshop	7
Sport journalism	4
Music journalism	4
Photography and film (workshop)	6
Creative writing workshop	9
Block no. 6	
Planning regional development	
Project management	5
International labour market	1
The role of the third sector in modern democratic countries	6
Financing the third sector	3
Civil society	9
Block no. 7	

Contemporary ecological crisis	4
Environmental protection in the region	2
Ecological conflicts	4
Culture of Podbeskidzie region and Slask region	6
Multicultural society	7

In the opinion of the participants of the consultations, the most interesting subjects include *Fake news – verifying information* and *Journalistic ethics* (10 votes each) which indicates that experts agree with the students that the ability to verify information is essential for people using media. It was followed by: *Press law and intellectual property*, *Communication in social media*, *Creative writing workshops*, and *Civil society* (9 votes each). The third group includes: *Analysis of journalistic texts* (8 votes), *Information services and information management*, *Interpersonal communication*, *Rhetoric and public speaking*, *Radio workshops*, and *Multicultural society* (7 votes each). It is worth noting that opinions from the consulted specialists were received even a few days after the meeting, which shows that experts continued discussing the concept of introducing this speciality in their professional environments. They also confirmed the high demand for qualified journalists in the region.

The results of this research lead to the conclusion that there is a demand in the region for the proposed specialisation in the field of Polish philology, being confirmed by both students and experts.