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Popular support for the Media Welfare State? The relationship between citizens' media political attitudes and political orientations

Bakgrund/Frågeställning

Previous research has neglected media audiences' and citizens' opinions on how the media should be organized, how they should function in society and what individual, corporate and state responsibilities should be in regard to these questions. In an attempt to understand the relationship between citizens' broader ideological sentiments and their views on media-related politics and responsibilities, this study uses a survey ($n=2003$) of the adult Swedish population to investigate the distribution of a range of media political attitudes in the contemporary space of political positions. The results reveal overlaps between the space of media political attitudes and the broader political space, where support for a Nordic 'media welfare state' corresponds to leftist and GAL-oriented values, while TAN-oriented and right-wing attitudes link to scepticism towards state interventionism in the media landscape. A small but highly opinionated right-wing and TAN-oriented segment displays laissez-faire views on media policy that are reflected in current policy propositions from right-wing political parties in parliament.

Metod och Resultat

Konklusion