



Deliverable 4.3a

Methodological Report on the Survey of Workers and Communities of Practice in Brussels' Media Industry

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Part of Work Packages 4, 5 & 6:
Report on the methodology to build the quantitative survey

Media Clusters Brussels – MCB – is a collaborative and interdisciplinary research project of the Brussels-Capital Region involving three universities of Brussels, VUB, ULB and USL-B. The aim is to analyse the many facets of the media industry located in the Brussels-Capital Region and explore the development of clusters.

The *Projet de Plan Régional de Développement Durable / Ontwerp van Gewestelijk Plan voor Duurzame Ontwikkeling* for Brussels (2013), approved by the Brussels Regional Government on December 12 2013, identifies the cultural and creative industries as one of the four key sectors of the metropolitan economy, and more specifically proposes a media city at Reyers as the first strategic cluster (Pôle Reyers) to develop. However, despite the fact that the Brussels Region is committed to foster the development of the media sector, there is up until now hardly any empirical data available about the structure and dynamics of the media industry in Brussels. This project aims at creating socio-economic value for the media industry in the Brussels Region and beyond by providing decision-makers with the in-depth knowledge they need regarding the media industry in Brussels while accompanying the phases of implementation of the Pôle Reyers. The overarching research question is: How can the structure and dynamics of the media sector in the Brussels metropolis be enhanced to improve its social and economic roles?

MCB is divided in six **Work Packages**. Work Package 1 offers a general overview, definitions and common framework of the project. Work Packages 2 & 3 focus on Brussels media institutions by studying Brussels' media clusters from a macro and socio economic perspective. Work Packages 4 & 5 focus on the media workers within Brussels from a micro perspective and Work Package 6 on the communities the media workers form to create interactions and communities of learning from a meso perspective. These three points of interest, media institutions, media workers and media communities, enable MCB to grasp all dynamics of media clusters in Brussels.

More information on the Media Clusters Brussels project is available on the Internet (www.mediaclusters.brussels).

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Scope of this report

This report is part of **Work Packages 4, 5 & 6**. Following the theoretical frameworks of these Work packages (see D.4.1, D5.1 & D6.1), it aims at explaining the project's quantitative research design, which is an online survey of individuals participating in the production of media in and around Brussels. It focuses on the following themes: media workers **profiles** (socio-demographic and work-related information), **skills** (competences regarding specific media production related tasks) and **mobility** (commuting to and during work), as well as the workers' **participation in communities of practice**.

Deliverables that are built on the methodology presented here are:

Deliverable 4.3 - Report of analysis regarding media workers' skills and profiles

Deliverable 5.2 - Report on workers' mobility

Deliverable 6.3 - Report on the roles of communities of practice in the media industry: the case of media workers in the Brussels-Capital Region

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1. Designing an online survey of media workers in Brussels

Creating a research design is often a complicated process, specifically when the research involves multiple researchers from various backgrounds, and different theoretical and methodological sensibilities. Overall the MCB research project aims at studying media dynamics in the Brussels-Capital Region through the prism of cluster theory; in other words, the project studies the effects of clusterization as well as its causes and consequences on the media ecosystem in the region of Brussels-Capital. To do so, our project encompasses three different entities: media companies, media workers and the communities of practice of which media workers are part of. Because this approach is new (and the media industry in Brussels mostly unexplored) we proceeded with caution: for each entity (companies, workers, communities) we built up a theoretical framework while gathering preliminary data¹. To gather the best insights on Brussels' media workers and communities of practice (see Table 1 for a summary of these two entities), we have used a mixed methods approach, combining desk research and database analysis (see D4.2), interviews (see D5.2, 6.2, 6.3) and a quantitative survey, which is the focus of this report.

Regarding media workers, the first step of our research was a census of workers in the city using statistics to establish a panorama of the forces in presence (D4.2). The second step is the questionnaire (D4.3), which aims at gathering first-hand data on media workers of the four sectors analysed (audiovisual, print, advertising, and new media). The third step is a case study with in-depth interviews of journalists in order to have a more thorough analysis of their mobility in the city and attachment to it (see Work Package 5).

Regarding communities of practice, step one consisted of detecting possible communities and attending meetings and events to gather first-hand material on shared learning experiences across media organisations in Brussels. The second step was to conduct semi-structured interviews with founders or organisers of communities of practice in order to get an overview of the existing and emerging communities in the Brussels media sector (D6.2). The third step is this survey, which explains the collaboration between Work Packages 4, 5 and 6 for this report. A final step consists in carrying out in-depth interviews with selected survey respondents whose profiles bring additional knowledge on the roles of the communities of practice operating in the city. The combined analysis of the quantitative (survey) and qualitative (interviews) data is presented in D6.3.

¹ More information and other deliverables are available at <http://www.mediaclusters.brussels>.

Table 1. Summary of the two entities covered by the questionnaire.

Media workers	Media communities of practice
As explained in D4.1 that the notion of “media worker” is polysemous and that therefore the category encompasses many different individuals. Work Package 1 separated mediated content production in four sectors: print, audiovisual, advertising and new media. This is what we called <i>the four sectors model of mediated content production</i>. The literature review of the sociology of professions showed that workers can be divided in three partially overlapping categories: media companies’ employees that comprises all individuals working in media firms, media professionals who are skilled individuals part media professions (journalists, advertisers, film makers, etc.), and media producers who are individuals producing mediated content on a regular basis. We called this model the <i>three circles of media workers model</i>. As the MCB research project studies the socio-economic impact of media dynamics in and around Brussels, we focus on the employees and self-employed working within one of the four sub-sectors. The aim of the questionnaire for media workers is therefore to gather quantitative data on those individuals in the hope to realise a quantitative analysis of the profiles and skills within each of the clusters identified in Work Packages 1, 2 and 3.	D6.1 explained that communities of practice are “groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly” (Wenger, 200: 1). They are based on three characteristics: a common domain of interest, joint activities and regular interactions within a community, and a shared repertoire of resources creating the practice. Communities of practice can be of different kinds (within or across organisations, self-driven or artificial, more or less virtual, etc.) and develop through different means and activities such as after work meetings, workshops, more informal meetings or gatherings, or online communication. The aim of the survey questionnaire is to provide data for a quantitative analysis of media workers’ knowledge of, needs for, access to, and engagement in communities of practice in Brussels. Especially important here is that the questionnaire aims to collect data from the participants themselves, not the leaders or organisers of the communities of practices, which have already been interviewed (see D6.2). Thanks to the survey it is therefore possible to identify different (non-)participant profiles who can be contacted for in-depth interviews. The questionnaire is thus a significant step towards the analysis of the strengths and weaknesses of communities of practice in the Brussels media sector, and of the different potential scenarios for increasing the learning and innovating impact of these communities and the possible means to achieve this.

We therefore proceeded to set up a quantitative survey online aimed at gathering data on media workers and their communities of practice. A quantitative approach is indeed relevant for testing existing observations and hypotheses by examining the relationship between variables (Creswell, 2013). The aim of a quantitative survey is to “create, expand and refine theory through systematic observation of hypothesized connections amongst variables” (Allen, Titsworth & Hunt, 2009: 4). In order to do so, we have to write survey questions that correspond to the variables that can answer the research questions we address. This report is dedicated to explaining how we did so. It is structured as follows: after this first part introducing the themes and approaches underpinning the survey, we outline the main themes identified as relevant (Part 1), then we present the main research questions based on the 7Ps framework created for the MCB research project (Part 2; for more details on the 7Ps framework, see D1.1). The next section then translates the research questions into variables and survey questions (Part 3) and finally we elaborate on our dissemination and analysis strategy (Part 4).

The survey is mainly based on our research questions, our contextual knowledge of media workers in Brussels, as well as on the comparison of six other similar surveys on media workers produced elsewhere. We also used methodological manuals to help build the questionnaire (Creswell, 2013; Jensen, 2002; Newman & Benz, 1998).

In order to understand the dynamics at play when it comes to media workers in and around Brussels, many sociological concepts and approaches could be relevant. For this survey we chose to focus on factors that influence workers’ lives and professional trajectories: their

profiles and skills (Creative Skillset, 2010; MESC, 2014), their geographic mobility and attachment to the city (Simpson, 1992; Neff, 2005), and the communities through which they develop new resources and practices (Wenger et al., 2002). We chose to focus on those factors not only because they are important in fostering a rich working environment within the media industry (see also D4.1, 5.1, & 6.1), but also because these are big issues for the region, as congestion and lack of public transport hinders workers' performance (Courtois & Drobuzkes, 2008; Hubert *et al.*, 2009; De Witte & Macharis, 2010) and skill mismatch may lead to a decrease in employment and hinders professional mobility (Devillé, 2008).

The structure of the questionnaire was therefore constructed around these main objectives: (1) establishing the workers' profiles in terms of socio-economic characteristics and employment; (2) detecting the workers' day-to-day tasks and practices as well as their skills (in possession and in need); (3) gathering data on mobility through questions about the places they live in, the place they work at and the time spent commuting; and (4) getting insights about their participation in communities of practice and detecting where the activities of these are located.

Creating a combined research design for the quantitative part of WP 4, 5 and 6 is relevant for several practical reasons. First of all, the three work packages address the same target: people working in the media sector in Brussels. Having two different questionnaires for the same group of people would have been redundant and it would have been likely that people would not bother answering questions twice. Second, by doing one common questionnaire we were able to access data that would not have been the main target of each questionnaire, but that can be relevant (*i.e* where workers live and work may not be a primary information needed for a study of communities of practice but may actually prove relevant when we look at where these communities of practice are happening).

As stated by Blaikie, there is a difference between the theoretical use of hypotheses and the statistical use of hypotheses (Blaikie, 2003: 14). Statistical hypotheses are used in inferential statistics and are specific propositions that are confirmed or infirmed using a variety of statistical tests. Because this project only aims so far at producing a strong and clear report using descriptive statistics, no statistical hypothesis was made. Doing univariate and bivariate descriptive analysis, as well as explanatory analysis, will allow us to "summarise the characteristics of some phenomenon in terms of distribution on variables", "describing the form and strength of associations between variables", and "establish the direction and strength of influence between variables" (idem, 2003: 47). Theoretical hypotheses are a series of general assumptions on our research questions that oriented the construction of the variables and actual survey questions. Both research questions and theoretical hypotheses were constructed from intuition, preliminary observations, literature insights and knowledge of the object of study. The hypotheses presented in Part 3 will not be confirmed or infirmed, they serve as a basis for creating variables and survey questions that will ultimately provide elements of answers to the research questions.

This part of the MCB research project aims at collecting and analysing media worker's profiles, skills, mobility and communities of practice. Once the object of study, the population and the research questions are delineated, the difficulty is always to choose which parameters to study: age, gender, salary, employment, job titles, residency, etc. Based on the literature review (D1.1a, D4.1, 5.1 & 6.1), the census (D4.2) and preliminary observations, we have established that there is a diversity of media workers in the city of Brussels. The socio-economic literature review (D1.1a, B, D2.1) showed that not all workers in Brussels live in the same area, not even in the city. City travel from sub-metropolitan areas of Flemish and Walloon Brabant, some even come from further away. It also demonstrated that there is a variety of media companies present in the city (to which a variety of workers, with different job titles, skills, salaries, etc. can be attached). The sociological literature review (D4.1 & 5.1) showed that work is a polysemous term, and that looking for media work means much more for a sociologist than counting media employees. The *three circles model* of media workers set up in D4.1 proposes to divide media work as performed by employees of media companies, media professionals and media producers. The census revealed that approaching this diversity is relevant, and established that there is more than 16.000 media company employees in the city, 10.000 media professionals producing media as self-employed individuals, and hundreds of individuals who produce media on a daily basis either in various non-media focused companies (public relations officers, ...) or as amateurs, hobbyists, activists, etc.

As regards communities of practices (D6.1 & D6.2), researchers have observed and analysed a wide range of different entities that were all labelled "communities of practice" even if they were quite different. In this research we use Wenger's approach (see Table 1) and only take into consideration communities that develop between or across media companies, rather than dynamics occurring in a single organisation. We also focus primarily on communities that have face-to-face interactions between members. These specifications led us to analyse eight communities of practice in D6.2: Café numérique (innovation and new technologies), Storycode (transmedia and innovative storytelling), Brotaru (video game developers), VRT Sandbox - Creative circles (innovative media technology), transforma bxl (coworking space), AJPro (workshops for journalists), Plan TV (television producers) and VR.BE (virtual reality). In the survey, though, we are also interested in how media workers use social media to share resources and experiences with colleagues.

2. From the 7P framework to research questions

Work Package 1 identified three different entities of media clusters: media companies, media workers and media communities. Deliverable 1.1b created a general framework to approach these entities from a cluster perspective. This framework consists of seven parameters (referred to as the 7Ps): place, proximity, pertinence, profile, path-dependency, policy, and performance. In order to provide in-depth policy advice to public bodies, to have comparable results between the Work Packages and to be consistent across the deliverables, the research questions and hypotheses were based on these parameters. In D4.1, 5.1 and 6.1 we developed how these 7Ps can be applied to media workers and communities of practice. In the 7 following sections we transform these reflexions into questions that can be addressed in the questionnaire.

Places of workers and communities of practice: where? (Parameter 1)

As explained in previous deliverables, the places for workers and communities of practice are to be understood in multiple ways. First, we are interested in the physical locations (geographical criteria) of work and of communities of practice (i.e. where media workers are living and working and where they meet or create communities of practice) as well as the interrelations between the various locations (which we called mobility in D5.1). Second, “place” can also be understood as “online place”, which leads us to consider the different online platforms through which media workers share experiences as communities or social networks.

The main research questions here are: Where are media workers and communities located in Brussels? Where do workers live and on how do they get to work and meetings and events? Which online platforms do media workers use to share resources and experiences with colleagues?

The main hypothesis is that there is a correlation within the four media sectors identified between job and other demographic characteristics and residency. As regards communities of practice, we hypothesize that community location is dependent on the specific type of community. We also want to explore if there is a link between the locations of residency, work and communities of practices. We hypothesize that there is a link between either working or living in certain areas of the city and the participation in communities of practice. Finally, we hypothesize that media workers have preferred online platforms for sharing resources and experiences.

Proximity amongst workers and within communities of practice: How close? (Parameter 2)

The concept of proximity for workers and communities of practice is interesting as it points to the different kinds of links or interconnections that exist and develop between the members of a company, workers of different companies, and within a community of practice. Going deeper than physical locations, the proximity parameter provides information on linkages and the quality of those linkages. Within and across clusters, companies and communities of practice develop through sustained interactions between media workers. Interactions consist in various kinds of joint activities taking place during and after work such as co-production, collaboration, meetings, conversations, after-work events, publications, seminars or conferences, sharing information through social media, etc. We will try to see if patterns and routines of successful collaboration within companies and communities of practice emerge and, on the other hand, if there are constraints and limitations to what they can actually do.

Researchers have highlighted that commitment is a key element for companies and communities (Wenger, 1999). Literature shows (and we have already noticed the same thing in Brussels) that most of the communities of practice are open to members from various companies and backgrounds as long as they share the same interests, commitment and goals. Moreover, media workers can be part of several communities of practice, creating proximity and connections between them.

The main research questions here are: Are specific profiles of workers part of specific neighbourhoods? What kinds of activities do media workers do as part of communities of practice? What kinds of connections do they develop online as communities?

For the quantitative survey, **we hypothesize** that proximity/closeness of companies is correlated to job titles, media sectors and residency parameters. Thanks to a range of questions (see next part) we will try to find out whether and how workers are linked to a company, to a sector, to the city and to each other through their participation in communities. We also hypothesize that workers are committed to certain communities (especially if they work and live in the same area) and that they also use online platforms in order to participate in communities in different ways and for different purposes.

Pertinence of the workers and communities of practice: how many? (Parameter 3)

The “pertinence” is more quantitative as it aims to provide data on the quantity of workers and communities located in and around the city. To provide data on this parameter we try to grasp the variety of workers (regarding sectors and work statuses) and communities of practice in Brussels. We try to identify the main domains (sectors, types of companies/groups and skills) in which the workers and the communities are involved, and if we can consider them as relevant for media clusters. Through the questionnaire we also aim to know how many workers are there for each sector. Similarly, we will also have a look at the number of members in communities of practice and evaluate whether there is a “critical mass” that makes them pertinent for media clusters. It is important for us to classify the different workers and communities regarding their pertinence (sectors, topics, skills) and not only regarding the professions that they are a part of. Indeed, most of the workers are not just cameramen, journalists, web designers, etc. as media work is increasingly becoming a transversal profession (transmedia and cross-media, with different formats such as print, sound, video and multimedia being combined). This also applies to communities of practice.

The main research questions here are: Are there many media workers and communities of practice in Brussels? What are the main sectors in which media workers are involved, and what are the domains of the communities of practice?

The hypothesis for the pertinence parameter is straightforward: workers and communities of practice are pertinent to companies and the city if they provide a strong workforce and a basis for knowledge sharing. Because Brussels is a European metropolis, because it is a place where major media companies and public audiovisual broadcasters are located, because it is a centre for public institutions, because of the variety of key players being there, Brussels’ workers and communities, through their domains, are most likely pertinent to clusters and to Brussels’ media ecosystem. The workers are active in each of the four media sectors identified and these are covered by a range of communities of practice.

Profile of the workers and members of communities of practice: what kind? (Parameter 4)

With this parameter we focus on the different kinds of profiles of media workers, some of them being part of communities of practice. This is an essential part of the quantitative survey: determining the profiles of media workers either living or working in the metropolis. Knowing the demographic and professional profiles of the workers (in terms of status, employment, education residency, salary, etc.) and the members of communities is crucial for enhancing the knowledge on the variety of companies, sectors, professions, statuses and communities out there. In addition, the literature on communities of practice points to different participant profiles depending on their type of participation (e.g. leaders, brokers, administrators, etc.; see D6.1). These are also relevant to investigate.

The main research questions here are: What are the profiles of media workers? What are the profiles of the participants in communities of practice? What are their roles as members of communities?

Looking at the results of different research projects, we **hypothesize** that there is a diversity of demographic and professional profiles that varies depending on the media sector and across the different kinds of media companies in the city (public or private, big or small, etc.). We also hypothesize that the participants in communities of practice have a different profile than the one of non-participants.

Path-dependency of workers and communities of practice: what evolution? (Parameter 5)

The path-dependency parameter looks at the historical and institutional factors that can explain why the workers and their communities in Brussels are how they are today. It may be more difficult to address this aspect in a questionnaire for media workers, but we expect relevant clues emerging from the answers. For instance, we can ask how long have workers been part of companies and communities. Asking questions about their current professional status (full time or part-time employees, freelance or jobless, working for a public or private company) will also allow us to see if a correlation exists between the development of communities of practice and the evolution of the working conditions of media workers. Looking at the path-dependency parameter for Brussels-based workers and communities of practice will give insights for whoever wants to understand the trajectories of these individuals and communities as well as for reflecting upon different potential scenarios for their development.

The **main research question** for this parameter is: Can we identify some historical and institutional factors explaining the careers of media workers and the shape of communities of practice today?

The **key of hypothesis** regarding this parameter is that the situation of workers and the participation in communities are heavily influenced by institutional, socio-economic and historical factors. The presence of public broadcasters in Brussels might bring in more audiovisual workers who are public servants and technicians than in other cities.

Policies for workers and communities of practice: which laws and rules? (Parameter 6)

The policy parameter aims at looking at what are the official frameworks, actions, incentives, public or private, that regulate, encourage or limit work activities and communities of practice in the Brussels media industry. Thus in the questionnaire we will have a look at the different policies and incentives (regional level, community level, company level) that encourage or restrain media workers to work in Brussels' media ecosystem (in companies or as a self-employed individuals) and participate in communities.

The main research question we want to answer here is: What are the opportunities and limitations for media workers to work in Brussels and to take part in communities of practice?

Here we **hypothesize** that policies made by the public bodies or within companies provide opportunities and limitations for media workers to create mediated content in Brussels and to participate in communities of practice. The questionnaire will look for instance at paid education offered by employers and the time given to external training and activities.

Performance of the workers and communities of practice: what output? (Parameter 7)

The performance parameter for workers will focus on the output they produce, the content they create and the skills they possess. As regards communities of practice, we will look at the short-term and long-term benefits for members engaged in such communities - not only benefits for individual workers but also for companies.

The **main research questions** here are: What and how much media content do workers create? What are their skills? What are the benefits of communities of practice for members and companies?

The **main hypothesis** is that the content produced by media workers varies depending on their work status and the skills they possess, but that the workforce is highly skilled and educated. Furthermore, we hypothesize that media workers are gaining a range of benefits from being part of communities of practice and that these benefits can be identified.

3. Variables and survey questions

Based on the general aim of the survey, our 7Ps framework and the research questions and hypotheses explained above, we constructed variables that served as a basis for the online survey (Table 2).

Table 2. Summary of RQ's and hypotheses for the survey.

Parameter	Research questions	Hypotheses
Place	Workplaces' and residencies' locations? Communities' locations?	Location of workers in the city depends on sectors and types of companies Location of communities depends on sectors
Proximity	Proximity of workers in same sectors? Proximity of communities in same sectors?	Proximity depends on sectors and value chain characteristics Proximity depends on sectors
Pertinence	Proportions and amounts of workers in each sector? Proportions and amounts of communities in each sector?	Strong media workforce in Brussels, strong audiovisual sector Strong and many CoPs in the city
Profile	Profiles of media workers? What are their roles as members of communities?	Profiles depend on and influence working condition in companies and sectors Profiles influence roles within CoPs
Path-dependency	Historical and institutional factors influencing workers? Historical and institutional factors influencing communities?	Historical factors (presence of public media and linguistic division) influence presence of workers Historical and institutional factors influence the existence of CoP's
Policy	Incentives for media workers (and their companies)? Incentives for the creation of communities?	Through their policies companies and public bodies encourage workers to more, better, original media content Through their policies companies and public bodies influence the participation in CoPs
Performance	Workers' specific skills? Implicated in content production? How do community perform? What is the output?	Highly skilled and educated workforce producing many content Short-term and long-term benefits for workers who are part of CoPs

In order to translate research ambitions into a concrete instrument for gathering data, research questions must become variables and survey questions. To do so, we developed a specific strategy for creating survey questions for media workers and their communities of practice in Brussels: based on the literature review, we selected six existing (and available) questionnaires aimed at media workers in one way or another (see Table 3 and Appendix 1)² and compared them to see which questions were more common and how they were asked. We then selected the most relevant questions in the most relevant questionnaires. During two methodological workshops with the researchers of the project, the questions were discussed and adapted to the objectives of this research, to our data collection process and to Brussels' context based on our knowledge of the region. The following table shows the various themes that can be found in the surveys we used to benchmark ours. As the

² In the spirit of Open Science the full comparison of the surveys can be found here : <https://docs.google.com/spreadsheets/d/1LRx855EqfSKPe0u-SZIA59v9XzPK-BBtQk2dnFMi8k/edit?usp=sharing>.

available surveys of media workers did not address their participation in communities of practice, the questions regarding this issue had to be developed “from scratch”.

Table 3. Summary of the surveys compared.

Survey	Producer	Year	Target audience	Main themes
Belgian Workforce Survey	Belgian federal government (Statbel)	2015	(All workers in Belgium, 90.000)	-Sociodemographic info (Age, gender, etc.) -Work specificities, income and training -Tasks at work, responsibilities and ambitions -Mobility
Media company survey	ADTO-ATO (now SAU)	2014	Media company owners in Brussels	-Sociodemographic info (Age, gender, etc.) -Sector of involvement -Location of office and moving projects -Specific needs for media companies
Second media companies survey	ADTO-ATO (now SAU)	2015	Media company owners in Brussels	-Sociodemographic info (Age, gender, etc.) -Sector of involvement -Mobility of workers -Needs of media companies in terms of logistics
Creative media workforce survey	Creative Skillset	2014	Media workers in the UK	-Sociodemographic info (Age, gender, etc.) -Work specificities, income and training
Creative skillset census	Creative skillset	2015	Media workers in the UK	-Sociodemographic info (Age, gender, etc.) -Tasks at work -Skills
Survey amongst french-speaking belgian journalists	ULB, in the context of the “self-portraits of journalists” project	2013	French- and Dutch- speaking professional journalists (around 5000 professional belgian journalists, around 1500 respondents)	-Sociodemographic info (Age, gender, etc.) -Work specificities, income and training -Use of media at work -Tasks at work -Specific skills

4. Survey dissemination, data collection and analysis

Choosing how to disseminate and analyse the questionnaire were two critical steps in the research process. Because this survey is aimed at media workers (thought to be frequently online and highly connected) and in order to ease data processing and analysis, we chose to administer this questionnaire online. The use of self-administered questionnaires is also considered as cost-efficient in most current research (Somekh & Lewin, 2004: 219). Because of this, survey representativity was a big question for the survey. The issues in the lack public data available in order to know the exact population of media workers in Brussels (see D4.2a) prevented us from being able to secure the statistical representativity of the analyses. However, it is not an issue for this survey since we didn't plan to do inferential statistics such as hypotheses testing, regressions or factorial analyses. Instead, we use descriptive statistics to show the diversity of profiles in the region (in terms of background, studies, professional situation, sector, tasks, participation in communities, etc.). Thus if we cannot guarantee representativity, we can aim at - and indeed guarantee - diversity, with the survey reaching out to as many and diverse people as possible in the different sectors represented in Brussels' media industry.

In order to avoid incoherences, we put much effort in pre-testing the survey questionnaire. We decided to proceed in three steps. In this regard, Newman and Benz highlight the importance of tests and retests to ensure the validity and legitimacy of quantitative questionnaires (Newman & Benz, 1998: 30). In line with this argument, a pre-pre-test amongst the team of six researchers was held in February 2016 to have a first feedback on the look and feel of the questionnaire and delete or rephrase some of the redundant or too complicated questions. After that, a pre-test was done in English with ten media workers chosen for their diversity of profiles to get comments about the length, duration, topics, difficulty, and look and feel of the survey. Finally, after the translation of the questionnaire into French and Dutch, a post-pre-test was done with three persons (one for each language) to test the questionnaires translations. The three versions of the questionnaire were available online in order to increase the chance to reach the biggest possible amount of diverse media workers in Brussels.

The dissemination of the questionnaire started in October 2016. Respondents were invited to participate through a diversity of channels such as professional associations of all sectors such as AJP (professional journalists) or MediArte (audiovisual producers in Belgium), big public media companies (RTBF and VRT) and stakeholders of the project such as screen.brussels and the public body SAU (ADT-ATO at the time), as well as through direct requests using the project website, social media, and the researchers' own networks. Preliminary analyses of the sectors in which media workers are involved showed that the survey sample provides indeed a good overview of the Brussels media sector (see the final analysis of the survey for a comparison between the media census D4.2. and the analysis of the survey D.4.3). The three universities involved in this project were also used to reach

alumni students. As the diversification of methods to reach diverse audiences has proven to be efficient in increasing the response rate (Yu & Cooper, 1983), we used as well an incentive method (prizes were offered randomly to individuals participating in the survey) and a follow-up strategy (contacting stakeholders and professional associations multiple times to ensure that the questionnaire was being shared) to maximize the number of respondents. In the end, thanks to this strategy, a total of 650 responses were collected (577 relevant ones). In order to get as many responses as possible, the questionnaire was left online until June 2017, with multiple waves of (re)contacting intermediaries and possible respondents.

Once the data was gathered, it was first downloaded and formatted into an Excel spreadsheet. We first cleaned the data by looking at each individual responses. We deleted unfinished questionnaires (with a completion rate of less than 70%) and a few fake and humoristic responses. In total, the responses were brought down from 650 to 577, which is still a good rate according to the resources available and the potential pool of media workers in Brussels (around 16000). After cleaning the data, we made a first exploratory analysis by looking at the results for each question. We then assessed the relative representativity of the survey by looking at the demographic and socio-economic profiles of the respondents and comparing it to the results of the census³. Finally, each Work Package carried out its own analyses in order to provide elements of answers to the research questions. Results can be found in D4.3 (media workers) and D6.3 (communities of practice).

³ Full raw and anonymized raw data can be made available upon request for research purposes.

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Appendix 1: references of the surveys compared

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Appendix 2: Variables of the survey

Variable	Category	Fonction / Purpose	Description
General (Profile)			
	Introduction	Introduction / presentation of the topic of the inquiry in order to provide information to respondents and motivate them.	<i>"Thank you for participating in this survey. MediaClusters. Brussels is a publicly funded research project bringing together media experts and professionals from the city of Brussels as well as researchers from its three universities, Innoviris and the Agency for Territorial Development of Brussels. We are interested in ANYONE: -With any link to a media: Working for a company who produces media, studying media, producing media yourself, etc. -Involved in any type of production: news, advertising, communication, art, etc. -Producing content on any platform: paper, web, radio, television, multimedia. With this census, we are trying to gain knowledge on everyone involved in media in Brussels. The goal is to better understand what you do and what you need. You work "in media" or "for media"? You help in producing articles, videos, adverts, games, news, etc. ? Either as a Job or as a passtime? Then you need to answer this questionnaire and to share it! More information on the website MediaClusters.Brussels. (Average time of duration: 15min)."</i>
GENDER	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	This variable establishes the gender of the respondent, whether a male or a female. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, etc.)
AGE	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Establishes the age group of the respondent. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, etc.)
RESIDENCY	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Used as a control variable for the exercise with the maps.
MARITAL_STATUS	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Establishes the marital status of the respondent. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
CHILDREN	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Establishes if the respondent has children. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
CHILDREN_AT_HOME	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Establishes if the respondent has children that he is in charge of. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
COUNTRY	General / socio-demo / control / comparison	Control variable for sample balancing and comparisons within sub samples	Establishes the country of birth of the resident. Control variable to balance samples and sub-samples / compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
Work and training (Profile)			
STUDIES	General / socio-demo / control / comparison / education	Aimed at measuring repartition in the sample	Establishes highest diploma obtained. Allows to measure repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
STUDIES_ORIENTATION	General / socio-demo / control / comparison / education	Aimed at measuring repartition in the sample	Establishes sector of the diploma. Allows to measure repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
STUDIES_INST	General / socio-demo / control / comparison / education	Aimed at measuring repartition in the sample	Establishes university where last diploma was issued. Allows to measure repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
WORKING_STATUS1	General / work / work situation	Variable aimed at measuring repartition in the sample and constructing sub-samples according to the situation of the respondent	This variable provides first data on the workers situation. It separates between basic categories (employment, unemployment, studies and retirement) based on daily activities. allows either to build sub-samples for comparison or to adjust sample (to focus on employed individuals only).
WORKING_STATUS2	General / work / work situation	Variable aimed at measuring repartition in the sub sample of parttime workers the amount of work	This variable provides first data on the workers situation. It goes deeper into separating the parttime category based on daily activities. allows either to build sub-samples for comparison or to adjust sample (to focus on employed individuals only).
WORKING_STATUS3	General / work / work situation	Measures repartition in the sample and constructing sub-samples according to the situation of the respondent	Provides data on the workers situation. It separates between basic categories (employee, self-employed, intern, volunteer, etc.). Allows either to build sub-samples for comparison or to adjust sample (to focus on employed individuals only).
WORKING_TIME	General / work / work situation	Measures working conditions	Measures the number of hours worked every week. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
WORKING_TIMEEXTRA	General / work / work situation	Measures working conditions	Measures the number of extra hours worked every week. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
WORKING_TIMEEXTRACOMP	General / work / work situation	Measures working conditions	Measures how the extra work is compensated. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
SECTOR	Work / sector	Measures the workers main sector of activity	Establishes sectors to create sub-samples and to compare repartition of workers.

SECTOR_SUB1	Work / sector / sub-sector	Measures the workers main sub-sector of activity	Establishes sub-sectors to create sub-samples and to compare repartition of workers across sectors and sub-sectors.
SECTOR_SUB2	Work / sector / sub-sector	Measures the workers main sub-sector of activity	Establishes sub-sectors to create sub-samples and to compare repartition of workers across sectors and sub-sectors.
SECTOR_SUB3	Work / sector / sub-sector	Measures the workers main sub-sector of activity	Establishes sub-sectors to create sub-samples and to compare repartition of workers across sectors and sub-sectors.
SECTOR_SUB4	Work / sector / sub-sector	Measures the workers main sub-sector of activity	Establishes sub-sectors to create sub-samples and to compare repartition of workers across sectors and sub-sectors.
JOB_TITLE	Work / work situation / job	Measures job repartition across sample(s)	Establishes job of the worker based on popular categories
JOB_NAME	Work / work situation / job	Measures job repartition across sample(s)	Verifies previous question and completes by asking for the exact jobtitle
	Information		<i>"About your job:"</i>
STARTYEAR_JOB	Work / work situation / job	Measures working conditions	Measures the number of years the workers has held the job position. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
STARTYEAR_COMP	Work / work situation / job	Measures working conditions	Measures the number of years the workers has worked in the company. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
STARTYEAR_SECTOR	Work / work situation / job	Measures working conditions	Measures the number of years the workers has worked in the company. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
SALARY	Work / work situation / job	Measures working conditions	Estimates the salary of the worker while trying not to make him uneasy. Allows to compare repartition according to other variables (job positions, salaries, sectors, skills, residency, etc.)
COMPANY_NAME	Work / work situation / company	Provides company information	Provides the name of the company to verify information if necessary.
DEPARTMENT_NAME	Work / work situation / company	Provides companies' departments information	Provides the name of then department to verify information if necessary.
COMPANY_POSTCODE	Work / work situation / company / mobility	Control variable for sample balancing and comparisons within sub samples	Used as a control variable for the exercise with the maps.
COMPANY_EMLPOYEES	Work / work situation / company	Provides information on company	Provides information on companies' employees to build sub-samples (workers of big companies, smaller companies, start-ups) to detect sub-sample variations
DEPARTMENT_EMPLOYEES	Work / work situation / company	Provides information on company's department	Provides information on companies' departments' employees to build sub-samples (workers of big companies, smaller companies, start-ups) to detect sub-sample variations
PROFESSIONAL_ASSOC	Work / network / community / relations	Provides data on workers' partaking in associations	Shows associations' the worker is a part of. Provide first glance at social networks, profesionnall networks and communities of practice.
STUDIES_CURRENT	General / socio-demo / control / comparison / education	Measures repartition in the sub-sample of students	Provides data on the students' current level of study, to compare with workers
STUDIES_ORIENTATION2	General / socio-demo / control / comparison / education	Measures repartition in the sub-sample of higher education students	Provides data on the students' current orientation, to compare with workers
WORK_DURINGSTUDIES	General / socio-demo / control / comparison / education	Measures work in the sub-sample of higher education student	Provides data on the students' working conditions, to compare with workers
WORK_DURINGSTUDIES_MO NEY	General / socio-demo / control / comparison / education	Measures work in the sub-sample of higher education student	Provides data on the students' working conditions, to compare with workers
UNEMPLOYMENT_STATUS	General / socio-demo / control / comparison / education	Controls unemployment condition	Provides Data on the situation of unemployed individuals
Mobility			
			<i>"Now on to geography. Keep going!"</i>
PLACE_TYPE	General / socio-demo / mobility	Provides data on the type of residency	Shows in which type of area the worker is living.
HOUSING_MAP1	General / socio-demo / mobility	Provides data on the residency location	Shows on a heatmap where the biggest concentration of worker is in the city
HOUSING_MAP2	General / socio-demo / mobility	Provides data on the residency location	Shows on a heatmap where the biggest concentration of worker is in the metropolitan area
HOUSING_MAP3	General / socio-demo / mobility	Provides data on the residency location	Shows on a heatmap where the biggest concentration of worker is in the country
WORKING_MAP1	General / socio-demo / work / mobility	Provides data on the working location	Shows on a heatmap where the biggest concentration of worker is in the city
WORKING_MAP2	General / socio-demo /	Provides data on the working location	Shows on a heatmap where the biggest concentration of worker is in the metropolitan area

	work / mobility		
WORKING_MAP3	General / socio-demo / work / mobility	Provides data on the working location	Shows on a heatmap where the biggest concentration of worker is in the country
			<i>"Tell us a little more about where you live. How long, in minutes, does it usually take you to get to these places? Leave blank if it does not apply."</i>
DURATION_HIGHWAY	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_TRAIN	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_BUS	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_TRAM	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_METRO	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_CITY	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
DURATION_LEISURE	General / socio-demo / mobility	Provides data on mobility conditions (time)	Shows the easiness/difficulty (duration) to access various modes of transportation
			<i>"Please rate your the location of your home in relation with these statements."</i>
PROXIMITY_WORK	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from home deemed important for the worker
PROXIMITY_AIRPORT	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from home deemed important for the worker
PROXIMITY_CITY	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from home deemed important for the worker
PROXIMITY_PUBLIC	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from home deemed important for the worker
PROXIMITY_LEISURE	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from home deemed important for the worker
			<i>"Please rate your the location of your workplace in relation with these statements."</i>
WORKPROXIMITY_AIRPORT	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from work deemed important for the worker
WORKPROXIMITY_CITY	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from work deemed important for the worker
WORKPROXIMITY_COMPANY	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from work deemed important for the worker
WORKPROXIMITY_PUBLIC	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from work deemed important for the worker
WORKPROXIMITY_LEISURE	General / socio-demo / mobility	Provides data on mobility conditions (distance)	Shows the easiness/difficulty to access various places from work deemed important for the worker
WORK_DAYS	General / work / work situation / mobility	Provides data on mobility based on working conditions	Shows how many days a week a workers is usually going to work (to the workplace)
			<i>"You can skip this question if you have responded working from home in previous question."</i>
WORK_TRAVELTIME	General / work / work situation / mobility	Provides data on mobility condition (time)	Shows how long a worker travels to work on a daily basis
WORKING_TRAVELTIME	General / work / work situation / mobility	Provides data on mobility condition (time)	Shows how long a worker travels during work on a daily basis
			<i>"You can skip this question if you have responded working from home in previous question."</i>
WORK_TRAVELLENGTH	General / work / work situation / mobility	Provides data on mobility condition (time)	Shows how far a worker travels to work on a daily basis
WORKING_TRAVELLENGTH	General / work / work situation / mobility	Provides data on mobility condition (time)	Shows how far a worker travels during work on a daily basis
WORK_TRAVEL_MODES	General / work / work situation / mobility	Establishes the modes of transportation	This shows the various modes of transportation used by a worker to go to work and shows intermodal uses
PERSONAL_TRAVEL_MODES	General / work / work situation / mobility	Establishes the modes of transportation	This shows the various modes of transportation used by a worker outside of work and shows intermodal uses
			<i>"All together, tell us how often you use these modes of transportation:"</i>

TRANSPORT_USES_WALK	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_BIKE	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_CAR	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_METRO	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_TRAM	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_BUS	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_TRAIN	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
TRANSPORT_USES_OTHER	General / work / work situation / mobility	Establishes mode of transportation's uses	Shows how often does one worker uses various modes of transportation to provide sub-sample uses of transport (self-employed, employees, of big companies, etc.)
Skills			
			<i>Now let's talk a little about what you do at work, and how you do it.</i>
TASK	Work / tasks / content / skills	Detect the tasks performed by workers, helps positioning the worker in the three circles model	By picking the tasks performed at work this variable allows to see if the worker is a "mediated content producer". By crossing this variable with variable WORKING_STATUS3, we can establish where the worker is in the circle (producer, professional, ...) and create sub-samples
			<i>If you produce content AT WORK, what type of media content do you mainly produce? More than one option possible</i>
CONTENT_TEXT	Work / tasks / content / skills	Establishes the type of content created at work	Determines precisely which type of text content is created at work
CONTENT_AUDIO	Work / tasks / content / skills	Establishes the type of content created at work	Determines precisely which type of audio content is created at work
CONTENT_IMAGE	Work / tasks / content / skills	Establishes the type of content created at work	Determines precisely which type of visual content is created at work
CONTENT_AUDIOVISUAL	Work / tasks / content / skills	Establishes the type of content created at work	Determines precisely which type of audiovisual content is created at work
CONTENT_WEB	Work / tasks / content / skills	Establishes the type of content created at work	Determines precisely which type of multimedia content is created at work
CONTENT_TIME	Work / tasks / content / skills	Establishes the amount of time spent creating content at work	Determines precisely how time is spent by the worker to create the content at work
			<i>If you produce content OUTSIDE OF WORK, what type of media content do you mainly produce? More than one option possible</i>
CONTENT_TEXT2	Tasks / content / skills	Establishes the type of content created outside of work	Determines precisely which type of text content is created outside of work
CONTENT_AUDIO2	Tasks / content / skills	Establishes the type of content created outside of work	Determines precisely which type of audio content is created outside of work
CONTENT_IMAGE2	Tasks / content / skills	Establishes the type of content created outside of work	Determines precisely which type of visual content is created outside of work
CONTENT_FILM2	Tasks / content / skills	Establishes the type of content created outside of work	Determines precisely which type of audiovisual content is created outside of work
CONTENT_WEB2	Tasks / content / skills	Establishes the type of content created outside of work	Determines precisely which type of multimedia content is created outside of work
CONTENT_TIME2	Tasks / content / skills	Establishes the amount of time spent creating content outside of work	Determines precisely how time is spent by the worker to create the content outside of work
			<i>Now, let's reflect on skills. We are getting close to do the end, and these questions are very important. Take you time to reflect on it.</i>
			<i>Technical skills. Please indicate your opinion towards the following statements.</i>
SKILL1_CONTENT1	Work / skills	Detects the types of skills the workers affirms to possess	Determines how the respondent feels about a certain set of skills deemed important for media workers by the literature review. This variable allows for cross-sample comparison of skills with variables such as job titles, salaries, studies, sector, etc. This variable is a self-assessment but is controlled by other questions
SKILL2_CONTENT2	Work / skills	Detects the types of skills the workers affirms to possess	Determines how the respondent feels about a certain set of skills deemed important for media workers by the literature review. This variable allows for cross-sample comparison of skills with variables such as job titles, salaries, studies, sector, etc. This variable is a self-assessment but is controlled by other questions
SKILL3_CONTENT3	Work / skills	Detects the types of skills the workers	Determines how the respondent feels about a certain set of skills deemed important for media

			<i>How often do you use these devices for work?</i>
DEVICE1	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a video camera at work for mediated content production
DEVICE2	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a photo camera at work for mediated content production
DEVICE3	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a sound recorder at work for mediated content production
DEVICE4	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a editing software at work for mediated content production
DEVICE5	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a computer at work for mediated content production
DEVICE6	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a tablet at work for mediated content production
DEVICE7	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses a smartphone at work for mediated content production
DEVICE8	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses the web at work for mediated content production
DEVICE9	Work / skills / uses	Detects uses of digital or media production devices at work	Shows how often the individuals uses social media at work for mediated content production
			<i>How often do you use these devices for personnal reasons?</i>
DEVICE_P1	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a video camera outside of work for mediated content production
DEVICE_P2	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a photo camera outside of work for mediated content production
DEVICE_P3	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a sound recorder outside of work for mediated content production
	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a editing software outside of work for mediated content production
DEVICE_P4	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a computer outside of work for mediated content production
DEVICE_P5	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a tablet outside of work for mediated content production
DEVICE_P6	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses a smartphone outside of work for mediated content production
DEVICE_P7	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses the web outside of work for mediated content production
DEVICE_P8	Work / skills / uses	Detects uses of digital or media production devices outside of work	Shows how often the individuals uses social media outside of work for mediated content production
			<i>How much time do you spend on these for work?</i>
WEB1	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on Facebook during work to assess social media participation
WEB2	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on Twitter during work to assess social media participation
WEB3	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on LinkedIn during work to assess social media participation
WEB4	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on Youtube during work to assess social media participation
WEB5	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on Instagram during work to assess social media participation
WEB6	Work / skills / uses	Detects the use of social media at work	Shows how much time is spent by the respondent on other social media sites during work to assess social media participation
			<i>How much time do you spend on these for personal reasons?</i>
WEB_P1	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on Facebook outside of work to assess social media participation
WEB_P2	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on Twitter outside of work to assess social media participation
WEB_P3	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on LinkedIn outside of work to assess social media participation
WEB_P4	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on Youtube outside of work to assess social

		work	media participation
WEB_P5	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on Instagram outside of work to assess social media participation
WEB_P6	Work / skills / uses	Detects the use of social media outside of work	Shows how much time is spent by the respondent on other social media sites outside of to assess social media participation
Communities of practice			
Variable	Category	Function / Purpose	Description
COM_STATUS1	Community / General	Detects if worker is part of communities of practice	Shows if worker is part of communities of practice
COM_STATUS2	Community / General	<i>If Answer is yes: More precise question on communities of practice (maybe with definition)</i>	
COM_MAP	Community / General / Place	Detects physical localisation of communities of practice attended	Shows the different places on a map where communities of practice are occurring
COM_PLACES	Community / General / Place	Detects different kind of venues communities of practice can take place in	List of potential kind of places, with open answer possible
COM_REASONS	Community / General / reasons	Detects reasons why workers attend communities of practice	List of potential reasons why workers attend communities of practice, with open answer possible
COM_PROXIMITY	Community / proximity	Detects importance of localisation in attending communities of practice	Shows if it is important that communities are near workplace, home and easily accessible
COM_ONLINE	Community / Web / online	Detects if workers are part of online communities of practice	Shows if worker is part of online communities of practice
COM_ONLINENETWORKS	Community / Web / online	Detects which web platform they go on	List of potential web platforms with open answer possible
COM_EVENTS1	Community / Events	Detects if worker is going to more than one community of practice	Shows if worker is going to more than one community of practice
COM_EVENTS2	Community / Events	Detects proximity and links between different communities	List of possible links between communities
COM_EVENTS3	Community / Events	Detects commitment of worker to community	Shows regularity at which worker is attending communities of practice
COM_EVENTS4	Community / Events	Detects reasons why worker is not committed to community he attended	List of potential reasons why worker does not go to communities with open answer possible
COM_EVENTS5	Community / Events	Detects if worker is going to already identified communities of practice	Shows list of known communities of practice
COM_EVENTS6	Community / Events	Detects if worker knows already identified communities of practice	Shows list of known communities of practice
COM_EVENTS7	Community / Events	Detects commitment of worker to community	Shows frequency at which worker is attending communities of practice
COM_EVENTS8	Community / Events	Detects unknown potential communities of practice in Brussels region	Shows unknown potential communities of practice
COM_EVENTS9	Community / Events	Detects unknown potential communities of practice in Belgium	Shows unknown potential communities of practice
COM_EVENTS10	Community / Events	Detects unknown potential communities of practice in other countries	Shows unknown potential communities of practice
COM_EVENTS11	Community / Events	Detects the domain of the communities of practice	Shows list of potential domains with open answer possible
COM_EVENTS12	Community / Events	Detects number of people attending communities of practice and possible critical mass	Shows number of people attending communities of practice
COM_EVENTS13	Community / Events	Detects commitment of worker to community	Shows commitment of worker to community
COM_EVENTS14	Community / Events	Detects turn-over within a community of practice	Shows turn-over within a community of practice
COM_EVENTS15	Community / Events	Detects profile of member of community of practice	Shows role and profile of member of community of practice
COM_EVENTS16	Community / Events	Detects profile of member of community of practice	Shows list of potential profiles and roles of members
COM_EVENTS17	Community / Events	Detects path-dependency factor for communities of practice	Shows since when worker goes to community of practice
COM_EVENTS18	Community / Events	Detects path-dependency factor for communities of practice	Shows which languages are used to interact within a community
COM_EVENTS19	Community / Events	Detects path-dependency factor for	Shows potential reasons for language used

		communities of practice	
COM_EVENTS20	Community / Events	Detects incentives and company policies encouraging workers to attend communities of practice	Shows if there are incentives pushing workers to attend communities of practice
COM_EVENTS21	Community / Events	Detects incentives and company policies encouraging workers to attend communities of practice	List of potential incentives with open answer possible
COM_EVENTS22	Community / Events	Detects potential role of incentives and company policies encouraging workers to attend communities of practice	Shows if incentives could push workers to attend communities of practice
COM_EVENTS23	Community / Events	Detects potential role of incentives and company policies encouraging workers to attend communities of practice	Shows if worker wish for such incentives
COM_EVENTS24	Community / Events	Detects possible efficient incentives	Shows possible efficient incentives
COM_EVENTS25	Community / Events	Detects performance of communities of practice and benefits for the workers	Shows if worker identifies a benefit for him
COM_EVENTS26	Community / Events	Detects performance of communities of practice and benefits for the workers	Shows if worker identifies a benefit for him
COM_EVENTS27	Community / Events	Detects performance of communities of practice and benefits for the workers	Shows if worker identifies a benefit for him
COM_EVENTS28	Community / Events	Detects performance of communities of practice and benefits for the workers	Shows if worker identifies a benefit for him
COM_EVENTS29	Community / Events	Detects performance of communities of practice and benefits for the workers	Shows if worker identifies a benefit for him
	Community / Events	<i>If worker does not attend any events that could be considered as communities of practice:</i>	
COM_EVENTS30	Community / Events	Detects why worker does not attend communities of practice	Shows list of potential reasons why worker does not attend communities of practice with open answer possible
COM_EVENTS31	Community / Events	Detects if worker is going to already identified communities of practice	Shows list of known communities of practice
COM_EVENTS32	Community / Events	Detects if worker could be potentially interested in these communities	Shows potential interest of worker
COM_EVENTS33	Community / Events	Detects if incentives could help worker to join communities of practice	List of possible incentives with open answer possible
COM_EVENTS34	Community / Events	Detects if worker could be potentially interested in these communities	Shows potential interest of worker
COM_EVENTS35	Community / Events	Detects if workers are part of online communities of practice	Shows if worker is part of online communities of practice
COM_EVENTS36	Community / Events	Detects which web platform they go on	List of potential web platforms with open answer possible
Rewards / Info / Miscellaneous			
REWARD	Conclusion	conclusion of the survey + demand of contact	<i>"Finally, what would YOU like from us?"</i>
REWARD_INFO	Conclusion	conclusion of the survey + demand of contact	<i>"Answer If Finally, what would YOU like from us?&nbsp; Nothing, thanks I just did this for the greater good Is Not Selected Or Finally, what would YOU like from us?&nbsp; I would like for my company to participate in this research project. Is Not Selected We will then need some information to contact you:"</i>
REWARD_COMPANY	Conclusion	conclusion of the survey + demand of contact	<i>"Answer If Finally, what would YOU like from us?&nbsp; Nothing, thanks I just did this for the greater good Is Not Selected Or Finally, what would YOU like from us?&nbsp; I would like for my company to participate in this research project. Is Not Selected We will then need some information to contact your company:"</i>

Appendix 3: Survey questions

Variable	Variable type	Question type	Phrasing chosen	Answers
General (Profile)				
			<i>Thank you for participating in this survey. MediaClusters. Brussels is a publicly funded research project bringing together media experts and professionals from the city of Brussels as well as researchers from its three universities, Innoviris and the Agency for Territorial Development of Brussels. We are interested in ANYONE: -With any link to a media: Working for a company who produces media, studying media, producing media yourself, etc. -Involved in any type of production: news, advertising, communication, art, etc. -Producing content on any platform: paper, web, radio, television, multimedia. With this census, we are trying to gain knowledge on everyone involved in media in Brussels. The goal is to better understand what you do and what you need. You work "in media" or "for media"? You help in producing articles, videos, adverts, games, news, etc. ? Either as a Job or as a passtime? Then you need to answer this questionnaire and to share it! More information on the website MediaClusters.Brussels. (Average time of duration: 15min).</i>	
GENDER	Dichotomic / Binary	multiple choice w/ single answer	I am a...	Man x Woman
AGE	ordinal	multiple choice w/ single answer (drop down list)	I was born in...	2004 2003 2002 _____
RESIDENCY	Ordinal	text entry (numbers)	The postcode of where I live is...	_____
MARITAL_STATUS	categorical	multiple choice w/ single answer	What is your current status?	Single Living with partner Married Divorced Separated Widowed
CHILDREN	categorical	multiple choice w/ single answer	I have ... children.	0 1 2 3 4 5+
CHILDREN_AT_HOME	categorical	Socio-demo / control / comparison	Currently, I have ... children living at home.	0 1 2 3 4 5+c
COUNTRY	categorical	multiple choice w/ single answer and one open answer	Country of citizenship:	Belgium Other: ...
Work and training (profile)				
STUDIES	categorical	multiple choice w/ single answer and one open answer	What is the highest diploma you obtained?	High school (1) Higher education (not university, 3years) (2) Higher education (not university, 5 years) (3) University (bachelor level) (4) University (masters level) (5) Other: (6) _____
STUDIES_ORIENTATION	categorical	multiple choice w/ single answer + open answer	What was the domain and title of your diploma? (Be as precise as possible)	Journalism (precise if possible): (1) _____ Communication (precise if possible): (2) _____ Marketing (precise if possible): (3) _____ Film making (precise if possible): (4) _____ Management (precise if possible): (5) _____ I.T (precise if possible): (6) _____ Arts (precise if possible): (7) _____ Other (precise if possible): (8) _____
STUDIES_INST	qualitative to be recoded in categorical	text entry	Where did you get your last diploma? (Please provide the name and initials of the institution)	_____
WORKING_STATUS1	categorical	multiple choice w/ single answer and one open answer	How would you describe your current situation? (More than one response possible) If I am a student Is Selected, Then Skip To What studies are you currently involve...If I don't currently have a jo... Is Selected, Then Skip To Which situation describes you best?	I am a student (1) I work fulltime (2) I work part-time (3) I am retired (4) I don't currently have a job (in the sense of making money employed or as an independent) (5) Other (6) _____
WORKING_STATUS2	categorical	multiple choice w/ single answer and one open answer	Answer If "How would you describe your current situation? (More than one response possible)" - I work part-time Is Selected I comparison with full time employment (37h/week), I work...	1/5 of the time (1) 2/5 of the time (2) 3/5 of the time (3) 4/5 of the time (4) 1/2 of the time (5) Other: (6)
WORKING_STATUS3	categorical	multiple choice w/ single	What is your work status? (Select one of the	An employee of private company (long term contract, one year

		answer and one open answer	followings, as your main situation)	or longer) (1) An employee of public institution (long term contract, one year or longer) (2) An independent or freelance (sole trader/self-employed) (3) Volunteer (unpaid or paid) (4) An intern / trainee / other unpaid work (5) I am running a business (with employees) (6) Other: (please specify) (7) _____
WORKING_TIME	ordinal	text entry (numbers)	On average, I work ... hours a week (for my professional activities)	_____
WORKING_TIMEEXTRA	ordinal	text entry (numbers)	On average, I work ... extra hours a week for my professional activities. (Self-employed may skip this question)	_____
WORKING_TIMEEXTRACOMP	categorical	text entry (numbers)	If I have to work extra hours, are they compensated? (Self-employed may skip this question)	No compensation (1) Compensation with regular pay (2) Compensation with extra pay (3) Compensation in vacation days / hours (4) Other: (5) _____
SECTOR	categorical	multiple choice w/ single answer and one open answer	In which sector is my company or my institution most active in? If I am self-employed, what sector I am most active in? (Media sectors)	Print (& text oriented content) production (1) Audiovisual (Radio & TV) production (2) New Media / Digital production / Games (3) Advertising (& PR) production (4) Other: (please be as precise as possible) (5) _____
SECTOR_SUB1	categorical	multiple choice w/ single answer and one open answer	<i>Answer If In which sector is my company or my institution most active in? If I am self-employed, what sector... Advertising (& PR) production Is Selected</i> <i>You have identified ADVERTISING as the main sector your company (or you as a self-employed) work in. Can you identify the Sub-sector that is relevant?</i>	Advertising agencies (1) Corporate production (2) Institutional production (3) Other: (4) _____
SECTOR_SUB2	categorical	multiple choice w/ single answer and one open answer	<i>Answer If In which sector is my company or my institution most active in? If I am self-employed, what sector... New Media / Digital production / Games Is Selected</i> <i>Q3.20 You have identified NEW MEDIA / DIGITAL / GAMES as the main sector your company (or you as a self-employed) work in. Can you identify the Sub-sector that is relevant?</i>	Games development (1) Games Publishing (2) Software development (3) Web Development (4) Mobile Development (5) Digital media production (6) Social media production / management / etc. (7) Planning/strategy (8) Other: (9) _____
SECTOR_SUB3	categorical	multiple choice w/ single answer and one open answer	<i>Answer If In which sector is my company or my institution most active in? If I am self-employed, what sector... Audiovisual (Radio & TV) production Is Selected</i> <i>You have identified AUDIOVISUAL as the main sector your company (or you as a self-employed) work in. Can you identify the Sub-sector that is relevant?</i>	Film Production (1) Film distribution (2) Film sales (3) Other films: (4) _____ Television production (5) Television distribution public (programming and broadcasting) (6) Television distribution private (programming and broadcasting) (7) Other television: (8) _____ Radio broadcasting Commercial (9) Radio broadcasting Public (10) Independent Radio production (11) Other radio: (12) _____ Sound recording and music publishing activities (13) Other sound: (14) _____ Other AUDIOVISUAL: (15) _____
SECTOR_SUB4	categorical	multiple choice w/ single answer and one open answer	<i>Answer If In which sector is my company or my institution most active in? If I am self-employed, what sector... Print (& text oriented content) production Is Selected</i> <i>You have identified PRINT as the main sector your company (or you as a self-employed) work in. Can you identify the Sub-sector that is relevant?</i>	Book publishing / production / etc. (1) Newspapers publishing / production / etc. (dailies) (2) Newspapers publishing / production / etc. (weeklies & monthlies) (3) News Agency activities (4) Online / Web-oriented content production (5) Others: (6) _____
JOB_TITLE	categorical	multiple choice w/ single answer and one open answer	What is the closest to your primary job title?	CEO (1) CIO/CTO (2) Vice President (3) Manager (4) Sales (5) Marketing (6) Webmaster/Web Developer (7) Supervisor (8) IT technician (9) Technician (10) Maintenance worker (11) Administrative worker (12) Consultant (13) Teacher (14) Writer (15) Cameraman (16) Advertiser (17) Creative (18) Film maker (19) Journalist (20) Other: (21) _____
JOB_NAME	qualitative to be recoded in categorical	text entry	Please provide your exact job Title / description	_____
			About your job:	

STARTYEAR_JOB	Ordinal	text entry (numbers)	I started this exact job in ... (1)	_____
STARTYEAR_COMP			I started working at this company in ... (2)	_____
STARTYEAR_SECTOR			I started working in the media sector in ... (3)	_____
SALARY	Ordinal	Drag estimate	Please drag the clicker to the adequate location. Drag to the end if salary exceeds 10.000€. _____ How much money do you make each year? (Net salary for employees, after taxes for self-employed) (1)	_____
COMPANY_NAME	categorical	multiple choice w/ single answer and one open answer	More about your company / institution: What institution/company do you primarily work for? (This question is not mandatory)	Name of the company/institution (1) _____ Does not apply (2)
DEPARTMENT_NAME	categorical	multiple choice w/ single answer and one open answer	What department do you primarily work in? (This question is not mandatory)	Name of the department (1) _____ Does not apply (2)
COMPANY_POSTCODE	ordinal	text entry (numbers)	The post code of my company/institution/workplace is...	_____
COMPANY_EMLPOYES	categorical	multiple choice w/ single answer	At the best of your knowledge, how many people are employed in your company/institution? (Estimation)	0 - 4 (1) 5 - 9 (2) 10 - 19 (3) 20 - 49 (4) 50 - 99 (5) 100 - 499 (6) 500 - 999 (7) 1,000 - 4,999 (8) 5,000 - 9,999 (9) 10,000+ (10) Does not apply (11)
DEPARTMENT_EMPLOYEES	categorical	multiple choice w/ single answer	At the best of your knowledge, how many people are employed in your department? (Estimation)	0 - 4 (1) 5 - 9 (2) 10 - 19 (3) 20 - 49 (4) 50 - 99 (5) 100 - 499 (6) 500 - 999 (7) 1,000 - 4,999 (8) 5,000 - 9,999 (9) 10,000+ (10) Does not apply (11)
PROFESSIONAL_ASSOC	categorical	multiple choice w/ single answer and one open answer	Please select the professional associations you are a member of:	AJP (Association des Journalistes professionnels) (1) AJPP (2) BPRCA (Belgian Public Relations Consultants Association) (3) ABCI (Association Belge de la Communication Interne) (4) SMARTBE.be (5) IPRA (6) Belgian-ir (7) BVIC (8) GAPRCM (Global Alliance for Public Relations and Communication Management) (9) IABC (International Association of Business Communicators) (10) ICCO (International Committee of Public Relations Consultancy Associations) (11) ICA (International Communication Association) (12) ECREA (European Communication Research and Education Association) (13) BePub (14) Other (15) _____
STUDIES_CURRENT	categorical	multiple choice w/ single answer and one open answer	<i>Questions for students (skipped from Q.1 ...? What studies are you currently involved in?</i>	Primary education (8) High school (1) Higher education (not university, 3years) (2) Higher education (not university, 5 years) (3) University (bachelor level) (4) University (masters level) (5) Other: (6) _____
STUDIES_ORIENTATION2	categorical	multiple choice w/ single answer + open answer	Can you tell us what is the orientation and exact title of your studies? (Be as precise as possible)	Journalism (precise if possible): (1) _____ Communication (precise if possible): (2) _____ Marketing (precise if possible): (3) _____ Film making (precise if possible): (4) _____ Management (precise if possible): (5) _____

				I.T (precise if possible): (6) _____ Arts (precise if possible): (7) _____ Other (precise if possible): (8) _____
WORK_DURINGSTUDIES	categorical	multiple choice w/ single answer and one open answer	Are you undertaking any work experience in the creative media industries (excluding any undertaken as part of an educational programme)?	Yes (Pease precise what it is): (1) _____ No (2)
WORK_DURINGSTUDIES_MONEY	binary	multiple choice w/ single answer	Is it paid?	Yes (1) No (2)
UNEMPLOYMENT_STATUS	categorical	multiple choice w/ single answer + open answer	Which situation describes you best?	I am a stay at home man/woman (1) I am on leave of absence for personal/medical/etc. reasons (2) I am looking for a job (5) Other: (6) _____
Mobility				
			<i>Now on to geography. Keep going!</i>	
PLACE_TYPE	categorical	multiple choice w/ single answer	Which of the following best describes the area you live in?	Urban (1) Suburban (2) Rural (3)
HOUSING_MAP1	discrete	Map positioning / estimation	Please click on the map to show where you live and go to the next question. If you live outside this area, skip to next map without clicking!	
HOUSING_MAP2			Answer If Please click on the map to show where you live and go to the next question. If you live outside this area, skip to next map without clicking! Click XX Is Empty Please click on the map to show where you live and go to the next question. If you live outside this area, skip to next map without clicking!	
HOUSING_MAP3			Answer If Please click on the map to show where you live and go to the next question. If you live outside this area, skip to next map without clicking! Click XX Is Empty Q4.4 Please click on the map to show where you live and go to the next question. If you live outside this area, skip to next page without clicking!	
WORKING_MAP1	discrete	Map positioning / estimation	Please click on the map to show where you work and go to the next question. If you live outside this area, skip to next map without clicking!	
WORKING_MAP2			Answer If Please click on the map to show where you work and go to the next question. If you live outside this area, skip to next map without clicking! Click XX Is Empty Please click on the map to show where you work and go to the next question. If you live outside this area, skip to next map without clicking!	
WORKING_MAP3			Answer If Please click on the map to show where you work and go to the next question. If you live outside t... X,YX Is Empty And Please click on the map to show where you work and go to the next question. If you live outside t... X,YX Is Empty Please click on the map to show where you work and go to the next question. If you live outside this area, skip to next map without clicking!	
			<i>Tell us a little more about where you live. How long, in minutes, does it usually take you to get to these places? Leave blank if it does not apply.</i>	
DURATION_HIGHWAY	ordinal	text entry (numbers)	_____ Highway (1)	_____
DURATION_TRAIN			_____ Train station (2)	_____
DURATION_BUS			_____ Bus stop (3)	_____
DURATION_TRAM			_____ Tram stop (4)	_____
DURATION_METRO			_____ Metro stop (5)	_____
DURATION_CITY			_____ City centre (6)	_____

DURATION_LEISURE			_____ Leisure activities (7)	_____
			<i>Please rate your the location of your home in relation with these statements.</i>	
PROXIMITY_WORK	categorical	multiple choice w/ single answer	Proximity to workplace (1)	Does not apply (1) it is very far (2) Somewhat far (3) Somewhat close (4) It is very close (5)
PROXIMITY_AIRPORT			Proximity to airport (2)	idem
PROXIMITY_CITY			Proximity to city centre (3)	idem
PROXIMITY_PUBLIC			Proximity to public transport (4)	idem
PROXIMITY_LEISURE			Proximity to leisure activities (5)	idem
			<i>Please rate your the location of your workplace in relation with these statements.</i>	
WORKPROXIMITY_AIRPORT	categorical	multiple choice w/ single answer	Proximity to airport (1)	Does not apply / work from home (1) it is very far (2) Somewhat far (3) Somewhat close (4) It is very close (5)
WORKPROXIMITY_CITY			Proximity to city centre (2)	idem
WORKPROXIMITY_COMPANIES			Proximity to other media companies (3)	idem
WORKPROXIMITY_PUBLIC			Proximity to public transport (4)	idem
WORKPROXIMITY_LEISURE			Proximity to leisure activities (5)	idem
WORK_DAYS	Categorical	multiple choice w/ single answer	How many days to you come to work every week? Please write a number between 1 and 7.	1, 2, 3, 4, 5, 6, 7
			<i>You can skip this question if you have responded working from home in previous question.</i>	
WORK_TRAVELTIME	ordinal	text entry (numbers)	_____ Usually, how long in minutes does it take you to get to work everyday? (One way trip only!) (1)	_____
WORKING_TRAVELTIME	ordinal	text entry (numbers)	_____ Usually, how long (In minutes) do you travel during work everyday? (2)	_____
			<i>You can skip this question if you have responded working from home in previous question.</i>	
WORK_TRAVELLENGTH	ordinal	text entry (numbers)	_____ Usually, how many kilometers do you travel for to go to work everyday? (One way trip only!) (1)	_____
WORKING_TRAVELLENGTH	ordinal	text entry (numbers)	_____ Usually, how many kilometers do you travel during work hours everyday? (2)	_____
WORK_TRAVEL_MODES	categorical	multiple choice w/ multiple answers and one open answer	To go to work, I mainly ... (combinations are possible) (You can skip this question if you have responded working from home in previous question).	Walk (1) Bike (2) Use a car (3) Use public transport (Train) (4) Use public transport (Bus) (5) Use public transport (Metro) (6) Use public transport (Tram) (7) Other: (8) _____
PERSONAL_TRAVEL_MODES	categorical	multiple choice w/ multiple answers and one open answer	For personal travels, I mainly ... (combinations are possible)	Walk (1) Bike (2) Use a car (3) Use public transport (train) (4) Use public transport (Bus/Metro/Tram) (5) Other: (6) _____
			<i>All together, tell us how often you use these modes of transportation:</i>	
TRANSPORT_USES_WALK	categorical	multiple choice w/ single answer	Walk (1)	Never (1) Less than Once a Month (2) Once a Month (3) 2-3 Times a Month (4)

				Once a Week (5) 2-3 Times a Week (6) Daily (7)
TRANSPORT_USES_BIKE			Bike (2)	idem
TRANSPORT_USES_CAR			Car (3)	idem
TRANSPORT_USES_METRO			Metro (4)	idem
TRANSPORT_USES_TRAM			Tram (5)	idem
TRANSPORT_USES_BUS			Bus (6)	idem
TRANSPORT_USES_TRAIN			Train (7)	idem
TRANSPORT_USES_OTHER			Other: (8)	idem
Skills				
			<i>Now let's talk a little about what you do at work, and how you do it.</i>	
TASK	categorical	multiple choice w/ multiple answers and one open answer	What are the main tasks I am involved in at work?	Media content production (1) Media content diffusion (2) Media content management (3) Sales of media content (4) Sales (general) (5) Client relations (6) Relations to the public (7) Administrative tasks (8) Sales (9) Management tasks (10) HR tasks (11) Research tasks (12) Others: (13) _____
	MATRIX		<i>If you produce content AT WORK, what type of media content do you mainly produce? More than one option possible</i>	
CONTENT_TEXT	categorical	multiple choice w/ multiple answers	Text (1)	News Non-fiction long format (books) Fiction Advertisements Corporate/institutional communication
CONTENT_AUDIO			work	News Documentaries Fiction Advertisements Corporate/institutional communication
CONTENT_IMAGE			Images (photography) (3)	News Art/creative purposes Fiction Advertisements Corporate/institutional communication
CONTENT_AUDIOVISUAL			Audiovisual (films) (4)	News Documentaries Fiction Advertisements Corporate/institutional communication
CONTENT_WEB			Web oriented (5)	News Visualisations Fiction Advertisements Corporate/institutional communication
CONTENT_TIME	categorical	multiple choice w/ single answer	How often do you produce these contents?	m Everyday (1) m Almost everyday (2) m A few times a week (3) m A few times a month (4) m Rarely (at least once a month) (5) m Very rarely (less than once a month) (6)
			<i>If you produce content OUTSIDE OF WORK, what type of media content do you mainly produce? More than one option possible</i>	
CONTENT_TEXT2	categorical	multiple choice w/ multiple answers	Text (1)	News Non-fiction long format (books) Fiction Advertisements Corporate/institutional communication
CONTENT_AUDIO2			Audio (2)	News Documentaries Fiction Advertisements Corporate/institutional communication
CONTENT_IMAGE2			Images (photography) (3)	News Art/creative purposes Fiction Advertisements Corporate/institutional communication
CONTENT_FILM2			Audiovisual (films) (4)	News Documentaries Fiction Advertisements

				Corporate/institutional communication
CONTENT_WEB2			Web oriented (5)	News Visualizations Fiction Advertisements Corporate/institutional communication
CONTENT_TIME2	categorical	multiple choice w/ single answer	How often do you produce these contents?	m Everyday (1) m Almost everyday (2) m A few times a week (3) m A few times a month (4) m Rarely (at least once a month) (5) m Very rarely (less than once a month) (6)
			<i>Now, let's reflect on skills. We are getting close to do the end, and these questions are very important. Take you time to reflect on it.</i>	
			<i>Technical skills. Please indicate your opinion towards the following statements.</i>	
SKILL1_CONTENT1	categorical	multiple choice w/ single answer	I can write and produce coherent texts for my job (1)	Does not apply to my job (1) I should be able to do it but I can't (2) I do it but it's difficult, and I might need help (3) I am good at it (4) This is one of my core expertise (5)
SKILL2_CONTENT2			I can produce images (2)	Idem
SKILL3_CONTENT3			I can produce audio products (3)	Idem
SKILL4_CONTENT4			I can produce videos (4)	Idem
SKILL5_CONTENT5			I can produce media on all platforms required for my job (5)	Idem
SKILL6_CONTENTMULTI			I can upload content online to website if necessary (6)	Idem
SKILL7_SOCIALMEDIA			I can use at social media platform (7)	Idem
SKILL8_IT1			I can use basics computer software (word, powerpoint, etc.) (8)	Idem
SKILL9_IT2			I can use advanced computer softwares to manage content (Editing softwares, visualisation, data management, etc., precise if possible) (9)	Idem
SKILL10_IT3			I can use the Internet to find/produce/modify/share content online (10)	Idem
SKILL11_TECHNICAL1			I can use my skills to perform the administrative tasks required to me (11)	Idem
SKILL12_TECHNICAL2			I can use my skills to perform the technical tasks required to me (12)	Idem
			<i>Personal skills. Please indicate your opinion towards the following statements.</i>	
SKILL13_CRITICAL1	categorical	multiple choice w/ single answer	I am able to reflect on tasks given to me and see if they fit the company's philosophy (1)	Does not apply to my job (1) I should be able to do it but I can't (2) I do it but it's difficult, and I might need help (3) I am good at it (4) This is one of my core expertise (5)
SKILL14_CRITICAL2			I am allowed to do so and my opinion is valued by my hierarchy (2)	Idem
SKILL15_TIME1			At work I have to manage multiple tasks at the same time (3)	Idem
SKILL16_TIME2			I am able to manage multiple tasks at the same time (4)	Idem
SKILL17_TIME3			I can complete tasks within deadlines (5)	Idem
SKILL18_SOCIAL1			I can easily work with others when necessary (6)	Idem

SKILL19_SOCIAL2			I am comfortable speaking within a group at work (such as during meetings) (7)	Idem
SKILL20_SOCIAL3			I am comfortable speaking in public if necessary (8)	Idem
SKILL21_SOCIAL4			I can easily share information with others at work (9)	Idem
SKILL22_COM1			I can easily communicate with colleagues at work (10)	Idem
SKILL23_COM2			I can easily communicate with clients or the public (11)	Idem
SKILL24_COM3			I can communicate with my hierarchy (12)	Idem
SKILL25_COM4			I can communicate with my subordinates (13)	Idem
SKILL26_LANG1			I can speak and understand 2 languages (14)	Idem
SKILL27_LANG2			I can speak more than two languages (15)	Idem
SKILL28_LANG3			I can speak the languages required for my job (16)	Idem
			<i>Now on to training opportunities Please indicate your opinion towards the following statements.</i>	
SKILL29_LEARN1			I am able to learn new skills if necessary (1)	Strongly disagree Disagree Agree Strongly agree
SKILL30_LEARN2	categorical	multiple choice w/ single answer	My company provide internal training to learn skills required to me (2)	Idem
SKILL31_LEARN3			My company provides external training to learn skills required to me (3)	Idem
SKILL32_LEARN4			My company accepts that I take external training to learn no skills for my job (4)	Idem
			<i>Finally, enterprising. Please indicate your opinion towards the following statements.</i>	
SKILL33_ENTERPRISING1			At work, I can work on my own projects (for the company) (1)	Strongly disagree Disagree Agree Strongly agree
SKILL34_ENTERPRISING2	categorical	multiple choice w/ single answer (+text entry for last question)	At work, I create my own projects for the company (2)	Idem
SKILL35_ENTERPRISING3			I have lead a personal project to the end, that has helped the company if strongly agree, precise: (3)	Idem
			<i>How often do you use these devices for work?</i>	
DEVICE1			A video camera (14)	Rarely Less than once a month More than once a month More than once a week Almost everyday (or everyday)
DEVICE2			A photo camera (15)	Idem
DEVICE3			A sound recorder (16)	Idem
DEVICE4	categorical	multiple choice w/ single answer	Editing softwares (17)	Idem
DEVICE5			A computer (3)	Idem
DEVICE6			A tablet (23)	Idem
DEVICE7			A smartphone (24)	Idem
DEVICE8			The web (20)	Idem

DEVICE9			Social media (21)	Idem
			<i>How often do you use these devices for personal reasons?</i>	
DEVICE_P1	categorical	multiple choice w/ single answer	A camera (1)	Rarely Less than once a month More than once a month More than once a week Almost everyday (or everyday)
DEVICE_P2			A photo camera (2)	Idem
DEVICE_P3			A sound recorder (3)	Idem
			Editing softwares (17)	Idem
DEVICE_P4			A computer (4)	Idem
DEVICE_P5			A tablet (5)	Idem
DEVICE_P6			A smartphone (6)	Idem
DEVICE_P7			The web (7)	Idem
DEVICE_P8			Social media (8)	Idem
			<i>How much time do you spend on these for work?</i>	
WEB1	categorical	multiple choice w/ single answer (+text entry for last question)	Facebook (1)	Rarely Less than once a month More than once a month More than once a week Almost everyday (or everyday)
WEB2			Twitter (2)	Idem
WEB3			LinkedIn (3)	Idem
WEB4			Youtube (4)	Idem
WEB5			Instagram (5)	Idem
WEB6			Other: (6)	Idem
			<i>How much time do you spend on these for personal reasons?</i>	
WEB_P1	categorical	multiple choice w/ single answer (+text entry for last question)	<i>Facebook (1)</i>	Rarely Less than once a month More than once a month More than once a week Almost everyday (or everyday)
WEB_P2			<i>Twitter (2)</i>	Idem
WEB_P3			<i>Linked in (3)</i>	Idem
WEB_P4			<i>Youtube (4)</i>	Idem
WEB_P5			<i>Instagram (5)</i>	Idem
WEB_P6			<i>Other: (6)</i>	Idem
Communities of practice				
Variable	Variable type	Question type	Phrasing chosen	Answers
COM_STATUS1	Dichotomic / Binary	multiple choice w/ single answer	Are you attending events related to media outside of working hours?	Yes No
COM_STATUS2			<i>If Answer is yes: More precise question on communities of practice (maybe with definition)</i>	
COM_MAP	Discrete	Map positioning / estimation	Please click on the map to show where you usually meet and go to the next question. You can click more than one time to select several locations!	

COM_PLACES	categorical	multiple choice w/ multiple answers (+text entry for last question)	In what kind of venues do you meet?	At a friends home At the workplace At a bar At a university At a fab lab At an association venue (if yes please precise: _____) Other: _____
COM_REASONS	categorical	multiple choice w/ multiple answers (+text entry for last question)	Why did you chose to attend these specific events?	Interesting Theme(s) Good for networking Good for my job Out of curiosity Convenient localisation I know people that go there Other: _____
COM_PROXIMITY	categorical	multiple choice w/ multiple answers	Which of the following propositions are important for you when you decide to attend such events?	to be close to my workplace to be close to my home to be easy to access by public transport to be easy to access by car
COM_ONLINE	Dichotomic / Binary	multiple choice w/ single answer	In addition to places where you physically go, are you part of similar groups online to share and/or seek experience and advices?	Yes No
COM_ONLINENETWORKS	categorical	multiple choice w/ multiple answers (+text entry for last item)	On which platform do you go?	Facebook LinkedIn Twitter Other: _____
COM_EVENTS1	Dichotomic / Binary	multiple choice w/ single answer	Are you going regularly to more than one media- related event?	Yes No
COM_EVENTS2	categorical	multiple choice w/ single answer	Are these events linked to each other in any way?	Yes, they have the same topic Yes, they have the same kinds of activities Yes, some people attending both events are the same Yes, they occur at the same place Yes, but for another reason than above No
COM_EVENTS3	categorical	multiple choice w/ single answer	Are you attending regularly at least one of these events?	Yes, I go all the time Yes I go very often No, I don't go very often No, I've been there only a few times
COM_EVENTS4	categorical	multiple choice w/ single answer (+text entry for last item)	How would you explain that you don't go regularly there?	I did not find what I was looking for I did not bound with the other people I feel like I don't belong there, It is too far or not easy to access Other_____
COM_EVENTS5	categorical	multiple choice w/ multiple answers (+text entry for last item)	Have you already attended at least once any of the following events?	To put list of known CoP
COM_EVENTS6	categorical	multiple choice w/ multiple answers (+text entry for last item)	Which of the following events do you know?	To put list of known CoP
COM_EVENTS7	categorical	multiple choice w/ single answer	How often do you go to such events per year?	Never 1 to 5 times 5 to 10 times More than 10 times
COM_EVENTS8	Qualitative	Text entry	Are you attending other similar events in the Brussels Region (if yes please specify)	_____
COM_EVENTS9	Qualitative	Text entry	Are you attending other similar events in Belgium (if yes please specify)	_____
COM_EVENTS10	Qualitative	Text entry	Are you attending other similar events in other countries (if yes please specify)	_____
COM_EVENTS11	categorical	multiple choice w/ multiple answers (+text entry for last item)	What are the main topics of the events you attend?	Journalism Multi-media Cinema Web / software developing Video games developing Filming Advertising Other_____
COM_EVENTS12	categorical	multiple choice w/ single answer	How many people are usually attending these events (give your best estimation)	2-10 10-20 20-30 More than 30

COM_EVENTS13	Dichotomic / Binary	multiple choice w/ single answer	Is it always the same people?	Yes No
COM_EVENTS14	Dichotomic / Binary	multiple choice w/ single answer	Have you noticed a turn-over, are there regularly new faces?	Yes No
COM_EVENTS15	Dichotomic / Binary	multiple choice w/ single answer	Do you consider yourself to have an active role in the events you are attending?	Yes No
COM_EVENTS16	categorical	multiple choice w/ multiple answers (+text entry for last item)	Which of the following roles would you consider yourself to have?	Spectator (no significative role, you listen and participate when you feel like it) Implementer or leader (you are at the origin of the event) Broker or gatekeeper (you are creating active links between the different events you attend, you tend to spread new ideas) Technician (you are helping implementing and maintaining collaborative tools) Guest (you are invited to the events for your expertise) Administrator (you are in charge of financial, organizational and administrative aspects) Mentor (you are an experienced member and are in charge of welcoming new members) Animator Moderator Other:_____
COM_EVENTS17	categorical	multiple choice w/ single answer	Since when are you attending these events?	Less than a year 1-3 years 3-5 years 5-10 years More than 10 years
COM_EVENTS18	categorical	multiple choice w/ single answer	In which language participants interact at these events?	Only Dutch Only French Only English Dutch, French and English French and Dutch French and English Dutch and English
COM_EVENTS19	Qualitative	Text entry	To the best of your knowledge, why are these languages used?	_____
COM_EVENTS20	Dichotomic / Binary	multiple choice w/ single answer	Is your company encouraging you to attend events outside of the office to share and talk about your job?	Yes No
COM_EVENTS21	categorical	multiple choice w/ single answer	If yes, how?	It counts as working hours It is counts as overtime I get some kind of compensation I get to share what I learned with co-workers and supervisors Other:_____
COM_EVENTS22	Dichotomic / Binary	multiple choice w/ single answer	Would you go to more events if your company was encouraging you to attend them?	Yes No
COM_EVENTS23	Dichotomic / Binary	multiple choice w/ single answer	Do you think policy makers should be involved in creative incentives for you to attend such events (like a law allowing companies to pay less taxes if they allow their employees to attend such events, or if you are jobless a law that count time spent at such events as active employment search?)	Yes No
COM_EVENTS24	Qualitative	Text entry	What could your company, the Brussels region or the federal government do that would make you go to such events?	_____
COM_EVENTS25	Dichotomic / Binary	multiple choice w/ single answer	Did you notice benefits since you attended these events?	Yes No
COM_EVENTS26	Dichotomic / Binary	multiple choice w/ single answer	Do you consider that you found the help you needed or the expertise you were seeking at these events?	Yes No
COM_EVENTS27	Dichotomic / Binary	multiple choice w/ single answer	Would you say that you are enjoying your time at these events?	Yes No
COM_EVENTS28	Dichotomic / Binary	multiple choice w/ single answer	Did you got new ideas, new desires since you attended these events?	Yes No
COM_EVENTS29	Qualitative	Text entry	Would you consider that your company or your job benefited of these events? (Please develop)	_____
			<i>If worker does not attend any events that could be considered as communities of practice:</i>	
COM_EVENTS30	categorical	multiple choice w/ single answer	If you do not go such events, is it because:	I do not find them interesting for me I do not have time It is too complicated for me to go there

				My company won't let me I am not aware of these events I did go but then I stopped
COM_EVENTS31	categorical	multiple choice w/ multiple answers (+text entry for last item)	Which of the following events do you know?	To put list of known CoP
COM_EVENTS32	Dichotomic / Binary	multiple choice w/ single answer	Would you potentially be interested in these events?	Yes No
COM_EVENTS33	categorical	multiple choice w/ multiple answers (+text entry for last item)	What kind of incentives from your company would help you attend these events?	More time devoted to it Compensation in overtime If I felt like it was valued within my company
COM_EVENTS34	Dichotomic / Binary	multiple choice w/ single answer	After doing this survey are you more eager to go to these events?	Yes No
COM_EVENTS35	Dichotomic / Binary	multiple choice w/ single answer	Are you part of online groups to share and/or seek experience and advices?	Yes No
COM_EVENTS36	categorical	multiple choice w/ multiple answers (+text entry for last item)	On which platform do you go?	Facebook LinkedIn Twitter Other: _____
Rewards / Info / Miscellaneous				
REWARD	categorical	multiple choice w/ multiple answers	Finally, what would YOU like from us?	Nothing, thanks I just did this for the greater good (1) I would like a chance to get an I-PAD (2) I would like to get short updates on the results of this research (3) I would like to get full report of this research (4) I would like/wouldn't mind be contacted in the future for another questionnaire or interview on the topic, if it can help science and citizens (5) I would like for my company to participate in this research project. (6)
REWARD_INFO	ordinal	multiple text entry	Answer If Finally, what would YOU like from us? Nothing, thanks I just did this for the greater good Is Not Selected Or Finally, what would YOU like from us? I would like for my company to participate in this research project. Is Not Selected We will then need some information to contact you:	Last Name First Name Email address
REWARD_COMPANY	ordinal	multiple text entry	Answer If Finally, what would YOU like from us? Nothing, thanks I just did this for the greater good Is Not Selected Or Finally, what would YOU like from us? I would like for my company to participate in this research project. Is Not Selected We will then need some information to contact your company:	Company name Company contact Company address