

## **RESEARCH ON JOURNALISTS IN POLAND: PROBLEMS, DILEMMAS AND METHODOLOGICAL CHALLENGES, POZNAŃ, POLAND, FEBRUARY 9–10, 2023**

The seminar “Research on journalists in Poland: problems, dilemmas and methodological challenges” was held at Adam Mickiewicz University in Poznań (AMU) on February 9–10, 2023. It was organized by the Journalistic Role Performance research team (Poland), operating at the Faculty of Political Science and Journalism at AMU, in cooperation with the Department of Social Communication (also the Faculty of Political Science and Journalism AMU) and the Journalism Studies section of the Polish Communication Association.

The seminar addressed scholars who have an interest in Polish journalism and Polish journalists in the field of research, as well as those who are just starting their scientific work, including Ph.D. candidates. The participants of the event represented fifteen Polish research centers, including the University of Warsaw, Jagiellonian University, Maria Curie-Skłodowska University in Lublin, University of Wrocław, and University of Silesia in Katowice. The seminar was divided into two parts. On the first day, there were three panels during which participants made their presentations, followed by discussions. The next day, scholars had the opportunity to join workshops led by representatives from AMU. The event was held under the patronage of the Polish Communication Association.

### **DAY 1**

The opening session of the event was started by Agnieszka Stępińska on behalf of the organizing committee who welcomed the guests of the seminar. Subsequently, Michał Głowacki, Katarzyna Gajlewicz-Korab and Maria Łoszevska-Ołowska (University of Warsaw) gave a presentation—“Research on Journalists in Poland – The Assessment of the Last Two Decades in the Light of Media and Democracy Studies in Europe”. The project involved the presenters plus two other scholars—Jacek Mikucki and Łukasz Szurmiński.

During the first session, titled “What do we study, whom do we study?”, participants drew attention to the subjects and areas of journalism studies. The session was opened by Wojciech Adamczyk from Adam Mickiewicz University in Poznań, who provided an insightful examination of research areas in investigative journalism studies in the era of the evolving media landscape and changing working conditions for reporters. His presentation, titled “Who, what, where, when, how, why, with what effect: on the study of investigative journalism”, set the tone for

the discussion. He was followed by Dominika Popielec from Kazimierz Wielki University, who presented an intriguing content analysis of investigative journalism, shedding light on the most commonly used reporter's techniques. Her presentation, titled "The behind-the-scenes of investigative journalists' work – selected examples", further explored the thread of investigative journalism. Next, Michał Chlebowski from SWPS University examined the inclusivity and exclusivity of media, with a particular focus on the journalist's role in shaping the discourse on gender. His presentation titled "Exclusive media – inclusive media. Journalist's role in shaping discourse on gender", offered valuable insights into this important aspect. The closing presentation was delivered by Iwona Grodź from Poznan University of Social Sciences, who discussed the changing landscape of arts journalism, particularly in the realm of film journalism. Her presentation titled "The future of art (film) journalism? Research methods", explored the captivating future of this field. Overall, the session provided an engaging platform for participants to delve into the various aspects of journalism studies and sparked meaningful discussions on the future of the profession.

**Photo 1. Agnieszka Stępińska, the leader of the organizational team, welcoming participants to the seminar. The Faculty of Political Science and Journalism at the Adam Mickiewicz University in Poznań, February 9, 2023.**



Photo by: Beata Użarowska (Adam Mickiewicz University in Poznań)

The second session, titled "How do we conduct research?", focused on the challenges related to research methods and tools in journalism studies. The session began with a presentation by Lucyna Szot from the University of Wrocław, who captured participants' attention by introducing theoretical concepts and discussing both quantitative and qualitative research methods in journalism studies. Her presentation, titled "Journalism studies – research methods", provided valuable insights into the topic. Next, Agnieszka Węglińska from DSW University

of Lower Silesia presented thought-provoking results from in-depth interviews with journalists. Her presentation, titled “Qualitative methods in research on public television in Poland”, shed light on the challenges faced by public television in Poland, including issues related to legislation, commercialization, media colonization, politicization, and tabloidization. Then, Małgorzata Adamik-Szysiak from Maria Curie-Skłodowska University shared interesting findings from qualitative media content analysis. Her presentation, titled “The journalist as a creator – analysis of information structure”, illustrated how journalists from leading media outlets in Poland portrayed the audience in thematically similar events. Finally, Magdalena Ślawska from the University of Silesia in Katowice discussed the study of journalists’ utterances in the context of research on meta-texts. Her presentation, titled “Journalist’s footsteps in the text – exploring qualitative research”, provided insights into this specific area of study. Overall, the session provided a comprehensive exploration of research methods and their application in journalism studies.

**Photo 2. Discussion between participants of the seminar during the first day of the event. The Faculty of Political Science and Journalism at the Adam Mickiewicz University in Poznań, February 9, 2023.**



Photo by: Beata Użarowska (Adam Mickiewicz University in Poznań)

The third session, titled “How do we conduct research?”, brought the challenges posed by changes in the media landscape to the forefront. Kicking off the session, Karina Stasiuk-Krajewska from SWPS University piqued participants’ curiosity by presenting the methodology of her IDI research on the Polish fact-checking community. Her presentation, titled “Studying the fact-checking community as a professional symbolic community (in the context of journalism)”, shed light on this particular area of study. Afterward, Rafał Leśniczak from Cardinal Stefan Wyszyński University in Warsaw examined how the theory of topos can

be considered complementary to the theory of framing in the analysis of the media image of political and religious leaders. His presentation, titled “The concept of topos in media studies as a complementary tool to the theory of framing. Analysis of the media image of political and religious leaders”, delved into this intriguing aspect of media research. Later on, Weronika Dopierała-Kalińska from Adam Mickiewicz University in Poznań pictured the methodological challenges that researchers may face when studying the sender-message-receiver relationship in the online media environment. Her presentation, titled “Methodological challenges in research on news websites”, highlighted the complexities encountered in this area of research activities. Wrapping up the session, Paweł Łokić from Adam Mickiewicz University in Poznań, in his presentation titled “Practices of the journalism profession in online media using sports journalism as an example”, drew attention to the changing landscape of mass media and its implications for journalists, particularly those in sports journalism. Overall, the session provided valuable insights into the challenges faced by researchers in conducting research amid the dynamic media landscape. Following the session, all the participants were invited to a dinner, which was an opportunity to continue the discussion and exchange views in a more informal setting.

## DAY 2

During the second day, participants had the opportunity to choose from three workshops led by scholars from Adam Mickiewicz University and enhance their skills in conducting research on journalism and journalists. The first workshop, titled “The codebook as a tool for research on journalists”, was moderated by Agnieszka Stępińska and Bartłomiej Secler, who are members of the international research project titled “Journalistic Role Performance”, coordinated by Claudia Mellado from Pontificia Universidad Católica de Valparaiso in Chile. During this workshop, participants gained insights into the project’s research design at the beginning, followed by a chance to test and work with the project’s primary research tool, a qualitative codebook.

Subsequently, Jacek Wyszzyński introduced the seminar participants to the Content Analysis System for Television (CAST). The research tool, developed at the Faculty of Political Science and Journalism of AMU, is specifically designed for collecting research material from television media outlets. During the meeting, participants learned how the system operates and how to use it for future research purposes.

The third workshop, titled “Network analysis in research on the activity and position of journalists in social media”, led by Kinga Adamczewska, focused on explaining the research method known as network analysis. Participants first delved into the theoretical background and then applied the theory in practice using the Gephi software. At the end of the workshop, participants received a copy

of Kinga Adamczewska's book titled "The Role of the Media in Contemporary Models of Political Information Flow".

The seminar was a fantastic opportunity to exchange experience and challenges in research on journalism and journalists. Also, during the workshops, participants could gain new useful skills. At the end of the event, the organizational team thanked everyone for their participation and expressed the hope for more such valuable meetings.

*Denis Halagiera and Daria Zadrożniak*  
ADAM MICKIEWICZ UNIVERSITY IN POZNAŃ