

Project: **The Transformation of Political Mobilisation and Communication in European Public Spheres**

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Interview questionnaire

Interview questionnaire for interviews with collective actors in claims-making and political mobilisation - agriculture

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I. Action forms: General action repertoire

- 1 We would like to start this interview with a few questions about the **action repertoire** of your organization. Organizations such as yours use many different techniques to try to influence public policy **in Switzerland**. We have sent you *a list containing different techniques* which are used by such organizations. Please, tell me *which techniques* on this list *you use*, and whether you use it *regularly or occasionally*. (Just use the numbers of the different techniques for answering)

Action form (State actors)		<i>Nat. Q1</i>		<i>EU Q2</i>	
		<i>Reg</i>	<i>Occ</i>	<i>Reg</i>	<i>Occ</i>
<i>B. Media-related</i>					
1	giving interviews to the media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	writing newspaper articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	distribution of press releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	holding press conferences to announce policy positions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	presenting yourself on the Web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>C. Informing the public/getting informed about the public</i>					
6	making public speeches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	hiring a public relations firm to assist in your political activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	running advertisements in the media about your positions on policy issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	polling the general public on policy issues of concern to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>E. Negotiating with or informing policy-makers</i>					
10	negotiating with or informing branches of government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	negotiating with or informing members of Parliament	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	negotiating with or informing interest groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>F. Consultation</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	participating in governmental consultation procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	serving on governmental advisory commissions or boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	testifying in parliamentary committees or intervening in Parl.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>G. court-action</i>					
16	filing suit or engaging in some sort of litigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Action form (Non-state actors)		<i>Nat. Q1</i>		<i>EU Q2</i>	
		<i>Reg</i>	<i>Occ</i>	<i>Reg</i>	<i>Occ</i>
<i>A. Contributing to political campaigns</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	making financial contributions to electoral campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	making public endorsements of candidates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	contributing to other political campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>B. Media-related</i>					
4	giving interviews to the media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	writing newspaper articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	distribution of press releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	holding press conferences to announce policy positions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	presenting yourself on the Web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>C. Informing the public/getting informed about the public</i>					
9	making public speeches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	hiring a public relations firm to assist in your political activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	running advertisements in the media about your positions on policy issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	polling the general public on policy issues of concern to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	polling your members on policy issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>D. Mobilizing the public</i>					
14	engaging in direct mail fund-raising for your organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	organizing letter campaigns in newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	organizing petitions/signature collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	launching/supporting referendum campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	holding public assemblies and meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	protesting or demonstrating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	organizing boycotts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	striking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>E. contacting/lobbying</i>					
22	direct personal contact with members of Parl. or their staffs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	direct personal contact with members of govt or their staffs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	direct personal contact with public officials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>F. consultation and cooperation</i>					
25	participating in governmental consultation procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	serving on governmental advisory commissions or boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	testifying in parliamentary committees or intervening in Parl.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	supplying information to policymakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>G. court-action</i>					
29	filing suit or engaging in some sort of litigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Do you use any of these techniques **at the European level**?

- yes: please go through the list once again
- no

3. How important are **media-related strategies** (A IN THE LIST OF ACTION FORMS) for (ORGNOME) compared to working with policy-makers (E/F IN THE LIST)?

- much more important
- more important
- less important
- much less important

Please, elaborate:

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4. How important are **strategies directly informing** (FOR NON-STATE ACTORS: **and mobilizing**) **the public** (C/D IN THE LIST OF ACTION FORMS) for (ORGNOME) compared to working with policy-makers?

- much more important
- more important
- less important
- much less important

Please, elaborate:

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.....

II. Media

5. We have also sent you a list with different **media organizations**: please, tell me which of these media do you see as **particularly important in covering agricultural policy** ?

- 1. NZZ
- 2. Le Temps
- 3. Blick
- 4. other Swiss quality papers: i.e.....
- 5. Regional and local press in Switzerland: i.e.
- 6. swiss news magazines: i.e.....
- 7. Public TV and radio in Switzerland: i.e.....
- 8. Private TV and radio in Switzerland: i.e.....
- 9. Press in other European countries:i.e.....
- 10. economic and financial press:
- others:

Please, elaborate:
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.....

6. And which are **the three most influential media** in agricultural policy?

- 1.
- 2.
- 3.

7. And which one among these three would you put in **first place**?

.....

8. How are the relations of (ORGNAME) with **journalists at the national level**?

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9. How are the relations of (ORGNAME) with **journalists at the European level**?

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.....

10. (IF NOT ALREADY CLEAR FROM Q9/Q10) Does (ORGNAME) sometimes have

- (NON-STATE ACTORS) **problems with access to the media**?
- (STATE ACTORS) **difficulties in its relations with the media**?

no

yes, please elaborate:

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.....

11. (QUESTION USING WP2-RESULTS) Our analysis of the media coverage of agricultural policy over the last few years has shown (ORGNAME) to be (very prominent/not at all prominent: based on % of all claims in the field) in the press.
How would you comment these results in the light of what you have just said?

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12. For (ORGNAME), is the **Internet** just another way of presenting itself publicly, or has it affected the way in which you communicate with policy-makers, the media or your members/supporters more substantially?

just another way of presenting oneself

has affected the way of communication

if affected, please elaborate:

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.....
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.....

III. Issue-specific influence

We have tried to establish a **list of the organizations** which play a role in agricultural policy. You have also received a copy of this list.

13. Could you first name **all organizations** on this list, which, from your point of view, have been **particularly influential in agricultural policy** over the past few years. You may also mention your own organization.

1		<input type="checkbox"/>	21		<input type="checkbox"/>
2		<input type="checkbox"/>	22		<input type="checkbox"/>
3		<input type="checkbox"/>	23		<input type="checkbox"/>
4		<input type="checkbox"/>	24		<input type="checkbox"/>
5		<input type="checkbox"/>	25		<input type="checkbox"/>
6		<input type="checkbox"/>	26		<input type="checkbox"/>
7		<input type="checkbox"/>	27		<input type="checkbox"/>
8		<input type="checkbox"/>	28		<input type="checkbox"/>
9		<input type="checkbox"/>	29		<input type="checkbox"/>
10		<input type="checkbox"/>	30		<input type="checkbox"/>
11		<input type="checkbox"/>	31		<input type="checkbox"/>
12		<input type="checkbox"/>	32		<input type="checkbox"/>
13		<input type="checkbox"/>	33		<input type="checkbox"/>
14		<input type="checkbox"/>	34		<input type="checkbox"/>
15		<input type="checkbox"/>	35		<input type="checkbox"/>
16		<input type="checkbox"/>	36		<input type="checkbox"/>
17		<input type="checkbox"/>	37		<input type="checkbox"/>
18		<input type="checkbox"/>	38		<input type="checkbox"/>
19		<input type="checkbox"/>	39		<input type="checkbox"/>
20		<input type="checkbox"/>	40		<input type="checkbox"/>

14. Are there **other influential organizations** in agricultural policy which you do not find on this list?

no

yes: which are they?

15. Among the organizations you have mentioned now, which are **the three most influential organizations** in agricultural policy?

- 1.
- 2.
- 3.

16. And which one among these three would you put in **first place**?

.....

IV. Relations with other actors

17. Which organizations on this list has (ORGNAME) **tried to influence** over the last five years? Please use the numbers on the list for your answers.

18. Are there any **other targets** (not on the list) which you tried to influence in recent years?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

19. To which **three government agencies, committees, or officials** do you devote most of your resources in influencing agricultural policy?

- 1.....
- 2.....
- 3.....

20. Now look at the list once again. With which organizations on the list has (ORGNAME) **closely collaborated** over the last five years?

21. Are there any **other organizations** with whom you have **closely collaborated** in recent years?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

22. Please, look at the list one more time: with which of these organizations did you have **some major disagreements** over the last five years?

List of organizations

		tried to influence Q17	Closely collaborated Q20	Disagreements Q22
1		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Are there any **other organizations** with whom you have had **major disagreements** in recent years?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

24. (ONLY FOR NON-STATE ACTORS) Does (ORGNAME) belong to one or more **international organization or association**?

- no
- yes: please give the name of each organization

- 1.....
- 2.....
- 3.....
- 4.....

25. (ONLY FOR NON-STATE ACTORS) Does (ORGNAME) maintain regular contact with **similar organizations in other countries**?

- no
- yes: please give the name of the most important ones

- 1.....
- 2.....
- 3.....
- 4.....

V. Issue-specific interest: agricultural subsidies

26. Now we would like to ask you some questions about **agricultural subsidies**, an agricultural issue of particular interest to us. Could you please describe the **general position** of (ORGNAME) on agricultural subsidies in a few words?

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.....

27. Was (ORGNAME) **actively involved** in the issue of agricultural subsidies over the last five years?

- yes
- no (GO TO Q34)

28. (IF YES in Q27): Was (ORGNAME) **involved in the development of the policy options** about agricultural subsidies?

- yes
- no (GO TO Q30)

if yes, please, elaborate:

.....

.....

.....

29. (IF NOT YET CLEAR) Which **level of political decision making** did (ORGNAME) try to influence? (SEVERAL CHOICES POSSIBLE)

- European
- other countries
- national, own country
- regional
- local

30. Did (ORGNAME) undertake specific **actions in the parliamentary or administrative arenas** on this issue?

- yes
- no (GO TO Q32)

if yes: Could you please mention **the three most important ones**?

- 1.
- 2.
- 3.

31. (FOR EACH ACTION MENTIONED): How would you rate **the effectiveness** of this action?

	Action 1	Action 2	Action 3
very effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rather effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rather ineffective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very ineffective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please, elaborate:

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32. Did (ORGNAME)
- (NON-STATE ACTORS) undertake specific **actions for informing or mobilizing the public** on this issue?
 - (STATE ACTORS) make attempts to communicate with **the public** on this issue?
 - yes
 - no (GO TO Q34)

if yes: Could you please mention **the three most important ones**?

1.
2.
3.

33. (FOR EACH ACTION MENTIONED): How would you rate **the effectiveness** of this action?

	Action 1	Action 2	Action 3
very effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rather effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rather ineffective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very ineffective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please, elaborate:

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34. Two final questions about **agricultural subsidies**: Do you think the public finds this issue:
- very important
 - rather important
 - rather unimportant
 - very unimportant

35. Do you think (ORGNAME) takes a position on agricultural subsidies that **the majority of the public** agrees with, or do you think a majority of the public disagrees with your position on this issue?

- a majority agrees
- the public is evenly divided on this policy
- a majority disagrees
- don't know
- public doesn't know our position

if so desired, please elaborate:

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VI. Role of EU

To conclude our interview, we would like to ask you a few questions concerning **European integration**.

36. What *impact* did the EU have on **agricultural policy** in general?

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37. And on **agricultural subsidies** in particular?

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38. And what has been the *impact* of the EU **on the situation of** (ORGNAME)?

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.....

39. And *how involved* has (ORGNOME) been in **European agricultural policy**?

- a lot
- somewhat (enough)
- somewhat (but not enough)
- not at all

if somewhat, but not enough or not at all: what were the **reasons for this lack of involvement**?

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.....
.....

40. (ONLY FOR NON-STATE ACTORS) **How important** would you say is the **European agricultural policy** for (ORGNOME) **compared** to agricultural policy at the **national level today**?

- much more important
- somewhat more important
- somewhat less important
- much less important

41. And thinking about the **role of the European agricultural policy** for (ORGNOME) **relative to** agricultural policy at the **national level**: is its role becoming increasingly important compared to the national level, less important compared to the national level, or does it not change at all?

- increasingly important
- unchanging
- less important

Please, elaborate:

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42. (QUESTION USING WP2-RESULTS) Our analysis of the media coverage of agricultural policy over the last few years has shown that (ORGNAME) mainly operates at the (national/European level: BASED ON ISSCOP)

How would you comment these results in the light of what you have just said?

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43. *Thinking about the future now:* what **impact** do you **expect European agricultural policy in general**, and more specifically **European agricultural subsidies**, to have over the years to come?

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44. Is (ORGNAME) generally **in favor of an increase in European influence** in agricultural policy or is it against it? (IF NOT CLEAR: PROMPT: rather or strongly (in favor/against))

- strongly in favor
- rather in favor
- rather against
- strongly against

Please, elaborate:

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.....
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45. Do you think that the relevance of the European union in agricultural policy decisions is **adequately reflected in the mass media**? Do you think that the media represent the European dimension

- as more important than it really is (over-representation)
- as important as it is
- as less important than it is (under-representation)

if more/less important: Why do you think this is so? Is this *likely to change* in the near future? *What would have to change* to get a more adequate representation of the EU in the media?

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48. We are now at the end of our interview. Is there **anything you would like to add** to what we have discussed?

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49. Are there **any persons** you would suggest for us to meet for additional interviews on this subject matter?

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50. Do you want to get a **summary of the results** of this project?

- no
- yes: where should we send them to?

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On behalf of the whole project team, I would like to thank you very much for your cooperation!