

Terms of Participation for the Journalist Panel

What is the Journalist Panel?

The Journalist Panel is a recurring opinion survey conducted among Finnish journalists. The research is administered by the Institute for Social Science Research at Åbo Akademi and is part of the national research infrastructure for public opinion, [FIRIPO](#). The purpose of the research is to provide social scientists with reliable tools for data collection. By participating in the panel, you support high-quality research on communication and society in Finland and internationally.

What can you expect from us?

By participating, you will receive approximately 3–6 invitations per year to complete web-based surveys. The length of the surveys varies, but we aim to avoid surveys that take more than 15 minutes to complete.

Our surveys usually focus on a specific theme, but generally concern journalism, media, democracy, or society. We also regularly update participants' background information, such as place of residence, education, and economic situation. Therefore, you may occasionally receive questions that you have answered previously. Keeping information up to date is important for enabling us to monitor how opinions develop over time in relation to different background variables.

As a participant in the Journalist Panel, your data will be processed in accordance with the data protection statement below. Survey results are always reported in aggregate form, making it impossible to identify individual respondents. We publish reports on the results at www.firipo.fi. All research data will ultimately be archived at the [Finnish Social Science Data Archive](#) for future use by researchers. Archived materials are anonymized so that individual respondents cannot be identified.

What do we expect from you?

We expect you to respond honestly according to your own opinions and knowledge. You do not need to participate in every survey and may take part whenever it suits you. If you no longer wish to receive additional surveys, you may withdraw from participation at any time. In that case, you will no longer receive new invitations. Each survey invitation and reminder contains a link where you can discontinue your participation. You may also terminate your participation by emailing journalistipaneeli@abo.fi.

Privacy Notice for the Journalist Panel

Established 12 November 2025

1. Data Controller and Contact Information

Åbo Akademi

Postal address: Domkyrkotorget 3, 20500 Turku, Finland

Visiting address: Domkyrkotorget 3, 20500, Turku, Finland

Data Protection Officer: dataskydd(a)abo.fi, tel. +358 6 3247524

2. Contact Person for Matters Concerning the Research Register

Research Assistant Julia Kultti, julia.kultti(a)abo.fi

Address: Åbo Akademi Vaasa, Strandgatan 2, 65100 Vaasa, Finland

3. Research Implementer

Responsible Research Leader: Senior University Lecturer Klas Backholm,
klas.backholm(a)abo.fi.

Address: Samforsk, Åbo Akademi Vaasa, Strandgatan 2, 65100 Vaasa, Finland

Åbo Akademi coordinates the research project and is responsible for maintaining the research register. Researchers and staff involved in the Journalist Panel are authorized to process the collected data.

4. Purpose and Legal Basis for the Processing of Personal Data

We collect and process personal data to conduct scientific research, recruit participants, and administer surveys. The data is used to contact participants and for research activities within the project. The information is necessary for carrying out and compiling survey data. Personal data is not used for automated decision-making or profiling.

The legal basis for processing is Article 6.1e of the EU General Data Protection Regulation (performance of a task carried out in the public interest, i.e., scientific research), together with 4 § part 3 of the Finnish Data Protection Act. The legal basis for processing sensitive personal data is Article 9.2j of the GDPR and 6 § part 7 of the Data Protection Act.

5. What data do we process?

We primarily require personal data to contact and recruit participants. To distribute surveys, we need participants' email addresses.

New participants are recruited through email lists from various organizations and through direct contact with journalists. During recruitment, we collect basic information and background data to ensure the representativeness of the panel. Some information,

such as names, home addresses, and post offices, is deleted after the recruitment campaign. Other information is retained.

Upon registration, we collect the following information: email address, year of birth, level of education, gender, native language, municipality of residence, employment status, and annual income. Providing this information is voluntary.

Email addresses are used solely for communication purposes, while other information is used in statistical analyses.

Sensitive personal data under the GDPR include, among other things, participants' philosophical beliefs. Such data are collected as part of the research.

We also collect technical information about the device used to complete the survey, including IP address and location data. This is done to ensure data quality and prevent manipulation, such as multiple responses from the same IP address. These data are not used for other purposes and are deleted before analysis begins.

Responses are primarily used for social science research and analyzed statistically. To avoid asking the same questions repeatedly and to enable analysis of changes over time, previous responses may be linked to later responses. Results are always published in a manner that prevents identification of individual participants.

Survey responses are linked to email addresses within the survey system, but the data is pseudonymized before analysis. When the data is downloaded, email addresses are replaced with ID code. After this point, individuals cannot be identified from the raw data. All information is deleted from the survey system once the survey has ended.

6. Where do we obtain the data?

All data is collected directly from participants.

7. To whom are data transferred or disclosed, and are data transferred outside the EU/EEA?

Survey responses and certain personal data may be shared with other researchers within Finland and the EU/EEA. We never disclose information that could identify individuals.

We sometimes collaborate with other universities and researchers, and material from the Journalist Panel may be shared for scientific purposes.

The surveys are conducted using the survey service QuestionPro. During an active survey, email addresses and responses are temporarily stored in the service. Data may be temporarily transferred to so-called third countries. Once the survey has ended, responses are downloaded and all data are deleted from the service.

Anonymized survey data are archived at the Finnish Social Science Data Archive for continued use in research and teaching.

8. How do we protect the data and how long are they stored?

Data are stored on Åbo Akademi's own servers. During an active survey, they are temporarily stored in the survey service. Directly identifying information, such as email addresses, is stored in encrypted form and separately from other data. Such information is deleted from the research material before analysis.

9. What rights do you have as a data subject?

Under data protection legislation, you have the right to:

- receive information about the processing of your personal data
- access your data
- have inaccurate data corrected
- restrict processing
- be informed of corrections or restrictions
- object to processing
- not be subject to automated decision-making without a lawful basis

In scientific research, certain rights may be restricted by law. Restrictions are applied only after careful consideration.

You may submit a complaint to the Office of the Data Protection Ombudsman if you believe that data protection legislation has been violated.

Office of the Data Protection Ombudsman

Visiting address: Lintulahdenkuja 4, 00530 Helsinki, Finland

Postal address: P.O. Box 800, 00531 Helsinki, Finland

Switchboard: +358 29 56 66700

Email: tietosuoja(a)om.fi

10. Who can you contact?

All inquiries and requests concerning this privacy notice must be submitted in writing or in person to the contact person specified in section two (2).