

Ivona Čulo¹¹⁰
 Marin Galić¹¹¹
 Radoslav Barišić¹¹²

INNOVATIONS IN LIFESTYLE MEDIA: TOPICS OF SUSTAINABLE DEVELOPMENT OF SOCIETY FROM THE PERSPECTIVE OF JOURNALISTS

Original Paper

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Abstract

This paper covers the field of lifestyle journalism in the context of processing topics related to the sustainable development of society. The purpose of the research is to show whether journalists who work for lifestyle magazines and web portals are educated on topics related to the sustainable development of society; do they think that these topics are important and are they ready for innovation and changes in the organization of work, which implies the introduction of such topics in lifestyle media. The main objectives of this research include – determining the level of familiarity and education with the concept of sustainable development of society by the interviewed journalists, as well as their interest in and treatment of these topics related to the sustainable development of society in the lifestyle media. The research was conducted using a quantitative methodology on a purposive sample of members of the population of lifestyle journalists in the Republic of Croatia. The research shows that journalists in lifestyle media consider themselves competent to deal with such topics. If they had the power to decide on innovation in editorial policy, almost all respondents (93%) would introduce topics of sustainable development of society into the editorial policy of their lifestyle media outlets. If lifestyle media were to cover topics related to sustainable development of society in their editions, 70% of respondents estimate that the general impression of such lifestyle media would be mostly or completely positive. *The research provides original scientific results that can contribute to a better understanding of lifestyle media and the perception of topics related to the sustainable development of society as key determinants for the development of a democratic society.*

110 University North, Croatia, i.culo@unin.hr

111 University North, Croatia, m.galic@unin.hr

112 Faculty of Economics in Zagreb, Croatia, rbarisic@efzg.hr

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Introduction and theoretical background

Newsrooms of the 21st century tend to be viewed as places of digital machinery, where journalists are inundated with information, news sources and a wide variety of options. Yet at the same time, journalists have less time for thorough analysis, verification of materials, as well as for their own training and education. Therefore, quality education of journalists is more important today than ever before, especially due to the fact that the very sustainability of the journalistic profession has been brought into question. As McQuail (2005) points out, academic education of journalists is one of the key prerequisites for the realisation of journalism as a profession. Moreover, the author asserts that in the context of the transition caused by the convergence of the media, it is necessary to undertake changes in the way journalists are educated and to introduce new topics relevant to the modern public.

At the same time, the United Nations emphasises the need to support multidimensional communication systems to foster dialogue, allowing communities to express their views, aspirations and concerns, and to participate in decision-making regarding the development of these communities (Antonio Guterres, Geneva, 2019). In this respect, UNESCO's publication "Media as partners in education for sustainable development" (UNESCO, 2012) emphasises the role of the media in communicating topics of sustainable development and provides journalists with information on the main problems of sustainable development, thus stimulating them to undertake research of this topic. This is particularly important in the context of the UN's 2030 Agenda for Sustainable Development (UN, 2015), which defines the 17 Sustainable Development Goals and their sub-goals, signed by all Member States. The programme was supported by global publishers. In this sense, for example, the UK-based Association of Professional Publishers (PPA) warns of sustainability challenges in modern society. In 2004, Axel Springer became the world's first media organisation to publish the Sustainability Report. On the other hand, lifestyle journalism and the rise of lifestyle content in the media is often seen as an

example of tabloidisation of journalism or the weakening of journalism as an important democratic institution (Kristensen and From, 2012; From and Kristensen, 2015, 2018, 2020). However, the rise in popularity of lifestyle journalism in the 21st century can also be viewed as a response to the challenges that media institutions and professional journalism face in the digital age. Accordingly, scholars argue that genres and a way of addressing lifestyle journalism could strengthen audiences (Hanusch, 2010, 2017; Hanusch and Hanitzsch, 2017; McGaur, 2010). For example, Fürsich (2012) shows that different subgenres of lifestyle journalism can activate, yet also prevent negotiations on current cultural changes. Therefore, it is especially important, especially in digital era, to pay attention to this sometimes unfairly neglected type of journalism, and especially to content creators who are greatly shaping public opinion and the behaviour of their target audience. According to Zgrabljic Rotar (2011), digital media, including the Internet, reduce distribution costs (for each traditional medium: print, radio and television). However, they do not reduce the cost of content production, which means that the production of content has the same price, regardless of whether it is distributed traditionally or online (Van der Wurf, 2008). The content has only become more accessible and faster, and consequently – in many cases – of lower quality. Therefore, Zgrabljic Rotar (2011) claims that journalistic professionalism, which implies quality education, and editorial policy continue to be the fundamental categories of journalism regardless of the platform on which the content is published. In this respect, journalists and their perception of journalism, namely lifestyle journalism and their opinion of the future of the profession and the potential of implementing certain changes in lifestyle media should be taken into consideration.

Methods

The area of this research¹¹³ is lifestyle journalism, and the purpose is to determine whether lifestyle journalists are sufficiently educated on how to cover topics related to sustainable development of society, given the context of modern society in which sustainability is one of the priorities. The research was conducted using an quantitative methodology on a purposive

113 Research has been made as part of PhD doctoral thesis research (Čulo, 2023)

sample of members of the population of lifestyle journalists in the Republic of Croatia. Considering the area and purpose of this research, its main objective is to determine the level of journalists' familiarity and competence in regard to the concept of sustainable development of society. From such formulated purpose two secondary goals arise: (1) determining journalists' interest in topics related to sustainable development of society in lifestyle newspapers the respondents are employed with or for which they usually write; (2) assessing the potential of including topics related to sustainable development of society in Croatia's lifestyle media from the respondents' perspective.

Based on the abovementioned research objectives, the following hypotheses are formulated:

H1: Journalists and editors of lifestyle media in the segment of the media market of the Republic of Croatia consider themselves to be sufficiently competent for dealing with topics related to sustainable development of society.

H2: The innovated concept of lifestyle media editorial policy will be improved by introducing topics related to sustainable development of society, which will increase the overall readers' interest in lifestyle media.

Empirical data analysed within this paper were collected during August, September and October 2020. Data collection was conducted using the Internet survey method, on a sample of members of the population of lifestyle journalists in Croatia. The invitation to participate in the research was sent to 35 official e-mail addresses of journalists of print and digital lifestyle media in the Republic of Croatia. Out of a total of 35 journalists invited to participate in this research project, 30 of them completed the survey questionnaire. The target population to which the results of the research are generalised includes Croatia's lifestyle journalists permanently employed in media companies who produce print or/and digital media formats, as well as part-time journalists (so-called freelancers) who write for print or/and digital lifestyle media in Croatia. For the purpose of creating the basic set, i.e., for the purpose of selecting relevant respondents, official e-mail addresses of potential respondents were used, downloaded from the websites of the leading media companies and obtained through direct telephone contacts with these media companies. The exact population parameters are not known, i.e., the total number of journalists in

a particular media company and other characteristics of journalists permanently or temporarily employed in lifestyle media in the Republic of Croatia. Nonetheless, the questionnaire was sent to all journalists who were mentioned by name in lifestyle print media and sections of Internet portals and thus this sample is considered relevant.

For the purpose of collecting relevant data, and in accordance with the research objectives and hypotheses, the survey questionnaire was designed and created. The questionnaire consisted of 44 questions/statements, i.e., it included 41 items of measurement and a total of 91 variables. 38 measurement items (41 questions) were measured using a single-particle measuring instrument, while three items of measurement (three questions) were measured using multiparticle measuring instruments. Considering the structure of the survey questions, 11 were in the form of open answer (open type) while 33 survey questions were closed type, of which 31 were in the form of unambiguous answers, where respondents could select only one answer among a number of offered answers, while two survey questions were formulated as multiple choice questions, and respondents could select multiple potential answers. Closed questions and statements are associated with nominal scales of answers with a different number of categories or ordinal scales of estimates of different number of degrees. The collected data were processed and analysed by means of the statistical software package for social sciences *IBM*

SPSS Statistics 21 (Statistical Package for the Social Sciences), whose 21-day free trial version was downloaded from the manufacturer's website: <https://www.ibm.com/analytics/spss-trials>.

Empirical data were analysed by means of the methods and procedures of descriptive and inferential (inductive) statistics. Within the framework of descriptive statistics, variables were analysed using univariate techniques, appropriate descriptive statistical indicators (frequency distribution, percentage response distribution, average value, modal values, medial values, standard deviation, total range, asymmetry and flattening). The data are presented by tabular and graphical representations. Given that the final sample includes fewer than 100 respondents ($n = 30$), the graphs show frequencies instead of percentages.

Within the framework of inferential statistical data processing, variables were analysed using bivariate techniques that included testing the

statistical significance of differences and/or correlations by means of appropriate nonparametric tests (Mann-Whitney U test, Kruskal- Wallis H test, Spearman *rho* rank correlation coefficient) or parametric tests (*t*-test, variance analysis, Pearson correlation coefficient), depending on the deviation of the analysed variables from the normal distribution. In case of statistically significant deviation of the analysed variable from the normal distribution, within the framework of inferential statistics, nonparametric tests were used, while in cases where the analysed variables did not statistically significantly deviate from the normal distribution, parametric tests were used.

To put it succinctly, in the case of testing the connection of nominal variables, a Chi- squared test was used, while the correlation of ordinal variables was tested by Pearson's or Spearman's *rho* correlation ranking. In the case of testing the differences of members of two groups on a particular variable, the Mann-Whitney U test or *t*-test were used, while in the case of testing the differences between members of multiple groups on a particular variable, the Kruskal-Wallis H test or variance analysis was used. For the purpose of testing the normality of variables, the Kolmogorov-Smirnov Z or variance analysis tests were used. All statistical tests were conducted with a five percent risk level, i.e., the probability of statistical significance of less than 0.05 was considered statistically significant. During the analysis of a multiparticle measuring instrument intended to measure attitudes towards lifestyle media in general, for the purpose of checking its dimensionality, a factor analysis was carried out.

Results

Sociodemographic characteristics of respondents

The final sample included a total of 30 respondents (survey participants), journalists employed at print and digital lifestyle media outlets in Croatia. With regard to the age structure of the respondents, the sample included persons between 18 and 64 years of age: one member (3%) of the youngest age group (from 18 to 24 years), two members (7%) of the oldest age group (from 55 to 64 years), while from other central age groups (from 25 to 34 years, from 35 to 44 years, from 45 to 54 years of age) there were nine people (30%). Considering the level of education, the largest

number of respondents, more than a half ($n = 16$; 53%), completed graduate university study programmes. None of the participants in the research had the lowest level of education (no school, unfinished primary school, completed primary school) or the highest level of education (postgraduate doctoral study).

The analysed sociodemographic variables, i.e., sociodemographic structure of the respondents, are presented in Table 1.

Table 1. Sociodemographic structure of respondents

Variable	Variable categories	Frequencies	Percentages
Age of respondents	From 18 to 24 years	1	3,3 %
	From 25 to 34 years	9	30,0 %
	From 35 to 44 years	9	30,0 %
	From 45 to 54 years	9	30,0 %
	From 55 to 64 years	2	6,7 %
	65 years and older	0	0,0 %
Educational status	No school, unfinished elementary school	0	0,0 %
	Primary school	0	0,0 %
	Secondary school	2	6,7 %
	Short vocational study	2	6,7 %
	Undergraduate vocational study programme	2	6,7 %
	Specialist graduate vocational study programme	0	0,0 %
	Undergraduate university study	1	3,3 %
	Integrated undergraduate and graduate studies	1	3,3 %
	Graduate university study	16	53,3 %
	Postgraduate specialist study	2	6,7 %
	Master of Science	4	13,3 %
	Postgraduate doctoral study	0	0,0 %

Total length of service in journalism	Less than two years	2	6,7 %
	From 2 to 4 years	4	13,3 %
	From 5 to 9 years	5	16,7 %
	From 10 to 14 years	5	16,7 %
	From 15 to 19 years	7	23,3 %
	20 years or more	7	23,3 %
Total work experience in lifestyle media	Less than two years	3	10,0 %
	From 2 to 4 years	4	13,3 %
	From 5 to 9 years	3	10,0 %
	From 10 to 14 years	8	26,7 %
	From 15 to 19 years	7	23,3 %
	20 years or more	5	16,7 %
Variable	Variable categories	Frequencies	Percentages
The media outlet at which the respondents were employed at the time of conducting the survey as journalists / for which they usually worked (wrote)	Freelancer status	11	36,7%
	Story	3	10,0 %
	Večernji list	2	6,7 %
	Cover Style	1	3,3 %
	Elle	1	3,3 %
	Fashion.hr	1	3,3 %
	Gloria	1	3,3 %
	Gloria Glam	1	3,3 %
	Hanza media	1	3,3 %
	Journal.hr	1	3,3 %
	Mixer	1	3,3 %
	Naturala	1	3,3 %
	Playboy Croatia	1	3,3 %
	Roditelji.hr	1	3,3 %
	Scena.hr	1	3,3 %
	Wall.hr	1	3,3 %
	No response	1	3,3 %

The type of media format for which respondents write	Print media editions	5	16,7 %
	Digital media editions	13	43,3 %
	Both print and digital editions	12	40,0 %

Assessment of the level of competence of lifestyle media creators

When it comes to the estimated level of Croatia's lifestyle media journalists and editors' competence for covering topics related to sustainable development of society, the respondents rated the competence with an average grade of good. With the same grade, they described the education of lifestyle media editors. More than half of respondents (57%) assess journalists' competence as good, and five respondents (17%) assess it as very good. There was no journalist who assessed his/her competence with the lowest grade (poorly competent) or the highest grade (excellently competent). Considering the estimated competence of lifestyle media editors, the largest number of respondents (40%) estimate editors' competence as good, four respondents (14%) as very good, while two respondents (7%) assess it as excellent.

The levels of competence of journalists and editors of lifestyle media in the Republic of Croatia for covering topics related to sustainable development of society, as viewed from the respondents' perspective, are shown in Figure 1.

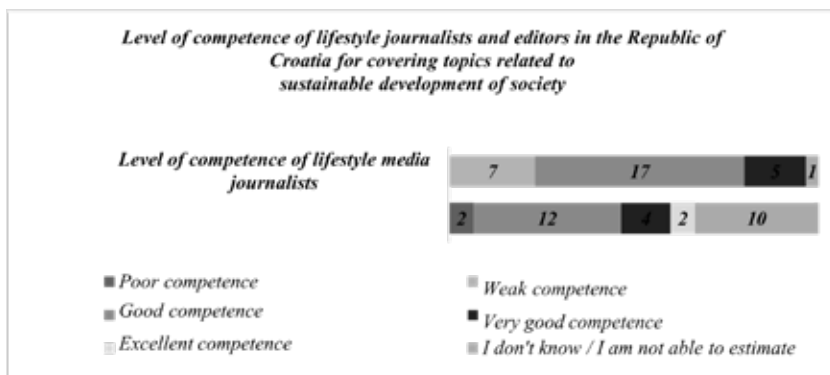


Figure 1. Levels of competence of lifestyle media creators in the Republic of Croatia for covering topics related to sustainable development of society (from the respondents' perspective)

As far as other statistically significant differences are concerned, respondents who rated the level of competence of lifestyle media editors as higher also assessed the quality of covering topics related to sustainable development of society in lifestyle media as higher. Moreover, when describing lifestyle media, they mostly used positive attributes. As for the attitude towards the need for additional education of journalists on topics related to sustainable development of society, the majority of respondents (87 %) believe that additional education is necessary. No survey participant claims that additional education of journalists on topics related to sustainable development of society is not necessary. When lifestyle media covers topics related to sustainable development of society, among other content, the majority of respondents (70%) estimate that the general impression on current readers and on those who do not normally read lifestyle media is mostly or completely positive. Respondents do not think that lifestyle media would leave a completely or mostly negative impression on current readers if these topics were covered, and only one respondent (3%) believes that readers who do not normally read lifestyle media would get a negative impression.

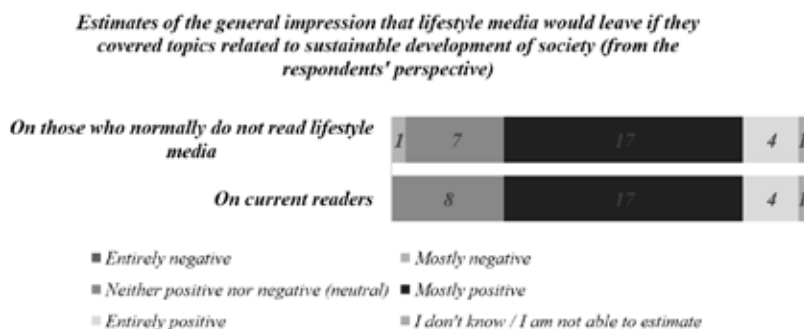


Figure 2. General impression that lifestyle media would leave if topics related to sustainable development of society were included in their editions (from the respondents' perspective)

In the event that lifestyle media covered, among other things, topics related to sustainable development of society in their editions the majority of respondents estimate that the general reading interest of current readers of lifestyle media and those who do not normally read them would remain more or less the same, with 10 respondents (33%) believing that reading interest among those who do not normally read lifestyle media would increase, while seven respondents (23%) believe that reading interest among current readers would grow. General reading interest in topics related to sustainable development of society in lifestyle media is shown in Figure 3.

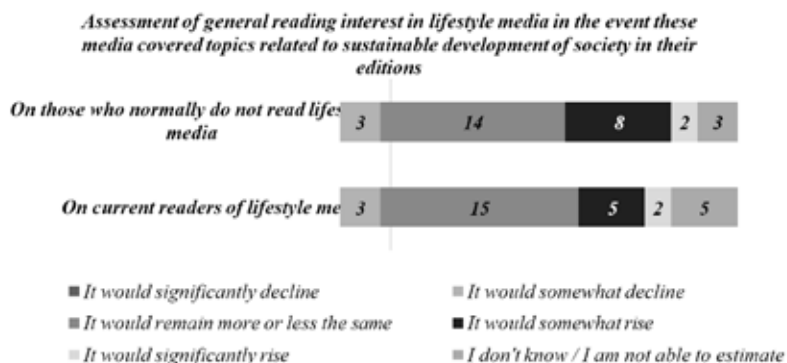


Figure 3. Respondents' estimates of general reading interest in lifestyle media in the event that these media covered topics related to sustainable development of society

Certain statistically significant differences were found between different groups of respondents with regard to the consequences that the introduction of topics related to sustainable development of society would have on lifestyle media. As expected, those who, according to their own self-assessment, are more familiar with the concept of sustainable development of society and its globally accepted goals believe that those who do not normally read lifestyle media would become interested in them if such topics were introduced. On the other hand, advocates of a more positive general impression on current readers believe that general reading interest among those who do not normally read lifestyle media would increase. Those who believe that such lifestyle media would leave a more positive general impression on those who do not normally read them also believe that general reading interest among current readers and among those who do not normally read them would increase. It is worth noting that those who believe that general reading interest among current readers and those who do not normally read them achieve a higher index of positive consequences caused by the introduction of socially responsible topics, notably those related to sustainable development of society, that is, they agree to a greater extent with the need to include such topics in lifestyle media editions. Furthermore, those who believe that general reading interest in lifestyle media among current readers would increase, also believe that general reading interest among those who do not normally read them would increase as well.

Characteristics that make a journalist competent for quality journalistic coverage of topics related to sustainable development (from the respondents' perspective)

The respondents listed the following formal or/and informal qualities that make a journalist competent for quality journalistic treatment of topics related to sustainable development: *expertise, education, professionalism, curiosity, desire for research and learning, openness, imagination, creativity, credibility and truthfulness, analytics and criticality, empathy, information, following foreign media and novelties, and lifestyle that coincides with the topics of sustainable development.*

Opinions and attitudes on socially responsible topics

Opinions and attitudes of journalists surveyed on socially responsible topics in lifestyle media, notably topics related to sustainable development of society, were measured through five indicators: self-assessed level of familiarity with the concept of sustainable development of society and its globally accepted goals, self-interest in the topics of sustainable development of society, self-interest in dealing with topics of sustainable development of society in the lifestyle media outlet at which respondents are employed as journalists or in the media outlet for which they usually write, readiness to include these topics in editorial policy (if respondents personally decide) and attitude towards education on these topics (familiarity with such trainings, experience of participating in one of them and readiness to attend future trainings of this kind).



Figure 6. Self-assessed levels of familiarity with the concept of sustainable development of society and its globally accepted goals

The level of familiarity with the concept of sustainable development of society and its globally accepted goals was measured by separate direct indicators associated with a 5-point ordinal assessment scale (from 1 “I am not at all familiar” to 5 “I am very well acquainted”). According to their own assessment, respondents are relatively familiar with the concept of sustainable development of society and its globally accepted goals. The self-assessed levels of familiarity with the concept of sustainable development of society and its globally accepted goals are shown in Figure 6.

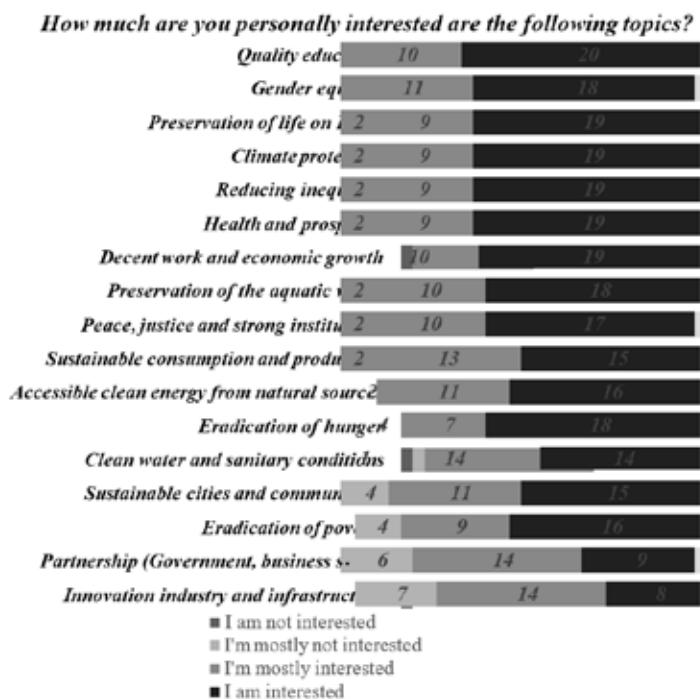


Figure 7. Level of expressed interest in topics of sustainable development of society

Between the level of familiarity with the concept of sustainable development of society and the level of familiarity with its globally accepted goals, a statistically significant correlation of the positive direction was established, whereby a better knowledge of the concept of sustainable development of society entails a better knowledge of its globally accepted goals. Also, those who know more about the concept and the goals achieve a greater value in the index of positive consequences that the introduction of socially responsible topics, notably topics related to sustainable development of society, would have on lifestyle media, i.e., they agree to a greater extent with the need to include such topics in lifestyle media editions.

Based on the answers, it can be concluded that the respondents are quite interested in the topics of sustainable development of society. More than 70% of respondents are interested in each topic, i.e., more than 20 of them. If they had the power to decide on editorial policy, almost all

respondents ($n = 28$; 93%) would introduce the topics of sustainable development of society into lifestyle media, that is, 15 (50%) of them would certainly do so, while 13 respondents (43%) would probably do so. Only one respondent (3%) is unlikely to introduce these topics, while there are no respondents claiming that they would certainly not.

Table 7. The result of testing the statistical significance of differences in the level of familiarity with the concept of sustainable development of society and the level of interest in these topics between the groups that differ in their readiness to include these topics in the editorial policy of lifestyle media

Variable	Levene's variance homogeneity test	Statistical significance of the average difference		Readiness to introduce topics of sustainable development of society into the editorial policy of lifestyle media	
				I would probably introduce	I would certainly introduce
Familiarity with the concept of sustainable development of society	$F = 1,017$ $p = 0.323$	$t_2 = 2,555$ $p = 0.017$	$M \pm SD$	($n = 13$) 2.92 ± 0.76	($n = 15$) 3.80 ± 1.01
Level of interest in topics of sustainable development of society	$F = 5,735$ $p = 0.025$	$t = 3,143$ $p = 0.006$	$M \pm SD$	($n = 12$) 54.75 ± 8.00	($n = 14$) 62.86 ± 4.29

Despite the fact that everyone welcomes the introduction of topics of sustainable development of society, the level of familiarity with education on these topics is relatively low. Only three respondents (10%) knew that in the past period education for journalists on topics of sustainable development of society was available. Among the respondents, nobody had taken part in such a training. The majority of respondents are ready to attend a training on sustainable development of society, if available in the future, with six respondents (20%) certainly intending to attend such trainings, and 13 respondents (43%) saying that they probably intend to attend them. Five respondents (17%) are unlikely to choose to attend a training on sustainable development of society for journalists. No respondents stated that they would not certainly attend them.

Discussion

The implementation of this research started by putting forward the hypotheses according to which *journalists and editors of lifestyle media in the segment of the media market of the Republic of Croatia considered themselves to be sufficiently educated to deal with topics related to sustainable development of society*. A Chi-squared test with a five percent risk level was used. It tested the statistical significance of the deviation of the empirically obtained distribution (the variable that measured the self-assessed competence of respondents as journalist for covering topics related to sustainable development of society) from the rectangular distribution. According to the results of the this test, the empirically obtained distribution of the self-assessed competence deviates statistically significantly from the rectangular distribution ($Chi-square = 42,800$; $p = 0.000$). Given that the largest residual deviation was recorded in the category of the highly educated, with the share of respondents who consider themselves sufficiently competent is higher than expected, the hypothesis according to which journalists and lifestyle media editors considered themselves to be sufficiently trained to deal with topics of sustainable development of society is accepted. The result of testing the statistical significance of deviations of the empirically obtained distribution (the variable that measured the self-assessed competence of respondents as journalists for dealing with topics related to sustainable development of society) from the rectangular distribution is presented in Table 8.

Table 8. The result of testing the statistical significance of the deviation of the empirically obtained distribution (the variable that measured the self-assessed competence of respondents as journalists for dealing with topics related to sustainable development of society) from the rectangular distribution

How would you assess your own competence (as a journalist) for covering topics related to sustainable development of society?			
Response categories	Empirical frequencies	Theoretical frequencies	Residual deviations
Excellently competent	0	5	-5
Highly competent	7	5	2
Competent	17	5	12
Poorly competent	5	5	0
Little competent	0	5	-5
I don't know/ I am not able to estimate	1	5	-4
Amount of Pearson's Chi-squared test = 42.80			
Degree of freedom = 5			
Statistical significance assuming the truth fulfilment of the null hypothesis (asymptotic bidirectional statistical significance) = 0.000			
0 cells (0%) have a theoretical frequency of less than 5. Minimum theoretical frequency = 5			

When testing the second hypothesis according to which *the concept of editorial policy of lifestyle media would be improved by introducing topics related to sustainable development of society, which would increase the overall readers' interest in lifestyle media*, a Chi-squared test with a five percent level of risk was used. It tested the statistical significance of deviations of the empirically obtained distribution (the variable that measured the degree of agreement with the second hypothesis) from the rectangular distribution. According to the results of this test, the empirically obtained distribution of the degree of agreement with the hypothesis deviates statistically significantly from the rectangular distribution (*Chi square* = 14,800; *p* = 0.011). Given that the share of respondents who do not agree with the above statement is lower than expected, and the share of those who mostly or completely agree is higher than expected, the hypothesis according to which the concept of editorial policy of lifestyle media would be improved

by introducing topics related to sustainable development of society, thus increasing the overall readers' interest in lifestyle media is accepted. The result of testing the statistical significance of the deviation of the empirically obtained distribution (the variable by which the degree of agreement with the hypothesis was measured) from the rectangular distribution is presented in Table 9.

Table 9. The result of testing the statistical significance of deviations of the empirically obtained distribution (the variable that measured the degree of agreement with the statement according to which the introduction of topics related to sustainable development of society would improve the concept of editorial policy of lifestyle media, thus increasing the overall readers' interest in lifestyle media) from the rectangular distribution.

To what extent do you agree with the following statement? Introducing topics related to sustainable development of society would improve the concept of editorial policy of lifestyle media, thus increasing the overall readers' interest in lifestyle media			
Response categories	Empirical frequencies	Theoretical frequencies	Residual deviations
I don't agree at all	0	5	-5
I mostly disagree	5	5	0
I neither agree nor disagree	6	5	1
I mostly agree	9	5	4
I totally agree	9	5	4
I don't know / am not able to estimate	1	5	-4
Pearson's Chi-squared test amount = 14.80			
Degree of freedom = 5			
Statistical significance assuming the truth of the null hypothesis (asymptotic bidirectional statistical significance) = 0.011			
0 cells (0%) have a theoretical frequency of less than 5. Minimum theoretical frequency = 5			

Conclusion

The research shows that journalists in lifestyle media, despite not attending any specialised education related to the topics of sustainable development of society, consider themselves competent to deal with such topics. It was found that the difference in the years of journalists' service entails a statistically significant difference in the average result in the constructed index of the level of interest in topics related to sustainable development of society, where people with less journalistic experience (up to 10 years) show less interest in topics of sustainable development of society, and those with more years of journalistic experience (10 and more) express greater interest in the same topics. If they had the power to make innovation on editorial policy, almost all respondents (93%) would introduce topics of sustainable development of society into the editorial policy of their lifestyle media outlets, with 50% of respondents who would certainly do so, while 43% of respondents would probably do so. If lifestyle media were to cover topics related to sustainable development of society in their editions, 70% of respondents estimate that the general impression of such lifestyle media on current readers and those who do not normally read such media would be mostly or completely positive. Competence of journalists and editors for dealing with topics of sustainable development of society was on the average rated by the respondents as good. However, one cannot ignore the fact that education of journalists in general, and especially in the domain of topics of sustainable development of society, is very scarce. Even if such trainings exist, journalists have no knowledge of them. Therefore, this kind of trainings should definitely be encouraged, as well as future research on this topic, which is crucial not only for the future of a sustainable society but also for the sustainability of the journalistic profession in the dynamic and technologically improved media landscape of the modern age.

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INOVACIJE U LIFESTYLE MEDIJIMA: TEME ODRŽIVOG RAZVOJA DRUŠTVA IZ PERSPEKTIVE NOVINARA

Sažetak

Ovaj rad obrađuje područje lifestyle novinarstva u kontekstu obrade tema povezanih s održivim razvojem društva. Cilj istraživanja je utvrditi jesu li novinari koji rade za lifestyle časopise i web portale educirani o temama vezanim uz održivi razvoj društva, smatraju li te teme važnima te jesu li spremni na inovacije i promjene u organizaciji rada, što podrazumijeva uvođenje takvih tema u lifestyle medije.

Glavni ciljevi ovog istraživanja uključuju određivanje razine upoznatosti i educiranosti intervjuiranih novinara s konceptom održivog razvoja društva, kao i njihovu zainteresiranost za te teme te način na koji ih obrađuju u lifestyle medijima.

Istraživanje je provedeno kvantitativnom metodologijom na namjernom uzorku novinara lifestyle medija u Republici Hrvatskoj. Rezultati pokazuju da novinari lifestyle medija sebe smatraju kompetentnima za obradu takvih tema. Ako bi imali mogućnost donošenja odluka o inovacijama u uredničkoj politici, gotovo svi ispitanici (93%) uveli bi teme održivog razvoja društva u uredničku politiku svojih lifestyle medija. Također, 70% ispitanika procjenjuje da bi, ako bi lifestyle mediji obradili teme održivog razvoja društva u svojim izdanjima, opći dojam takvih medija bio pretežno ili potpuno pozitivan.

Istraživanje donosi izvorne znanstvene rezultate koji mogu doprinijeti boljem razumijevanju lifestyle medija i percepciji tema održivog razvoja društva kao ključnih odrednica razvoja demokratskog društva.

Ključne riječi: edukacija, društveno odgovorne teme, inovacije, lifestyle mediji, novinarstvo