



BRODEUR

Reporters Survey
on
Journalism, Social Media,
and the Blogosphere

January 2008

Brodeur Survey of Journalists on Blogs and Social Media



- ▶ Random sample of editors and reporters in North America
- ▶ Online survey taken between December 18, 2007 and January 3, 2008
- ▶ Total of 4,000 reporters invited via email; a total of 178 completed responses

How are blogs used by journalists?



- ▶ Over three quarters of reporters see blogs as helpful in giving them story ideas, story angles, and insight into the tone of an issue.

1) In your work as a reporter and news executive, how helpful are blogs and other forms of social media for each of the following?

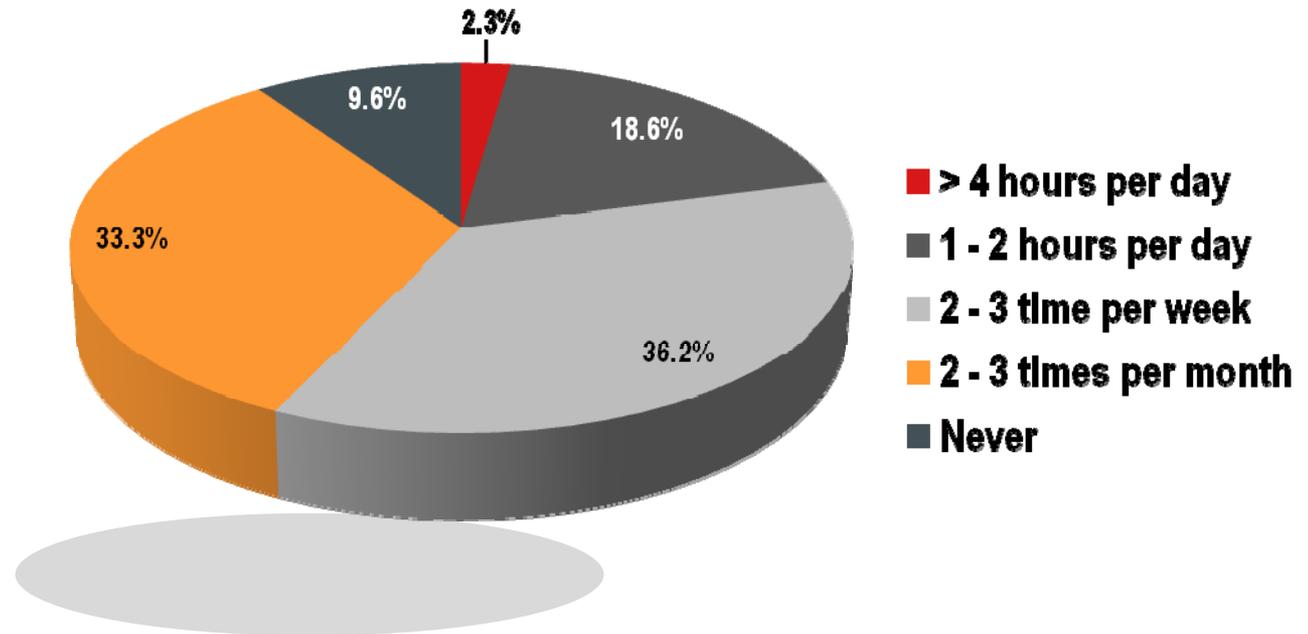
(Percentages)	Very helpful	Smwht helpful	Total helpful	Not very helpful	Not helpful at all	Total not helpful
Getting story ideas and news angles	23.4%	54.9%	78.3%	13.7%	8.0%	21.7%
Gaining insight into the tone of a debate or discussion	27.3%	48.9%	76.2%	16.5%	7.4%	23.9%
Getting information on breaking news	10.7%	36.2%	46.9%	33.3%	19.8%	53.1%
Identifying and validating news sources	7.3%	24.3%	31.6%	46.3%	22.0%	68.2%
Finding quotes and soundbites	3.4%	24.3%	27.7%	35.6%	36.7%	72.3%
Getting “scoops” or exclusive stories	4.0%	21.4%	25.4%	41.6%	32.9%	74.5%

How much time do journalists spend reading blogs?



- ▶ Over one-in-five (20.9%) of reporters said they spend over an hour-a-day reading blogs. A total of nearly three in five (57.1%) reporters said they read blogs at least two to three times a week.

2) Which of the following best describes how much time you spend online reading blogs?

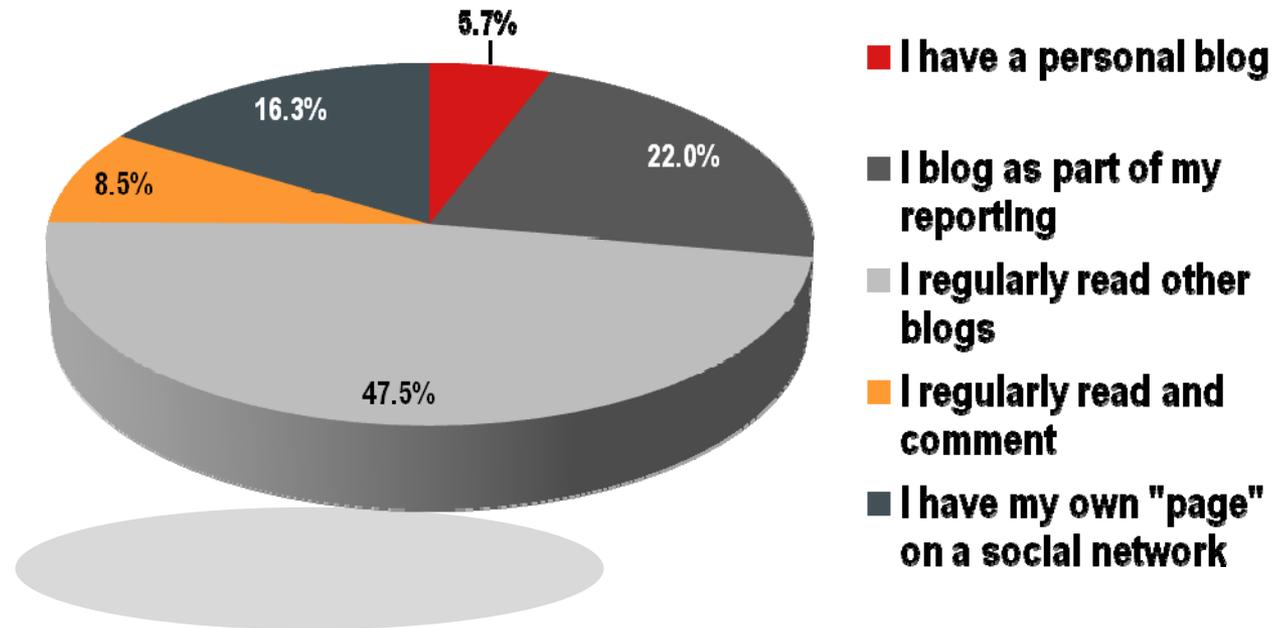


How “engaged” are journalists in the blogosphere?



- ▶ Over one-in-four reporters (27.7%) have their own blogs and nearly one-in-five (16.3%) have their own social network page. About half of reporters (47.5%) say they are “lurkers” – reading blogs but rarely commenting.

3) Which of the following applies to you?

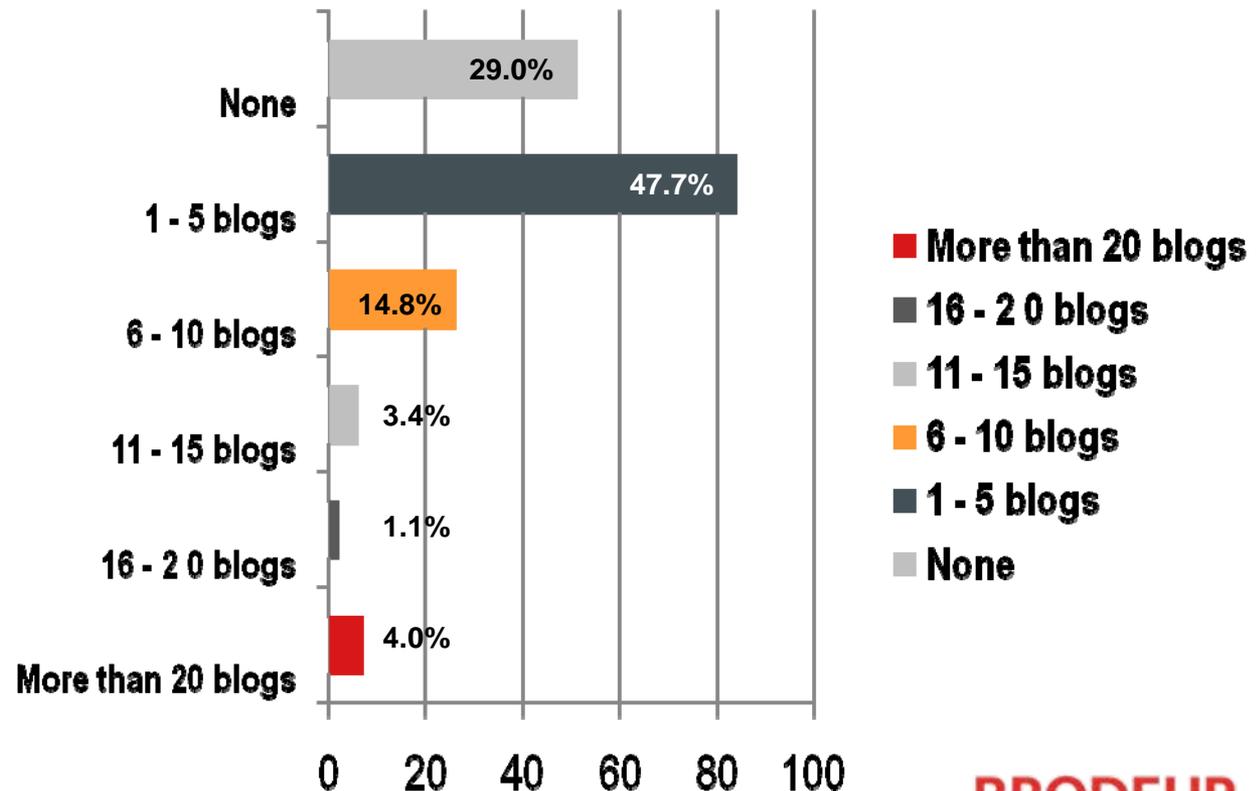


How many blogs does a journalist regularly follow?



- ▶ Approximately three-quarters (71%) of journalists have a list of blogs that they check on a regular basis. Almost half (47.7%) say their list has five or fewer blogs; but about one-quarter (23.3%) say their regular blog list number six or more.

4) Do you have a list of blogs that you check at least once a week and if so, how many?

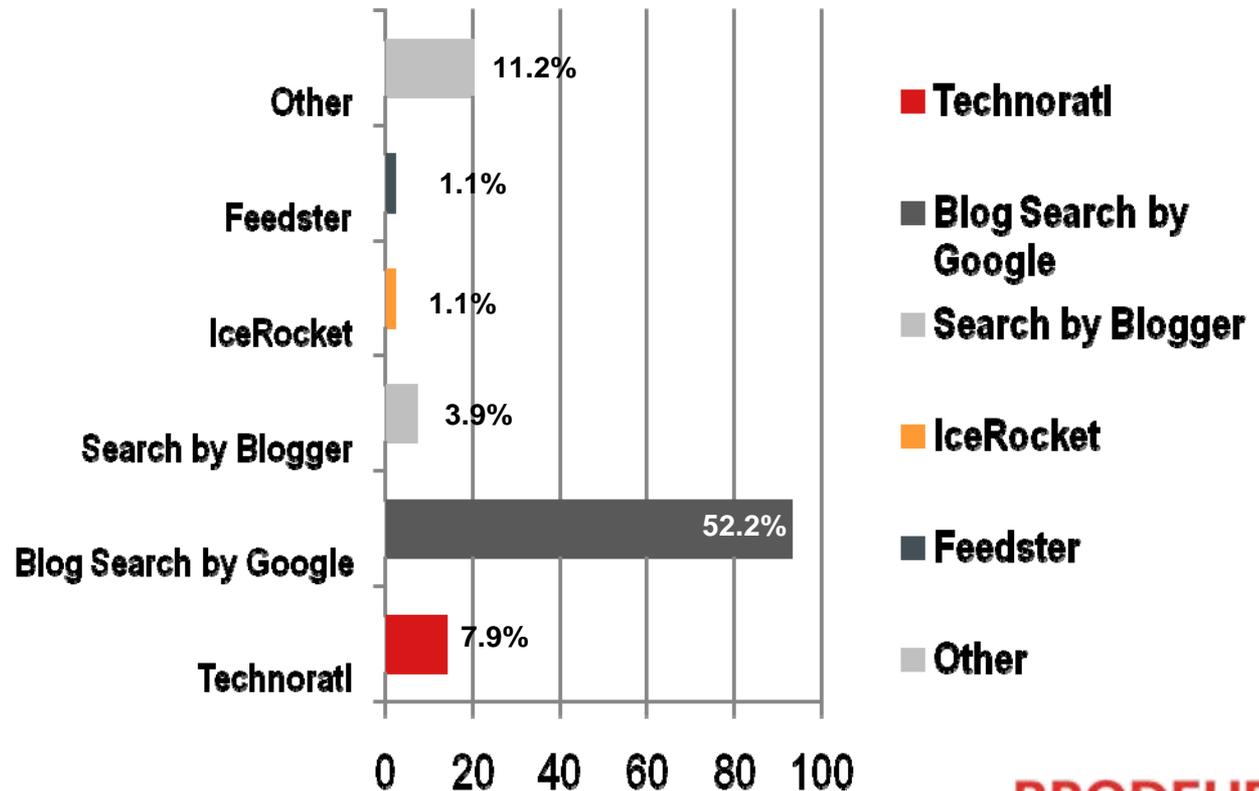


How do journalists find blogs?



- ▶ Google is the most popular search engine for journalists looking for information about blogs. Over half (52.2%) of journalists say they use Google most; less than one-in-ten (7.9%) say they use Technorati the most

5) Which of the following search engines do you use most in searching for information in the blogosphere?



Are blogs having a significant impact on reporting?



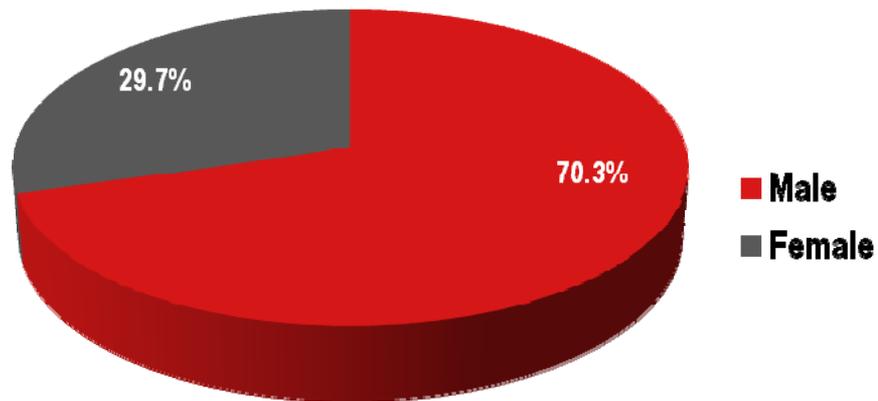
- ▶ A majority of journalists thought blogs were having a significant impact on news reporting in all areas tested EXCEPT in the area of news quality. The biggest impact has been in speed and availability of news, however over half said that blogs were having a significant impact on the “tone” (61.8%) and “editorial direction” (51.1%) of news reporting.

6) How significant an impact – either good or bad – do you feel that new media (social media and blogs) is having on the following aspects of news reporting?

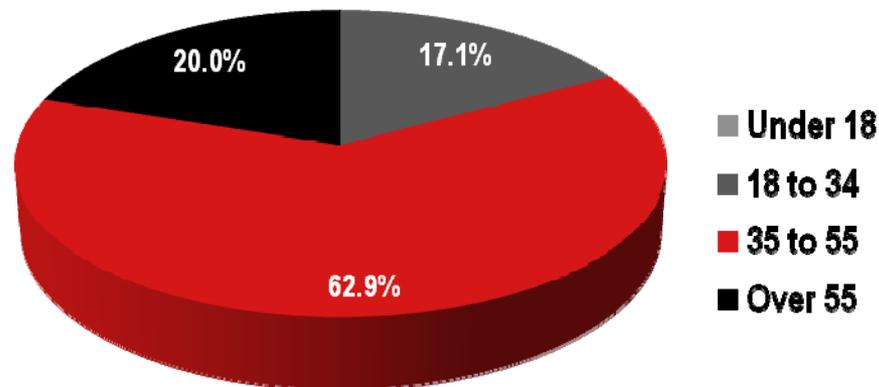
(Percentages)	Very significant	Somewhat significant	Total significant	Not very significant	Not at all significant	Total not significant
Speed of news	32.0%	42.1%	74.1%	12.4%	12.4%	24.8%
Availability of news	32.6%	36.0%	68.6	18.5%	12.4%	30.9%
Tone of discussion	10.7%	51.1%	61.8%	30.9%	6.2%	37.1%
Editorial direction	8.4%	42.7%	51.1%	40.4%	9.0%	49.4%
Quality of news	12.4%	30.9%	43.3%	40.4%	15.2%	55.6%

Demographics

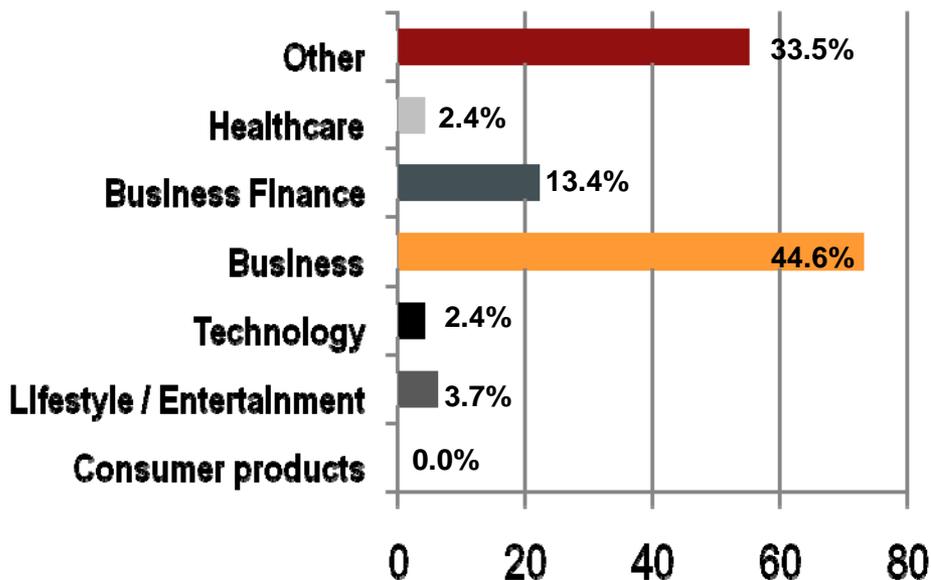
7) Now, about yourself, Are you . . . ?



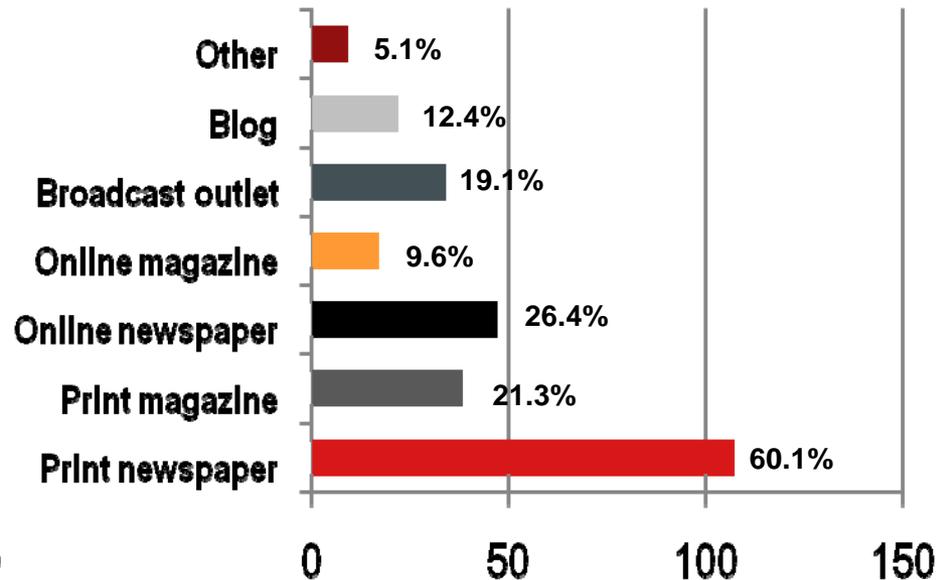
8) How old are you?



9) What are your primary areas of reporting?



10) Which of the following do you write for? Check all that apply.





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