

Social Media and Journalism Study 2012 – Finnish Report by Cision Europe & Canterbury Christ Church University (UK)

1. Executive Summary

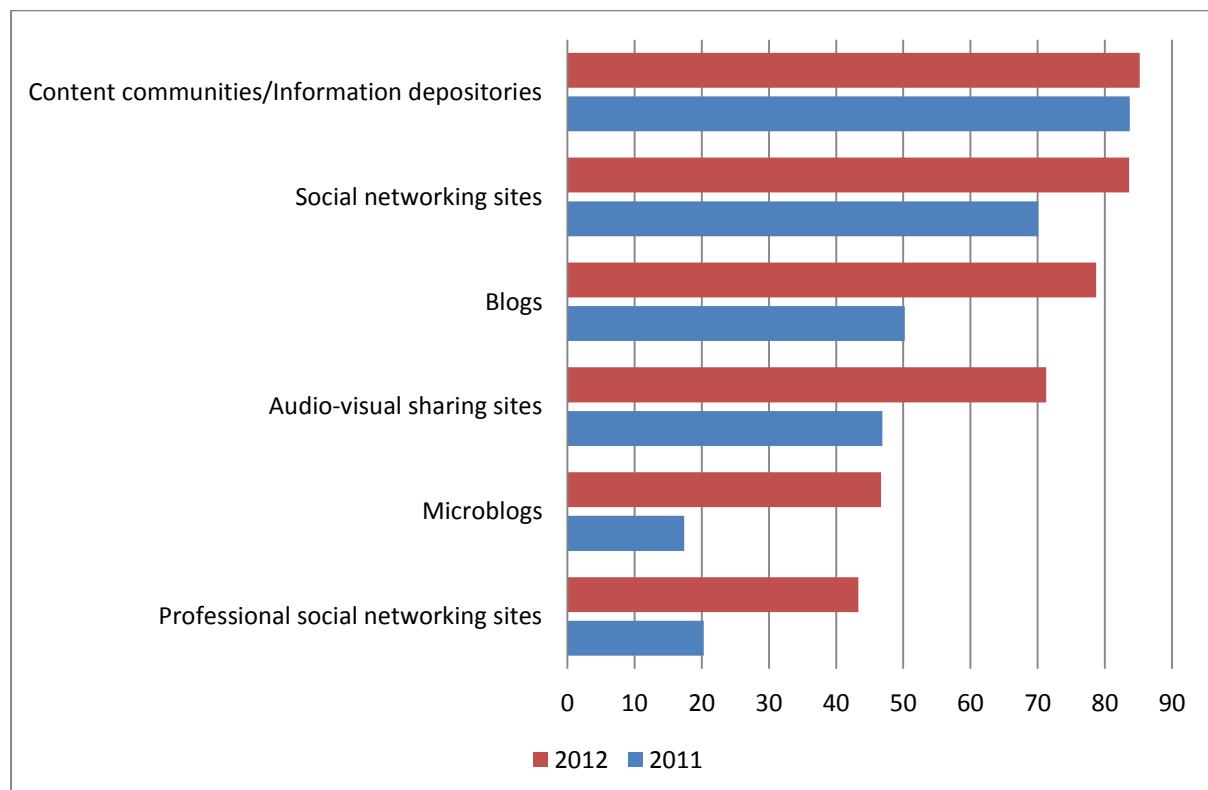
- 97.5% of Finnish journalists reported using some form of social media for their work.
- More than a quarter (26.4%) stated that they would not be able to carry out their work without social media.
- During the last twelve months uses of all social media types have increased but especially of microblogs and blogs where uses increased by almost a 30%
- Monitoring discussions about their own content (82.8%) and using social media to meet new people in their field of work (80.9%) are the most common social media activities and maintaining work-related blogs is the least common (26.8%).
- The most frequently cited reason for social media use is monitoring, with 81.7% of the Finnish journalists stating that they used at least one type of social media tool for this purpose, whereas sourcing was the least frequently cited (44.4%).
- The most popular social media tools are content community and crowdsourcing sites (85.2%), closely followed by social networking sites (83.6%).
- The study found five types of professional social media users who differ in terms of patterns of use, knowledge, purposes of use and attitudes:
 1. *Hunters'* (40.1%) social media use is driven by an emphasis on finding contacts and information as well as networking;
 2. *Sceptics* (23.9%) are low users who have generally negative attitudes towards the use and the impacts of social media;
 3. *Observers* (18.2%) are light users who are not keen contributors in the social media world but do use the tools to find information and monitor what's going on;
 4. *Promoters* (11.3%) are heavy users of social media focusing mainly on disseminating and advocating their work;
 5. *Architects* (6.5%) are the movers and shakers of the professional social media world using social media extensively and regularly for a wide variety of professional tasks.
- Nearly half of the Finnish journalists (45.2%) stated that concerns about privacy and data security prevented them from using social media more.
- More than a quarter of respondents (26.4%) stated they did not use social media more because they did not think the information could be trusted.

2. Survey Background

The annual Social Journalism Study, conducted by Cision and Canterbury Christ Church University, is charting the changes of how journalists and media professionals use social media for work. Not surprisingly, one year on, journalists are using a greater variety of social media tools and are showing increasing reliance on social media for many of their professional tasks such as networking and monitoring. Unique to this year's study is the identification of five types of journalists' profiles, which demonstrate strong similarities in their use, attitude, and behaviour towards social media. These groups are: Hunters, Sceptics, Observers, Promoters, and Architects. This year's online survey was compiled from over 3650 journalists' responses from 11 different countries: Finland, Sweden, Germany, UK, Canada, US, Australia, France, Netherlands, Italy, and Spain. This report focuses on the 628 responses from Finland. For comparison of journalists' uses of and attitudes to social media in different countries, please see our Social Journalism 2012 – Global report <http://www.cisionwire.fi/cision-finland-oy/r/kanadalaisoimittajat-parhaita-sosiaalisen-median-ammattillisessa-hyodyntamisessa,c9329847>.

During the last twelve months Finnish journalists' use of social media increased (Figure 1). Comparing this year's with last year's data it is evident that uses of all social media types have increased and this was especially notable in the cases of blogs, audio-visual sites, microblogs and professional social networking sites. Microblogs and blogs saw almost a 30% increase between 2011 and 2012.

Figure 1 – Use of different social media forms for work in a typical week (% of respondents)



In terms of attitudes there have also been some shifts. Interestingly, with the increase in social media use Finnish journalists feel less convinced that these tools enable them to be more engaged with their audience (69% agreeing with this statement in 2011 and 60.2% in 2012). Their views on crowdsourcing have not changed with only about a quarter of respondents thinking that crowdsourcing improves quality of journalism (27.5% in 2011 and 26.4% in 2012). Despite the more extensive and diverse use of social media, views on the impacts of these tools on work efficiency remain generally cautious with only about a third of journalists thinking that the productivity of their work has improved as a result of social media (34.8% in 2011 and 31.7% in 2012). Attitudes about general impact of social media on the profession remain largely positive with only a small percentage of respondents thinking that social media will lead to the death of professional journalism (although the figures slightly increased in the last twelve months from 7.3% in 2011 to 11.6% in 2012).

3. Patterns of Social Media Use Vary

The study shows that social media are embedded in most Finnish journalists' daily work routine and play an important part in what and how journalists do. Over a fifth of Finnish journalists (21%) monitor discussions daily on social media about own content, and 16.1% post original comment on social networking or microblogging site on a daily basis (Table 2). Online journalists (91.2%) were particularly likely to state that they used social media to monitor discussions about their own content with a larger proportion of them doing so than newspaper (78.4%), magazine (82%), and broadcasting (86.7%) journalists. About a third of Finnish journalists manage a professional, work-related social networking or microblogging account on a daily or a weekly basis (13.5% on a daily and 21.3% on a weekly basis). Using social media to meet new people in their field of work was another often cited activity (with 9.7% using social media for this reason daily, 26% weekly, 22% monthly and 23.2% less than monthly). Using social media to meet new people in their field of work is particularly common for freelance journalists with 93.3% stating that they use social media for this reason (compared to 83.6% of those working for large, 81.3% of those working for medium, and 76.3% of those working for small organisations).

Table 2 - Patterns of selected social media activities (% of respondents)

	Daily use	Weekly use	Don't use at all
<i>Post original comment on social networking or microblogging site</i>	16.1	26.8	35.5
<i>Manage a professional, work-related account on a social networking or on a microblogging site</i>	13.5	21.3	41.7
<i>Re-post on a microblogging site</i>	5.6	10.8	60.7
<i>Monitor discussions on social media about own content</i>	21	30.6	17.2
<i>Reply to comments you receive in relation to your work on social media sites</i>	7	22.1	28
<i>Use social media to meet new people in their field of work</i>	9.7	26	19.1
<i>Maintain a work-related blog</i>	2.4	5.9	73.2

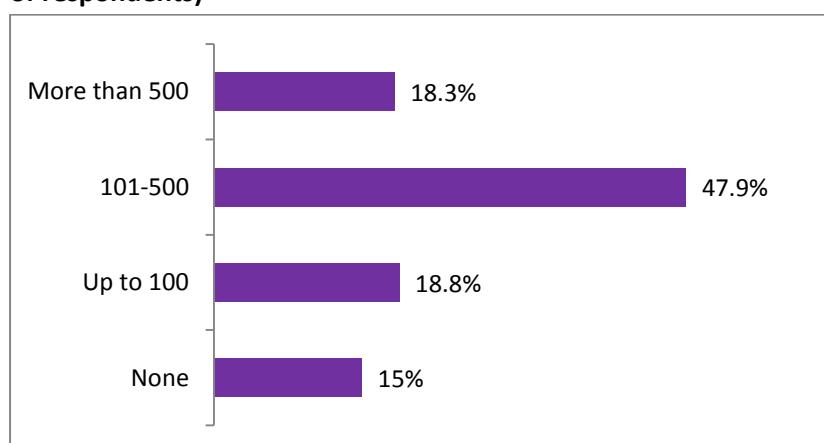
<i>Contribute to content communities or crowdsourcing sites</i>	3.2	10.4	56.5
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Interestingly, maintaining a work related blog is not popular with 73.2% of respondents not using it at all. However, there were considerable variations depending on journalists' professional background. 50% of freelance journalists reported maintaining a work-related blog (as opposed to only 23.7% of those working for large, 25.8% medium, and 27.2% small organisations) and journalists writing/producing for an international audience were more likely to maintain a work-related blog (44.4% compared to 16.3% of those with local/regional audience and 31% of those with national audiences).

When it comes to daily social media activities posting original comments on social networking/microblogging sites is the most often performed activity (16.1%), particularly for those journalists writing/producing for international audiences (27.8% compared to 10.7% of journalists with local/regional and 18.2% of journalists with national audiences). It is worth noting, however, that age also has an influence here. Whereas a third (33.3%) of the 18-27 year olds report performing this activity on a daily basis only 22.2% of the 28-45 year olds and 8.4% of the over 45s state that they do so on a daily basis.

A useful way of gauging journalists' levels of engagement with social media is to look at the number of followers/friends they report having on their preferred social networking/microblogging site (Figure 3). Although 15% of the Finnish journalists surveyed stated that they did not have any, nearly a half (47.9%) stated that they had 101-500 followers/friends and nearly a fifth (18.3%) reported having more than 500. Those aged over 45 were the most likely not to have any followers/friends (21.7%) whereas those aged 18-27 were the least (3.7%). Likewise, the 18-27 year olds were the most likely to have more than 500 followers/friends (40.7%) whereas the over 45s were the least likely (13.7%). Interestingly, it was freelance journalists who were the least likely to report having no followers/friends (3.3% compared to 14.2% of those from large, 15.5% of those from medium, and 17% of those from small organisations) and the most likely to report having more than 500 (46.7% compared to 21% of those working for large, 8.4% of those working for medium, and 18.8% of those working for small organisations).

Figure 3 – Number of followers/friends on their preferred social networking/microblogging site (% of respondents)



Audience reach also made a difference to the number of friends/followers reported with journalists writing/producing for an international audience being the most likely to have more than 500 (41.7%) when compared to those with local/regional (11.6%) and national (20.1%) audiences. Finally, when media sector is looked at, it is online journalists who are the least likely to state that they have no followers/friends (8.8% compared to 19.8% of newspaper journalists, 10.2% of magazine journalists, and 19% of broadcasters) and the most likely to state that they have more than 500 (25.5% compared to 21.9% of magazine journalists, 21.9% of broadcast journalists and 9.9% of newspaper journalists,).

In general journalists' professional and demographic backgrounds have an influence on their use of social media. For instance, online journalists spend more hours using social media in a typical day than journalists from other media sectors and they also show the highest levels of self-rated knowledge of social media. Online journalists also show the greatest diversity in both the number of social media tools they use and the different of reasons they use them. For instance, more than a third (38.7%) use at least six different types of social media tools for work, while the figures for magazine journalists were 20.3%, for broadcast journalists 16.2% and for newspaper journalists 15.1%.

In terms of age, it is younger journalists who show the highest self-rated knowledge of social media and spend the most hours per day using social media for work. A quarter of 18-27 year olds (25.9%) spend six or more hours per day using social media for work compared to 10.1% of the 28-45 year olds and 3.3% of the over 45s. Additionally, it is the 18-27 year olds who showed the widest use of social media tools for work. When it comes to the size of the organisation, it is freelancers who average the most hours per day using social media for work with 13.2% of them stating that they spend six or more hours using social media for work in a typical day compared to 9.7% of those working for large, 8.4% of those working for medium, and 4.4% of those working for small organisations.

Finally, differences can also be seen amongst the Finnish journalists when the geographic reach of their audience is taken in to account. Journalists who write/produce for international audiences spend the most time using social media in a typical working day with 14% of them stating that they use social media for at least six hours per day in contrast to 8% of journalists with national and 5.6% of journalists with local/regional audiences. In addition, whereas over a third (38.9%) of journalists with international audiences use six or more social media tools compared to 13.5% of journalists with local/regional audiences and 24.9% of those with national audiences using that many different types of tools.

3.1. Professional tasks and purposes of social media use

Overall, the most common social media tool used by Finnish journalists are content community and crowdsourcing sites (85.2%), closely followed by social networking sites (83.6%) and blogs (78.7%) while the least common tools are social reader and bookmarking tools (8.8%). The most

common purpose of social media use is monitoring 'what's going on' with 81.7% of respondents stating they used at least one type of social media tool for this reason. Sourcing was the least commonly cited reason for Finnish journalists with 44.4% of respondents saying that they used at least one type of social media tool for this reason.

Table 4 - Professional uses of social media tools in a typical week (% of respondents)

	Publishing and promoting	Sourcing	Networking	Verifying	Monitoring
Blogs	15.1%	19.9%	8.8%	17.2%	56.5%
Content communities and crowdsourcing sites	3%	30.1%	1.6%	57.8%	23.2%
Microblogs	16.2%	12.3%	10%	5.3%	34.2%
Professional social networking sites	4.1%	3%	23.7%	7.6%	20.7%
Social networking sites	41.6%	18%	45.4%	14.2%	47%
Audio-visual sharing sites	14.3%	14.8%	3.7%	13.2%	46.2%
Social reader and bookmarking tools	0.5%	2.9%	0.6%	2.2%	4.9%

As can be seen from Table 4, however, there are variations in types of tools used for different professional tasks. For instance, blogs are most often used for monitoring 'what's going on' (56.5%) and to a lesser degree for sourcing information (19.9%), while content communities and crowdsourcing sites were most often utilised for verifying information (57.8%) and monitoring (23.2%). Social networking sites are the tools most often used for publishing and promoting own content (41.6%) and also for networking (45.4%).

3.2 How knowledgeable do journalists feel?

When it comes to how journalists rate their own knowledge of social media, a third (33.6%) reported having a good level of knowledge, under a quarter (27.9%) reported having a middling level of knowledge, and just under a third (29.5%) reported having low levels of knowledge. Only 2.2% reported having complete knowledge of social media compared to 6.8% who reported having no knowledge of it. Table 5 shows, online journalists were the most likely of all the media sectors to report having complete knowledge of social media (4.4%) and magazine journalists (0.8%) the least likely.

Table 5 - The different media sectors' self-rated knowledge levels (% of respondents)

	No Knowledge	Complete Knowledge
Newspaper	9.5%	1.3%
Magazine	6.3%	0.8%
Broadcasting	6.7%	3.8%
Online	3.6%	4.4%

Online journalists were also the least likely to report having no knowledge of social media (3.6%) whereas newspaper journalists were the most likely (9.5%). Unsurprisingly, age also made a difference to how journalists rated their level of knowledge with the over 45 year olds being the most likely to rate themselves as having no knowledge of social media (9.7%) and the 18-27 year olds being the least likely (3.7%). In fact, the majority of the 18-27 year olds (63%) rated their knowledge of social media as good compared to less than half of the 28-45 year olds (43.4%) and only a fifth of the over 45s (21.1%). Notably, not a single freelance journalist rated themselves as having complete knowledge of social media and they were also the most likely to state they had no knowledge of social media (10% compared to 7.3% of those working for large, 7.1% of those working for medium, and 5.8% of those working for small organisations).

4. Attitudes towards social media

Generally, Finnish journalists have positive views about social media (Table 6). Nearly two thirds of Finnish journalists believe that social media help them to promote themselves and their work better (63.1%) as well as enabling them to be more engaged with their audience (60.2%). Less than half, stated they think these tools enable them to communicate better with people relevant for their work (43.3%) and less than a third think that they improved the productivity of their work (31.7%). That said, more than a quarter of Finnish journalists stated that they would not be able to carry out their work without social media (26.4%).

Table 6 - Perceptions about the impacts of social media (% respondents)

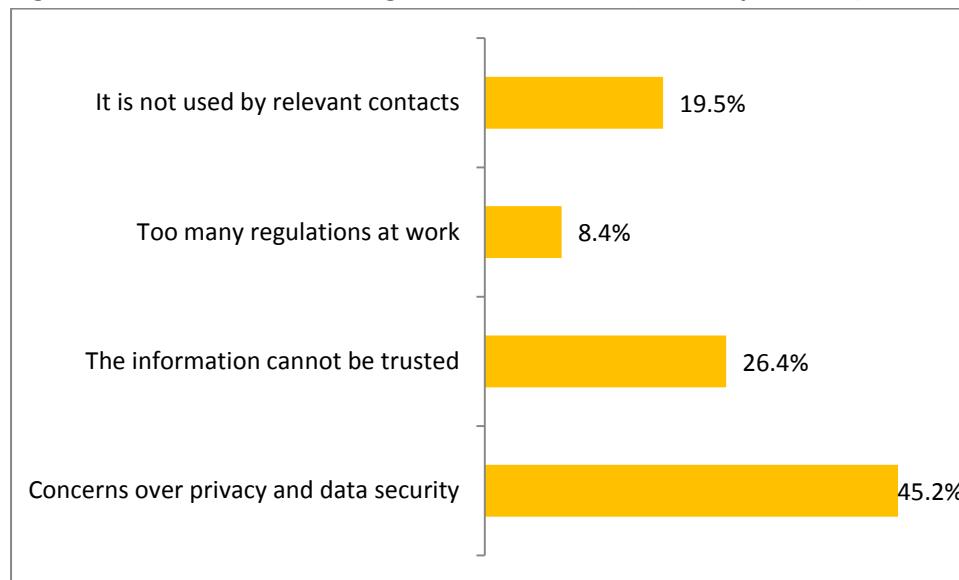
	Agree
Views about the impact of social media on their work	
Using social media allows me to promote myself and my work much better	63.1%
Because of social media I am more engaged with my audience	60.2%
Because of social media, I communicate better with people relevant for my work	43.3%
Social media have improved the productivity of my work	31.7%
I would not be able to carry out my work without social media	26.4%
Views about the impact of social media on their profession	
Social media are undermining traditional journalistic values, such as objectivity	37.1%
Crowdsourcing improves the quality of journalism	26.4%
Social media will lead to the death of professional journalism	11.6%

The age of the journalists, however, made a difference to the opinions about social media with 18-27 year olds twice as likely to agree that social media has had a positive influence on their work than the over 45s. For instance, 74% of the 18-27 year olds agreed that social media have enabled them to communicate better compared to 50.3% of the 28-45s and just 33.4% of the over 45s. Further, 55.5% of the 18-27 year olds agreed that social media have improved the productivity of their work

compared to 25.1% of the over 45s. Furthermore, 40.7% of the 18-27 year olds stated that they would not be able to carry out their work without social media in contrast to only 20.8% of the over 45s. Freelance journalists were also the most likely to have positive opinions about social media compared to journalists working for large, medium, and small organisations. For example, 73.4% of freelance journalists stated that social media enables them to communicate better with the people relevant for their work compared to those working for large (44.3%), medium (34.8%) and small (44.2%) sized organisations. Additionally, 43.3% of freelancers stated that they would not be able to carry out their work without social media compared to those working for large (30.6%), medium (21.9%) and small (23.2%) organisations.

In terms of opinions about the impact of social media on their profession, only a quarter (26.4%) of the Finnish journalists felt that crowdsourcing improves the quality of journalism whereas over a third (37.1%) thought it undermines traditional journalistic values, such as objectivity, and 11.6% believed that social media will, in fact, lead to the death of professional journalism. Interestingly, journalists writing/producing for international audiences were the most likely to agree that social media undermine traditional journalistic values with 50% agreeing to this in comparison to 33.5% of journalists with a mainly national audience and 40.5% of journalists with a mainly local/regional audience. In terms of sectoral differences, online journalists were the ones who were the most likely to agree that crowdsourcing improves the quality of journalism (32.8%) when compared to journalists working for newspapers (25%), magazines (24.2%) and in broadcasting (23.8%).

Figure 7 – Reasons for not using social media more (% of respondents)



When asked about barriers to greater use of social media, responses varied (see Figure 7). Concerns over privacy and data security was one of the key reasons which stopped respondents using social media more for their work, while issues with information not being accurate was another factor. Privacy and data security was particularly an issue for those aged 28-45 (44.4%) and over 45 (47.1%) but less so for 18-27 year olds (33.3%). Those aged over 45 were also the most likely to state that they did not use social media more because the information could not be trusted (34.4% compared to 22.2% of the 18-27 year olds and 18.9% of the 28-45 year olds) and because it is not used by

relevant contacts (24.1% compared to 14.8% of the 18-27 year olds and 15.5% of the 28-45 year olds). Over a quarter (26.4%) of Finnish journalists stated that they did not use social media more due to a lack of trust about the information and a fifth of all the Finnish journalists (19.5%) stated that it was not used by relevant contacts. Interestingly, online journalists were the most likely to state that the organisation they worked for had too many regulations regarding the use of social media for work (11.7%) when compared to newspaper (6.4%), magazine (7%), and broadcast journalists (9.6%). The 18-27 year olds were least likely to find this a problem with only 1.1% citing regulation as a reason for not using social media more often (opposed to 10.3% of the 28-45 year olds and 6.4% of the over 45 year olds). Online journalists were also the least likely of all the media sectors to state a lack of trust about the information as a reason for not using social media more (16% compared to 31.4% of newspaper journalists, 27.4% of magazine journalists, and 25.7% of broadcast journalists). Finally, journalists working for small organisations were the ones most likely to state they did not use social media more often because it is not used by relevant contacts (24.6%) compared to freelance journalists (16.6%) those working for large (15%) and medium sized organisations (19.4%).

5. Professional social media user profiles

Unique to this study was the identification of five types of journalists based on their use, knowledge, attitude, and behaviours towards social media. This analysis was created using cluster analysis, which statistically organises groups on the basis of shared behaviours.

Finnish journalists are divided into the following profiles:

Hunters (40.1%)

- Regular users of a range of social media forms
- High number of Twitter followers
- Regularly use social media for networking and building professional relationships
- Keep up-to-date profiles on social networking sites but give limited contributions as content creators

Sceptics (23.9%)

- Spend the least amount of time on social media
- Have the least knowledge of social media
- Almost never contribute to social media sites
- Tend to have negative views about usefulness and impact of social media
- Least likely social media user type to use social media for networking

Observers (18.2%)

- Visit social networking sites at least weekly
- Tend to use narrow range of social media forms
- Irregular content creators and contributors

Promoters (11.3%)

- Use social media for a variety of reasons but a key function is publishing and promoting own content
- Regular users of a range of social media forms
- Monitor discussions on social media about their own content at least weekly

Architects (6.5%)

- Spend the most hours on social media
- Use social media extensively
- Rate themselves as having good knowledge of social media
- Use a range of social media regularly for a variety of purposes
- Key content contributors
- 'Movers and shakers' of professional networks

5.1 Descriptors of Professional Social Media Users

Hunters: This group uses a variety of social media forms, but most frequently use social networking sites. They tend to have positive views about social media but do not agree that they would be prevented from carrying out their work without social media. Networking is also a key reason why they use social media. They use social media to meet new people in their field of work and use social networking to start following people they meet in person at least monthly. They are keen users of social networking sites.

Sceptics: This group represents the least active users. They rarely, if ever, create content on social media sites and are poor networkers. Their self-rated knowledge about social media is low and most of them use only one or two types of social media forms. Their use of social media for publishing and promoting and networking is particularly low. They tend to have negative views about the impacts of social media and they disagree that social media is a necessary tool for their work.

Observers: They keep a keen eye on what is happening in social media, as they visit sites at least weekly, but their social media contribution, such as posting or commenting, happens less often. They are not frequent content creators on social media, but occasionally contribute to content communities, crowdsourcing sites, and write blogs. Their preferred social media platform is social networking.

Promoters: They use social media a lot and have good self-rated knowledge about the tools. They have positive views about the impacts of social media. They use a variety of social media forms, but prefer blogs, microblogs and social networking sites. They use social media for different reasons, but publishing and promoting is a key function for them.

Architects: This professional social media type uses social media the most. They have the highest self-rated knowledge about social media. They have positive views about social media, especially in relation to its impact on better communications, relationship with the audience, as well as promotional opportunities. They use social media for different reasons, most notably for sourcing information, networking, and monitoring what is going on. They are not only key content creators and contributors but are often the centre of networks.

5.2. Features of the Finnish Professional Social Media User Profiles

The demographic and professional features of the five profiles vary (Table 8). Hunters (53.6%), Observers (63.2%), and Architects (63.4%) are comprised of a larger proportion of female than male journalists, whilst Sceptics (55.3%) and Promoters (63.4%) contain a larger proportion of male than female journalists. Additionally, whilst Finnish journalists aged 18-27 are most likely to be Hunters (33.3%) Promoters (29.6%) and least likely to be Sceptics (3.7%), those aged over 45 are most likely to be Hunters (40.1%) and Sceptics (35.1%) and least likely to be Promoters (5%) or Architects (2%). The 28-45 year olds are more likely to be Hunters (40.7%) with the rest of them being fairly equally dispersed amongst the remaining 4 social media user types. Differences can also be seen in

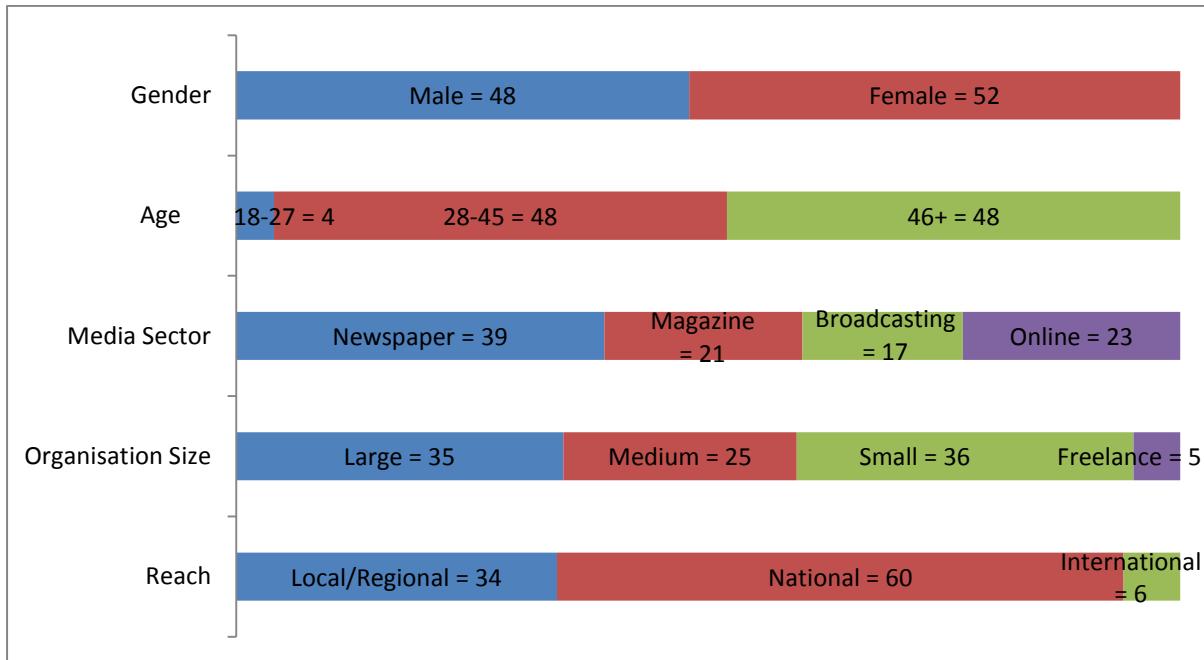
relation to media sectors. For instance, newspaper journalists are least likely to be Promoters (3%) and Architects (4.7%) whereas online journalists are most likely to be Hunters (46%) and Promoters (24.1%) and least likely to be Observers (8%). Interestingly, none of the journalists with international audiences fall in to the Observers category but more than half of them (58.3%) are Hunters. Local/regional journalists, on the other hand, are least likely to be Promoters (4.7%) whereas those with national audiences are least likely to be Architects (7.2%).

Table 8 - Demographics and professional features of professional social media user profiles in Finland (% respondents)

	Hunters	Sceptics	Observers	Promoters	Architects
Age					
18-27yrs	33.3%	3.7%	18.5%	29.6%	14.8%
28-45yrs	40.7%	14.6%	18.5%	15.9%	10.3%
46 +	40.1%	35.1%	17.7%	5%	2%
Type of organisation					
Newspaper	38.8%	28.4%	25%	3%	4.7%
Magazine	38.3%	28.1%	16.4%	10.9%	6.3%
Broadcasting	41%	23.8%	16.2%	13.3%	5.7%
Online	46%	10.9%	8%	24.1%	10.9%
Audience reach					
Local/Regional	38.6%	27%	24.7%	4.7%	5.1%
National	39.3%	21.9%	16.3%	15.2%	7.2%
International	58.3%	22.2%	0%	11.1%	8.3%
Size of organisation					
Large	41.1%	23.3%	13.2%	14.6%	7.8%
Medium	43.2%	23.2%	18.7%	6.5%	8.4%
Small	36.2%	25.9%	23.7%	10.3%	4%
Freelance	46.7%	16.7%	10%	20%	6.7%

6. About the respondents

Figure 9 – Profile of Respondents (% of respondents)



This report is based 628 responses from Finnish journalists as part of the Social Journalism Study 2012. As can be seen from Figure 9, this was comprised of an approximately equal number of female (52%) and male (48%) journalists. 4% of the respondents were aged 18-27 years old, with the rest of the sample being equally split between those aged 28-45 (48%) and those aged 46 and above (48%). More than a third of the sample (39%) were newspaper journalists, whilst the rest were more equally split between magazine journalists (21%), online journalists (23%), and broadcast journalists (17%). The majority of the journalists (60%) reported having a mainly national audience, a third (34%) stated that they had a mainly local/regional audience, and 6% had a mainly international audience. Finally, whilst a third of the Finnish respondents (35%) reported working for large organisations, and a third (36%) reported working for small organisations, one quarter (25%) worked for medium sized organisations and the remaining 5% were freelance journalists.

7. Survey details

Cision Europe and Canterbury Christ Church University conducted an online survey about the uses and perceptions, attitudes and behaviours of social media among journalists. Respondents were taken from Cision's media database of more than 1.5 million influencers globally. This year's study received over 3,650 responses from journalists in 11 different countries: Finland, Sweden, Germany, UK, Canada, US, Australia, France, Netherlands, Italy, and Spain. This particular report takes a closer look at Finland and is based on 628 responses from journalists and media professionals collected during June – July 2012. Throughout the survey the term 'journalist' is used to include other media professionals e.g. researchers, editors, etc. The statistical analysis, based on a 95% confidence interval, examined the differences and similarities between sub-populations of respondents.

The survey is designed to enhance the media industry's understanding of social media uptake and the impact of social media technologies and processes on journalists' work. Cision conducts this survey on an annual basis to continue to inform on best practices within the PR and communications field and to deepen the industry's understanding of how journalists and professional communicators use and value social media and other resources. The research examined the patterns of social media usage of journalists, for what professional tasks they use social media and how they view the impact of social media on journalistic practices and professional values.

For more information about the survey, please contact:

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