

SOCIAL MEDIA AND JOURNALISM STUDY 2013 SWEDEN



Summary

Social Media Barometer

Sweden continues to 'sit in the middle' compared to other countries surveyed, in 3rd position out of nine countries this year compared to 4th position out of eight countries last year, scoring higher on attitudes than any of the other dimensions suggesting an overall positive view of social media that doesn't always translate into such high use when compared to other countries.

Regular social media users

Swedish journalists report regularly using social media for their work with 96% stating that they do so on a daily basis. In fact, 37% say that they spend at least 2 hours using social media in a typical day and 12% say that they spend at least 4 hours using social media for their work in a typical day.

Sourcing is the main reason for using social media

A higher percentage of the respondents use social media in a typical week to help them complete a range of work related tasks such as sourcing information, publishing and promoting themselves/their work, networking, verifying and checking information, and monitoring content (all > 75% each). Sourcing is the most popular activity with 88% of the Swedish journalists stating that they use social media for this task each week, although publishing and promoting is also popular with 82% stating that they use social media for this reason on a weekly basis.

Social networks are the most popular tools

Social networks (87%), content community and crowdsourcing sites (85%), and blogs (81%) are the most popular social media tools amongst the Swedish journalists.

Architects have become the largest group and show the biggest change since last year

The most common type of social media user this year has become the Architects (30%), showing the most dramatic change in comparison to last year when they were the smallest group (6%). The Sceptics (17%) have also shown a large change since last year (36%) having moved from the top spot to becoming the second smallest of the social media user types. This suggests that Swedish journalists are becoming more frequent users of social media and that their attitudes towards its uses for work are becoming more positive.

Daily visits to social networking and microblogging sites

In terms of their daily activities, Swedish journalists are most likely to state that they read posts of people they follow (55%), monitor discussions on social media of their own content (41%), and post original comments on social

networking and microblogging sites (36%) than they are to perform any other social media activity.

More positive attitudes

Attitudes towards social media are positive with 66% agreeing that it helps them to be more engaged with their audience, 57% agreeing that it enables them to be more productive, and 47% believing that they would be unable to carry out their work without the help of social media.

Good levels of knowledge

Nearly three quarters of the Swedish journalists (72%) feel that they have at least a good level of knowledge of social media and nearly a third (30%) feel that it reaches extensive or expert levels.

1. Survey Background

The 3rd 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 and in their communication with PR professionals.

Not surprisingly, one year on, respondents show an increasing use of social media but this year it is more evenly spread across all tools and professional tasks journalists undertake in their work. Generally, use and practice has increased and although views about social media remain positive they are not increasing suggesting a slight cooling of interest, particularly amongst those countries that could be considered early adopters. Unique to our research is the identification of 'the Social Suspects', a typology which groups journalists into five categories: Architects, Hunters, Observers, Promoters and Sceptics. These distinctive groups share certain behaviours and attitudes towards social media and in the PR-journalist relationship.

In this report, we show how Sweden compares to journalists from 8 other countries in the Social Journalism Barometer and then present in more detail Swedish journalists' use of social media, the factors which influence their use, the knowledge they have about the tools, and their attitudes about the impacts of social media on their working practices and the profession. This year's study also includes a look at the role of social media in how PR practitioners and journalists communicate.

2. Social Journalism Barometer 2013

The Social Journalism Barometer ranks the 9 countries surveyed in relation to four dimensions: social media involvement, practice, knowledge and attitudes.

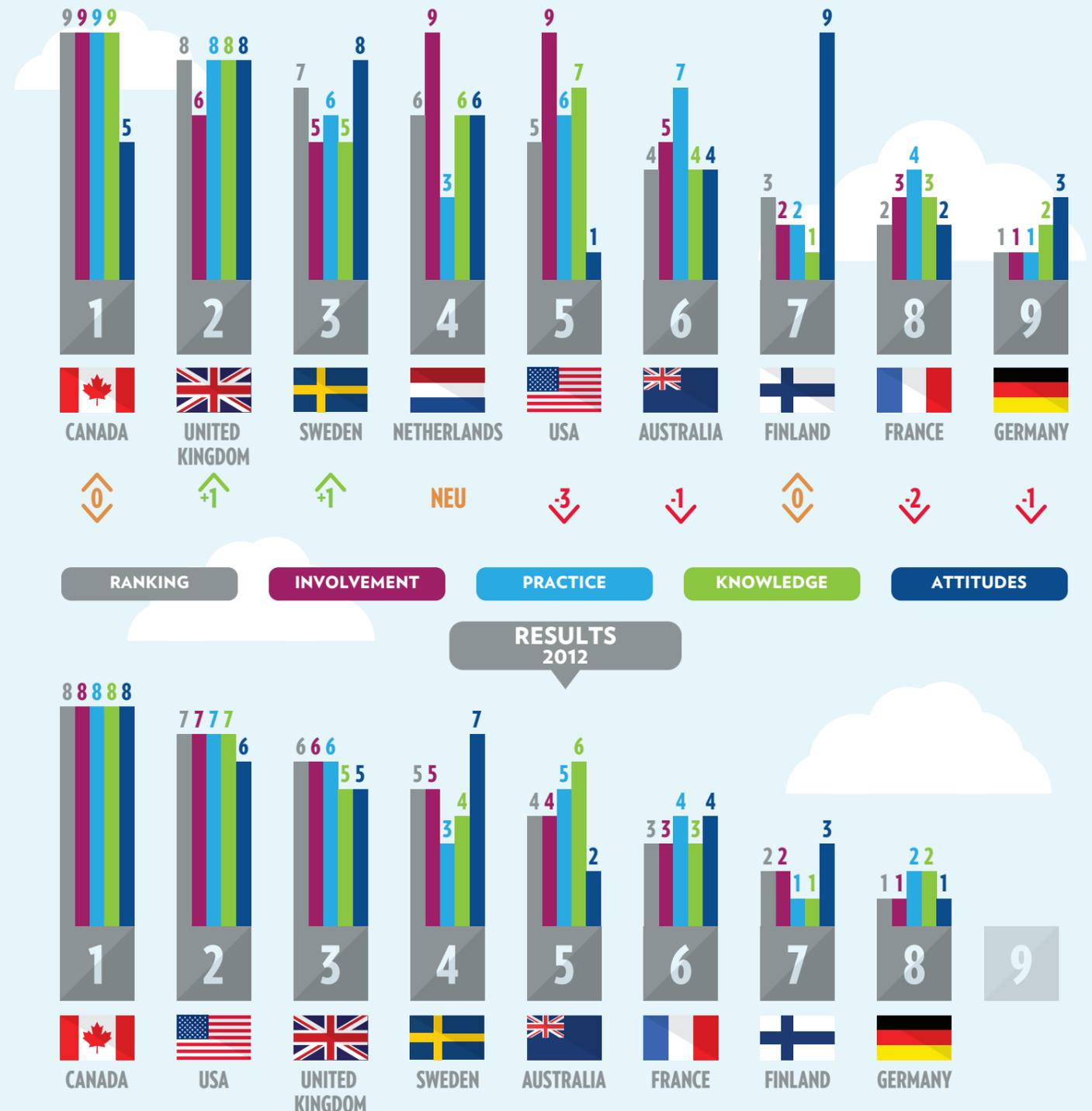
Each country is measured against each of these four dimensions and then a combined ranking is achieved by taking an average rank score in each of the dimensions¹ (Table 1).

Compared to last year, the ranking shows some slight changes between the countries with the rank order still showing Canada topping the list although in terms of attitudes it is now in a middle position. The US dropped from second to fifth place in the combined ranking. US journalists are still among the highest users but their views about social media have become more reserved, especially in relation to impacts of social media on their profession and perceived barriers. Both the Sweden and the UK improved their ranking by one, with Sweden moving from 4th place since last year (out of 8) to 3rd place this year (out of 9) because of their increasing in social media use but they express less positive attitudes compared to the two Northern American countries. However, in 2012, Sweden ranked the highest in attitudes of all eight countries surveyed but is now ranked 2nd on this dimension.

Two key issues are likely to have played a significant part in these changes. Firstly, countries have entered or are now entering the second phase in social media adoption after the initial introductory phase. In this new phase, based on the experiences gather in the first stage, journalists indicated a greater understanding of the advantages and purposes of social media use and opinions are more positive about the impacts of the tools. These then lead to changes in practices as well as in attitudes, as we can see in the two North American countries, where attitudes have hardened during the last twelve months. Secondly, country specific variables, such as socio-demographic characteristics in the profession and regulatory frameworks, are an increasingly important influence. Similarly to last year, Finland, France and Germany are at in the lowest ranks although in most

indicators, the differences between each country in most cases, was fairly small. However, both Finland and France ranked high in relation to a specific indicator. Finland topped two attitudes indicators, while France was among the first four in relation to social media activities well above its final position.

SOCIAL JOURNALISM BAROMETER 2013



¹ The four dimensions are calculated from values in nine indicators together measuring a total of 47 variables. The nine indicators are:
 • Social Media Involvement: Daily Work Use (1); Number of Followers/Friends (2)
 • Social Media Practice: Professional Social Media Activities (3); Social Media Types Used (4);
 • Purposes of Professional Social Media Use (5)
 • Social Media Knowledge: Perceived Knowledge (6)
 • Social Media Attitudes: Views About Impacts on their Own Work (7); Views about Impacts on the Profession (8);
 • Perceptions about Barriers (9)

3. Patterns of Social Media Use

3.1. COMPARISON OF USE IN A TYPICAL WEEK

The majority of the Swedish journalists (96%) stated that they will use social media for their work on a daily basis with 37% stating that they spend 2 or more hours using social media for their work in a typical day and 12% stating that they spend 4 or more hours using it for work every day.

As can be seen from figure 1, below, there has been an increase in the percentage of Swedish journalists stating that they use social media for publishing and promoting (from 62% to 82%), networking (from 61% to 79%), verifying (from 54% to 76%), and monitoring (from 68% to 80%). Sourcing is still the most common reason for journalists to say they use social media although the percentage of journalists stating that they use social media for this reason is similar to last year (88% this year compared to 89% last year). Overall then, this suggests a greater use of social media for their professional tasks.

As can be seen from figure 2, opposite page, there has also been an increase in the types of social media Swedish journalists report using for their work each week. Although there has been a very minor decrease in their reported use of content community and crowdsourcing sites (from 86% to 85%) and audio-visual sharing sites (from 72% to 71%), there has been an increase in their use of the other types of social media for their work. Blogs (79% to 81%) and social networks (85% to 87%) show only small increases in their use this year compared to last year but microblogs (65% to 77%), professional social networks (47% to 65%), and social reader/bookmarking sites (12% to 40%) show large increases. Social reader/bookmarking sites show the largest increase in use by Swedish journalists since last year (28%) but social networking sites (87%), content community and crowdsourcing sites (85%) and blogs (81%) are still the most popular social media tools that Swedish journalists report using for their work in a typical week.

Figure 1: The professional tasks social media tools are used for each week (%)

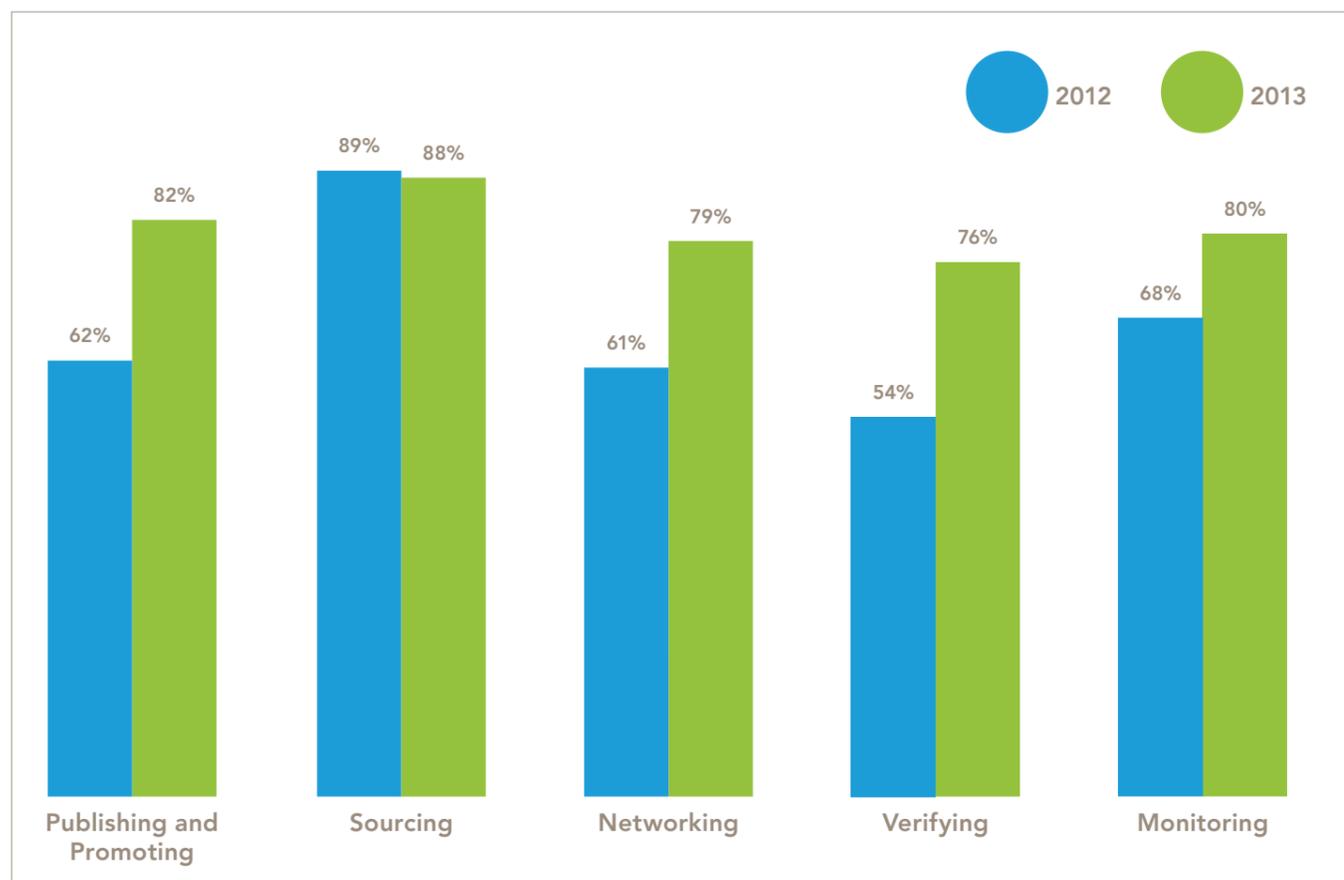
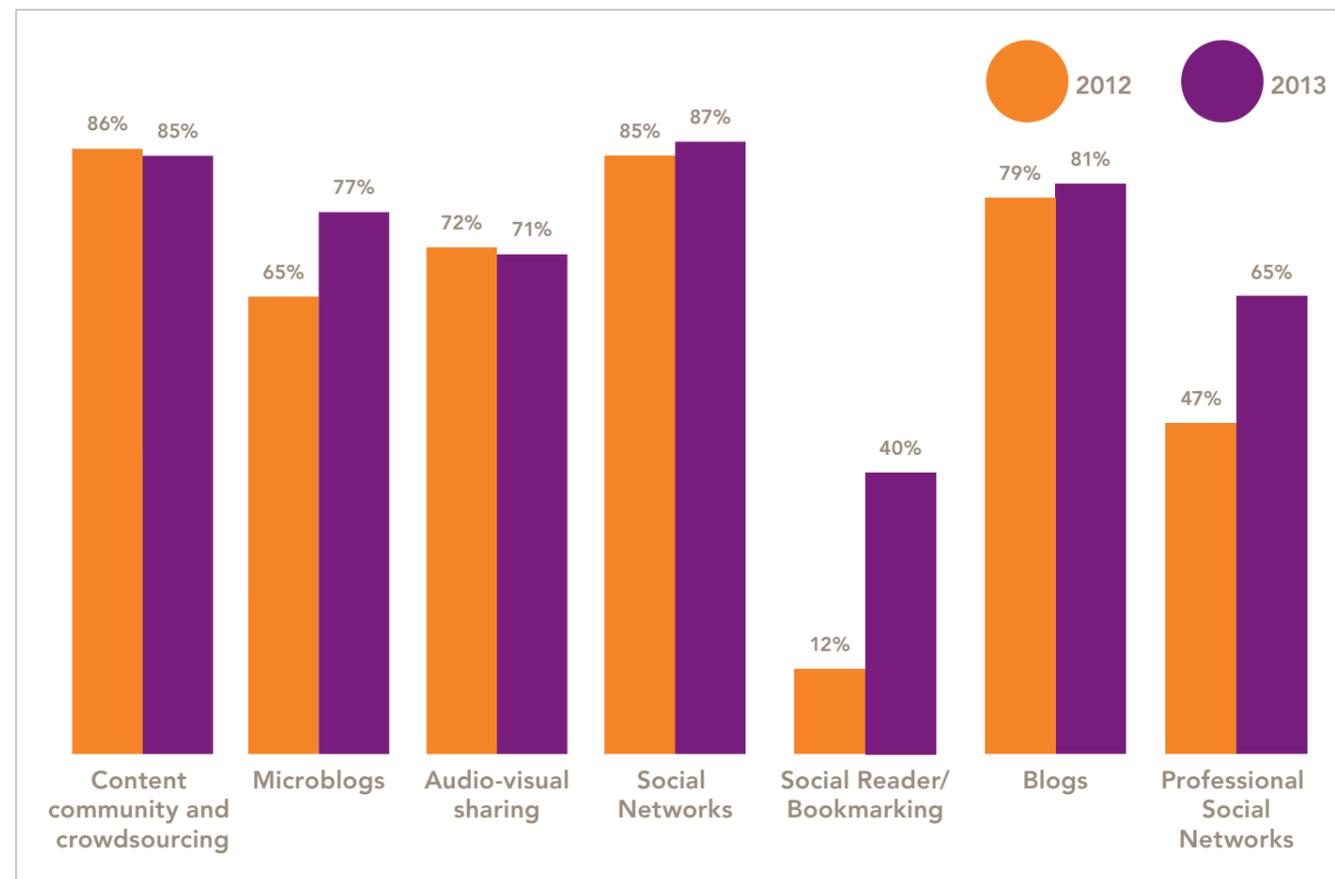


Figure 2: Types of social media used for work in a typical week (%)



3.2. USE OF SPECIFIC SOCIAL MEDIA TOOLS FOR PROFESSIONAL TASKS

As mentioned, above, with the exception of content community and crowdsourcing sites and audio-visual sharing sites, Swedish journalists have shown an increase in the use of each of the social media tools for their professional tasks. This suggests a greater engagement with social media tools available for their work. When asked about their use of specific social media tools for specific professional tasks, the Swedish journalists were most likely to say that they used social networking sites for publishing and promoting (73%) and for networking (66%) and that they used content community and crowdsourcing sites for sourcing (64%) and for verifying (64%). This is in contrast to last year when they were most likely to say that they used social networks for publishing and promoting (53%), and blogs (55%), social networks (54%) and content community and crowdsourcing sites (73%) for sourcing. The largest increases in Swedish journalists'

use of specific tools for specific professional tasks are in the use of microblogs (from 34% of Swedish journalists last year to 56% this year) and social networking sites (from 53% last year to 73% this year) for publishing and promoting and the use of microblogs for monitoring (from 37% to 57%). The largest decreases in use are audio-visual sharing sites (from 52% last year to 34% this year) and content community and crowdsourcing sites (from 73% last year to 64% this year) for the purposes of sourcing. Overall though, their use of social media tools for work has increased, as can be seen in Table 2, over page.

Table 2: Use of social media tools used and the professional tasks they're used for in a typical week (%)

	Publish/Promote	Sourcing	Networking	Verifying	Monitoring
Professional Social Networks	20% (7%)	17% (15%)	42% (27%)	10% (6%)	19% (16%)
Blogs	34% (23%)	58% (55%)	15% (12%)	23% (16%)	53% (40%)
Social Reader/Bookmarking	4% (1%)	11% (6%)	1% (1%)	5% (2%)	13% (6%)
Social Networks	73% (53%)	54% (54%)	66% (48%)	23% (21%)	55% (41%)
Audio-visual sharing	17% (15%)	34% (52%)	4% (5%)	13% (13%)	26% (28%)
Microblogs	56% (34%)	54% (46%)	42% (25%)	21% (14%)	57% (37%)
Content community & crowdsourcing sites	8% (3%)	64% (73%)	2% (3%)	64% (36%)	20% (17%)

*Figures in brackets represent 2012 data and those without brackets 2013 data

** Figures in red indicate last year's figures were lower, figures in green indicate last year's figures were higher

3.3. VALUE OF SOCIAL MEDIA TOOLS USED FOR SOURCING INFORMATION

Last year sourcing was clearly identified as a key reason for journalists to use social media, and Figure 1 (above) indicates that this still holds true. This year we therefore asked journalists and media professionals about the value of the information they find on social media sites when trying to source information.

As can be seen from table 3, right, the social media tools Swedish journalists report finding content community and crowdsourcing sites (43%) followed by social networking sites (39%) the most valuable. Interestingly, the social media tools they report using the most often for sourcing (see Table 1) show some differences to the ones they find the most valuable. This suggests that whilst there are multiple tools which they use for their professional tasks they do not use them indiscriminately and do attribute different levels of value to the information they retrieve from each of the tools.

3.4. SPECIFIC ACTIVITIES UNDERTAKEN USING SOCIAL MEDIA

Those journalists who regularly use social media for their work tend to use them for a variety of tasks although they show a preference for particular activities.

As can be seen from table 4, Swedish journalists are most likely to report reading posts of people they follow (55%), monitoring discussions on social media about their own content (41%), posting original comments on social networking or microblogging sites (36%), and reading blogs (31%) as something they do on a daily basis. This is not surprising given that social networking sites

Table 3: Respondents ratings as which social media tools are the most valuable for sourcing (%)

Social Media Tool	This Year
Content community and crowdsourcing sites	43%
Social networking sites	39%
Microblogs	34%
Blogs	32%
Professional social networking sites	11%
Audio-visual sharing sites	8%
Social reader and bookmarking toolst	3%

and blogs are two of the social media tools which they report using the most often for their work (see figure 2, above). Although this is similar to the most frequent daily activities reported last year where reading blogs (30%), adding comments to someone's page/profile on a social networking site(28%), posting original comments on social networking or microblogging sites (26%), and monitoring discussions on social media about own content (24%) were the most frequently reported daily activities, this year's data further highlights the Swedish journalists' preference for social networking sites over blogs and also highlights the increasing use that Swedish journalists have for social media on a daily basis.

Interestingly, whilst maintaining a work-related blog (9%), contributing to content community and crowdsourcing sites (5%), and publishing stories based on information found on social media sites (4%) are the activities Swedish journalists are least likely to report performing on a daily basis this year, last year it was following someone they met in person via social media sites (5% last year compared to 10% this year), using social media to make contacts in their field of work (8% last year compared to 19% this year) and maintaining a work related blog (9% both this year and last year). This suggests that Swedish journalists are increasingly starting to make daily use of the potential of social media for networking (as was illustrated in figure 1).

When it comes to weekly tasks (Table 5) providing links to people's online comment in their postings (33%), replying to comments received in relation to their work on social media sites (31%), and adding comments to someone's page or profile on a social networking site (30%) are the most frequently reported weekly activities with providing links having replaced blog reading (27%) in the top three weekly activities spot from last year. This again reinforces the increased use this year of social networking sites and also suggests that Swedish journalists place an important emphasis in using social media to keep in contact with others.

The tasks least likely to be performed on a weekly basis are maintaining a work related blog (17%), contributing to content community and crowdsourcing sites (14%), and reading content community and crowdsourcing sites (17%) with the latter replacing reposting on microblogging sites (22% this year compared to 19% last year) in the three least likely social media activities reported by Swedish journalists last year as something they do on a weekly basis. Again, this reflects the increase in use of social networking and microblogging sites this year and the decrease in the use of content community and crowdsourcing sites compared to last year.

Table 4: Social media tasks performed on an at least daily basis (%)

Main Daily Activities	Daily
Reading postings of people they follow	55% (N/A)
Monitoring discussions on social media about own content	41% (24%)
Posting original comments on social networking or microblogging sites	36% (26%)
Reading blogs	31% (30%)
Least Frequently Performed Daily Activities	
Maintaining a work-related blog	9% (9%)
Contributing to content communities or crowdsourcing sites	5% (10%)
Publishing a story based on information found on social media	4% (N/A)

*Figures in brackets represent 2012 data and those without brackets 2013 data

Table 5: Social media tasks performed on at least a weekly basis (%)

Main Weekly Activities	Weekly
Providing links to people's online content in their postings	33% (N/A)
Replying to comments received in relation to their work on social media sites	31% (29%)
Adding comments to someone's page or profile on a social networking site	30% (37%)
Least Frequently Performed Weekly Activities	
Maintaining a work-related blog	17% (18%)
Reading content communities or crowdsourcing sites	17% (N/A)
Contributing to content communities or crowdsourcing sites	14% (16%)

*Figures in brackets represent 2012 data and those without brackets 2013 data

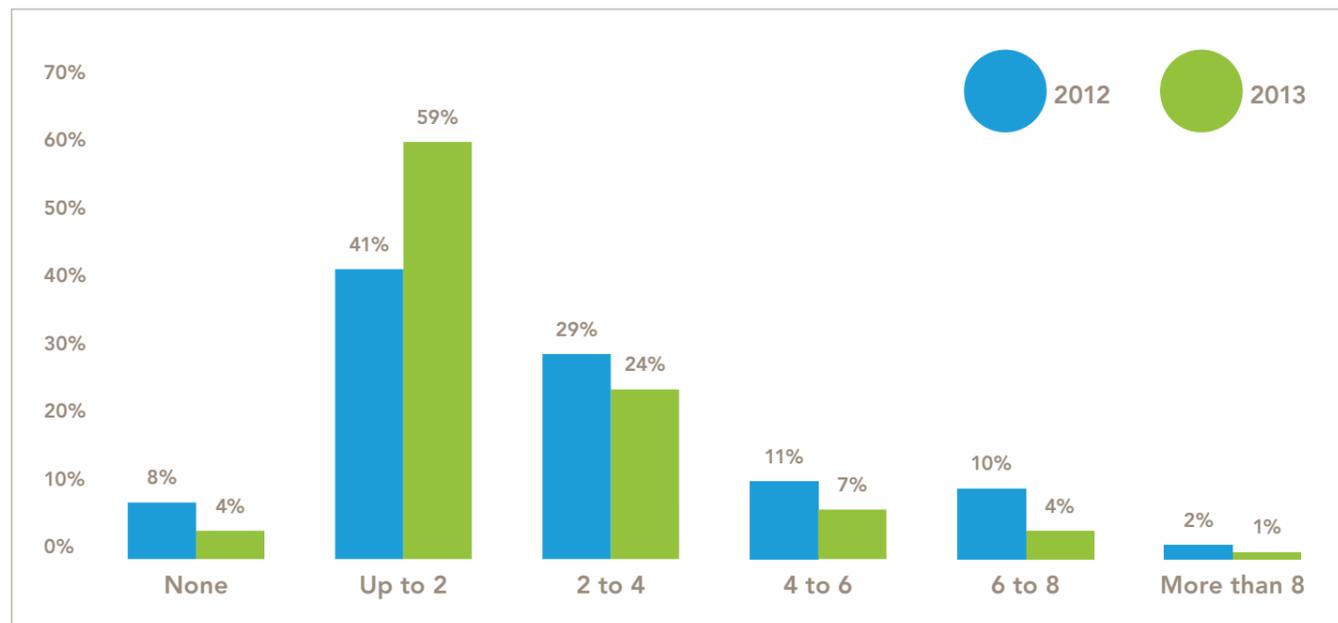
The activities which Swedish journalists are most likely to report that they never undertake (Table 6) are contributing to content communities or crowdsourcing sites (56%), maintaining a work related blog (51%) and reposting on microblogging sites (36%). These are the same as the activities Swedish journalists were most likely to report never undertaking last year although whereas there are less reporting that they never re-post on microblogging sites (a drop from 45% to 36%) there is an increase in those who report never contributing to content community and crowdsourcing sites (from 38% last year to 56% this year) again highlighting the increase this year in the use of microblogs and decrease in the use of content communities and crowdsourcing sites.

Table 6: Social media activities never undertaken (%)

Activities Never Undertaken	Never
Contributing to content communities or crowdsourcing sites	56% (38%)
Maintaining a work-related blog	51% (51%)
Re-posting on microblogging site	36% (45%)

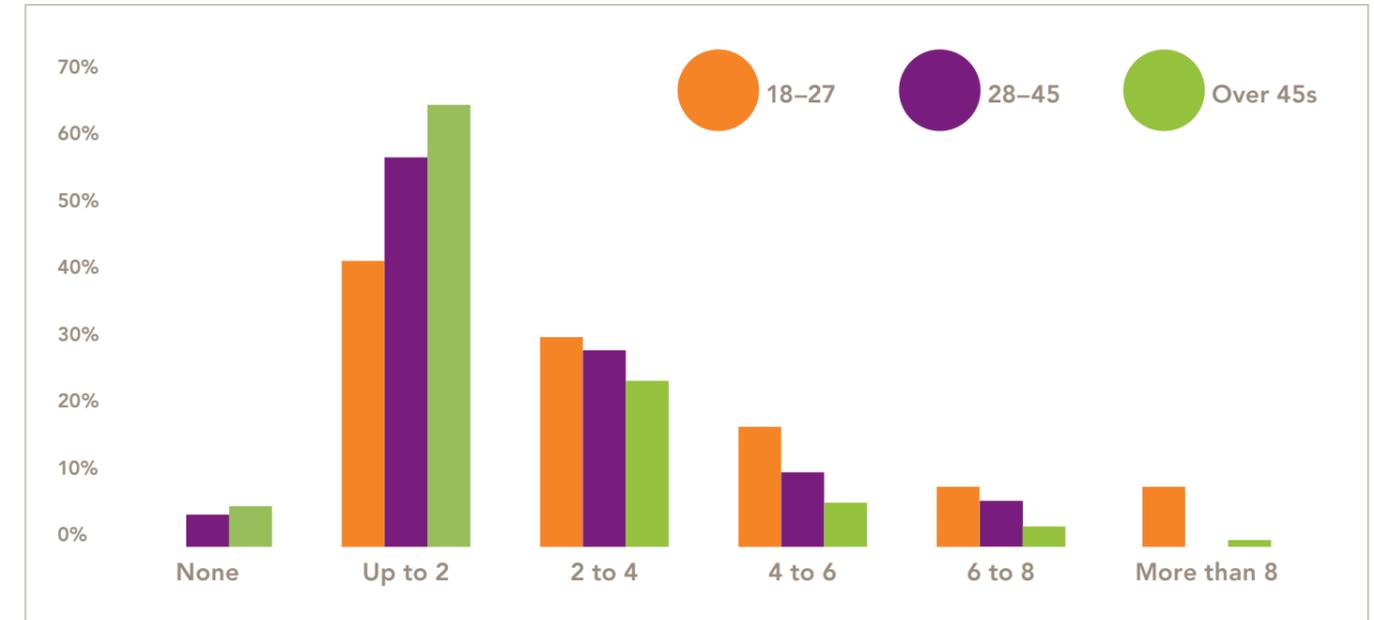
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Figure 3: Number of hours spent using social media (%)



4. Influences on social media use

Figure 4: Number of hours each age group reports spending using social media in a typical day (%)



Several factors can influence the views, uses and behaviours towards social media including age, media profession, organization size, and journalist type. How these factors relate to areas such as time spent using social media, level of self-reported knowledge of social media, types of social media tools used and the types of professional tasks they use them for, and the number of followers/friends the respondents are discussed below.

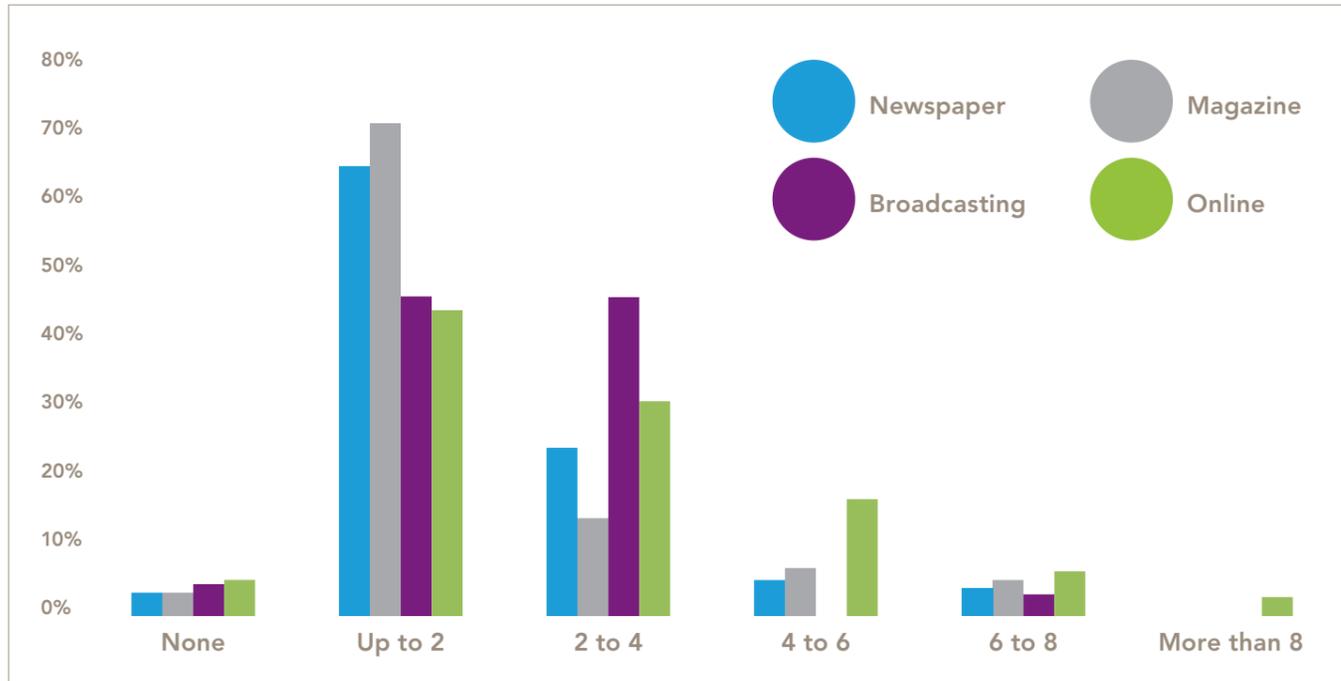
4.1. TIME SPENT USING SOCIAL MEDIA

Overall time spent on social media each day appears to have decreased (see figure 3) but the frequency with which Swedish journalists report using social media has increased (as can be seen from the previous discussion in section 3, above). For instance, there is an increase in those spending up to two hours per day (from 41% last year to 59% this year) but a decrease in the percentage stating that they spend 2 or more hours using social media in a typical day (from 52% last year to 36% this year). Contrastingly, just 4% stating that they do not use social media at all on a daily basis, half the amount from last year (8%). This suggests that the Swedish journalists are using social media more often but spend less time doing so. That is, that they are relying on social media more but are using it in a more efficient and strategic way in comparison to last year.

As can be seen from figure 4, the 18–27 year olds are the only age group where all their members state that they use social media every single day. They are also the most likely to state that they spend more than 8 hours a day using social media for their work (6%) and are the only age group where the majority of their members (59%) spend at least 2 hours a day using social media for work. This is in comparison to just under half of the 28–45 year olds (41%) and a third of the over 45s (33%).

The different media sectors also show differences in the amount of time they report spending using social media for their work (see figure 5). Magazine journalists were the most likely to say that they do not spend any time using social media for work (6%). Not surprisingly, online journalists are the ones who report spending the most time using social media each day and they are the only group where the majority of their members spend at least 2 hours a day using social media for their work (54%). They are also the only media sector with anyone reporting to spend more than 8 hours in a typical day using social media (3%).

Figure 5: Number of hours each media sector spends using social media in a typical day (%)



4.2. KNOWLEDGE OF SOCIAL MEDIA

When it comes to rating their own knowledge levels the responses showed a mixed pattern. Although 1% more of the respondents felt that they had an expert knowledge level (6% this year compared to 5% last year), 13% less were reporting that they felt their knowledge levels were extensive (24% this year compared to 37% last year). Whilst there has been a 1% decrease in the numbers reporting that they have no knowledge (from 4% last year to 3% this year) and a 12% increase in those reporting that they have a good level of knowledge (30% last year to 42% this year) there has also been a 2% increase in those who feel their knowledge levels are limited (from 24% to 26%). Overall, however, 72% of respondents both this year and last year felt that they had a good level of knowledge about social media or better, suggesting less change in confidence about knowledge levels than it would initially appear. See figure 6.

That said, how the respondents rated their levels of knowledge depended on their age (see figure 7). The 18–27 year olds were the only group who did not have any members who felt that they did not have any knowledge of social media and they were also the most likely to feel that their knowledge levels were at an expert level (12%). The over 45s were the ones most likely to feel they had limited or no knowledge of social media (37%) and the least likely to feel that they had extensive or expert levels of knowledge

(16%). That said, the 28–45 year olds were the most confident in their knowledge of social media. They were the most likely to state that their knowledge of social media was good or better (81% compared to 76% of the 18–27 year olds and 63% of the over 45s). See figure 7.

The size of the organisation respondents worked for also related to their self-reported knowledge levels with the majority of freelancer/self-employed journalists feeling that their knowledge of social media is extensive or expert (53%) compared to less than a third of those working for small (31%), medium (29%), and large (26%) organisations.

Perhaps not surprisingly, online journalists were the media sector with the highest levels of knowledge with the majority (55%) rating themselves as having extensive or expert levels of knowledge compared to less than a third of broadcast journalists (29%) and less than a quarter of the newspaper (19%) and magazine (17%) journalists. Online journalists were also the ones least likely to report feeling like they had limited or no knowledge of social media (12% compared to 29% of newspaper, 32% of broadcasters, and 44% of magazine journalists).

Figure 6: Changes in journalists' self-reported knowledge (%)

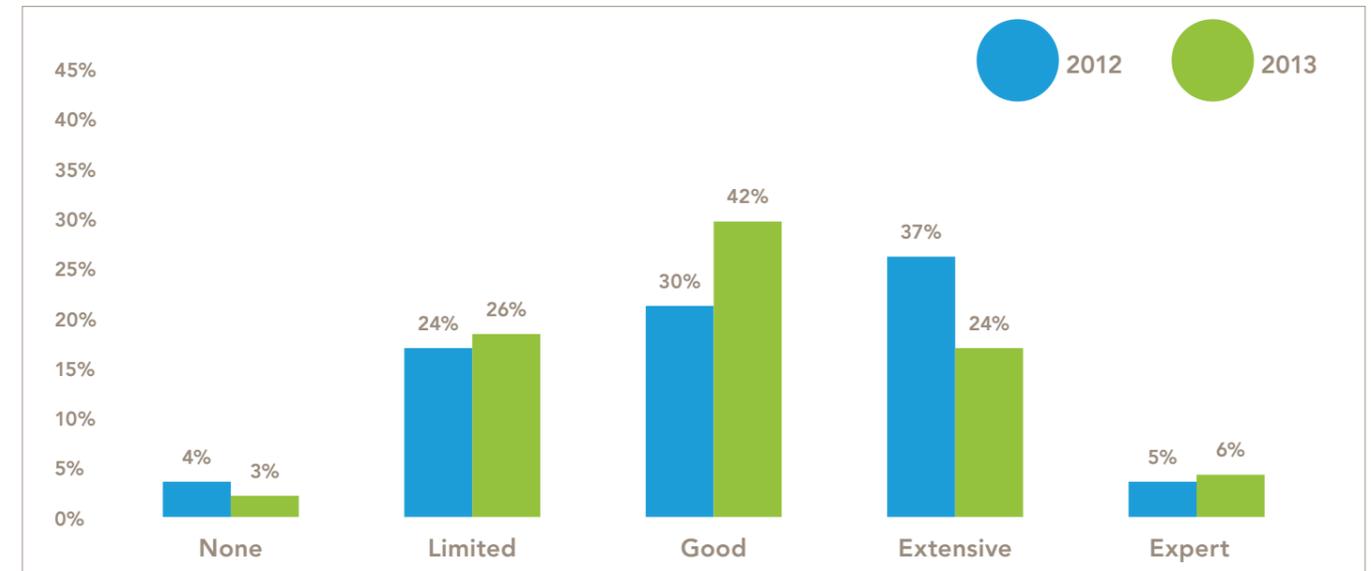
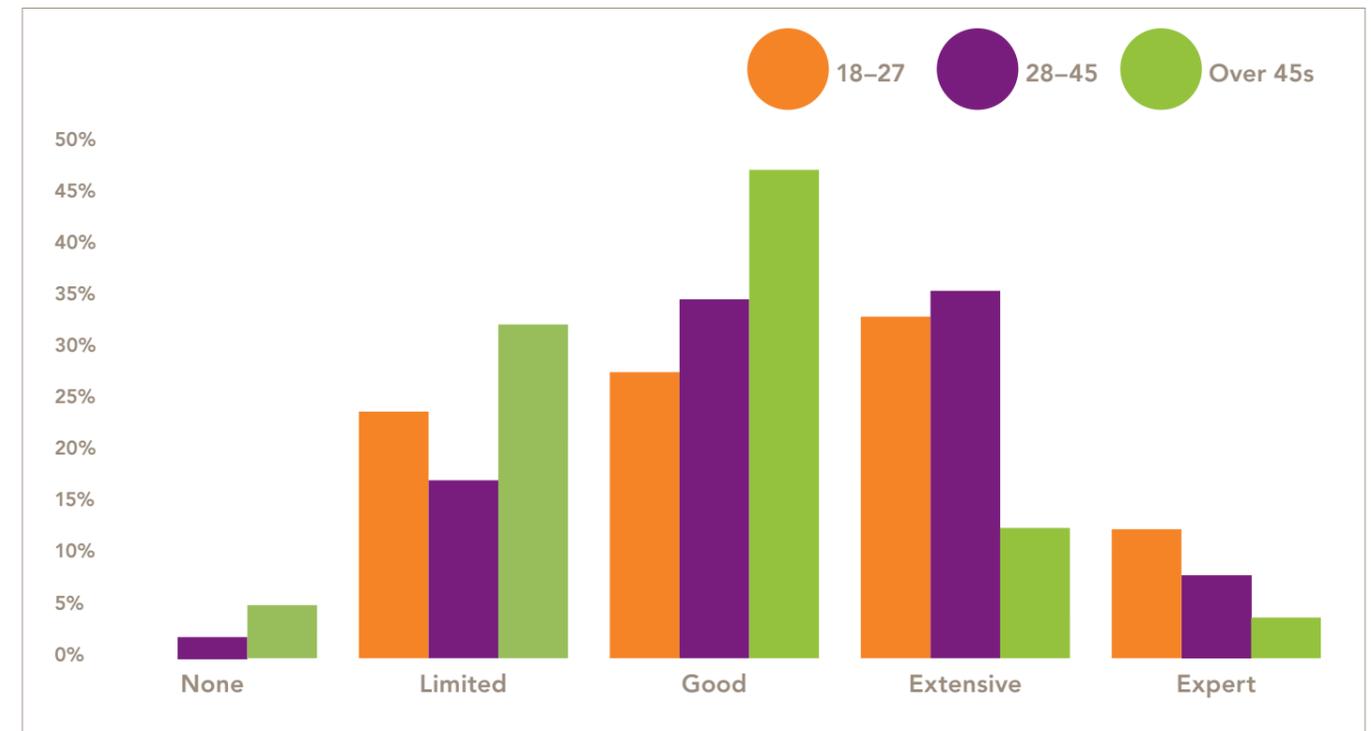


Figure 7: Knowledge and the impact of age (%)



4.3. TYPES OF SOCIAL MEDIA TOOLS USED

Which are the most popular social media tools also differ depending on the demographics of the respondents, as can be seen in tables 7 and 8 (below).

Table 7: Types of social media tool used by each age group (%)

Social Media Tool	18–27	28–45	Over 45s
Professional Social Networks	65%	64%	70%
Blogs	82%	89%	76%
Social Reader/Bookmarking	35%	44%	45%
Social Networks	94%	93%	83%
Audio-visual sharing	88%	75%	69%
Microblogs	82%	86%	72%
Content community & crowdsourcing sites	88%	87%	88%

Whilst social networks are the most popular of the social media tools overall (87% cited this when asked which social media tools they use each week for their work), it is not the most popular for every age group and every media sector. Whilst more of the 18–27 year olds (94%) and the 28–45 year olds (93%) use social networks than any other social media tool, the over 45s are more likely to say they use content community and crowdsourcing sites (88%) than they are to say they use social networks (83%). In terms of the age group each social media tool is the most popular with, professional social networks (70%) and social reader and bookmarking sites (45%) are most popular with the over 45s; blogs (89%) and microblogs (86%) are most popular with the 28–45s; and

social networks (94%) and audio-visual sharing sites (88%) are most popular with the 18–27s. Content communities are equally as popular with the 18–27s as they are with the over 45s (both 88%).

When it comes to the different media sectors, whilst broadcasters (91%) and online journalists (94%) are more likely to say that they use social networks each week than they are to name any other type of social media tool, newspaper (94%) and magazine journalists (85%) are most likely to say that they use content community and crowdsourcing sites. In terms of which media sector each social media tool is the most popular with, the highest

Table 8: Types of social media tool used by each media sector (%)

Social Media Tool	Newspaper	Magazine	Broadcasting	Online
Professional Social Networks	61%	71%	50%	80%
Blogs	82%	83%	77%	88%
Social Reader/Bookmarking	32%	48%	41%	54%
Social Networks	89%	81%	91%	94%
Audio-visual sharing	69%	77%	77%	75%
Microblogs	79%	65%	85%	90%
Content community & crowdsourcing	94%	85%	82%	88%

numbers of respondents using each of the social media tools tends to be the online journalists with the exception of audio-visual sharing sites, which are most popular with magazine and broadcast journalists (both 77%), and content community and crowdsourcing sites, which are most popular with newspaper journalists (94%).

4.4 REASONS FOR USING SOCIAL MEDIA

With regards to which professional tasks the social media tools are used for, again the demographics of the respondents make a difference to the answers that they give (see tables 9 and 10).

Investigative journalists (95%) and reviewers (92%) are most likely to say that they use social media tools for publishing

and promoting; soft news journalists (94%) and feature writers (87%) are most likely to say that they use social media tools for sourcing; hard news journalists are most likely to say that they use social media tools for networking and monitoring (both 90%); and columns/editorial journalists are most likely to say that they use social media tools for publishing and promoting, verifying, and monitoring (all 87%). In terms of which type of journalists are most likely to say they use social media for each type of professional task: publishing and promoting is most likely to be cited by investigative journalists (95%), sourcing is most likely to be cited by soft news journalists (94%), verifying is most likely to be cited by columns/editorial journalists (87%), and networking and monitoring are most likely to be cited by the hard news journalists (90%).

Table 9: Professional tasks each type of journalist uses social media tools for (%)

Professional Task	Investigative	Hard News	Soft News	Reviews	Columns/Editorial	Features
Publishing or Promoting	95%	85%	77%	92%	87%	80%
Sourcing Info/News	89%	80%	94%	85%	80%	87%
Networking	63%	90%	77%	85%	80%	78%
Verifying	79%	80%	84%	61%	87%	67%
Monitoring	84%	90%	81%	85%	87%	75%

Table 10: Professional tasks each type of organisation uses social media tools for (%)

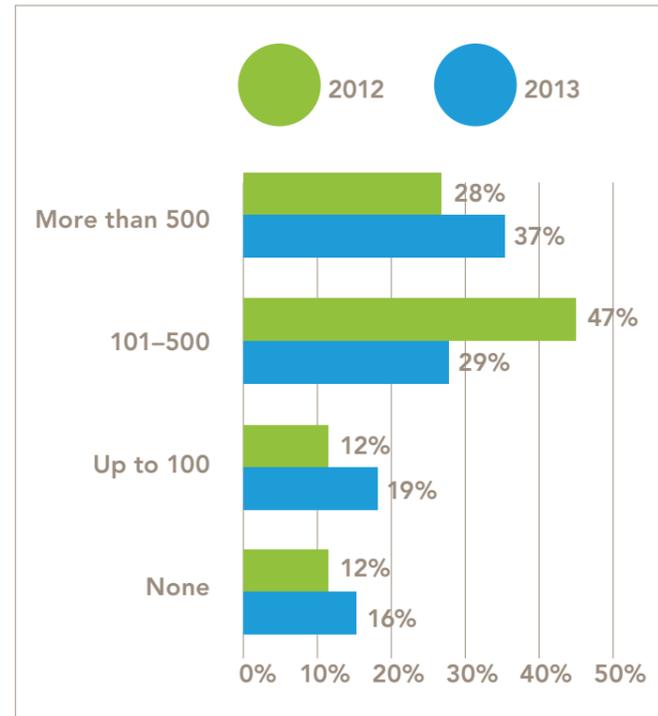
Professional Task	Large	Medium	Small	Freelance/Self-employed
Publishing or Promoting	89%	76%	72%	97%
Sourcing Info/News	94%	91%	84%	83%
Networking	85%	78%	65%	87%
Verifying	76%	78%	75%	77%
Monitoring	89%	84%	75%	80%

When the size of the organisation is investigated, most are more likely to say that they use social media tools for sourcing than for any other reason with the exception of freelance/self-employed journalists who are most likely to say that they use social media for publishing and promoting their work (97%). When it comes to which type of organisation is most likely to say that they use social media for each of the professional tasks: publishing and promoting (97%) and networking (87%) are most likely to be cited by the freelance/self-employed journalists, sourcing (94%) and monitoring (89%) are most likely to be cited by those working for large organisations; and verifying (78%) is most likely to be cited by those working for medium sized organisations.

4.5. NUMBER OF FOLLOWERS/FRIENDS

One way of monitoring levels of visible engagement with social media is to monitor the number of friends/followers the respondents have on their preferred social networking or microblogging site (see figure 8). A comparison to last year provides somewhat mixed results with an increase in both the number of respondents reporting that they have more than 500 followers/friends (from 28% last year to 37% this year) but a decrease in those reporting that they have between 101 and 500 (from 47% last year to 29% this year) and a rise in those reporting that they have 100 or less (from 12% last year to 19% this year) or none (12% last year compared to 16% this year). Overall then there has been a slight drop since last year with 66% of the respondents this year stating that they have more than 100 followers/friends compared to 75% last year. Given the increase in the frequency with which the respondents use social media and in the number of social media tools they use as well as the reasons they use them (see section 3, above), however, this could perhaps simply mean that they are more interested this year in following others than being followed themselves as indicated by the increase this year in the large increase use of social media for verifying and monitoring (see figure 1).

Figure 8: Number of followers on preferred social network or microblogging site (%)



The age of the respondents had an influence on how they answered this question, with the 18-27s being the only age group who did not have any members stating that they have no followers/friends (compared to 6% of the 28-45s and 25% of the over 45s). The over 45s were the only age group where the majority said that they had 100 followers/friends or less (52% compared to 12% of the 18-27s and 17% of the 28-45 year olds) and they were also the least likely to report having more than 500 followers/friends (22% compared to 52% of the 28-45s and 53% of the 18-27s).

In terms of media sector, online journalists were the most likely to report having more than 500 followers and were, in fact, the only media sector where the majority of their members reported having more than 500 followers/friends (59% compared to 23% of magazine journalists, 31% of newspaper journalists, and 32% of broadcasters).

The size of the organisation worked for also had an influence with the freelancers/self-employed journalists being the least likely to state that they did not have any followers/friends (3% compared to 13% of large, 13% of medium, and 21% of journalists working for small organisations).

5. Changing attitudes towards the benefits and barriers of social media

Two thirds of Swedish journalists (66%) agreed that social media enables them to engage more with their audience, a 10% increase since last year (56%) (Table 11).

Likewise more than half of the Swedish journalists (57%) agreed that social media has helped them to improve the productivity of their work, this is a 16% increase since last year (41%). There has also been a 4% increase in the percentage of Swedish journalists who agreed that they would not be able to carry their work out without social media with nearly half stating that this was the case (47% this year compared to 31% last year). This suggests that Swedish journalists are increasingly valuing the use of social media for their work.

However, nearly two thirds of the Swedish journalists (65%) also agreed that the biggest problem with social media is the level of accuracy and this was, in fact, the second most likely statement that they agreed with. The overall increased use in social media that they display, however, suggests that this does not mean they do not see social media as a valuable tool for their work.

Nonetheless, nearly half of the Swedish journalists (44%) agreed that social media is undermining traditional journalistic values, which is a 10% increase since last year (34%). There has also been an increase in the number of Swedish journalists agreeing that their concerns about privacy and data security prevent them from using social media more (32% this year compared to 24% last year).

There has, however been a small decrease in the percentage who agreed that there are too many regulations about social media in the organisation they work for (8% this year compared to 10% last year). When it comes to online hate/trolling, however, nearly a quarter of the Swedish journalists (24%) stated that they restrict their use of social media.

Overall, the changes in attitudes from last year to this year suggest that although Swedish journalists do not always trust the information they find on social media and do have some concerns about its use, they do nonetheless find social media a useful tool for their work.

Table 11: Attitudes towards the use of social media for work (%)

Attitudes towards the use of Social Media for Work	Agree
Because of social media I am more engaged with my audience	66% (56%)
Accuracy is the biggest problem with social media	65% (N/A)
Social media have improved the productivity of my work	57% (41%)
I would not be able to carry out my work without social media	47% (31%)
Social media are undermining traditional journalistic values, such as objectivity	44% (34%)

*Figures in brackets represent 2012 data and those without brackets 2013 data

Table 12: Barriers towards using social media for work (%)

Barriers to Using Social Media for their Work	Agree
Concerns over privacy and data security prevent me from using social media more	32% (24%)
Online hate/trolling restricts my social media use	24% (N/A)
There are too many regulations about social media use in the organisation I mainly work for	8% (10%)

*Figures in brackets represent 2012 data and those without brackets 2013 data

6. Communication with PR practitioners

A key feature of most journalists' work is the relationship and communication between PR professionals and journalists.

In the same way that journalists need to consider how to use social media to engage with their audience, PR professionals also need to consider how to disseminate their information to reach both their end user and journalists in the most effective way, sometimes recognising that journalists are not the only target for communication efforts.

"I think that if you want to reach journalists, you can always use the phone or mail, it's not a problem... as a media company we have more use of social media when we talk to our listeners directly, so the programmes, the radio shows, they have lots and lots of contact with their listeners, and they get information that they wouldn't have got otherwise"

Swedish PR for a media organisation.

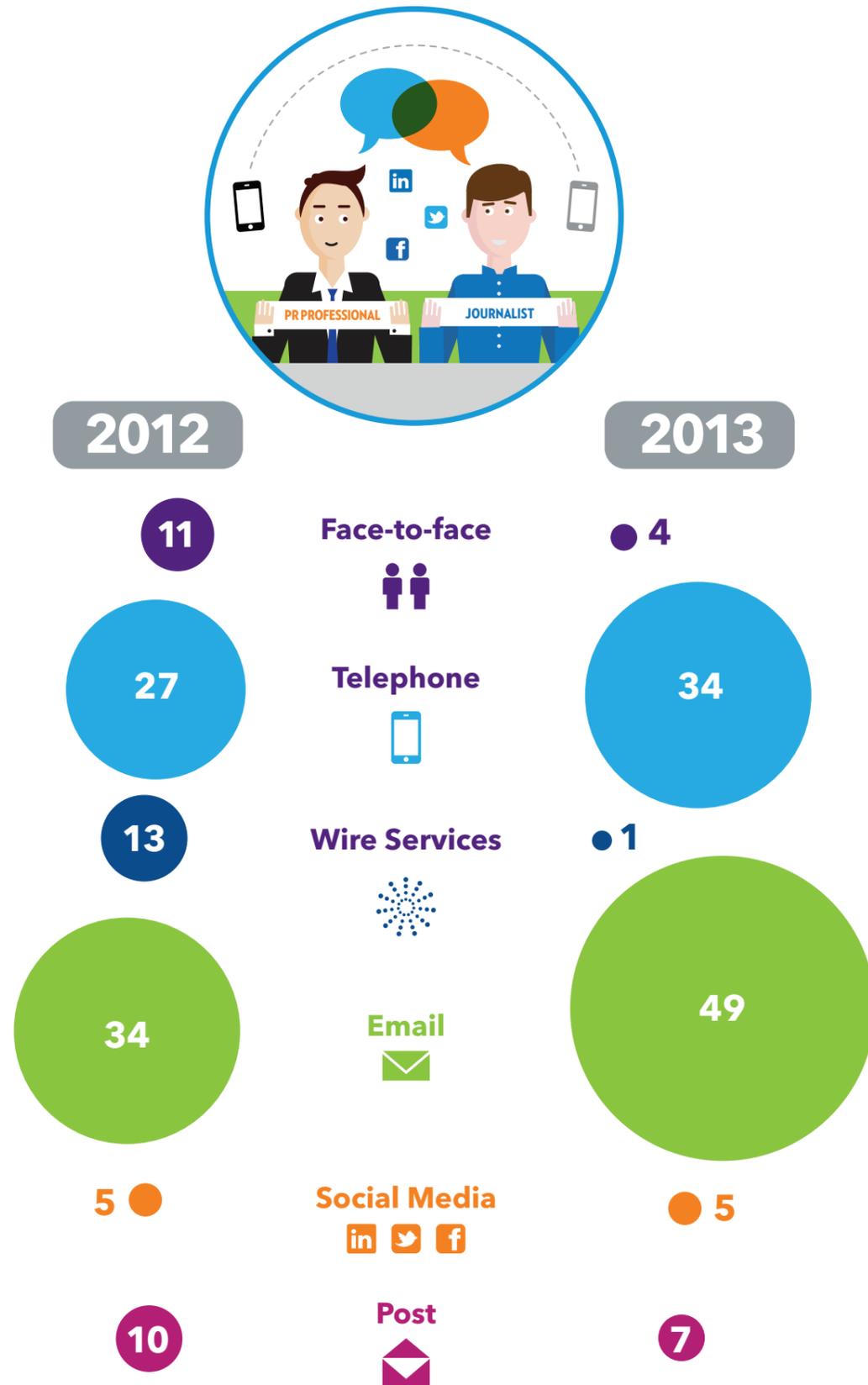
Unfortunately, nearly half of the Swedish journalists (48%) disagreed that PR professionals are a reliable source of information and over a third (35%) agreed that their use of social media means that they are less reliant on PR professionals than they used to be. It is therefore not surprising that when asked about their main sources of information when sourcing a story, Swedish journalists were least likely to name PR professionals (12%, as can be seen from Table 13, below). Government/third parties were also not very likely to be listed as a main source of information when sourcing a story (15%), whereas general public/crowdsourcing (36%), corporate organisations themselves (47%) and, most popular, other media outlets (53%), were the most commonly used.

In light of this, it is useful to investigate whether PR practitioners are responding to the needs of journalists. Respondents were therefore asked which are two main ways PR practitioners are currently contacting them by and which would be their two preferred methods of contact with them, given the choice.

Table 13: Main sources of information when sourcing a story (%)

Type of Source	This Year
Other Media Outlets	53%
Corporate/Organisations themselves	47%
General public/ crowdsourcing	36%
Government /Third party	15%
PR Sources	12%

Figure 9: Current and preferred contact methods with PR practitioners



The range of communication illustrated in figure 9 suggests that social media is just one element in the communication mix between PR practitioners and journalists.

"[Social media] is just another media...if it's an important matter I would call them on the phone"
 Swedish PRO for a media organisation.

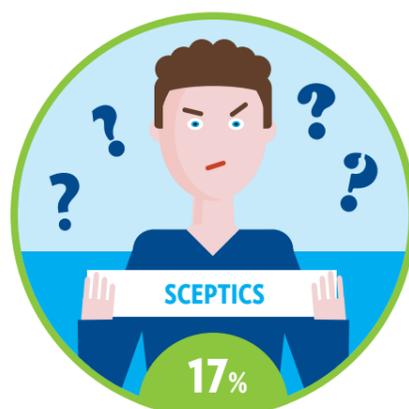
Email, telephone, and social media are not only the three most common ways Swedish journalists are contacted by PR practitioners, they are also the three most commonly listed as their preferred method of contact. The percentage of journalists' who list telephone as one of their preferred methods of contact (25%), however, is a lot smaller than the percentage who are currently being contacted via telephone (41%). More would prefer PR professionals would contact them by post (14%), wire services (16%), and face-to-face (6%) than the percentage who say that that is how they are currently being contacted by PR professionals (5%, 15%, and 4%, respectively).

Swedish PRO's also recognise the power that social media gives them to directly send their message to their audience without engaging the services of a journalist.

"...in Sweden what you would call true journalism is fading ...and you don't really have to get journalists these days to get PR, you don't even have to have any contact with journalists anymore, you can be your own publisher"
 PRO business to business organisation.

7. Professional social media user profiles

Using cluster analysis, social media users were classified into different groups based on similarities in their time spent using social media and the activities for which they use social media.



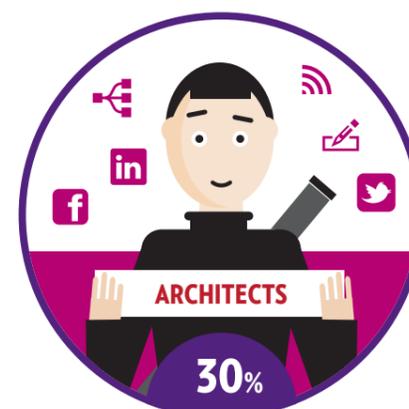
SCEPTICS (17%)

- Least time on social media
- Lowest use of the different social media tools
- Least numbers of tools used for the different professional tasks
- Lowest use across all professional tasks although most likely to use social media for sourcing
- Most likely to have no followers on social networking and microblogging sites
- Highest numbers of those not engaging in a range of social media tasks, e.g. re-posting content



HUNTERS (13%)

- Sourcing information and publishing/promoting are key reasons for using social media
- Regular users of a range of social media tools especially for sourcing
- Use microblogs most often out of all the social media tools
- Active in scanning social media to monitor own work and to read posts of those they follow as well but give limited contributions as content creators outside of posting on social networking sites and re-posting on microblogs



ARCHITECTS (30%)

- Spend the most hours on social media
- Use social media extensively
- Have highest knowledge of social media
- Use a range of social media regularly for a variety of purposes
- Key content contributors
- 'Movers and shakers' of professional network



PROMOTERS (20%)

- Use social media for a variety of reasons but a key function is publishing and promoting own content
- High level of knowledge
- Regular users of a range of social media forms particularly social networking
- Monitor discussions on social media about their own content on a daily basis



OBSERVERS (19%)

- Read posts of people they follow on a daily basis
- Tend to use narrow range of social media forms but most commonly use social networks, blogs, and content community and crowdsourcing sites
- Mainly use social media to read others content and to source information
- Low content creators and contributors

These 'Social Suspects' placed journalists into one of five categories: Architects, Hunters, Observers, Promoters and Sceptics. The typical behaviours and the descriptions of each of these 5 groups (clusters) are listed below:

7.1 SUMMARY OF KEY CHARACTERISTICS OF THE GROUPS

7.2 DESCRIPTORS OF PROFESSIONAL SOCIAL MEDIA USERS



ARCHITECTS: They have the highest self-rated knowledge (19% feel that they have expert knowledge and 47% extensive), tend to be male (67%), are most likely to be online journalists (58%) than to work for any other media sector, and spend the most time on social media (13%

spend 6 hours or more per day using social media for their work). They contain the largest proportion of 18–27 year olds (11%), have the highest number of followers/friends on social media sites (69% report having more than 500), and are the highest users of all the social media tools, with the exception of audio-visual sharing sites. They undertake a large number of social media tasks on a daily basis (87% read posts of people they follow on a daily basis, 79% post original comments on social networking or microblogging sites, and 70% monitor discussions on social media about their own content). They have positive views about social media, especially in relation to its impact on better communications, relationship with the audience as well as ability to do their work. Nearly all of them agreed that social media has helped them to engage with their audience (94%), 81% believe that it has increased the productivity of their work, and nearly two thirds (64%) agreed that they would not be able to carry out their work without social media. They are the group most likely to say that they would prefer PR professionals contacted them via social media (43%) although they are the only group where the majority (53%) state that social media has enabled them to be less reliant on PR professionals. Architects are the highest users of social media for sourcing information, publishing and promoting, monitoring, and verifying information and use the widest range of tools to accomplish all these tasks. They are not only key content creators and contributors but are often the centre of networks.



PROMOTERS: They are high users of social media and feel that they have a high level of knowledge when it comes to social media with more than a quarter (26%) rating themselves as having either an extensive or expert level of knowledge of social media. They have a high number of follow-

ers/friends with 80% stating that they have more than a 100 on their preferred social networking/microblogging site. Although they are the most likely of the social media types to say that online hate/trolls affects their use of social media (29%) they nonetheless have positive views about the impacts of social media on their work and nearly half of them (43%) believe that online sources are more important for their work than offline sources. The majority agree that social media has enabled them to be more engaged with their work (87%) and they are the group most likely to agree that PR practitioners are a reliable source of information (27%). They use a variety of social media forms, but prefer social networking sites and blogs reporting high use of social media tools for all of the professional tasks but especially networking (96%), publishing and promoting (93%), and monitoring (93%). The Promoters are the second highest performers when it comes to the use of social media for their work with more than two thirds of this group stating that they read posts of people they follow (67%) on a daily basis. When dealing with PR professionals they are the most likely of the groups to report preferring to be contacted by email (94%) but are the second largest group to prefer being contacted through social media (28%). They are also the second least likely group to have any members agreeing that social media will lead to the death of professional journalism (9%).



OBSERVERS: They keep an eye on what is happening in social media, although are similar to Sceptics and are not keen content creators, spending more time using social media than the Sceptics do with 80% reporting that they spend up to two hours a day using social media for their work. The Observers are mainly female (59%), and aged over 45 (52%), writing soft (21%) and hard (14%) news for newspapers (36%) and magazines (24%). When they use social media it is most likely to be for sourcing (91%) and monitoring (84%) and they are most likely to use social networking sites (91%), blogs (86%) and content community and crowdsourcing sites (86%) to do this. They are not frequent content creators on social media and tend to read and observe other's content rather than to make their presence on social media known. The most likely activity they report doing on a daily basis is reading posts of people they follow (43%) and they are the second most likely of all the groups to say that they read forums or discussion groups on a daily basis (18%) with the same per-

centage also saying that they read blogs every day (18%). They are also the second most likely of the social media user types to report having only a limited knowledge of social media (39%) and their views regarding social media are fairly negative. They are the least likely to state that they think PR practitioners are reliable sources of information (9%), and are the second most likely of the 5 groups to say that they think social media will lead to the death of professional journalism (21%). They are also the most likely cluster to state that they think accuracy is the biggest problem with social media (69%) and to say that concerns over privacy and data security prevent them from using social media more (48%). This supports the idea that they are more willing than the Sceptics to use social media but that their use of it is limited by their concerns over how reliable the content is and how safe it is to contribute information to.



SCEPTICS: Essentially this group is on the early learning curve of social media, using it for specific tasks but rather reluctantly. They represent the least active users with nearly all of them (91%) stating that they spend less than 2 hours a day using social media. The Sceptics are most likely

to be male (71%), older (71% aged over 45), working for small companies (41%), and being published in magazines (38%). Their self-rated knowledge of social media is low with 15% feeling that they have no knowledge of social media, the only group with any members who said this, and with a further 55% rating their knowledge as limited. They are also the least likely of all the groups to say that they would prefer PR practitioners contacted them via social media (5%). They rarely, if ever, create content on social media sites and the only activities any of them report doing on a daily basis are reading content community/crowdsourcing sites (8%), reading blogs (3%), and maintaining work-related blogs (3%). They are poor networkers with the majority (68%) stating that they do not have any friends/followers on social networking or microblogging sites. They are most likely to say that they use social media for sourcing (57%) but their use of social media for each of the professional tasks is much lower than that of the other groups and when they do use social media tools they are most likely to say that they use content community/crowdsourcing sites (65%). The majority of this group are more likely to say that they never engage in any social media activities although they are the most likely to state

that they never repost on a microblogging sites (95%), contribute to content community and crowdsourcing sites (93%), nor maintain a work-related blog (90%). They tend to hold negative views about the impacts of social media on their profession and most do not agree that they could not carry out their work without social media (91%), that social media helps them to engage with their audience (88%), nor increases the productivity of their work (85%). Most, however, agree that social media is undermining traditional journalistic values (56%).



HUNTERS: This group generally sits in the middle of the five groups in terms of their use, knowledge, behaviour and attitude towards social media. The majority are males (62%) and are aged 28-45 (59%). They are most likely to be feature writers (35%), work for newspapers (38%),

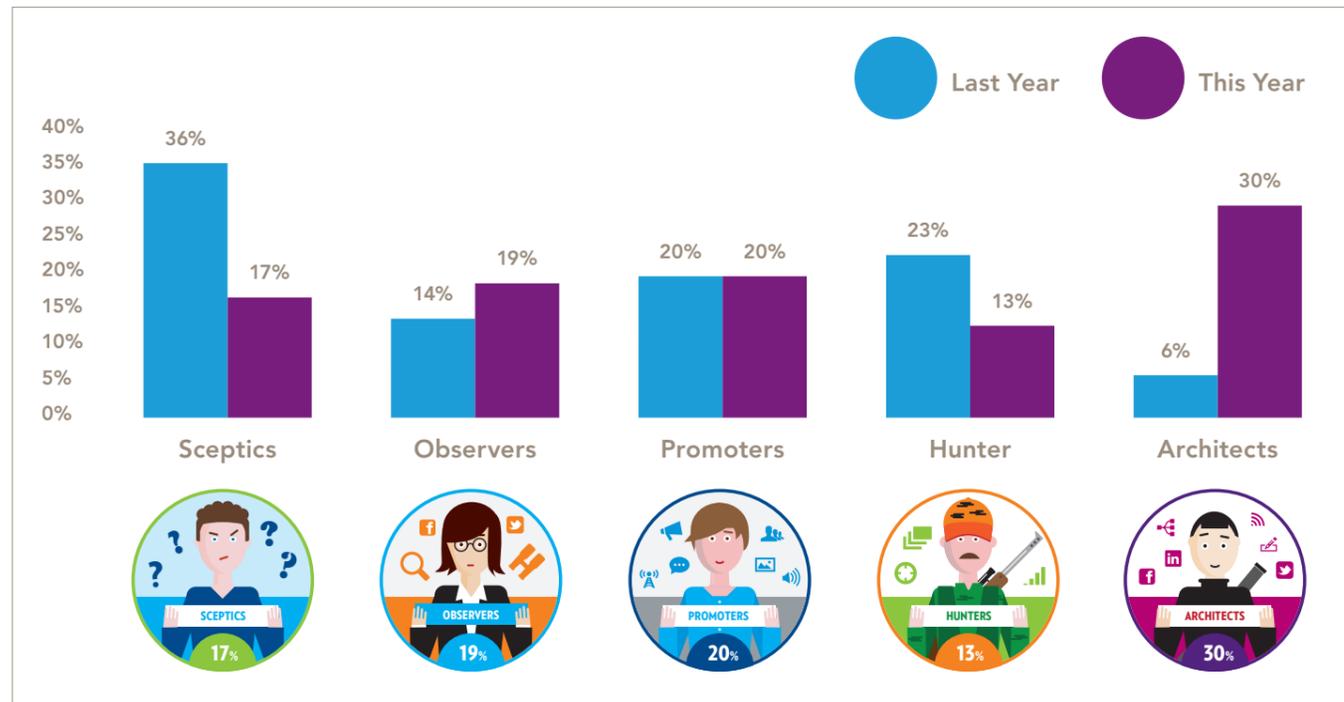
and for small organisations (41%). They use a variety of social media forms, but most frequently use micro-blogs with every single one of their members stating that they use these for their professional tasks each week. They are also more likely to say that their use of social media is for sourcing (93%) than for any other type of professional task. They're most likely to say that they have a good level of knowledge of social media (45%) but none rate themselves as 'experts' and have fairly positive views about social media with 59% agreeing that social media enables them to be more engaged with their audience and that it has increased their productivity although they are split as to whether they would be able to carry out their work without social media (52% agreed with this). Hunters are the second least likely group to agree that PR practitioners are a reliable source of information (14%) but they are the only group with no members who think that there are too many regulations in their organisation about the use of social media for work. Reading posts of people they follow (52%), monitoring discussions about their own content (42%), and posting original comments on social networking or microblogging sites (39%) are the activities they are likely to perform the most frequently. Keen users of microblogs they nonetheless spend more time looking at what has been said than they do on contributing to it.

7.3 CHANGES IN CLUSTER SIZE

This year the Swedish journalists show a more equal spread across the different groups and the Sceptics, which were the largest group last year, have become the second smallest group this year. In contrast, whilst the Architects were the smallest group last year they have since become the biggest group this year. In addition, whilst the size of the Promoters has remained the same and the Observers have moved from fourth in size last year to third in size this year. The Hunters have gone from being the second largest group last year to the smallest group this year. Overall, the changes in cluster sizes suggests that Swedish journalists are becoming far more engaged with social media and are increasing the frequency with which they use social media, the amount of activities they perform, and the professional tasks that they use social media for. The large reduction in the size of the Sceptics and the large increase in the size of the Architects also suggest that attitudes towards social media are becoming more positive.

In spite of this, there remains a select few (4%) Swedish journalists who report never using social media for their work and it will be interesting to see next year if this group increases its engagement with social media.

Figure 10: Changes in the social media user types since last year (%)



8. Non-users of social media

From the survey it was apparent that a number of respondents do not use social media on a daily basis and are therefore also worthy of more investigation (Table 14).

This group only accounted for 4% of the Swedish respondents, which is half the amount of last year (8%). The majority of the Swedish non-users were male (86%), and were most likely to be feature writers (43%), writing for magazines (50%), and working for small organisations (57%). None of the 18–27 year olds appeared in this group and, perhaps unsurprisingly, all of those who reported being non-users of social media felt that they had either no (23%) or limited (73%) knowledge of social media.

This group had negative views about social media with nearly half (43%) agreeing that social media are undermining traditional journalistic values and 14% stating that they think that social media will lead to the death of professional journalism. In addition, nearly a third (29%) of the non-users agreed that accuracy is the biggest problem with social media. That this figure is not higher number perhaps suggests that their problems with social media do not relate to the content as such, a suggestion supported by the fact that nearly half (43%) stated that their concerns over privacy and data security were what prevented them from using social media more. Interestingly, nearly three quarters (71%) stated that online sources were more important for their work than off-line indicating that it is not the use of the internet, per se, that they object to but concerns over how safe social media is as a source. That combined with their limited knowledge of social media would appear to be two of the main barriers for this small percentage of non-users to using social media for their work.

Table 14: Attitudes of the non-users of social media %

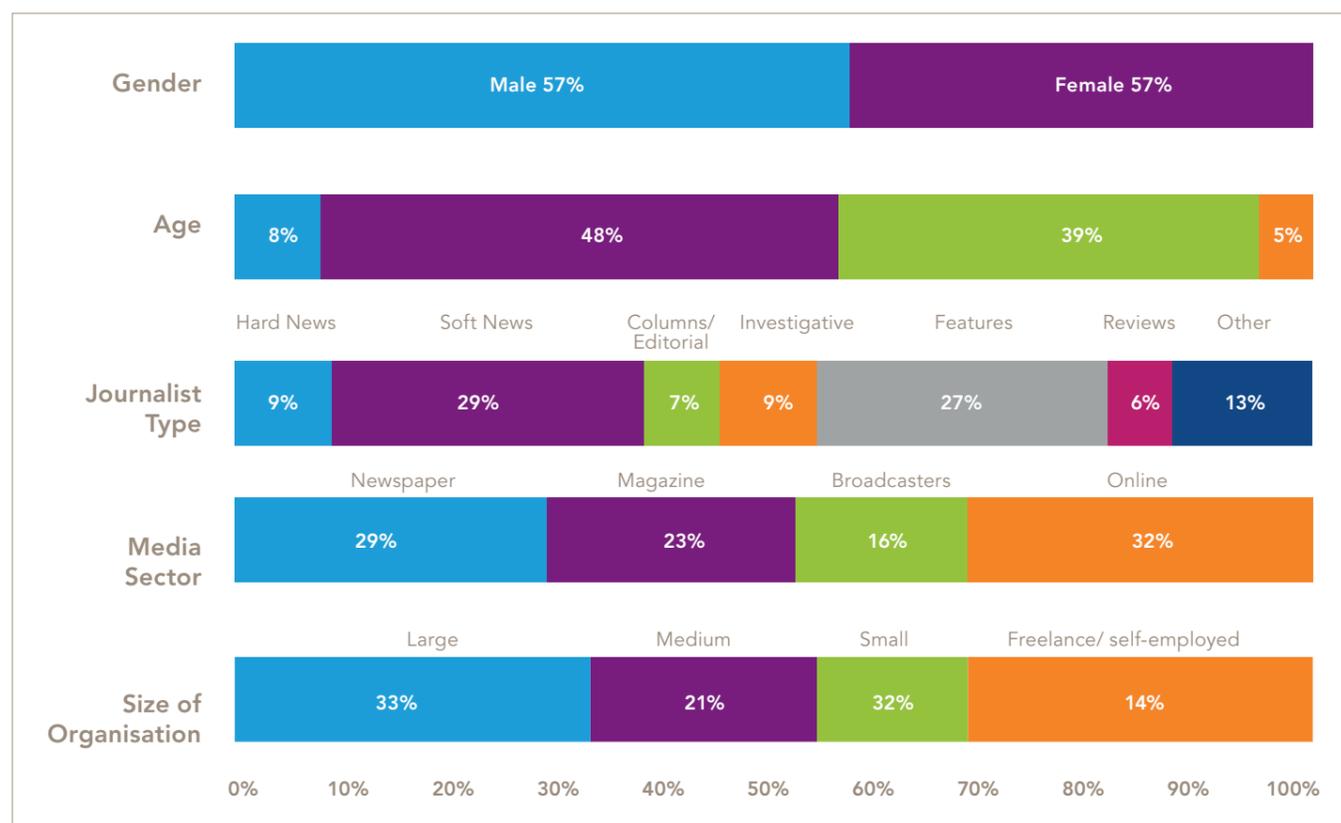
	Agree
Online sources of information are more important for my work than offline sources	71%
Social media are undermining traditional journalistic values, such as objectivity	43%
Concerns over privacy and data security prevent me from using social media more	43%
Accuracy is the biggest problem with social media	29%
Social media will lead to the death of professional journalism	14%

9. About the respondents

Respondents from Sweden were most likely to be male (57%) and aged 28–45 (48%).

Journalists were represented from all media sectors (with 'media sector' defined as being where most of their content is published) although the largest group were online journalists (32%) and the smallest broadcasters (16%). The Swedish respondents were most likely to be from large (33%) and from small (32%) organisations and when asked what type of journalist they were they were most likely to say that they were soft news journalists (29%) or feature writers (27%). Although the type of journalist is a new question for this year's survey, this overall profile is very similar to the profile of respondents from last year's 2012 survey and therefore changes can be considered genuine changes in behaviour and attitudes rather than from being due to sampling error.

Figure 11: Profile of respondents %



10. 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 3,000 responses from journalists in 11 different countries: US, Canada, Australia, France, Germany, UK, Finland, Sweden, Italy, Spain and the Netherlands although Spain and Italy were not included in the barometer due to low response rates. For the country specific analysis, this report is based on 263 responses from Swedish journalists and media professionals collected during June – July 2013. Throughout the survey the term 'journalist' is used to include all media professionals e.g. researchers, editors, etc., who took part. Overall, the response rate was x.x %. 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.

About Cision

Cision is the leading provider of software, services, and tools to the public relations and marketing communications industry. PR and marketing professionals use our products to help manage all aspects of a campaign – from identifying key media and influencers to connecting with audiences, monitoring traditional and social media, and analysing outcomes. Journalists, bloggers and other influencers use Cision's tools to research story ideas, track trends and maintain their public profiles. Cision AB has offices in Europe, North America and Asia, partners in 125 countries and is quoted on the Nordic Exchange with revenue of SEK 1.1 billion in 2010. For more information, visit uk.cision.com.

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About Canterbury Christ Church University

Canterbury Christ Church University is a modern university with a particular strength in higher education for the public services. With nearly 20,000 students, and five campuses across Kent and Medway, its courses span a wide range of academic and professional expertise. 93% of our recent UK undergraduates were in employment of further study six months after completing their studies. Along with over a thousand undergraduate, postgraduate and professional training courses on offer, the University is also home to world-leading and internationally recognised research.

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