



Social Media and Journalism Study 2013 – Finland

Report by Cision Europe & Canterbury Christ Church University (UK)



Summary

Integral part of journalists' work

93% of Finnish journalists use social media for their work on a daily basis. Nearly half (45%) of Finnish journalists say that they would not be able to carry out their work without social media. 42% also said that the tools have enabled them to be more productive and 70% agreed that as a result of social media they are more engaged with their audience.

Most positive attitudes towards social media in our international Social Journalism Barometer

Finnish journalists topped the 'attitudes' ranking in our Social Journalism Barometer 2013, which means that they have the most positive views about social media compared to their counterparts in nine other surveyed countries in Western Europe and Northern America. In particular, Finnish respondents were far the most positive about the impacts of social media on their profession while US journalists were the most negative (8% negative views in Finland compared to 31% negative views in the US). Finnish journalists are also the most upbeat about overcoming barriers to social media use (83% positive views).

Good level of knowledge

Two thirds of Finnish journalists (66%) feel that they have at least a good level of knowledge of social media tools and 20% feel that it reaches extensive or expert levels.

The Promoters have become the largest social media user type

Our study found five types of professional social media users who differ in terms of patterns of use, knowledge, purposes of use and attitudes. In 2013 the most common type of social media user amongst Finnish journalists are the Promoters (29%) which is a significant change from 2012 when they were the second smallest category with 11%. The smallest group is the Observers, the ratio for which decreased from 18% in 2012 to 12% in 2013. The Architects, who were 2012's smallest group, have nearly tripled in size from 7% in 2012 to 18% in 2013. These changes suggest that Finnish journalists have become more active social media users with more positive attitudes towards the tools.

Sourcing has become the most popular reason for using social media

There has been a significant increase in the percentage of Finnish journalists regularly using social media for publishing and promoting (from 50% in 2012 to 72% in 2013) and for sourcing (from 44% to 85%). In fact, sourcing became the most popular reason given why journalists use social media for in their work, while in 2012 monitoring was the most common purpose (82% in 2012 which decreased to 74% in 2013).

Content community and crowdsourcing sites are still the most popular tools, but use of microblogs increased the most

Use of most social media tools has increased. As in previous years content community and crowdsourcing sites are still the most popular social media tools (83%) followed by social networks (80%) and then blogs (79%). But it was blogs, microblogs, such as Twitter, and professional social networks, such as LinkedIn, which saw the largest growth over the last three years. The use of blogs rose from 50% in 2011 to 79% in 2013, and the use of microblogs increased from 17% to 61% over the same period, which was the largest, 44% increase.

Daily social media activities

In terms of daily social media activities, Finnish journalists are most likely to read posts of people they follow (36%), monitor discussions on social media about their own content (33%), post original comments (31%) and add comments to someone's page or profile on a social networking site (22%).

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 their work and in their communication with PR professionals. Not surprisingly, one year on, respondents show an increasing use of social media but in 2013 it is more evenly spread across all tools and the professional tasks journalists undertake in their work. Generally, views about social media are more positive and the perceived barriers are less.

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. In this report, we explore how Finnish journalists use social media, what factors influence their use, the knowledge they feel they have of the tools, and their attitudes about the impacts of social media on their working practices and their profession. This year's study also looks at the role of social media in how PR practitioners and journalists communicate.

2. Social Journalism Barometer 2013

The Social Journalism Barometer ranks nine surveyed countries 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).

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)

Compared to 2012, the ranking shows some changes, most notably the extent of differences between countries in relation to the various indicators has decreased. In terms of positions, Canada is still topping the list but 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 the impacts of social media on their profession and perceived barriers. Finland has slightly improved its overall position since 2012 when it was seventh out of eight countries in the Barometer to seventh out of nine countries in 2013.

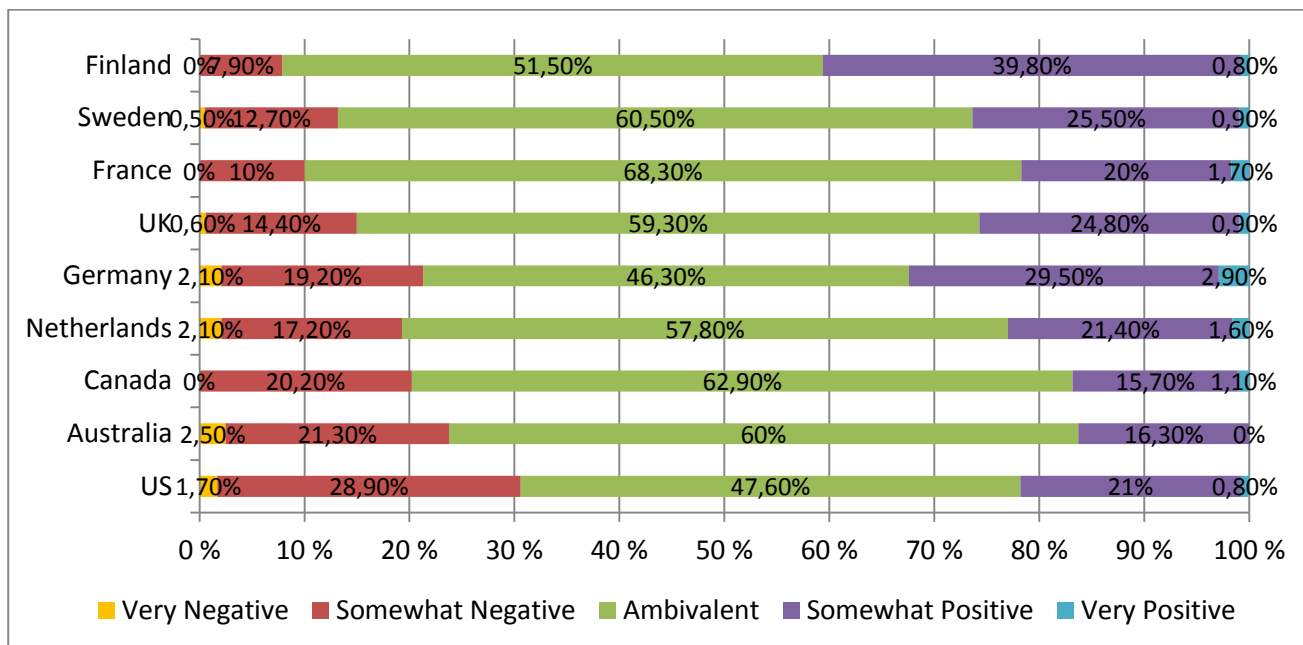
Table 1 – Social Journalism Barometer 2013 Combined Ranking

	Involvement	Practice	Knowledge	Attitudes	Overall Rank
Canada	1	1	1	5	1
UK	4	2	2	2	2
Sweden	5	4	5	2	3
Netherlands	1	7	4	4	4
US	1	4	3	9	5
Australia	5	3	6	6	6
Finland	8	8	9	1	7
France	7	6	7	8	8
Germany	9	9	8	7	9

Notably, however, Finnish journalists topped the list in relation to the 'attitude' indicator, which means that they have the most positive outlook towards social media compared to their counterparts in the other countries. In particular, Finnish respondents in the survey were far the most positive about the impacts of social media on their profession while US journalists were the most negative (8% negative views in Finland compared to 31% negative views in the US). (Figure 1) Finnish journalists were also the most upbeat about overcoming barriers to social media use (83% positive views) followed by their counterparts in Australia (69% positive views) and the Netherlands (68% positive views). In contrast, France had the highest number of respondents who had negative views about overcoming barriers (35% positive views).

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- *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)

Figure 1 - Views about the Impacts of Social Media on the Profession (% of respondents)



Two key issues are likely to have played a significant part in the changes in the Social Journalism Barometer over the last twelve months. 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 gathered in the first stage, journalists revealed a greater understanding of the advantages and purposes of social media use. 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 of the profession, regulatory frameworks, size and maturation of the media markets are increasingly important influence on how social media tools are embedded in journalistic practices.

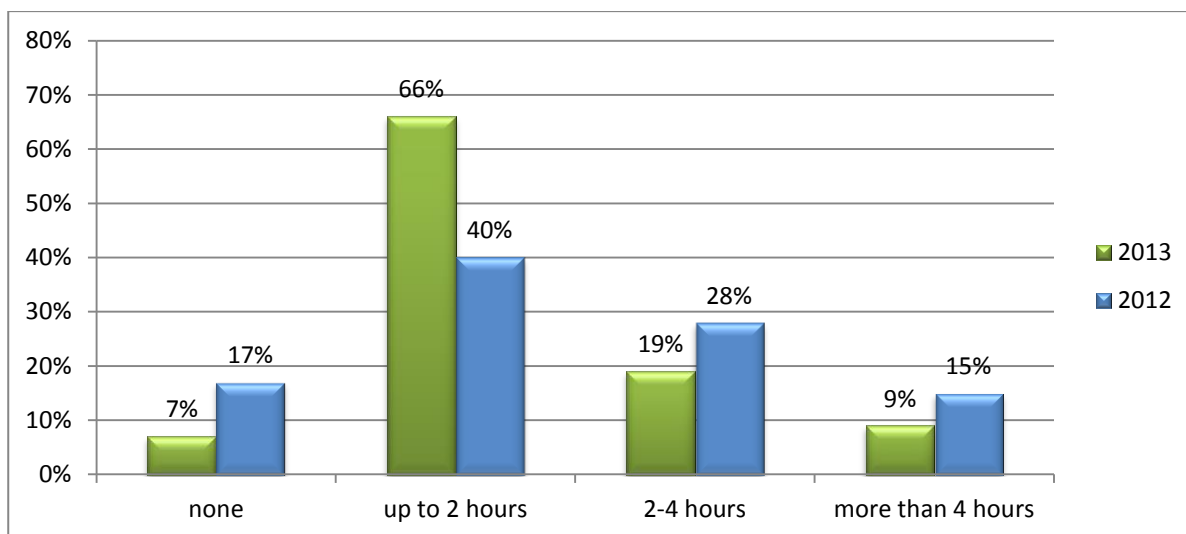
For more details on how Finnish journalists compare to the other countries in each of the dimensions please refer to the Global Journalism Report 2013 ([put link in here?](#))

3. Patterns of Social Media Use

3.1. How social media is used

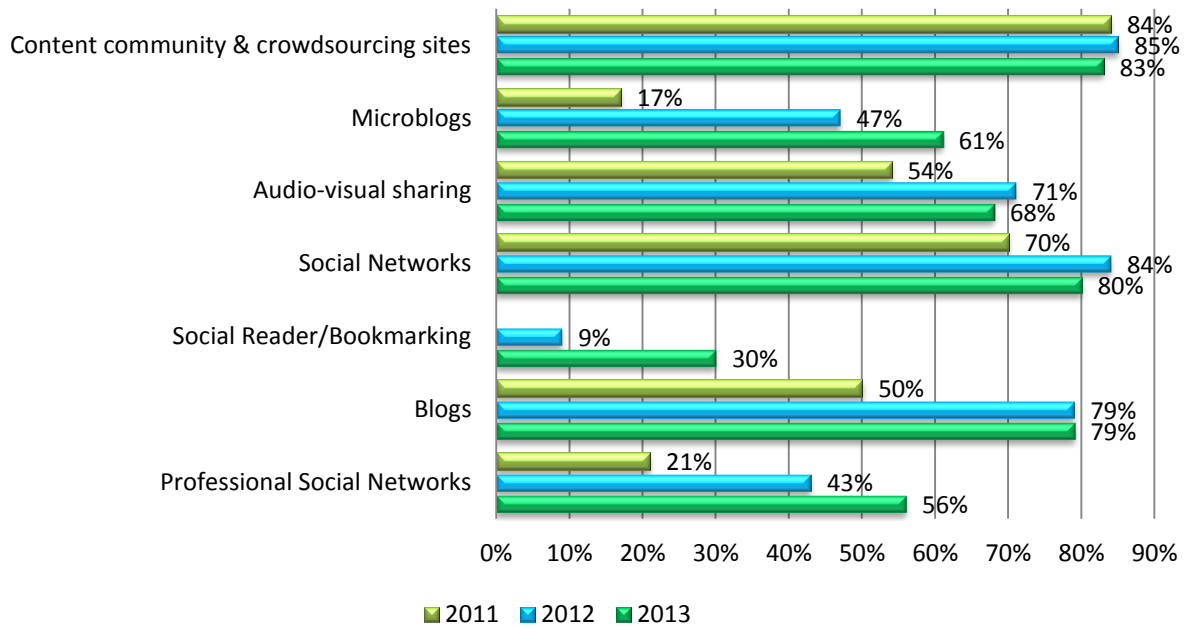
Overall, the frequency and diversity of social media use among Finnish journalists have expanded over the last years. The percentage of Finnish journalists who use social media for their work on a daily basis has increased from 83% in 2012 to 93% in 2013. (Figure 2) There has been also an increase in the numbers who say that they use the tools for up to 2 hours a day (66% in 2013 compared to 40% in 2012). However, the ratio of those spending more than 2 hours a day decreased somewhat from 43% in 2012 to 28% in 2013. Thus overall figures for daily use of social media have risen but the extent of use and how the tools are embedded in everyday practices is still shifting.

Figure 2: Number of hours spent daily using social media for work (% of respondents)



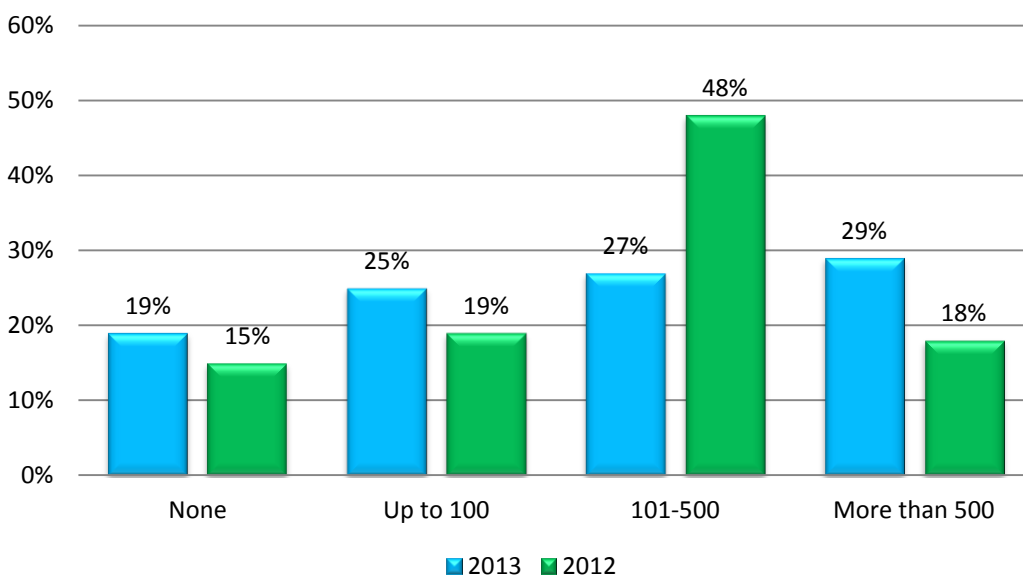
Finnish journalists use a greater variety of social media tools now compared to previous years. The use of all main forms of social media has risen over the last three years (Figure 3), but it was blogs, microblogs and professional social networks, such as LinkedIn, which saw the largest growth. The use of blogs rose from 50% in 2011 to 79% in 2013, and the use of microblogs increased from 17% to 61% over the same period (which was the largest, 44% increase). Professional social networks were used by 21% of respondents in 2011 in a typical week which figure increased to 56% by 2013. Social bookmarking sites are too becoming more important, although still less mainstream compared to more established forms. The use of these tools has risen from 9% in 2012 to 39% in 2013. Although both show a slight decrease in the percentage of journalists citing their use, content community and crowdsourcing sites (from 85% in 2012 to 83% in 2013) and social networks (from 84% in 2012 to 80% in 2013) are still the most popular types of social media for the Finnish journalists. Overall, this suggests a general overall increase in the variety and types of social media tools which journalists find useful for their work.

Figure 3: Types of social media used for work in a typical week (% of respondents)



The intensification of social media use can be also detected in other indicators. For example, the number of followers journalists have on their preferred social media sites suggest that a large section of Finnish journalists are very active users. (Figure 4) The percentage of those who have more than 500 followers has increased from 18% in 2012 to 29% in 2013, although the figures for those who have none or less than 100 followers also increased slightly over the same period. Nevertheless, more than half of Finnish journalists have more than a 100 followers on their preferred social networking or microblogging site suggesting a widespread use.

Figure 4: Number of followers on preferred social network or microblogging site (%)



Daily activities on social media vary greatly, but some tasks are more likely to be performed than others, as can be seen from Table 2 below. Reading posts of people journalists follow (36%), monitoring discussions on social media about their own content (33%), adding comments to someone’s page or profile on a social networking site (22%), and posting original comments on social networking and/or microblogging sites (21%), are the activities that Finnish journalists are the most likely to perform every day. About an additional quarter of journalists carry out these activities weekly rather than daily and the rest less than weekly. Some activities are more likely to be carried out weekly rather than daily, these include reading blogs (15% daily and 36% weekly use), using social media to make new contacts (8% daily and 24% weekly use) and replying to comments received on social media sites (12% daily and 24% weekly use). There are activities which are performed even less frequently including maintaining a work-related blog (6% daily and 8% weekly use), publishing a story based on information found on social media (4% daily and 13% weekly use) and contributing to content communities or crowdsourcing sites (1% daily and 1% weekly use). Overall, these preferences suggest that different social media tools are used differently, some are used more actively while others more passively. Among the latter are blogs and content community sites, which are although popular with Finnish journalists, are used mainly to read information rather than to contribute to or interact with other people.

Table 2: Social media activities (% of respondents)

Main Activities	Daily	Weekly
Read postings of people you follow	36%	26%
Monitor discussions on social media about own content	33%	25%
Add comments to someone’s page or profile on a social networking site	22%	27%
Post original comments on social networking or microblogging sites	21%	24%
Read online forums or discussion groups	18%	34%
Read blogs	15%	36%
Use social media to make new contacts in your field of work	8%	24%
Start following someone you met in person on a social networking site	2%	20%
Reply to comments received in relation to your work on social media sites	12%	24%
Less Frequently Performed Activities		
Re-post on microblogging site	9%	12%
Publish a story based on information you found on social media	4%	13%
Contribute to content communities or crowdsourcing sites	1%	1%
Maintain a work-related blog	6%	8%

Preferences of daily activities show somewhat of a change since 2012 when adding comments to someone’s page or profile on a social networking site (27%) was the most popular followed by monitoring discussions on social media about their own content (21%) and reading online forums and discussion groups (20%). The percentages of people performing the different tasks has shown a clear increase since 2012, highlighting a greater daily use of social media and the changes in the tasks themselves suggest a more active contribution to the social media they use each day. In contrast, the least likely activities to be performed on a daily basis shows less change when compared to figures in 2012 with following someone they met in person on a social networking site (2% in 2013 compared to 3% in 2012) and contributing to

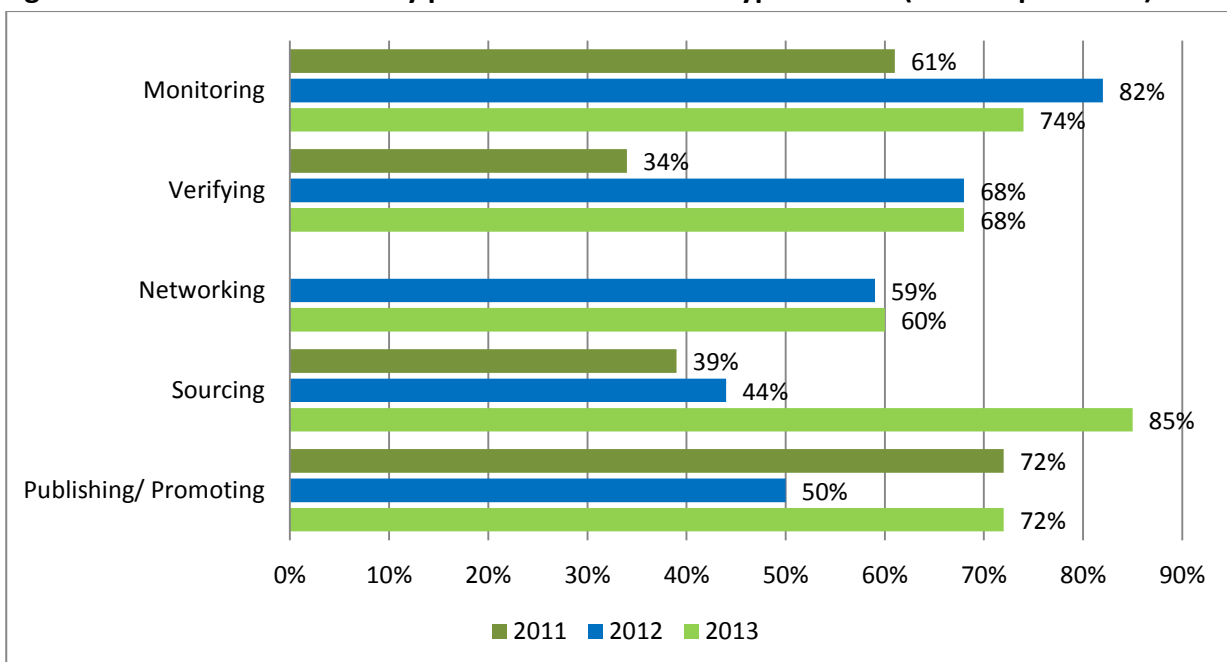
content communities or crowdsourcing sites (1% in 2013 compared to 3% in 2012) still two of the three least likely activities to be performed on a daily basis.

When it comes to tasks performed on more weekly basis reading blogs (36% in 2013 compared to 34% in 2012), reading online forums and discussion groups (34% in 2013 compared to 33% in 2012), and adding comments to someone’s page or profile on a social networking site (27% in 2013 compared to 32% in 2012) are still the three most likely social media tasks to be performed. These are similar to the activities Finnish journalists were likely to perform on a weekly basis in 2012, although following people they met in person on a social networking site was more likely in 2013 (20%) than in 2012 (11%). This corresponds to an increased use of microblogs over the same period.

3.2 Reasons for using social media

Professional use of social media has diversified, as the tools have evolved and become more sophisticated. Finnish journalists use social media for different professional tasks, but patterns of purposes of uses have shifted over the last three years. (Figure 5) Publishing and promoting own content has been a key reason to use social media for over the period since 2011 with 72% of journalists using the tools for this reason in a typical week in 2013. Use of social media for monitoring has increased overall from 61% in 2011, to 82% in 2012 and then 74% in 2013. But it was sourcing which saw the largest increase as a reason to use social media from 39% in 2011 to 85% in 2013. Indeed, in 2013 it was the most important professional purpose of social media use. Social media are less significant for networking and verifying information, but even for these tasks around two-thirds of Finnish journalists apply these tools. Overall, these figures show an increase in the use of social media for professional tasks and demonstrate a greater awareness of the potential uses of social media for journalists’ work. However, they also show some fluctuations, where an increase in one year was followed by decrease in the next, which suggest that how social media are embedded in everyday journalistic practices is still changing and the tools are still evolving.

Figure 5: Use of social media by professional tasks in a typical week (% of respondents)



Journalists use a variety of social media tools for each professional task. (Table 3) Patterns of specific social media use vary depending how they fit with certain types of professional use. Professional social networks are most likely to be used for networking (32%); social reader and bookmarking sites are most likely to be used for monitoring (10%); social networks are most likely to be used for publishing and promoting own content (63%), and blogs (54%), audio-visual sharing sites (35%), microblogs (37%), and content community and crowdsourcing sites (65%) are most likely to be used for sourcing. But most social media tools are used for more than one professional task. The most diverse tool with relatively high uses for all professional tasks is social networks. In a typical week 63% of respondents use it for publishing and promoting, 55% use it for sourcing, 47% use it for networking and 56% use it for monitoring.

Table 3: Professional uses of specific social media tools in a typical week (% of respondents)

	Publish/ Promote	Sourcing	Networking	Verifying	Monitoring
Professional Social Networks	11% (4%)	19% (3%)	32% (24%)	9% (8%)	20% (21%)
Blogs	26% (15%)	54% (20%)	8% (9%)	13% (17%)	48% (57%)
Social Reader/Bookmarking	2% (1%)	7% (3%)	1% (1%)	1% (2%)	10% (5%)
Social Networks	63% (42%)	55% (18%)	47% (45%)	17% (14%)	56% (47%)
Audio-visual sharing	17% (14%)	35% (15%)	5% (4%)	10% (13%)	27% (46%)
Microblogs	31% (16%)	37% (12%)	22% (10%)	11% (5%)	40% (34%)
Content community/crowdsourcing sites	9% (3%)	65% (20%)	5% (2%)	63% (58%)	23% (23%)

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

** Figures in red indicate where 2012's figures were higher, figures in green indicate 2012's figures were lower

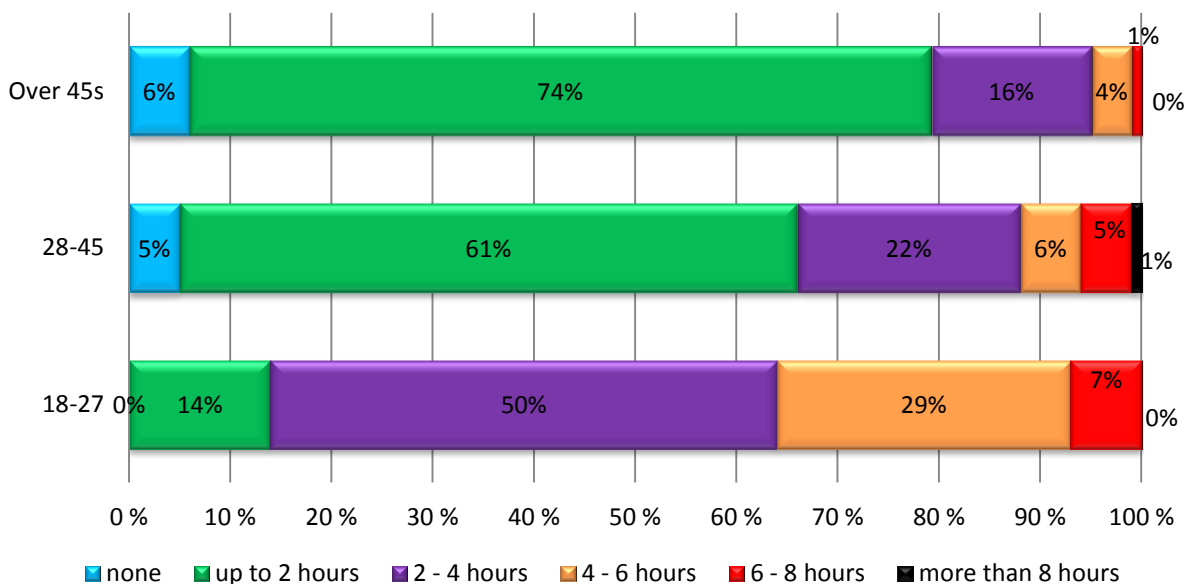
Table 3 above also illustrates changes of professional uses of specific social media tools. On the whole, the use of most of the social media tools for most of the professional tasks has shown an increase with the exception of the decline of the use of some tools for verifying and monitoring. In terms of sourcing, which rose significantly as a professional use over the period, the largest increases since 2012 are in the use of content community and crowdsourcing sites (from 20% in 2012 to 65% in 2013), social networks (from 18% to 55%), and blogs (from 20% to 54%). Overall, the indication is that Finnish journalists are using most of the tools more often and the variations in which tools are used for which tasks indicates that they are not using the tools indiscriminately but have clear ideas as to which specific tools are useful for which specific purpose.

4. Influences on social media use

Several factors can influence the views about, uses of, and behaviours towards social media such as age, media sector, organisation size, and journalist type. One of the most significant factors is age. As can be seen from Figure 6 below, the 18-27 year olds are the only age-group with no members reporting that they do not spend any time using social media for their work in a typical day and they are the least likely to report that they spend less than two hours a day using the tools (14% compared to 66% of the 28-45 year olds and 80% of the over 45s). They are thus the most likely age group to spend more than 2 hours a day

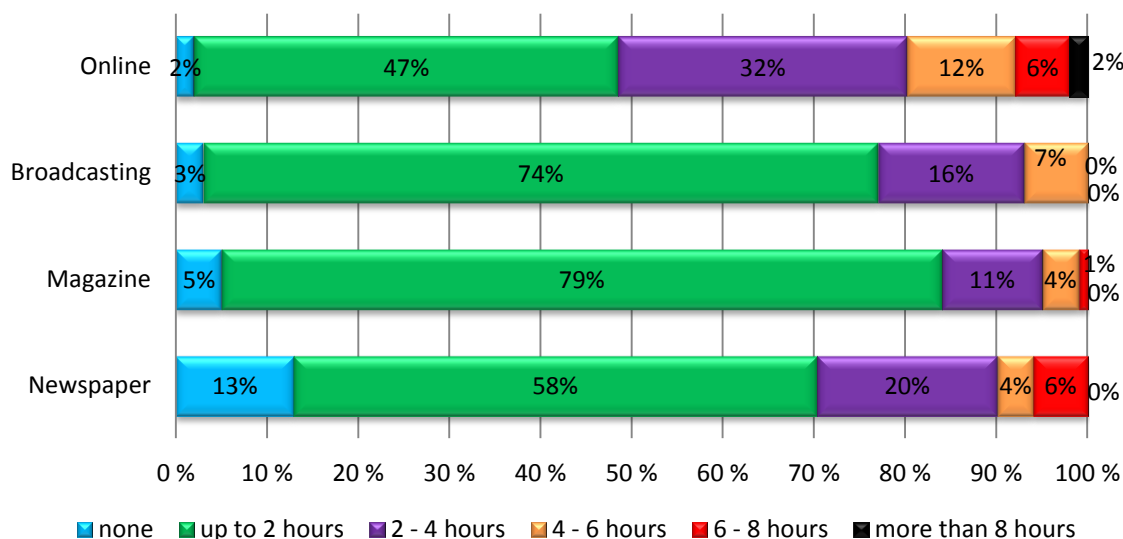
using social media for their work (86% compared to 34% of the 28-45 year olds and 20% of the over 45s), as well as to spend more than 4 hours a day (36% compared to 12% of the 28-45 year olds and 5% of the over 45s). That said, the 28-45 year olds are the only age group with any members reporting that they spend more than 8 hours a day using social media for their work (1%).

Figure 6: Number of hours spent using social media in a typical day by age group (%)



The media sector journalists work in is also a significant factor shaping how they use social media, with those working in print media sectors are the least active users. (Figure 7). Newspaper journalists are the most likely to say that they do not use social media in a typical day (13% compared to 5% of magazine journalists, 3% of broadcasters, and 2% of online journalists). Magazine (79%) and broadcast (74%) journalists are the most likely to say that they spend up to 2 hours a day using social media for their work (compared to 58% of newspaper and 47% of online journalists). In contrast, online journalists are the most likely to say that they spend more than 2 hours a day using social media for their work (52% compared to 30% of the newspaper, 16% of the magazine, and 23% of the broadcast journalists). Interestingly, the percentage of respondents using social media for work for 6-8 hours a day is the same for online and newspaper journalists. This suggests that divisions among newspaper journalists in relation to social media use are more significant than in other sectors with some very active users as well as with some non users.

Figure 7: Number of hours spent using social media in a typical day by media sector (%)



There are also differences between journalists in different media sectors in relation to which social media tools they use. (Table 4) Online journalists are the most likely to say they use each type of social media with the exception of microblogs which are most likely to be used by broadcasters (73%). Social readers and professional social networks are the ones where online journalists' uses are notable higher than in other media sectors. Overall, newspaper journalists have the lowest levels of uses of the different tools. Content community and crowdsourcing sites are the social media tools which are used the most often by newspaper journalists (78%), whereas social networks are the most popular tools with magazine journalists (85%), and while blogs, social networks, and content community and crowdsourcing sites are the ones most used by broadcasters (all 87%) and by online journalists (all 89%).

Table 4: Types of social media tool used by media sector (%)

	Newspaper	Magazine	Broadcasting	Online
Professional Social Networks	48%	61%	53%	64%
Blogs	76%	79%	87%	89%
Social Reader/Bookmarking	28%	25%	23%	45%
Social Networks	72%	85%	87%	89%
Audio-visual sharing	60%	61%	73%	79%
Microblogs	58%	61%	73%	68%
Content community and crowdsourcing sites	78%	84%	87%	89%

Media sector can also be an important influencing factor in how journalists use social media. (Table 5) The most active social media users in this regards are, unsurprisingly, online journalists, while newspaper journalists are the least active. The vast majority of online journalists use social media for most professional tasks, but it is in relation to publishing and promoting, networking and verifying where their uses of the tools are notably higher than that of their counterparts in other sectors. The figures also reveal that journalists in different sectors tend to use social media with a different focus. Whilst newspaper (82%) and magazine (87%) journalists are more likely to say that they use social media for sourcing than they are to

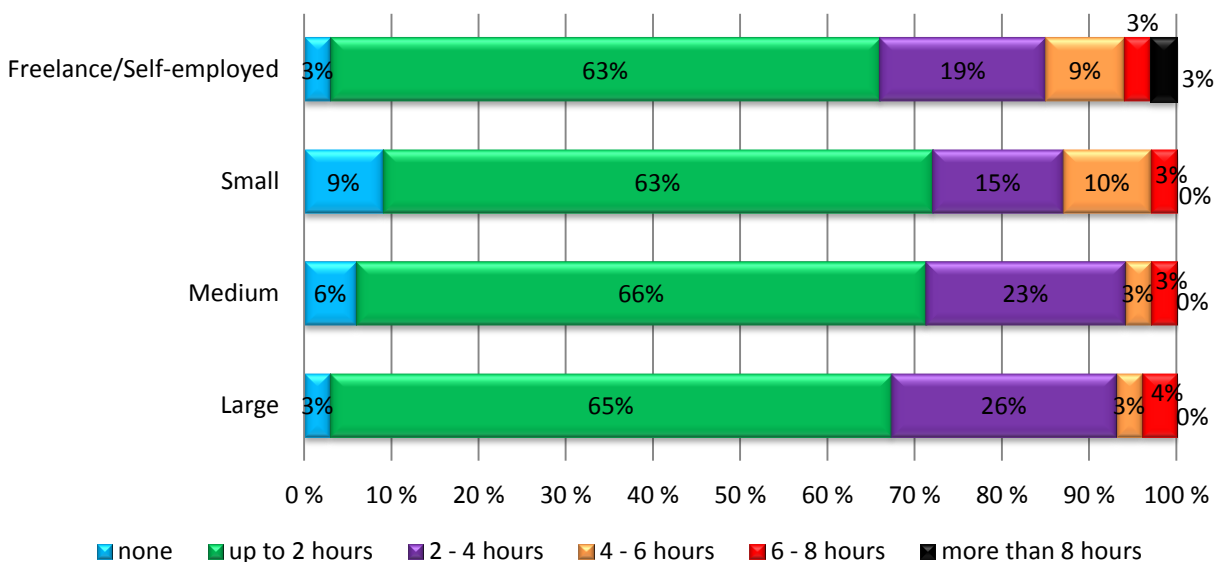
say they use it for any other professional task, broadcasters are more likely to say that they use it for monitoring (93%) and online journalists are most likely to say that they use it for publishing and promoting (91%). Print media journalists are least likely to use social media for verifying, while broadcasters for publishing and promoting, and online on the practices, structures and systems of the given media sector they work in.

Table 5: Social media use for specific professional task in a typical week by media sector (%)

	Newspaper	Magazine	Broadcasting	Online
Publish/Promote	64%	70%	67%	91%
Sourcing	82%	87%	90%	89%
Networking	56%	58%	60%	70%
Verifying	62%	61%	73%	80%
Monitoring	70%	69%	93%	80%

Organisational background also influence how journalists use social media, albeit less significantly than age or media sector. (Figure 8) There are more very active daily users (more than 4 hours a day) among freelance journalists and those working in small organisations (15% and 13% respectively) compared to those working in larger organisations (6% in medium and 7% in large organisations). Freelance journalists are also the least likely to be non users (3%) along with those working in large organisations (3%). Social media indeed could be great asset for freelance journalists who otherwise lack organisational infrastructure and resources to support their work.

Figure 8: Number of hours spent using social media in a typical day by organisation (%)



Organisational background can also be an important factor in relation to why journalists use social media. (Table 6) Those working in large organisations are the most active using social media for the largest variety of professional tasks, while those working in small organisations tend to be the least active. Sourcing is the most popular reason given for using social media by Finnish journalists regardless of the size of the organisation they work for, but the level of use for this task is somewhat lower in the case of journalists working in small organisations (81%) compared to their counterparts in other organisational settings.

Freelance/self-employed journalists (60%) and those working in small (56%) organisations are the least likely to use social media for networking, while for those working for medium sized organisations verifying is the least likely professional task they use social media for (56%). Interestingly freelance/ self-employed journalists use social media the most (83%) for publishing and promoting their own content, which might be because of lack of general organisational support behind them. Journalists working in large organisations are the most likely to use social media for verifying (77%) and monitoring (84%) compared to the other groups. The reasons for the differences in terms of organisational background are multifold, including organisational infrastructure, systems and resources as well as dissimilarities in organisational needs and therefore what it is that they need social media to help them with.

Table 6: Use of social media for specific professional tasks in a typical week by organisation (%)

	Large	Medium	Small	Freelance/Self-employed
Publish/Promote	77%	71%	73%	83%
Sourcing	90%	91%	81%	90%
Networking	65%	71%	56%	60%
Verifying	77%	56%	68%	73%
Monitoring	84%	82%	65%	80%

The type of content journalists specialise in can also be an influencing factor in how they use social media, albeit less significantly than age or media sector. (Table 7) Journalists producing mainly editorial content are the most active social media users in this comparison and those specialising in features are the least active. The former use most social media tools, and their levels of uses of blogs (91%) and microblogs (73%) are notably higher compared to other types of journalists. News orientated journalists, that is investigative and hard news journalists, have similar patterns of social media use, where the most often used tools are blogs (88% and 80% respectively), social networks (88% and 78% respectively) and content communities and crowdsourcing sites (88% and 83% respectively). Feature writers mainly use social networks (89%) and content communities and crowdsourcing sites (78%), while around half or less of them use the other tools regularly. Reasons for the differences are likely to be similar to those of other professional factors above, thus the specific requirements and practices of a journalistic area influence how these new tools are embedded and utilised.

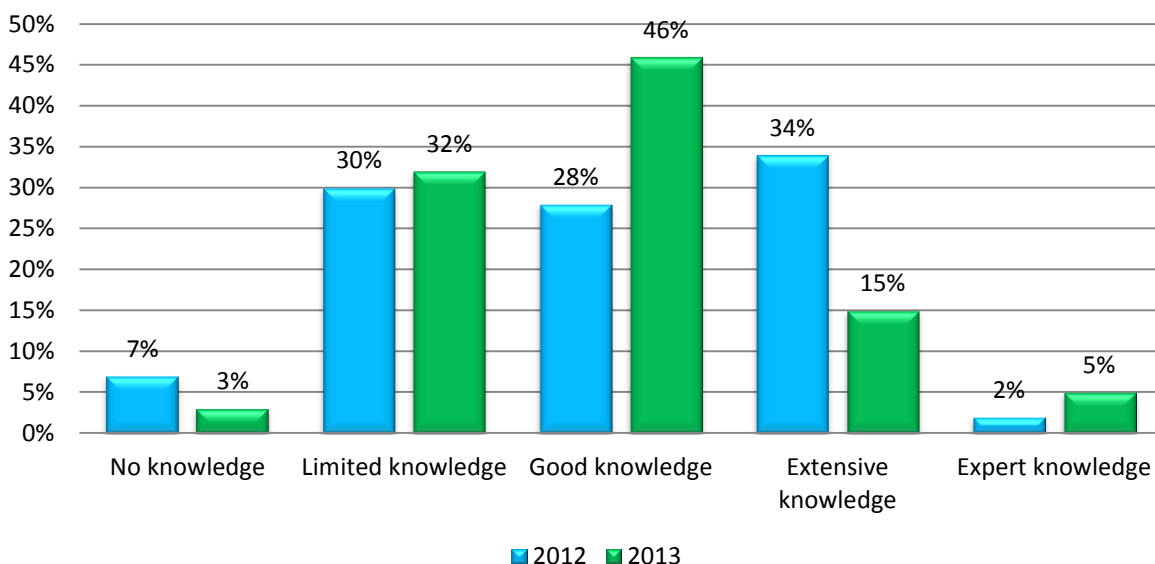
Table 7: Types of social media tool used in a typical week by categories of journalists (%)

	Investigative	Hard News	Reviews	Columns/ Editorial	Features
Professional Social Networks	61%	58%	62%	64%	44%
Blogs	88%	80%	75%	91%	56%
Social Reader/Bookmarking	35%	31%	37%	45%	11%
Social Networks	88%	78%	87%	82%	89%
Audio-visual sharing	61%	72%	62%	73%	56%
Microblogs	65%	66%	62%	73%	56%
Content community/crowdsourcing sites	88%	83%	87%	82%	78%

5. Knowledge of social media

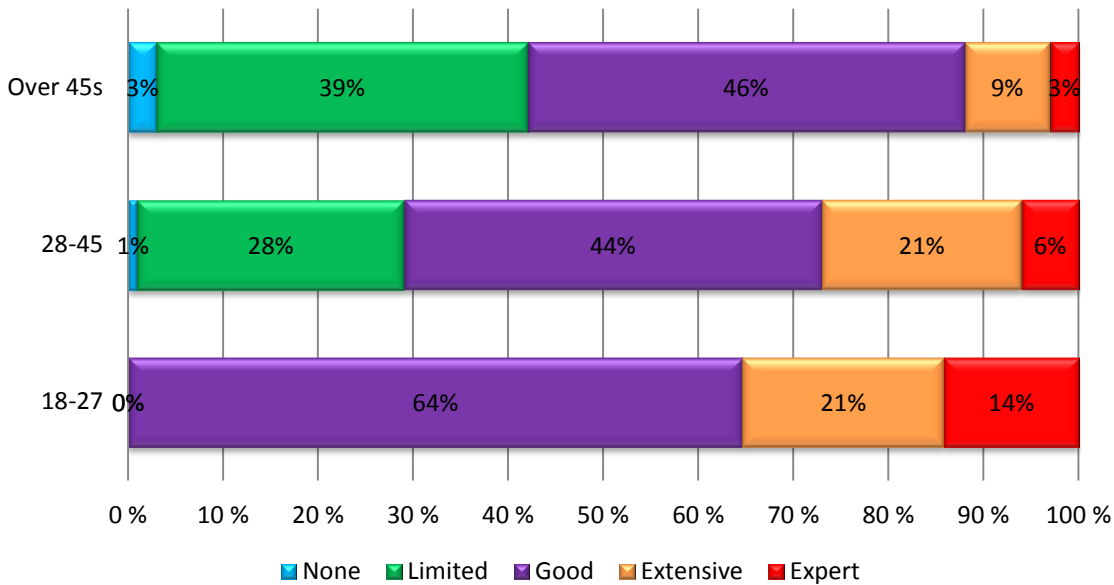
Most Finnish journalists (66%) say that they have at least good knowledge about social media with only 3% stating that they have no knowledge at all. (Figure 9) Confidence in this regard has improved over the past few years. The figure for those who have no knowledge about the tools was 3% in 2013 which was an improvement from 7% in 2012. Figures for those who said that they have good knowledge about social media also increased from 28% in 2012 to 46% in 2013. Overall, the percentages of those who have at least good knowledge slightly increased from 64% in 2012 to 66% in 2013. Perceived knowledge, however, does shift influenced by general levels of adoption, new tools emerging and sophistication of the new technologies. Thus the seemingly large drop in the number who reported themselves as having extensive knowledge of social media (15% in 2013 compared to 34% in 2012) need to viewed with caution and within a larger context.

Figure 9: Changes in journalists' self-reported knowledge (%)



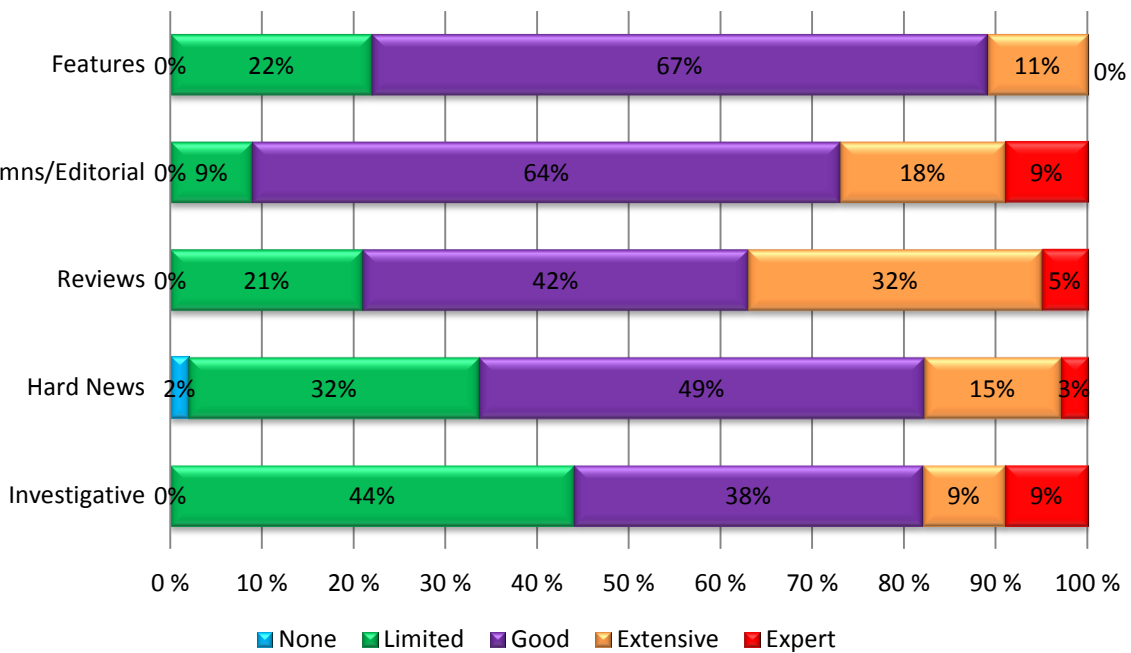
Perceived knowledge about social media is significantly influenced by age. (Figure 10) The 18-27 year olds were the only group who did not have any members who felt that they did not have any knowledge of social media and the only age group who did not feel that their knowledge of social media is limited. They were also the most likely to report having an expert level of knowledge (14% compared to 6% of the 28-45 year olds and 3% of the over 45s). The over 45s, on the other hand, were the most likely to report having no knowledge (3%) as well as limited level of knowledge (39%). This age group was also the least likely to have extensive (9%) or expert (3%) knowledge. Clearly, the generation which grew up with digital tools are more confident and knowledgeable users of social media.

Figure 10: Knowledge about social media and the impact of age (%)



The type of content journalists specialise in can also influence perceived levels of knowledge about social media. Editorial journalists, who are the most active in this categorisation (see Table 7 above), have the highest perceived knowledge levels overall with 91% of them stating that they had at least good knowledge of the tools. Interestingly, feature journalists who were the least active users (see Table 7 above) reported higher perceived knowledge compared to news oriented journalists. Overall, investigative journalists were the least confident in their knowledge levels with 44% of them describing their knowledge of social media as limited (compared to 32% of hard news journalists, 22% of feature writers, 21% of reviewers, and 9% of editorial journalists).

Figure 9: Knowledge about social media and the impact of journalist type (%)



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

Finnish journalists are generally positive about the impacts of social media, indeed in our international comparison they had the most optimistic outlook (see above Social Journalism Barometer 2013). Respondents were generally positive about the impacts on how they promote themselves and their work, on the relationship with their audience and on how they gather information. 44% thought that social media were so important that they would not be able to carry out their work without them, which is a significant increase from 26% a year earlier in 2012. Journalists were especially optimistic about the impacts on the relationship with their audience with 70% agreeing that they were more engaged with their readers thanks to social media tools. However, respondents were less sure about to what extent social media tools have improved the productivity of their work as well as how essential social media tools are for their work overall. 42% thought that social media improved their productivity, and a similar figure (45%) agreed that online sources were more important than offline sources for gathering information. As Table 8 below illustrates Finnish journalists have generally become more positive towards social media recently. Most figures show a more optimistic outlook in 2013 compared to 2012 including in relation to audience engagement, importance of social media in work and improved productivity. A relatively high percentage (42%) agrees that social media are undermining traditional journalistic values, such as objectivity. However, only a small minority (3%) felt that social media will lead to the death of professional journalism, which view saw a significant improvement from 12% in 2012.

Table 8: Attitudes towards the use of social media for work (%)

Attitudes towards Social Media	2013	2012
Because of social media I am more engaged with my audience	70%	60%
Accuracy is the biggest problem with social media	68%	N/A
Online sources of information are more important for my work than offline sources	45%	N/A
I would not be able to carry out my work without social media	44%	26%
Social media have improved the productivity of my work	42%	32%
Social media are undermining traditional journalistic values, such as objectivity	42%	37%
Social media will lead to the death of professional journalism	3%	12%

Finish journalists are also generally positive about overcoming barriers to social media use and they tend to be increasingly more optimistic. (Table 9) Less than a third of Finnish journalists (31%) said that concerns over privacy and data security prevented them from using social media more in comparison to nearly half (45%) in 2012. Only 5% felt that online hate/trolling inhibited their use of social media and only 5% felt that there are too many regulations about social media use in the organisation they mainly work for, a decrease on the 8% who agreed with this in 2012.

Table 9: Barriers towards using social media for work (%)

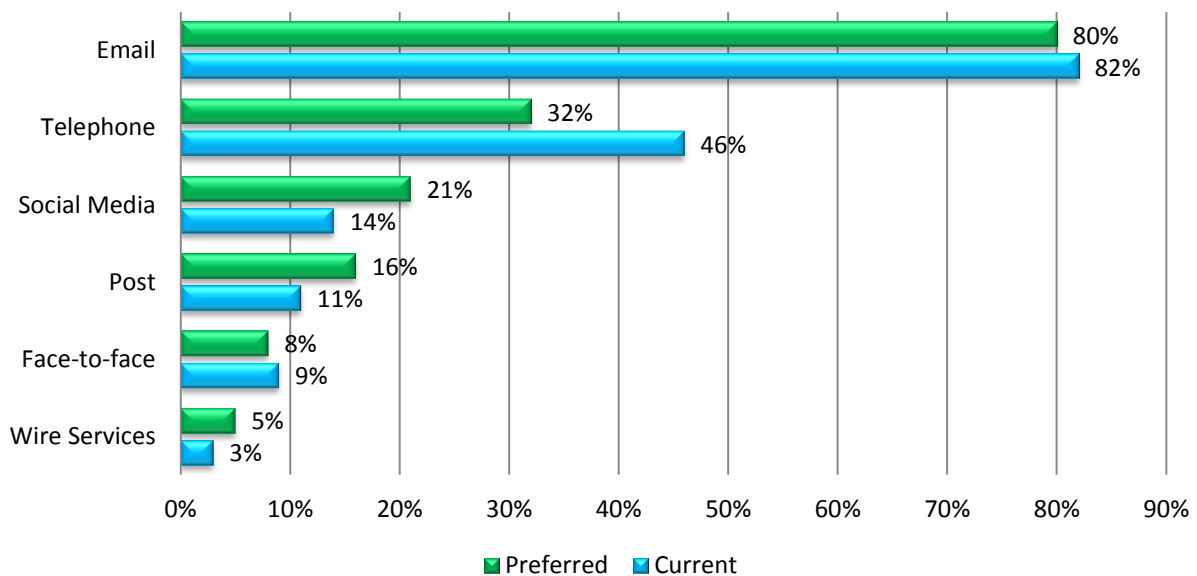
Barriers to Using Social Media	2013	2012
Concerns over privacy and data security prevent me from using social media more	31%	45%
Online hate/trolling restricts my social media use	5%	N/A
There are too many regulations about social media use in the organisation I mainly work for	5%	8%

Overall, then, the attitudes of Finnish journalists suggest that although they do not always trust the information they find on social media they nonetheless feel that using social media is of benefit to their work and that the majority do not let concerns about social media get in the way of their use of it.

7. Communication with PR practitioners

Social media are also having an impact on the relationship between journalists and PR practitioners. The extent and direction of this impact is not as clear as in the case of the relationship between journalists and their audience, but certainly some practices are shifting. In order to investigate what role social media plays in this relationship, respondents were asked to name the two main ways PR practitioners currently contact them and these answers then were compared to how the respondents said that they would prefer PR professionals to contact them. As Figure 10 below illustrates social media is just one element in the communication mix between PR practitioners and journalists with email (86%) and telephone (46%) being the two main ways PR professionals contact Finnish journalists and social media being the third most commonly cited (14%). Interestingly, Finnish journalists would prefer PR professionals to contact them via social media more (21%) than they actually do (14%). In contrast, telephone seems to be overused by PR professionals in journalists' views with 46% of respondents saying that telephone is one of the two main ways PR professionals currently contact them but only 32% have that preference. When asked about the importance of PR sources, nearly half of Finnish journalists (42%) agreed that PR professionals are a reliable source of information and less than a quarter (17%) stated that because of social media they are now less reliant on PR professionals than they used to be.

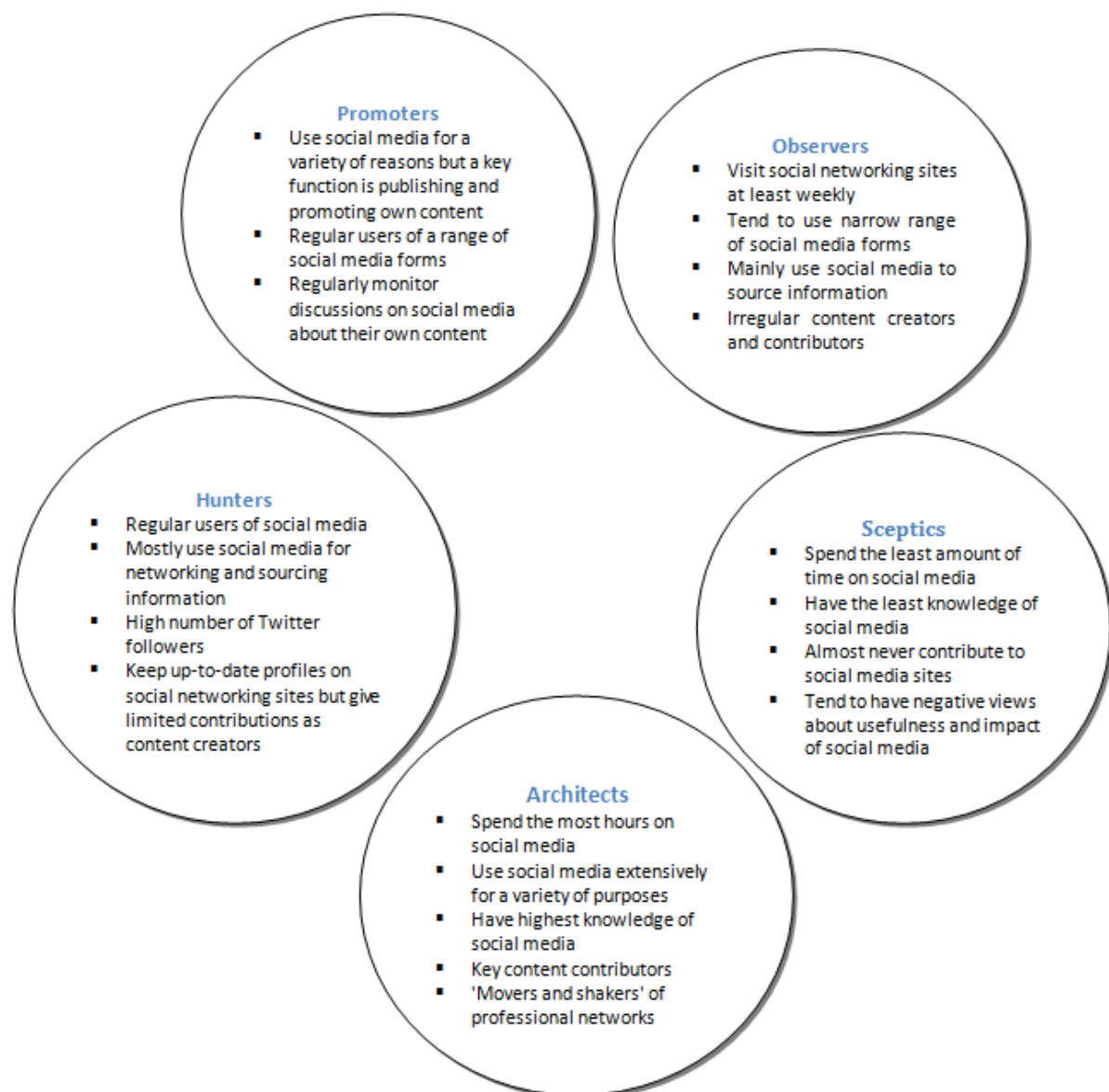
Figure 10: Current and preferred contact methods with PR practitioners



8. Professional social media user profiles

The 2012 Social Journalism Study identified five types of professional social media users who differed in terms of patterns of use, knowledge, purposes of use and attitudes (Figure 11). This year study found the same profiles indicating that they capture long-term trends in the adaptation of social media for professional work. What changed though during the last twelve months are the sizes of different profile groups as journalists are still changing their social media practices and their attitudes towards the tools.

Figure 11 - Characteristic features of Professional Social Media User Types



8.1 Key characteristics of the social media user types

Promoters (29%): They are the second most likely group to spend at least 4 hours a day using social media for their work (16%) and nearly half (40%) spend a minimum of 2 hours a day using it. They feel they have a good knowledge of social media with 17% feeling that their knowledge of social media is extensive or expert and are the second most likely of the groups to say that they have more than 500 friends/followers (37%) on their preferred social networking/microblogging site. The most popular social media tools amongst the Promoters are social networks (97%), content community and crowdsourcing sites (94%), and blogs (91%) and the most common reasons for them to use social media are sourcing (99%) and publishing and promoting (93%). Their attitude towards social media is positive with the majority (86%) stating that social media enables them to be more engaged with their audience, and nearly two thirds stating that they would not be able to carry out their work without social media (59%) and that social media enables them to be more productive (58%). They are the second least likely of all the groups to state that their use of social media is inhibited by concerns over privacy and data security (26%) and the second most likely of the clusters to agree that crowdsourcing will become the most important source of information (28%). They are the least likely of all the social media user types to agree that social media will lead to the death of professional journalism (1%).

Hunters (23%): 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 of them (86%) spend less than 2 hours a day using social media for their work. Of all the social media tools they show a preference for blogs (95%) and they most commonly say that they use social media tools for sourcing (98%) and for verifying (86%). The majority of this group feel that they have a good knowledge of social media (59%). Their most common daily social media activities are reading posts of people they follow (29%), reading online forums and discussion groups (14%), monitoring discussions on social media about their own content (14%), and adding comments to someone's page or profile on a social networking site (14%). They agree that social media enables them to be more engaged with their audience (73%) and more than a third believe that it has helped them to improve the productivity of their work (34%) and that they'd be unable to carry out their work without social media (38%). They are second least likely group to feel that online hate/trolling limits their use of social media (2%), that social media will lead to the death of professional journalism (2%), and that there are too many regulations about social media use in the organisation they mainly work for (4%). However, they are the second most likely group to agree that accuracy is the biggest problem with social media (70%).

Sceptics(19%): This group use social media for specific tasks but reluctantly. They represent the least active users with nearly all of them (98%) stating that they spend less than 2 hours a day using the tools. The Sceptics are likely to be older (57% aged over 45), working for newspapers (43%) and for small organisations (51%). The majority in this group does not have any friends or followers on their preferred social networking or microblogging site (65%) and feel that they have either limited (72%) or no knowledge (13%) of social media. Although their use is limited they are most likely to use content community and crowdsourcing sites (48%) and when they do use social media tools it tends to be for sourcing (41%) and for monitoring (35%). They tend not to perform social media activities on a daily basis although just under a third (32%) agrees that online sources are more important than offline sources (32%). They are the most likely of all the groups to agree that accuracy is the biggest problem with social media and that social media is undermining traditional journalistic values (54%). They are also the most likely to agree that online

hate/trolls restrict their use of social media (16%) and that concerns over privacy and data security limit their use of social media (49%). This group is therefore the most negative towards social media and the most distrusting of its use for their work.

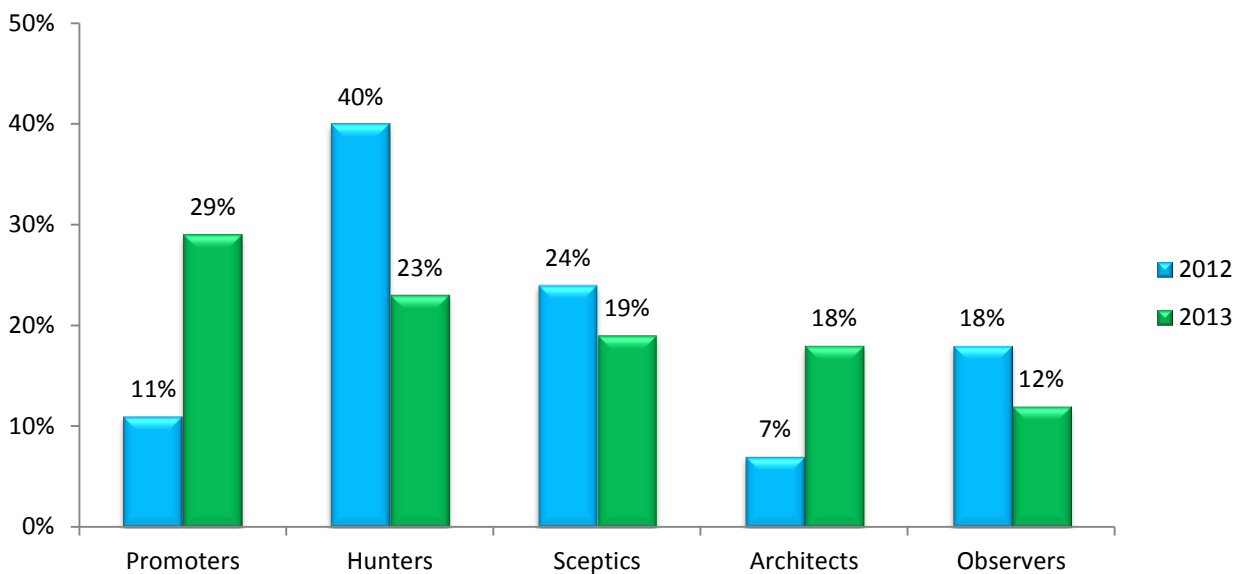
Architects (18%): They are the only group where most of their members spend at least 2 hours a day using social media for their work (73%) and are the most likely to say they spend at least 4 (18%) or 6 (5%) hours using social media for their work. They are also the only one of the five groups with any members who spend more than 8 hours using social media for their work (2%) and where every member (100%) use social media regularly for publishing and promoting their work. They are also the only group with the majority of their members having more than 500 friends/followers (61%) and who rate themselves as having either extensive or expert levels of knowledge of social media (62%). They are the most likely of all the groups to perform each of the social media activities on a daily basis. Their most common daily social media activities are reading posts of people they follow (84%) and posting original comments on social networking or microblogging sites (77%). They are the only group not to have any members agreeing that online hate/trolling restricts their use of social media and nearly all Architects (93%) agree that social media enables them to be more engaged with their audience. The majority also agree that online sources are more important than offline (73%), that they would not be able to carry their work without social media (73%), and that social media has improved the productivity of their work (66%). Architects are most likely to work for large (34%) organisations with the majority (59%) working for online companies.

Observers (12%): They are the second lowest users of social media and tend to only keep an eye on what is happening on social media rather than adding original content of their own. The majority of this group work for magazines (56%) and spend less than 2 hours (87%) using social media for their work. Two thirds rate themselves as having either limited (63%) or no (3%) knowledge of social media and the majority say that they have 100 or less followers on their preferred social networking or microblogging site. Observers use content community and crowdsourcing sites and blogs more often than any other type of social media and they are most likely to say that they use social media for sourcing (73%). Reading online forums and discussion groups (17%), monitoring discussions on social media about their own content (10%), reading blogs (7%), and reading posts of people they follow (3%) are the only social media activities which they report doing on a daily basis. Although they feel that social media enables them to be more engaged with their audience (66%), less than a third feel that they would be unable to carry out their work without social media (33%) and less than a quarter (24%) feel that social media has improved the productivity of their work. Observers are the second most likely group to agree that concerns over privacy and data security prevent them from using social media more (46%) and that online hate/trolling restricts their social media use (7%). They are, however, the most likely of the groups to say that they feel that there are too many regulations about social media use in the organisation they mainly work for (14%).

8.2 Changes in profiles

Basic features of professional social media user types remained the same, however sizes of each group have altered. (Figure 12) Whereas in 2012 the Promoters were the second smallest social media type amongst Finnish journalists (11%), in 2013 they are the largest (29%) with nearly a third of the Finnish journalists falling in to this category. 2013's smallest group have become the Observers (showing a drop from 18% in 2012 to 12% in 2013) and 2012's smallest group, the Architects, have nearly tripled in size (from 7% in 2012 to 18% in 2013). Overall, these changes suggest that Finnish journalists are more positive towards social media and more active in terms of the frequency of their social media use and the variety of reasons for which they use it.

Figure 12: Changes in the social media user types (%)



9. Non-users of social media

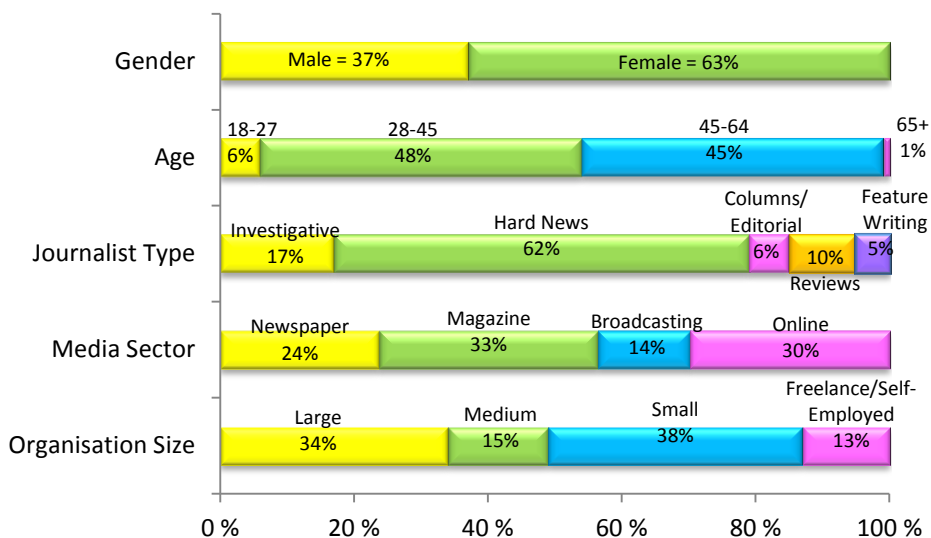
From the survey it was apparent that a small section of respondents do not use social media for their work on a daily basis. We explored their characteristics to see who they are. The non-users accounted for 7% of the respondents, which is less than half of the number of those who reported being non-users in 2012 (17%). Thus their number is in decline. They were more likely to be aged over 45 (54%), working for newspapers (54%), and for small organisations (62%). Perhaps unsurprisingly, all of them rated themselves as having either limited (68%) or no (32%) knowledge of social media. This group has negative views about social media with the majority agreeing that accuracy is its biggest problem (77%) and that social media are undermining traditional journalistic values (62%), although only 8% agreed that social media will lead to the death of professional journalism. (Table 10) Additionally, nearly half (46%) said that their concerns over privacy and data security prevented them from using social media more often and nearly a third (31%) stated that online hate/trolling restricted their use of social media.

Table 10: Attitudes of the non-users of social media (%)

	Agree
Accuracy is the biggest problem with social media	77%
Social media are undermining traditional journalistic values, such as objectivity	62%
Concerns over privacy and data security prevent me from using social media more	46%
Online hate/trolling restricts my social media use	31%
Social media will lead to the death of professional journalism	8%

10. About the respondents

Figure 13: Profile of respondents (%)



This report is based on 294 responses from Finnish journalists collected during July – August 2013 as part of the Social Journalism Study 2013. Respondents were more likely to be female (63%) and were more likely to be aged either 28-45 (48%) or 45-64 (45%) than they were to be aged 18-27 (6%) or over 65 (1%). Journalists were represented from all media sectors (with ‘media sector’ defined as being where most of their content is published), although they were most likely to be magazine (33%) and online (30%) journalists and less likely to be newspaper (24%) and broadcasting (14%) journalists. Most of the Finnish respondents reported working for either small (38%) or large (34%) organisations and were far more likely to be hard news (62%) journalists than any other journalist type. This overall profile is very similar to the profile of respondents in the 2012 survey and therefore changes can be considered genuine changes in behaviour and attitudes rather than from being due to sampling error.

11. Survey details

Cision Europe and Canterbury Christ Church University conducted an online survey about the behaviours and attitudes and the uses and perceptions of social media among journalists. Respondents were taken from Cision’s media database of more than 1.5 million influencers globally. The 2013 study received over 3,000 responses from journalists in 11 different countries: Finland, Sweden, the Netherlands, the US, Canada, Australia, France, Germany, the UK, Italy, and Spain. This particular report takes a closer look at Finland and is based on 294 responses from 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.

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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