

# Social Journalism Study 2014

## *Finland*



## **Introduction**

The fourth annual Social Journalism Study, conducted by Cision Germany 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.

This year remains no doubt that social is part of the journalists toolkit in their everyday work for a range of different tasks. However the results show a concentration of time and focus on social media so rather than using a large range of tools for a large amount of time journalists are choosing to focus on specific tools, namely Facebook and Twitter whilst experimenting on a much smaller scale with more bespoke tools for particular activities. Whilst many believe they could not carry out their work without social media, Finnish journalists feel it has helped their productivity but this hasn't in turn decreased their workload so essentially it helps them produce more content.

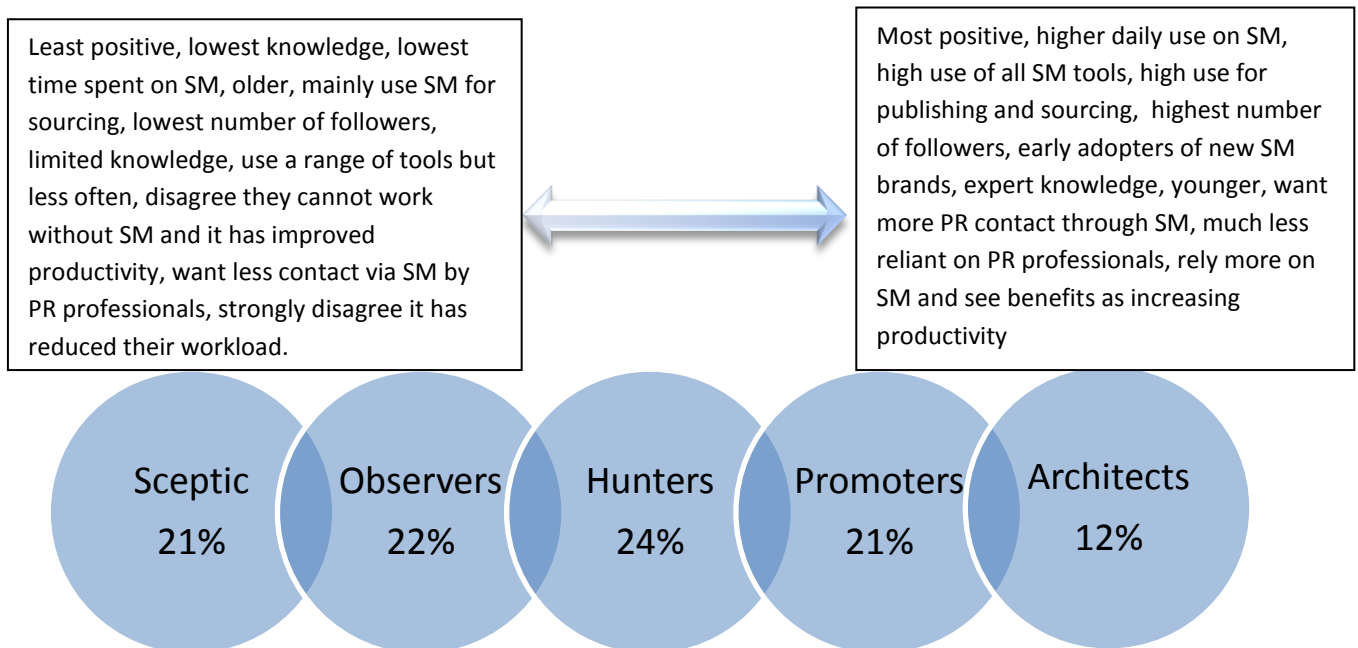
Journalists mainly use social media for sourcing stories and information but they continue to rely on traditional sources such as experts and other journalists (whether through social media or not) suggesting they are discerning social media users, applying it where it supports their work but not adopting it at the cost of their credibility.

The relationship with PR professionals is satisfactory but there are areas to improve around the quality of their contribution to journalists work and the reliability of information. Email remains the main communication channels for PR professionals but there is evidence from a small number of journalists that they would like to see social media used more widely for sharing PR content with journalists.

## Findings #1

### "Finnish journalists continue to fit into five distinctive types of social media users"

Our study identified five types of social journalists - the Social Suspects -: Architects, Promoters, Hunters, Observers and Sceptics. Each of these groups share similar characteristics but are different from the other four groups. In most aspects of their work their differences between them can be illustrated along a spectrum (see diagram below), of use, views, attitudes and behaviours towards social media, PR professionals and the wider journalism profession with the least positive on the left moving towards the most positive on the right. It suggests that journalists working in Finland respond and interact with social media in different ways but indicate their approach is becoming more sophisticated with a move towards the right hand side of the spectrum.



## Findings #2

### "Major use of social media is for sourcing stories and information"

Sourcing stories and information is the most important reason why Finnish journalists use social media in 2014, but they generally adopt a hybrid approach using the tools for variety of tasks simultaneously. More than two-thirds of respondents reported that they regularly use social media for all key tasks of the profession: publishing and promoting their stories, sourcing information, networking, verifying stories and monitoring. This suggests that the tools are thoroughly embedded in daily practices of journalists. Notable, however, are the changes over the last four years in relation to why journalists use social media. In particular, the percentage of journalists using the tools for sourcing and verifying information more than doubled over the period.

*Table 1. Reasons journalists use social media in a typical week (%)*

	2014	2013	2012	2011
Publishing and Promoting	74	72	50	73
Sourcing	89	85	44	40
Networking	72	60	59	71
Verifying	68	68	68	33
Monitoring	76	73	82	61

One of the main differences between the five main types of social journalists our study identified is in relation to why they use social media. While Architects completely embraced social media for all professional tasks they carry out, Observers and Sceptics tend to use the tools mainly for sourcing information. Hunters and Promoters are also high users of social media, but while the former focuses on using the tools for sourcing, the latter mainly apply them for publishing, promoting and monitoring content they produce.

*Table 2 : Use of social media for different professional tasks (%)*

	Architects	Hunters	Promoters	Observers	Sceptics
Publishing and Promoting	100	85	94	70	39
Sourcing	97	95	88	96	78
Networking	93	85	86	76	39
Verifying	90	74	86	53	55
Monitoring	93	79	94	66	65

## Findings #3

### "Journalists are not always on social media"

Almost all Finnish journalists use social media regularly, however a large proportion (75%) use it only up to 2 hours a day. There are just a small number who are 'always on' and use the tools for 4 or more hours a day. This suggests that although social media is essential in daily practices of journalists, it is not something they are constantly using, rather they 'check-in' for shorter periods to carry out specific tasks. The percentage of journalists using social media constantly (more than 4 hours a day) has actually declined during the last three years (from 14% in 2012 to 5 in 2014), but on the other hand the those not using SM tools has also declined (17% in 2012 and 4% in 2014). This indicates that initially there was a greater division between social media users and non-users which has started to consolidate. It also suggests that when the novelty of the tools has worn off and social media has been integrated to everyday journalistic work use among high users has dropped.

*Table 3 Time spent using social media for work (% of respondents)*

	2014	2013	2012
None	4	7	17
Up to 2 hours per day	75	65	40
2-4 hours per day	16	19	28
More than 4 hours day	5	9	15

The frequency and extent of social media use, however, are influenced by a number of demographic and professional factors. Thus there is a clear difference in relation to time spent using social media between the social journalists groups our study identified. Architects are the most avid users with about a third of them using the tools for more than 4 hours a day, while the Sceptics are the least enthusiastic users with nearly 85% of them using social media less than daily or not at all.

*Table 4 Frequency of social media use by social journalists group (% of cluster)*

	Architects	Hunters	Promoters	Observers	Sceptics
None	0	0	0	2	17
Less than daily	0	7	10	36	67
0-4 hours a day	69	88	90	62	16
More than 4 hours a day	31	5	0	0	0

## Findings #4

### "Facebook and Twitter are the most popular apps but journalists use a variety of tools"

The most popular social media apps among Finnish journalists are dominated by Facebook and Twitter but there are signs that journalists use a variety of tools for a variety of purposes. Thus there is no one dominating app as different brands offer different services and address different needs. The average number of types of tools used by journalists was 4.5 in 2014, while the figure for previous years were 4.51 (2013) and 4.18 (2012). The trend shows a level of saturation suggesting that there are an optimum number of tools journalists can embed in their everyday practices. This optimum number for two-thirds of respondents was between 3-5 different types of social media. This limiting of the number of tools is future reinforced by the proportion of those using more than six types of social media which has declined (from 40% in 2013 to 31% in 2014) indicating that after the initial novelty period journalists' appetite to use more and more of these tools abated.

*Table 5 Most popular apps used by Finnish journalists (% of respondents)*

	% using it
Facebook	86
Twitter	61
Google + or Media Tools	38
Instagram	33

*Table 6 Diversity of social media types used (% of respondents)*

	2014	2013	2012
0-2 types of tools	9	16	15
3-5 types of tools	60	44	63
6-7 types of tools	31	40	22

Most types of social media tools were used by at least two-thirds of respondents, with the exception of social readers which continue to have limited uptake. In terms of changes over the last four years, the use of microblogs (e.g. Twitter) and professional social networks (e.g. LinkedIn) has increased the most with 52% and 41% growth respectively.

*Table 7 Use of social media types for work in a typical week (% of respondents)*

	2014	2013	2012	2011
Professional Social Networks	62	56	43	20
Blogs	84	79	79	50
Social Reader Sites	21	30	9	N/A
Social Networks	94	80	84	70
Audio-visual Sharing Sites	73	68	71	47
Microblogs	70	61	47	17
Content Communities	94	84	85	84

## Findings #5

### "Journalists' use of social media is more reactive than interactive"

Journalists' daily use of social media tends to involve more passive activities reacting to content produced by someone else. For example, nearly half of the respondents reported that they read postings of people they follow and monitor discussions about their own content on a daily basis. Content producing and interactive activities on social media tend to be carried out not on a daily basis. For example, respondents were more likely to post comments on a social network or on a microblog on a weekly or less regular basis than daily; and similarly, they were more likely to reply to comments received on a social media sites weekly or less regularly. In general, social media activities were more likely to involve reading and monitoring activities, rather than contributing and commenting.

*Table 8 Certain Social Media Activities Performed on a Daily Basis (% of respondents)*

		Daily	Weekly	Monthly	Never
<i>Interactive</i>	Maintain a work related blog	5	12	16	66
	Use social media to make new contacts in their field of work	9	29	36	26
	Post original comments on social networking and microblogging sites	24	30	13	32
	Reply to comments received in relation to their work on social media sites	13	30	27	29
<i>Reactive</i>	Read postings of people they follow	45	26	16	12
	Monitor discussions on social media about own content	45	26	12	17
	Read blogs	19	35	34	12

There are, however, differences between the types of social journalists our study identified, thus professional, attitude and demographic factors influence to what extent journalists contribute and interact on social media.

*Table 9 Social Media Activities Performed on a Daily Basis by Social Journalists Groups (% of cluster)*

	Architects	Hunters	Promoters	Observers	Sceptics
Re-post on microblogging site	62	2	22	0	0
Use social media to make new contacts in their field of work	24	17	8	0	0
Post original comments on social networking and microblogging sites	83	26	35	2	0
Reply to comments received in relation to their work on social media sites	38	29	9	2	0
Add comments to someone's page or profile on a social networking site	59	41	18	6	2
Read postings of people they follow	83	60	69	21	8
Read blogs	55	26	14	8	6
Monitor discussions on social media about own content	90	76	43	30	0

## Findings #6

### "Traditional sources of information remain important"

Most respondents choose experts and academics as their most important information sources, followed by other journalists and media outlets. This suggests that traditional sources remain the most important regardless of the method of distribution and increasing use of social media. This pattern of experts first followed by journalists was true for all the cluster groups, although 66% Architects used other journalists/ media outlets first and then experts/academics (52%). General public and crowdsourcing was only a key preferred source for 23% of respondents suggesting that journalists focus on known reliable sources for information.

PR sources came near the bottom of preferred choices for top two information sources, which is reflected in continuing concerns of journalists over their reliability and quality. Only 28% of respondents agreed that PR information enhances the quality of reporting, and 32% thought that PR professionals are reliable sources of stories. For the PR industry this is a significant problem and it needs to consider how to increase perceptions of reliability and credibility in the eyes of journalists. However, given the very different objectives of PR professionals and journalists, distrust naturally arises. For example, the two most important roles of journalists respondents identified were to provide analysis of the issues at hand (95%) and to investigate those in power (90%), while only 47% agreed that a journalist's role is to produce a commercially viable product.

*Table 10 Importance of main types of sources (rank order)*

	2014
Experts/academics	1
Journalists/media outlets	2
General public/crowdsourcing	3
Company representative	4
Government officials/public servants	5
PR sources	6
Public figures/celebrities	7



## Findings #7

### "Email stays top choice for contact from PR professionals though social media Is gaining ground"

Email remains the most widely used communication method between PR professionals and journalists with 92% respondents stating it the main method used this year, showing a slight increase since 2013. The second most common method of being contacted is via telephone (around 45%) which remains fairly constant since last year. While 21% of respondents identified social media as one of the two most common methods to be contacted (an increase of 6% since 2013).

*Table 11 Most common ways PR professionals contact journalists (rank order)*

	2014
Email	1
Telephone	2
Social media	3
Face-to-face	4
Newswires	5
Post/hardcopy	5

When journalists were asked to state the two main methods of contact, , email was clearly stated as the main channel but when asked what contact method they would prefer PR professionals to use, it is social media and hard copy content where journalists would like to see increased contact, although this is still quite small in comparison to email. The use of the telephone to contact journalists has dropped from 2012 to 2014 and continues to be a major source of irritation for journalists, with 17% requesting less contact by phone, an increase in last year of journalists who wish to see this contact method reduced in use. This dislike of phones was consistent across all the cluster groups, so PR professionals should avoid the phone to try and improve their relationship.

*Table 11 Difference between most common and most preferred ways journalists want to be contacted by PR professionals (difference between %)*

	2013 difference	2014 difference
Face-to-face	-1	0
Telephone	-14	-17
Newswires	1	-1
Email	-1	-5
Social media	7	6
Post/hardcopy	5	2

Looking at the responses more closely, the increasing preference for social media and post/hard copy is influenced particularly by the Architects who favour social media (41%) and the Sceptics approve hard copies more (24%). If the Sceptics are removed from the analysis, it is apparent that the Architects, Observers, Hunters and Promoters would like to see, on average, an increase of 10% more contact through social media. In order to improve the PR-journalist relationship, using social media would be of great benefit and PRO's should seek methods to record preferences for contact methods and use these channels to communicate with journalists.

## Findings #8

### "Relationship with PR professionals is deemed satisfactory but has clear areas to improve"

Social media is affecting how journalists and PR professionals communicate but this has not resulted in improved perceptions about the latter's contribution to journalists' work. Just over half (54%) of respondents stated that they are happy with their relationship with PR practitioners. Interesting to note that high users of social media were happier (62%) in contrast to the low social media users (42%). Of concern is that, journalists are negative about the reliability and quality of information sent. Only a third agreed that PR practitioners are a reliable source of stories (32%) and around a quarter agree that PR information enhances the quality of reporting (28%), although over a third had no particular view.

*Table 12 Views about relationship with PR professionals (% respondents)*

	Disagree	Ambivalent	Agree
"Because of social media I am less reliant on PR professionals"	29	38	33
"PR information enhances the quality of reporting"	32	39	28
"I am happy with my relationship with PR practitioners"	9	38	53
"PR practitioners are a reliable source of stories"	29	39	32

Journalists' views about reliability of PR professionals have actually worsened since last year. While in 2013 43% of respondents thought that PR practitioners are reliable sources of stories, in 2014 only 32% agreed with that statement. This response was consistent regardless whether journalists were high or low social media users. It was also consistent across the cluster groups although Observers were slightly more positive than the rest. This suggests that it is a view that is shared across the profession, rather than one influenced by journalists' use of social media.

*Table 13 Respondents who agreed with the following statements (% of respondents)*

	2014	2013
"Because of social media I am less reliant on PR professionals"	33	18
"PR practitioners are a reliable source of stories"	32	43

In addition, journalists think that they are becoming less reliant on PR professionals because of social media. This view is particularly strong among Architects, 62% of whom claimed that they are less reliant on PR professionals. This suggests that the PR industry needs to revisit the content it produces not just how it presents itself on different platforms.

## Findings #9

### "Half of journalists would not be able to carry out their work without social media"

Finnish journalists overall have a positive view about the impacts of social media on their work and their attitude has become more affirmative over the last few years. For example, 26% of respondents thought that they would not be able to carry out their work without social media in 2012, which increased to 53% by 2014. This suggests that as social media use has increased and become embedded in work practices of journalists, there is a stronger perception that they are indispensable. Perceptions about the tools' impact on productivity have also improved as more than half of respondents in 2014 thought that because of social media they are more productive in their work. However, social media does not seem to make journalists' work easier. Only 9% of respondents agreed that their workload has decreased because of using the tools and 73% disagreed. This indicates that journalists' general perception is that social media has added to their workload.

*Table 14 Views about the impacts of social media (% of respondents who agreed)*

	2014	2013	2012
"I would not be able to carry my work out without social media"	53	44	26
"Social media have improved the productivity of my work"	54	43	32

Journalists generally agree that social media has changed their work. However, views vary about what aspects of their work and to what extent have changed. The way in which journalists work, their everyday practices, seem to be an area on which social media has had a significant impact. 44.4% of respondents said that the way they work has changed to a large extent or fundamentally because of social media. A slightly smaller proportion of respondents (41%) thought that their relationship with their audience has changed to a larger extent or fundamentally because of the tools, but there were more journalists (50%) who thought that this relationship only changed to a small or moderate extent. The impact of social media on the content journalists produce seems to be much less significant. The majority of respondents (72%) reported that the content they produce only changed to a small or moderate extent because of social media. Thus in general, journalists' perception is that while their practices might have changed because of social media, their 'products' and content have not.

*Table 15 Views about the extent social media changed the work of journalists (% of respondents)*

	The way they work	The content they produce	Their relationship with their audience
Not at all	7	11	8
To a small or moderate extent	48	72	52
To large extent or fundamentally	44	17	41

## Findings #10

### "Concerns about traditional journalistic values"

While journalists tend to perceive the impacts of social media on their work in a positive light, they are more ambivalent about the effects of the tools on their profession. In particular, they are increasingly concerned that traditional journalistic values are being undermined. In 2014 nearly half of the respondents agreed that these values, including objectivity and fairness, are jeopardised because of social media, while a third disagreed and the rest was unsure. The majority of respondents (78%), however, thought that a key way social media is changing their profession is through encouraging opinion-orientated journalism. This in turn, for some of them, has adverse affect on traditional values.

*Table 16 Views on undermining journalistic values*

<i>Percentage of respondents agreeing that</i>	2014	2013	2012
social media are undermining traditional journalistic values	49	42	37

In general, there remains a split among journalists regarding the impacts of social media on their profession. In 2014, 46% of respondents thought that social media has changed what journalism is about to a large extent or fundamentally, while 47% perceived the impacts as small or moderate, and 8% said that journalism has not changed at all.

Interestingly, while there were some significant differences between the five social journalists' types regarding how they saw the impacts of social media on their work, their views about the impacts on their profession were more similar. For example, while 86% of Architects reported that they would not be able to carry out their work without social media, this figure for Sceptics was 20%. On the other hand, 45% of Architects thought that social media are undermining traditional journalistic values, while the figure for Sceptics was a not too distant 52%.

*Table 17 Views by Social Journalists Types (% of cluster)*

	Sceptics	Observers	Hunters	Promoters	Architects
I would not be able to carry my work out without social media	20	37	63	71	86
Social media have improved the productivity of my work	18	51	60	69	86
Social media are undermining traditional journalistic values	52	55	48	44	45
Social media encourages opinion-orientated journalism	70	82	8	80	76

## Findings #11

### "Journalists have on average 2,500 followers"

Journalists remain key sources and interpreters of news and information in society even in the social media environment. A clear indication for this is that the number of followers among journalists is significantly higher than among the general population. In 2014 journalists had on average nearly 2,500 followers, while the figure for the general population was 70. This suggests that people tend to turn to sources they know and trust. The number of followers among journalists has steadily increased over the last few years. While in 2012 less than one in five respondents had more than 500 followers, by 2014 more than half of them did.

*Table 18 Number of followers (% of respondents)*

Number of Followers	2014	2013	2012
None	9	19	15
Up to 100	12	25	19
101-500	23	27	48
More than 500	57	29	18

However, differences between social journalists' types are significant in this respect too. While the average number of followers among Architects was nearly 4500, for Sceptics the figure was much lower at approximately 1050.

*Table 19 Number of Followers by Social Journalists Types (% of cluster)*

	Sceptics	Observers	Hunters	Promoters	Architects
None	31	9	2	0	0
Up to 100	25	26	2	2	0
101-500	14	21	21	37	7
501-2, 500	22	30	48	35	48
2,501-10, 000	6	8	21	16	35
More than 10, 000	2	6	6	10	10

## The Social Suspects

Whilst the five clear groups were evident in this year's data, the size of these groups has changed over the last three years, creating more equal groups, this year led by the Hunters with 24%. Looking at 2012 results Hunters have always been quite prominent in the Finnish journalism community, although they have declined in size. Interestingly it is the Hunters that have seen the biggest decline over the last three years whilst Promoters and Architects have grown, suggesting that social media and journalism has been adopted over the last three years in Finland so journalists are moving towards the more proactive and engaged end of the Social Journalism spectrum of Promoters and Architects. It's interest to see that Sceptics and Observers have remained fairly stable over the three years suggesting that groups have clear and engrained use and views of social media in their work.

*Table 20 Size of each cluster 2012-2014 (% of respondents)*

	<b>2012</b>	<b>2013</b>	<b>2014</b>
Sceptics	24	19	21
Observers	18	12	22
Hunters	40	23	24
Promoters	11	29	21
Architects	7	18	12

As these groups are based on cluster analysis, the specific characteristics of these groups have changed over the three years as technology itself has moved on the journalists becomes more skilled and knowledgeable, but clear differences between the five remain. Therefore what follows is a summary of the key characteristics of these five groups in 2014.

### Architects 12%

The Architects have varied in size over the last three years and represents the smallest of all the clusters in 2014. The most proactive of all the groups they could be described as the 'movers and shakers' or first movers in terms of their journalism work and social media. They have always shown greater use of social media, although this is not surprising as almost half this group work in online journalism.

With an almost even split between male and female, journalists in this group are much younger, with almost 80% aged between 18-45 and having the largest group of 18-27 year olds (3%) compared to all the other groups, although this remains small. This group spend much longer using social media with all of them spending at least 1-2 hours per day on social media and are the only group to report accessing social media more than 8 hours per day. The pattern of time spent on social media show clear differences across all the groups and explains some of their behaviours.

*Table 21 Time spent using Social Media for work (% of cluster)*

	Sceptics	Observers	Hunters	Promoters	Architects
Few hours per month or less	57	11	2	0	0
Few hours per week	27	26	5	10	0

Up to 1 hour a day	12	30	38	26	0
1-2 hours a day	4	25	29	35	34
2-4 hours a day	0	8	21	29	35
4-8 hours a day	0	0	5	0	28
8 or more hours a day	0	0	0	0	3

Not surprisingly, this group are very knowledgeable with 69% claiming to have extensive or expert knowledge. They are very high users of all social media tools, consistently using them more than all other groups, and are avid users of Facebook and almost all (97%) use Twitter. This group use social media for a range of tasks on a frequent basis, either daily or weekly and are the leading users of Instagram, Google+ and are early adopters of new brands, using tools such as Flipboard (17%), Hootsuite (10%) and Ping.It (7%). Architects believe that they couldn't work without social media (86%) and that social media has improved their productivity (86%). Although almost half are happy with their relationship with PR professionals they recognise that they are less reliant on them because of social media (62%).

### **Promoters 21%**

This group, also representing about a fifth of all journalists, are using social media and are positive about its use, with 35% stating they have extensive/expert knowledge. Whilst they are more likely to work in print, they also have more broadcast journalists than any other group. Promoters have a younger profile, with 60% in the 28-45 age category, although not quite as young as the Architects. Most journalists in this group spent 1-2 hours a day on social media but a quarter spend up to 1 hour a day on social media for work. As their name would suggest, this group is very keen on using social media to publish and promote themselves (94%) and they are also the highest users of social media for monitoring, with a high expectation that this is for monitoring their own content. High users of all types of social media tools, they particularly keen on Facebook, Twitter and content communities. However, they also use tools to help them publish and use ThingLink and Datawrapper more than any other group, although this remains quite small (4%). On a daily basis they are most likely to read posts of people they follow and monitor discussions on social media about their own content. This group are most happy with their relationship with PR professionals although only 20% think that PR information enhances the quality of reporting – the lowest of all the groups. About two thirds of the group thought that social media improves their productivity (69%) and 70% claimed they would not be able to carry out their work without social media.

### **Hunters 24%**

Hunters generally sit in the middle of the groups in terms of their use of social media – never as much as Promoters and Architects but more than Sceptics and Observers. They are called Hunters because their key focus is to gather information from social media to use for their work. They work in both hard and soft news but have more journalists working in investigative/hard news. Hunters are most likely to be working for print (magazines) or online organisations and are aged between 46-64 and very likely to be female (73%). They are not heavy users of social media compared to some of the other groups with most (38%) spending up to one hour per day and 30% 1-2 hours per day but most say they have a good knowledge (64%) of using social media, so it is not their skills which restrict more extensive use.

*Table 22 Knowledge of Social Media in each Cluster (% of cluster)*

	Sceptics	Observers	Hunters	Promoters	Architects
None	12	0	0	0	0
Limited	51	34	14	8	3
Good	37	58	64	57	28
Extensive	0	8	15	27	52
Expert	0	0	7	8	17

Every day they are most likely to monitor discussions around their own content, read posts from others they follow and add comments to someone’s page or profile. This takes up most of their time and they leave other social media activity to a weekly task. They are keen on social networking sites and content communities but are the lowest users of all groups of social reader sites. They use social media for all professional tasks but particularly sourcing.

### **Observers 22%**

This group are found to work more equally across print (newspaper and magazine) and online and are likely to produce ‘soft news but have more journalists writing editorial and opinion pieces than the other groups. Journalists in this group fall fairly evenly between 28-45 (41%) and 46-64 (55%), with the remainder aged 65+. The bias is slightly female (56%) and they are fairly low time users of social media with 55% spending up to 2 hours per day, although time use across all groups has been reduced over the last three years. The Observers don’t have much knowledge of social media but in term of brands they are high users of Facebook and content communities, they are much higher users of social reader sites than all the other groups, even the Sceptics. Observers use social media for a range of tasks but are particularly keen to use it for sourcing stories. True to their name they continue to observe what is going on in social media with most popular daily and weekly social media tasks including monitoring discussions about own content, reading posts of other people they follow and reading online forums or discussion boards.

### **Sceptics 21%**

Without doubt the Sceptics consistently remain the least active and most negative about social media although their use is growing, probably out necessity rather than choice. There is a more equal split between men (52%) and women (48%); against last year which was dominated by women (70%) but their age profile is distinctly older with 68% in the 46-64 age group. This group spend little time on social media with a significant 18% stating that they do not use social media at all and only 3.9% spend 1-2 hours a day. When they do use social media they are passive browsers, just reading posts of people they follow, online forums or blogs.

This lack of more extensive use is reflected by their lack of knowledge with 63% claiming they have no or limited knowledge of social media and this is supported by their low use of key tools such as Facebook (65%) and Twitter (22%). The sceptics stated they had the most serious concerns over privacy and data (50%) with around a fifth stating they couldn’t carry on their work without social media and that it improved their productivity and only 18% felt they could not carry out their journalistic work without social media. Email remains their main communication method and they



are quite happy with it, although similar to all other clusters they would like to see less contact by telephone. It isn't clear whether it lack of knowledge that results in low use of social media or lack of interest or desire which leads to a lack of engagement in social media. However, as they are slightly older this group are not digital natives and therefore improved training could easily be the barrier that preventing them from developing use of social media.

This group are fairly evenly spread although the Sceptics are showing a greater split from the rest of the group and seem to be disengaged with social media in their work as a journalist. The Observers as their name suggests like reading content and posts online and use SM to source and network but are less keen to publish and promote their own work. Hunters consistently sit in the middle of all the journalist groups, engaging averagely with all the SM work undertaken in a journalists work. Promoters are actively engaged in all forms of social media but are less keen on using it for posting their own work and then monitoring the impact of this. This smallest group this year are the Architects who continue to represent the 'movers and shakers' and early adopter for new uses and brands.

## Implications

- Journalists deal with a heavy load of social media traffic but are starting be more discerning about the time spent on social media and therefore are not 'always on', hence they could easily miss content pushed out to them.
- The five different types of journalists; Sceptics, Observers, Hunters, Promoters and Architects use social media differently, hence the ways and the content pushed out to them on social media need to be tailored according to their specific needs. The five social journalists' types our study identified will help practitioners map patterns of use and attitudes.
- Journalists' appetite to try out new social media tools and services has abated as we are entering a period of consolidation, this needs to be taken into account when developing strategies to reach out and communicate with them.
- Journalists' role in society as key providers of news and information remain significant, and thus they continue to be central for PR professionals in reaching out and communicating with an ever increasingly 'noisy' world.

## Trend Predictions

- Time spent on using social media is not going to increase significantly (see 2012-2014 trends on using social media) but how journalists use it will change as it gets more embedded and there is focus on a fewer main tools.
- Currently Finnish journalists tend to use social media on a daily basis more for reactive work rather than interactive tasks. This will change as audiences demand news more quickly and want content posted at greater speed so that daily tasks will be dominated by creating content rather than gathering information.
- Social media will continue to allow journalists to produce more content but this will not mean a reduced workload but rather working in a different way.

- Journalists will continue to rely on mainstream social media platforms but will start to use more niche social media providing they fulfil a specific need or help them with a journalistic task.
- Journalists will continue to rely on email as their main source of communication with PR professional and phone contact will become even less.
- Traditional sources will retain their importance as trust and reliability remain key factors in sourcing news and information and despite the need to disseminate news quickly, journalists will continue to rely on 'experts' and their colleagues working in other media sources for information.

## About the Survey

Cision Germany and Canterbury Christ Church University conducted an online survey about the behaviours and attitudes, as well as the uses and perceptions of social media among journalists. Respondents were taken from Cision's media database of more than 1.6 million influencers globally. This particular report takes a closer look at Finland and is based on 255 responses from Finnish journalists and media professionals collected during July – September 2014. 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.

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## About Cision

Cision is a leading provider of public relations software that enables professionals to plan, execute and measure influencer-oriented campaigns in one integrated platform.

Communication professionals use Cision to access the world's largest pitchable media and blogger database, distribute press releases, manage influencer outreach, measure social media activities, and analyze the effectiveness of campaigns. Cision, which recently combined with Vocus, also represents Gorkana Group, Visible Technologies, PRWeb, Help a Reporter Out (HARO) and iContact brands. Headquartered in Chicago, Cision has over 120,000 customers and

maintains offices in Canada, England, France, Germany, Portugal, Sweden, Finland and China. For more information, visit [www.cision.com](http://www.cision.com) or follow [@Cision](https://twitter.com/Cision) on Twitter.

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