

Text 100

# Blogger Survey 2009

Global Report, June 2009  
(APAC, EURO, USA)

# Survey Methodology

- 📶 449 technology, news and lifestyle bloggers across 21 countries
- 📶 Three regions: Asia Pacific (APAC), Europe (EURO), and the USA
- 📶 Text 100: respondent identification and recruiting
- 📶 Aha! Research: online survey, analysis, reporting of the results
- 📶 Survey offered in English, Korean, Traditional and Simplified Chinese, Japanese, Spanish and French
- 📶 Survey period: April 6 to May 18, 2009

# FIVE

## Lessons Learned

# ONE: Growing Influence

## Corporations are increasingly recognising the influence of bloggers

- Contact with PR people or corporate communicators around the globe is increasing.
- This points to the “mainstreaming” of blogging as a communications channel, and the recognition by corporations that bloggers have increasing influence over their desired audiences.
- Bloggers in Europe and Asia Pacific are increasingly being held in the same esteem as their counterparts in North America.
- Regional or local business cultures still play a role in blogging preferences.

*Not being a professional journalist doesn't mean unprofessionalism in writing or content. (Finland)*

*All bloggers are different. Do not underestimate their influencing power.*

*Don't treat bloggers as you would treat reporters and understand that bloggers are potential partners.*

# TWO: Social Media Releases

## Corporate News Releases are out: Social Media Releases will experience far greater usage

- Invest in Social Media Releases for all media. They are by nature, deconstructed, allowing bloggers (and media) access to information and content to support an angle unique or particular to their audiences' interests.
- Use of a Social Media Release allows businesses the opportunity to in essence tier target bloggers with unique opportunities or angles
- *Note – Pod casts and vod casts are not deemed as valuable resources for bloggers, despite having value for internal and other stakeholder communications*

*PR too often just seem to throw the standard press release with very little extra effort (comments), usually just with the implied message "can you write about it". (Finland)*

*More than 90 percent of PR people generally send us the usual press releases.... So I don't participate in their activities proactively (Korea)*

*Press releases don't work for bloggers, we are not journalists, we don't need to copy and paste nonsense we get sent. Plus, the big issue with coverage on a blog is being first, if you are sending the same release to the press, why would I want to blog about it? I am not unique then and am the same as a paper (Ireland)*

# THREE: RSS is Key

**If your company is not making their information available via RSS feeds, you are missing opportunities.**

- Your corporate bloggers and corporate websites are deemed by bloggers across the globe to be more credible than micro-blogging, newspapers, social bookmarking sites and television (and magazines in Europe and APAC)
- Therefore, investing in up-to-date website content, corporate blogs and bloggers is very important. Now as activity in social media becomes an every day part of business communications, it is essential for corporate; and it must have a dedicated person or team.



# FOUR: Part-time Bloggers

**The majority of bloggers are still part-timers – adjust your strategies accordingly**

- Outside of the US, the majority of bloggers surveyed blog for less than 9 hours per week. This makes it even more critical to understand their schedules and contact preferences and be prepared to engage on their terms.




# FIVE: Cultural Differences

**Despite being global, there are still cultural differences to be respected.**

- Globally, more than 80% of bloggers say that they would acknowledge sponsorships of blog postings. Asia across the board is less likely or willing to acknowledge forms of sponsorship.
- The cultural precedent for gift giving in Asia as a part of business practice, and not having to acknowledge this, is likely to contribute significantly to this difference.





*Luckily, PR firms seem to be understanding bloggers slightly better than they did a few years back. However, only few PR employees are dedicated and dynamic enough to serve bloggers in the optimum fashion. It is really a 24/7 sort-of-job, not the type of job which can work with one or two enquiries a month. (Denmark)*

# Executive Summary

## CONTACT

- ❏ The majority of bloggers welcomed contact from PR firms or any corporation
- ❏ All bloggers in the US sample reported to have been contacted by a PR firm or corporation in the past 6 months. Contact is less frequent in Europe (86%) and APAC (70%). Frequency of contact is also higher in the US than Europe or APAC
- ❏ The most preferred means of contact is via email. Instant messaging or SMS are least welcome
- ❏ More APAC bloggers prefer a face-to-face or email introduction prior to receiving any PR materials, than Europe or the USA.
- ❏ Most bloggers would honor the terms of an embargo placed on a story idea or announcement
- ❏ The majority of surveyed bloggers in the US and Europe (less in APAC) agree strongly that they would acknowledge that their blog or post is 'supported' when making positive posts in return for some sort of compensation;
- ❏ Bloggers generally agree (most in the USA, least in APAC) that they should always clearly state their employer or association if blogging on issues or topics that relate to their businesses.

# Executive Summary

## CONTENT

- ❏ Computers, technology and the internet are the subjects most blogged by surveyed bloggers
- ❏ Preferred content is news and reviews of new products, opinionated comments on their blogs, and interviews with key people. Corporate news announcements are of least interest
- ❏ Photographs are the most frequently used content format though some are also frequently using video streaming, charts and graphs. Video and audio podcasts are rarely used
- ❏ Awareness of Social Media Releases (SMRs) is highest in APAC and lowest in the USA. SMRs effectiveness rating is generally positive. Past year usage of elements taken from SMRs have been highest in APAC and likely future use is high in both APAC and Europe

# Executive Summary

## SOURCES

- ❏ Sources of information about corporations are mainly “other bloggers”, corporate websites, and RSS feeds, while traditional media is less important
- ❏ The majority of surveyed bloggers use a micro-blogging site (such as Twitter, Plurk or Fanfou) and about a third of these bloggers indicated that it has encouraged them to blog more

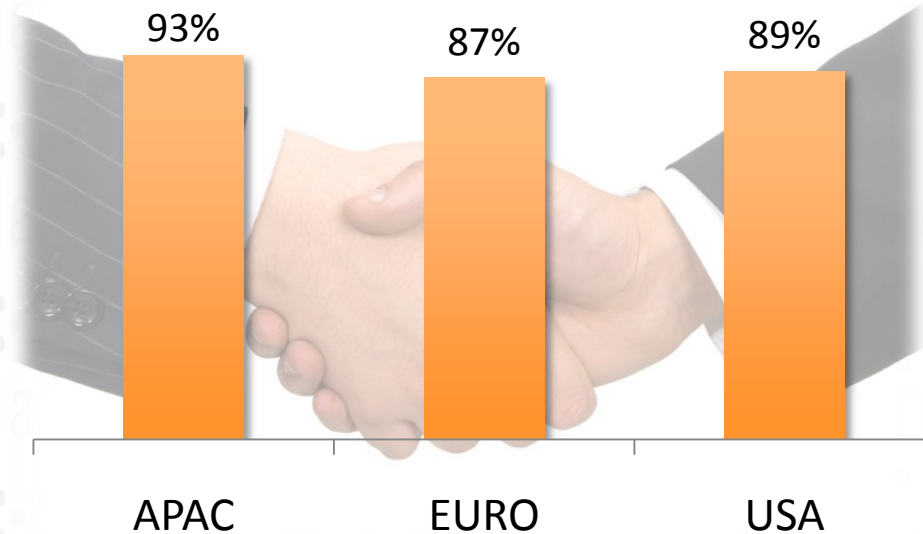
## TIME

- ❏ The US bloggers spend most time blogging, followed by the Europeans, while the APAC bloggers spend the least time



# Contact with PR people

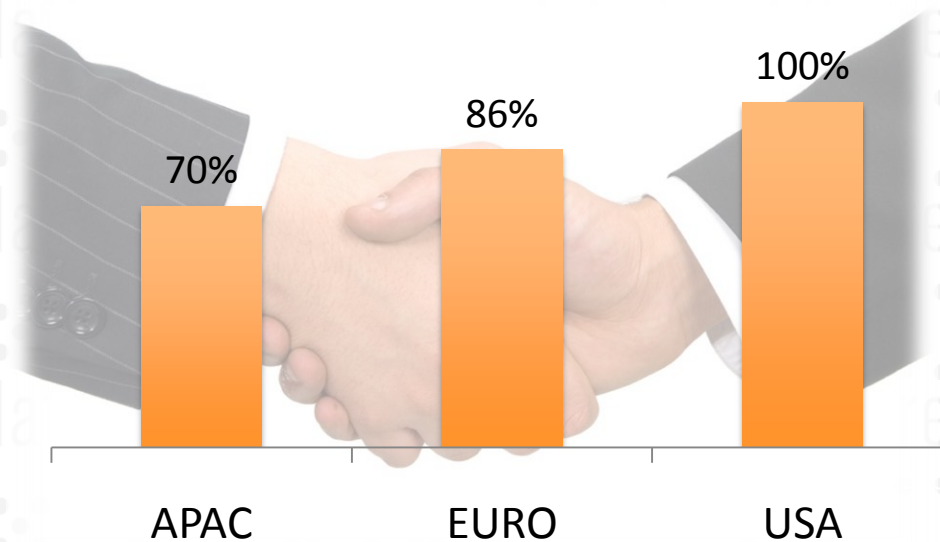
Bloggers generally welcome contact from PR firms or a corporation to provide information, comments, and suggestions. Bloggers in APAC are slightly more welcoming than their counterparts in the USA and Europe



Q.1: Do you welcome any contact from Public Relations (PR) firms or any corporation to provide information, offer comment or suggest people you might be interested in talking to? (n= APAC:233, EURO:189, USA:27)

# Past contact with PR people

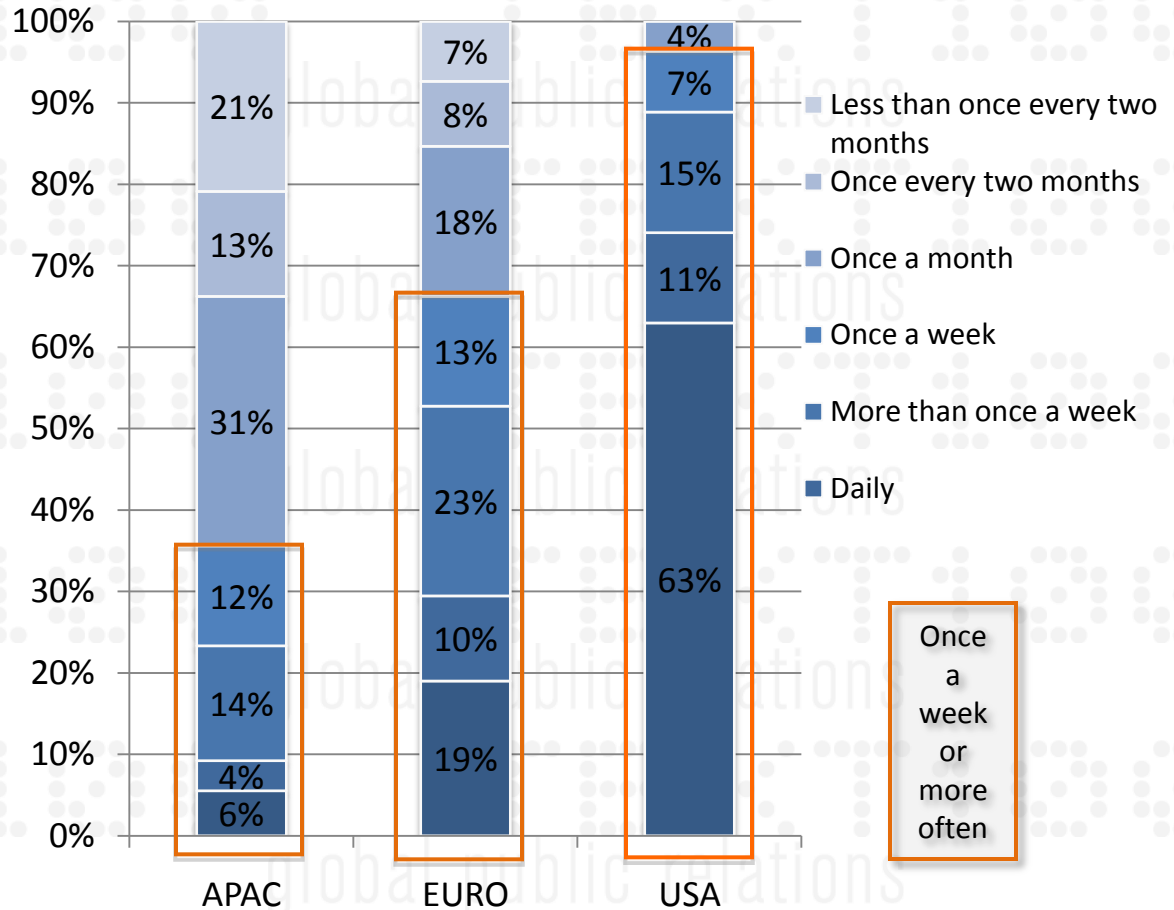
Bloggers report that contact initiated by a PR firm or corporation varies from 70% in APAC to 100% in the USA



Q.2a: Have you been contacted by any Public Relations (PR) firms or corporations in the past 6 months about areas you have been focused on or are interested in? (n= APAC:233, EURO:189, USA:27)

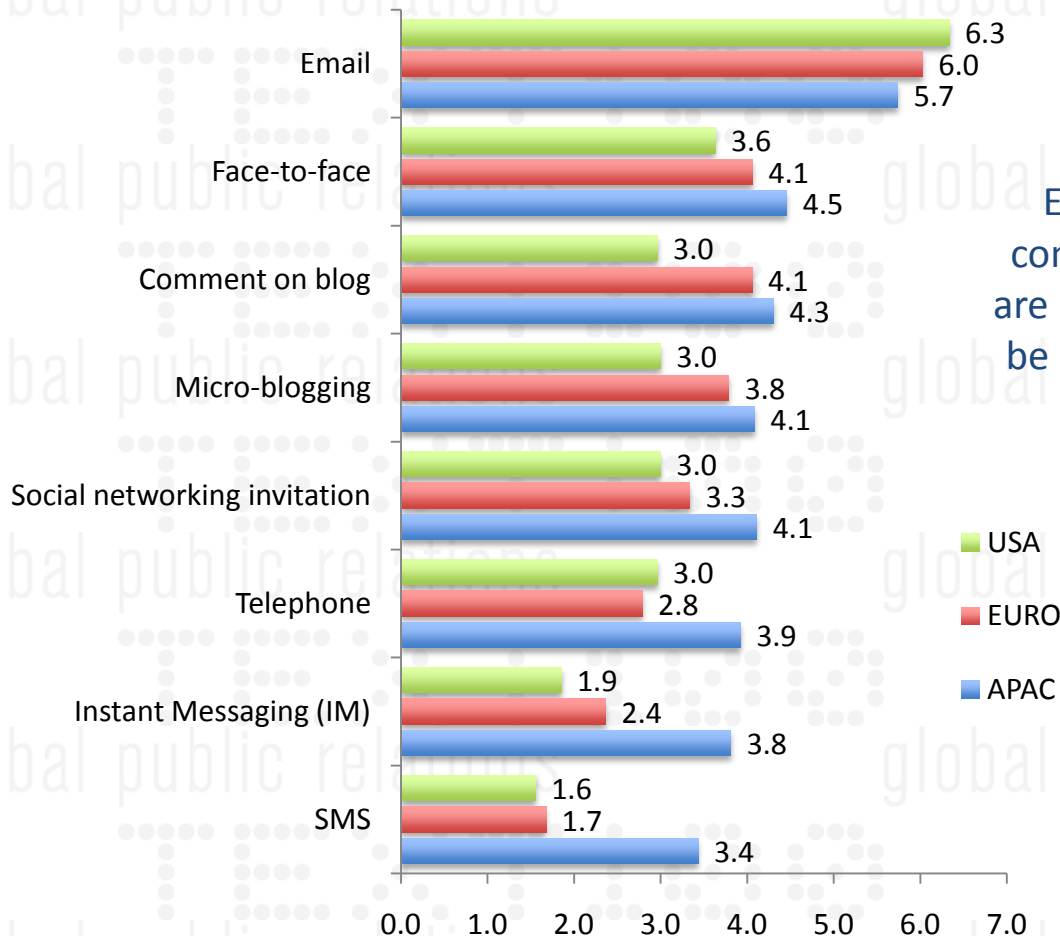
# Frequency of contact

Almost all bloggers (96%) in the USA get contacted by PR firms or corporations once a week or more. In Europe (65%) and Asia (36%) bloggers get contacted once a week or more



Q.2b: How frequently have you been contacted any Public Relations (PR) firms or corporations in the past 6 months? (n= APAC:163, EURO:163, USA:27)

# Preferred means of contact



Email is the most preferred means of contact with bloggers, while SMS and IM are least preferred. APAC bloggers seem to be more flexible in their preferred means of contact

USA  
EURO  
APAC

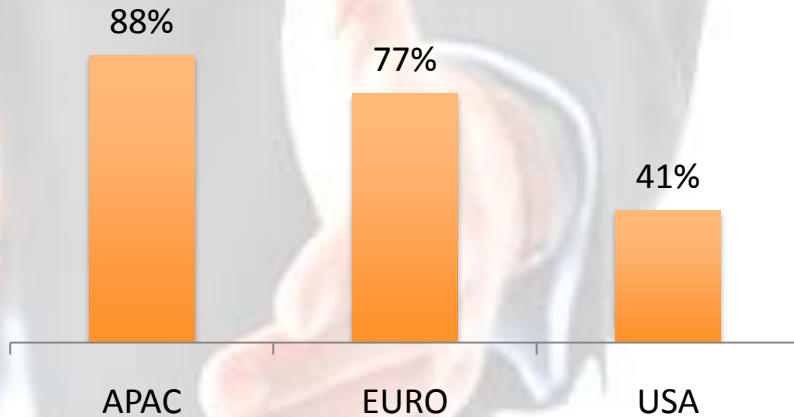
7-point scale: 1="Very Low preference"; 7="Very high preference"

Q.3a: Please indicate to what extent you prefer each of the following **means of contact** from PR firms or corporations on a scale of 1 to 7, where 1 is "Very low preference" and 7 is "Very high preference" (n= APAC:233, EURO:189, USA:27)

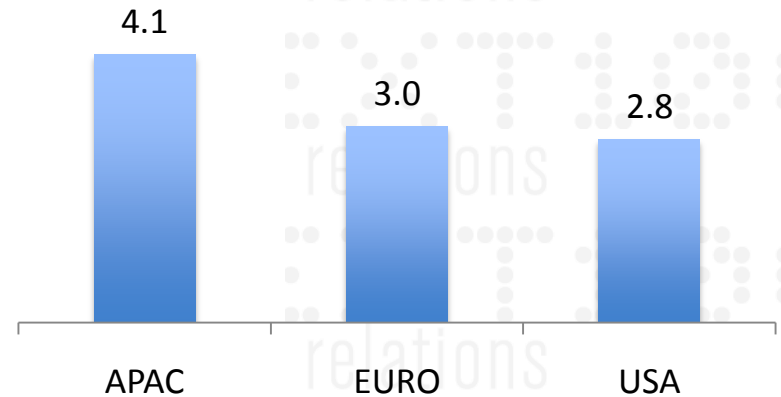
Q4: Do you indicate your most preferred form of contact on your blog? (n= APAC:233, EURO:189, USA:27)

# Introduction required?

In APAC, 88% prefer an introduction before receiving information from a PR firm or corporation with whom they have not had prior contact, compared with only 41% in the USA



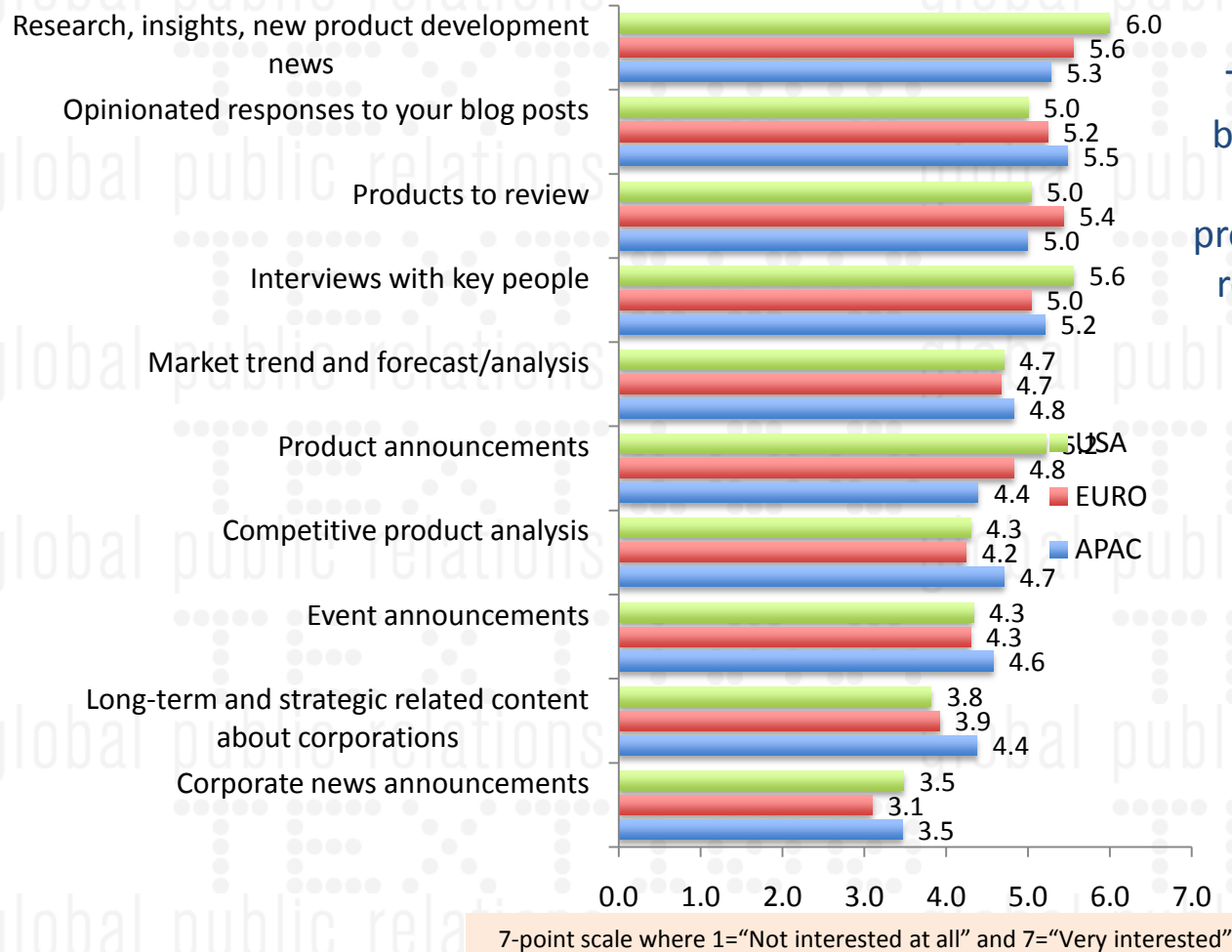
Introductory face-to-face meetings with new contacts are more important in APAC than in Europe or the USA



Q.5: If a PR firm or corporation with whom you had **no prior contact** wants to send you their press releases or other information, do you prefer them to **contact you first to introduce** themselves, or just send you their information without an introduction? (n= APAC:233, EURO:189, USA:27)

Q.6: How important you feel it is to have a **face-to-face meeting** before receiving information from a PR agency or corporation with whom you have not worked with before? (n= APAC:233, EURO:189, USA:27)

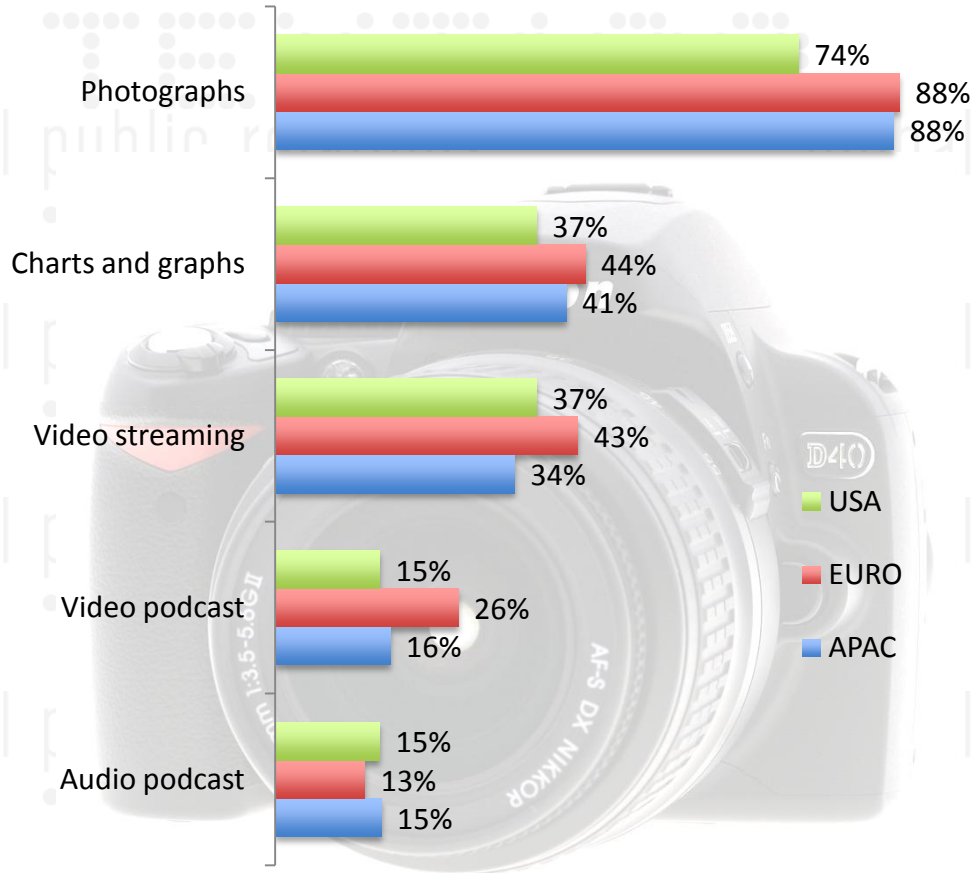
# Types of content



The most preferred content by bloggers is news of new product developments and review products, as well as feedback from readers and interviews with key people. Bloggers are least interested in corporate news announcements

Q.8a: Now let's talk about your preferred **content for your blog**. For each of the following types of content, please use this scale where 1 means you are not interested at all and 7 means you are very interested in this content. (n= APAC:233, EURO:189, USA:27)

# Content formats used

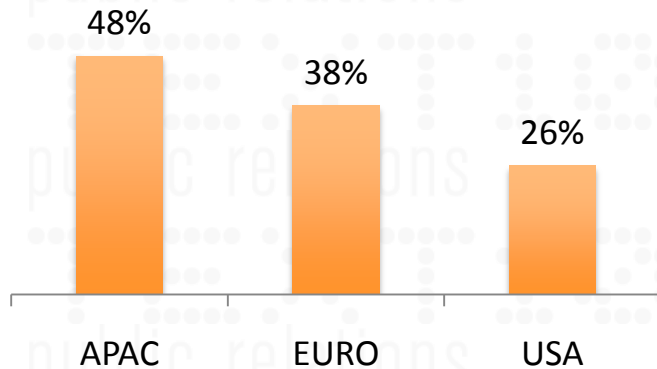


Photographs are the most frequently used content format while podcasts are least frequently used

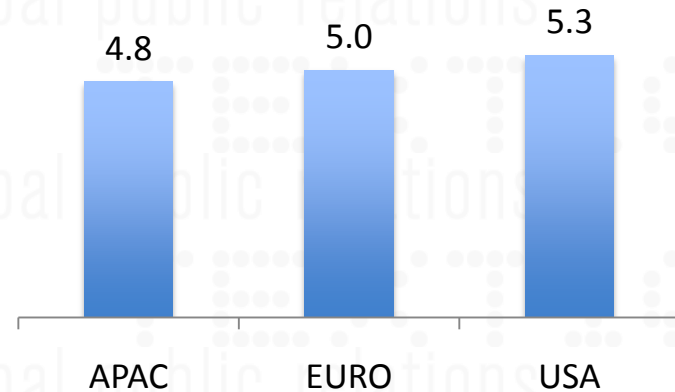
Q.9: How frequently have you used each of the following **content formats** on your blog over the past 6 months?  
(n= APAC:233, EURO:189, USA:27)

# Social Media Releases

Social Media Releases (SMRs) have highest awareness amongst APAC bloggers (48%)



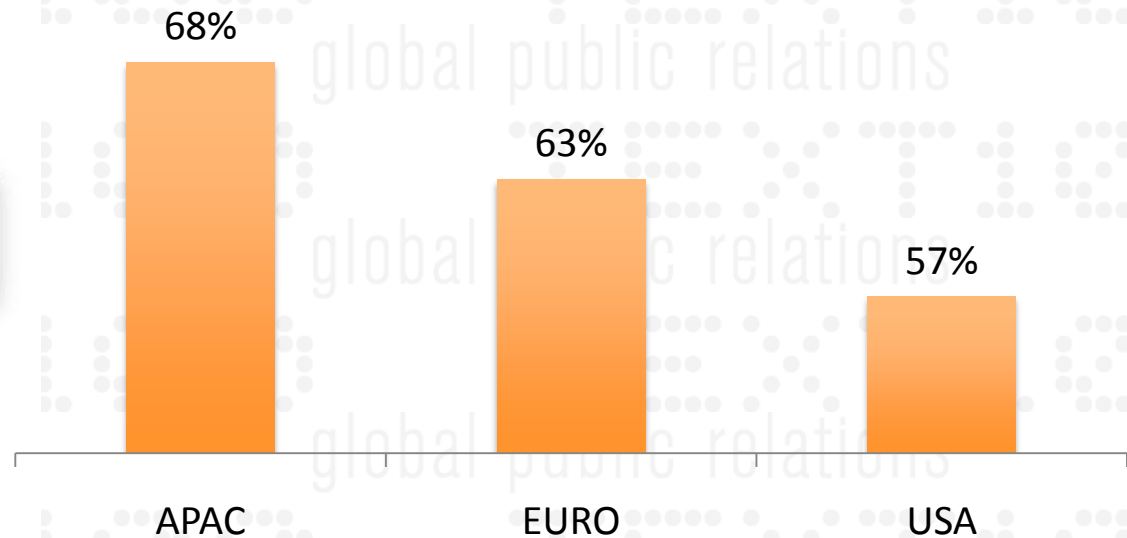
Among those aware of SMRs, effectiveness evaluation is on the positive side (7-point "effectiveness scale where 7=Very effective) (note: smaller USA sample size)



Q.10a: Have you ever heard of a Social Media Release (definition provided in the questionnaire? (n= APAC:233, EURO:189, USA:27)  
Q.10b: How effective do you think Social Media Releases are as a means to keep you updated on corporations? (7-point scale) (n= APAC:112, EURO:72, USA:7)

# Social Media Releases

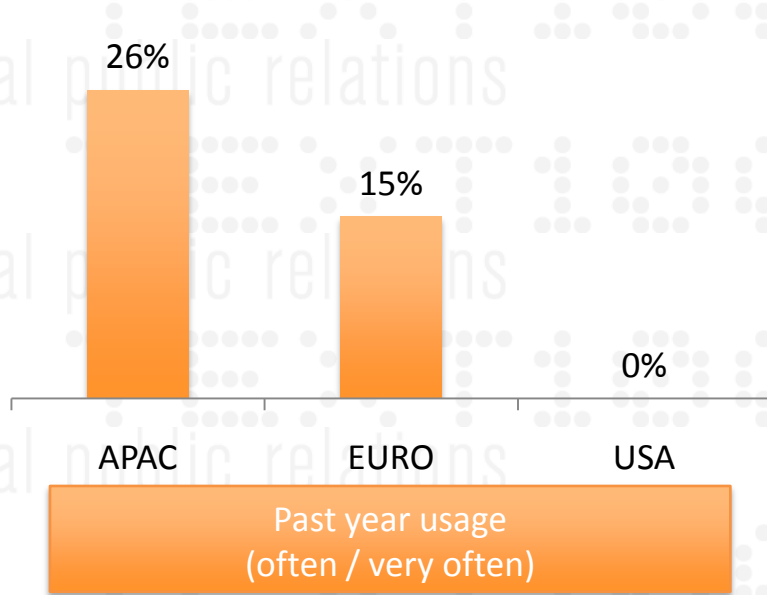
Bloggers generally experienced an increase over the past year in the usage of SMRs by companies to communicate with them (note: smaller USA sample size)



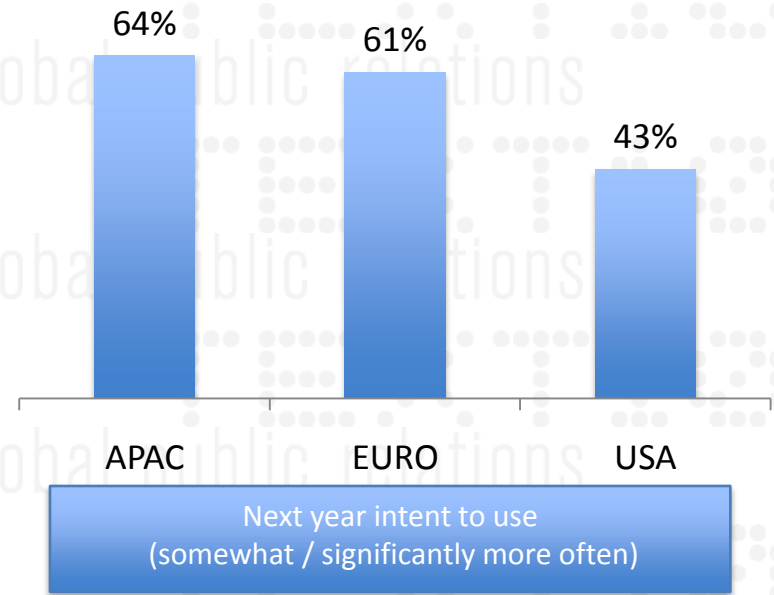
Q.10c: Compared with a year ago, to what extent are companies using Social Media Releases to communicate with you and other bloggers? (n= APAC:112, EURO:72, USA:7)

# Use of SMRs elements

Usage of elements from SMRs in the past year is highest in APAC.  
(note: smaller USA sample size)



Intention to use elements from SMRs in the next year is high in both APAC and Europe  
(note: smaller USA sample size)

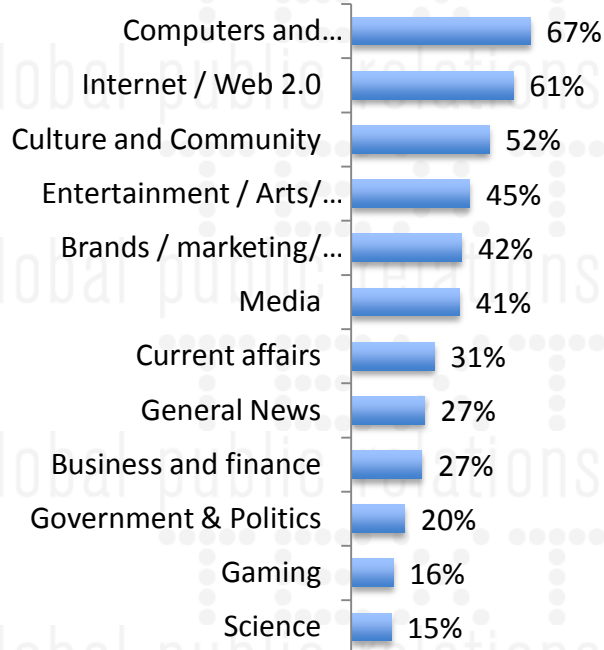


Q.10d: In the past year, how often have you taken elements (video, quotes, pictures, links) from a Social Media Releases to use in your own blog postings?  
Q.10e: In the next year, how often are you likely to use elements from a Social Media Release for use in your own blog postings?  
(n= APAC:112, EURO:72, USA:7)

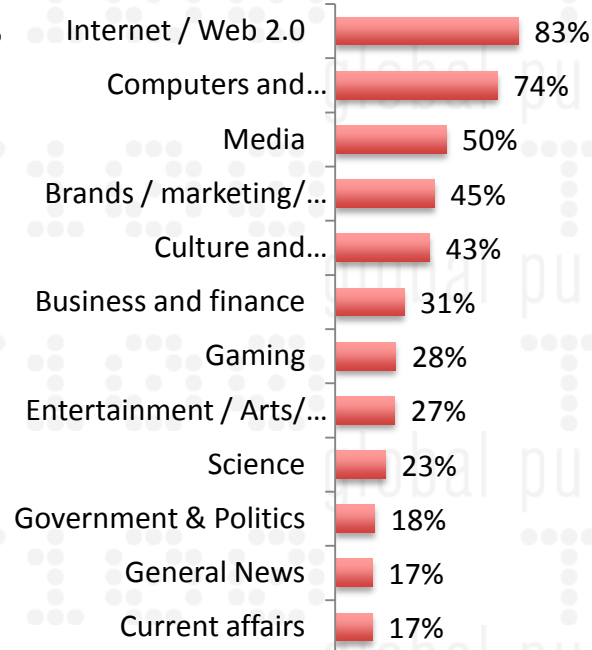
# Popular blogging subjects

“Computers”, “technology” and “Internet” are the most blogged about subjects

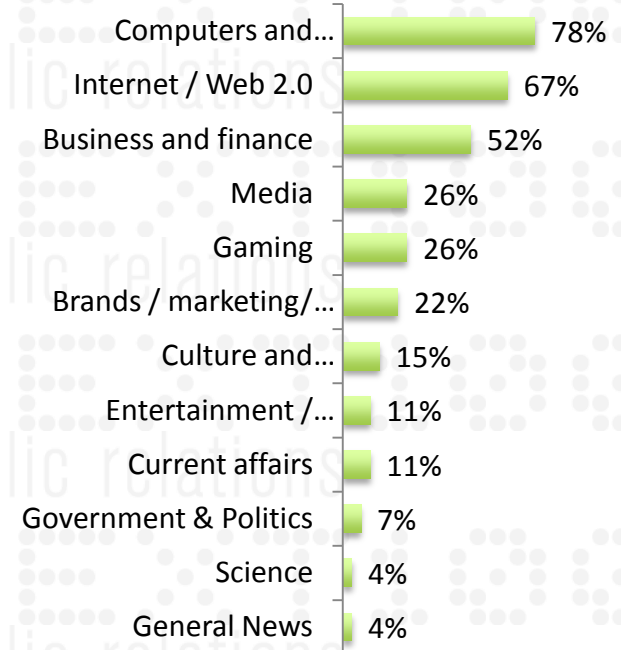
APAC



EUROPE



USA



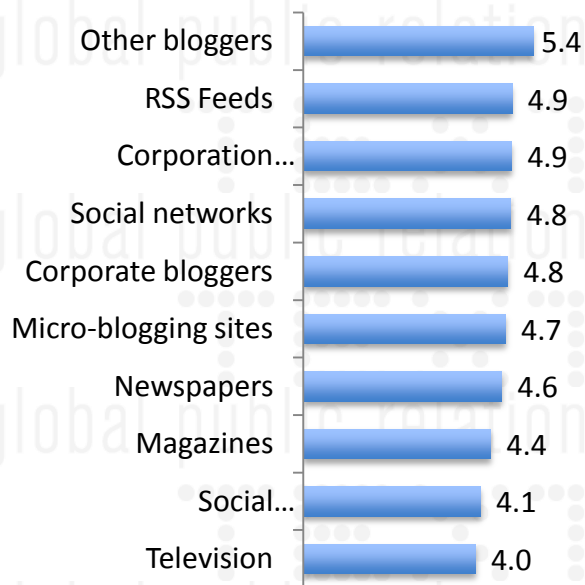
Q.11: Which of the following subjects do you normally blog about? (Select all that apply)  
 (n= APAC:233, EURO:189, USA:27)

# Information sources

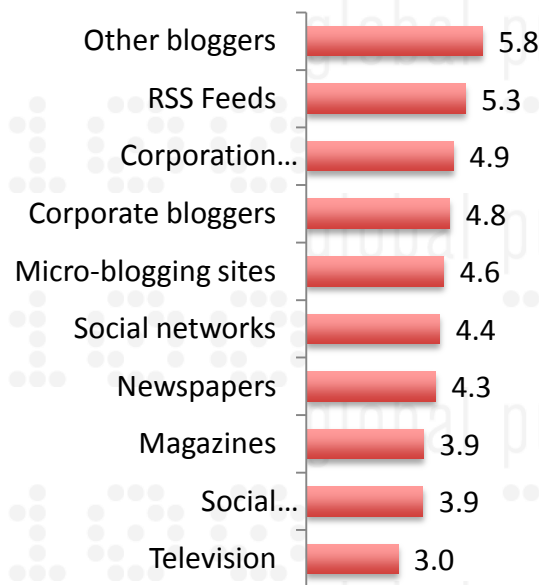
“Other bloggers”, “Corporate websites”, and “RSS feeds” are the surveyed bloggers’ most important sources of corporate information.

Traditional media is of less importance.

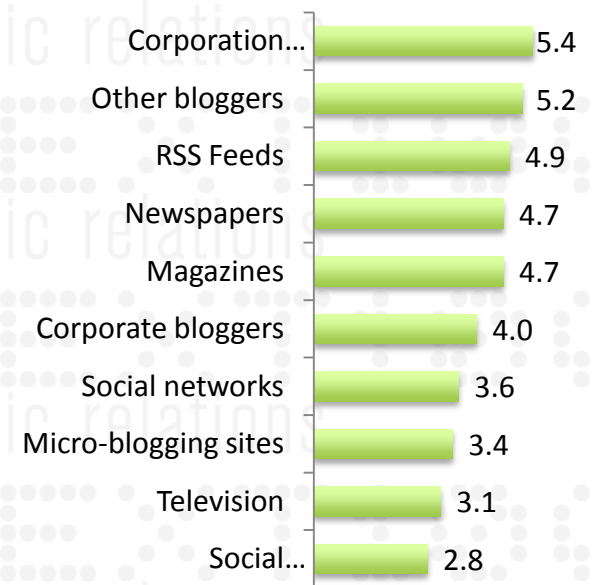
APAC



EUROPE



USA

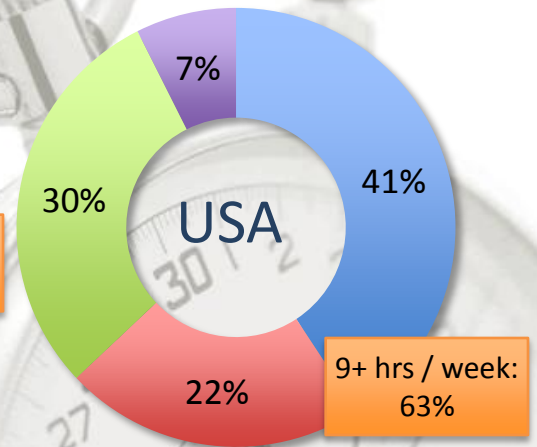
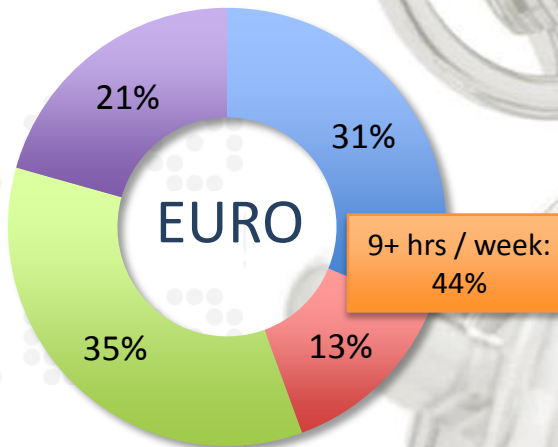
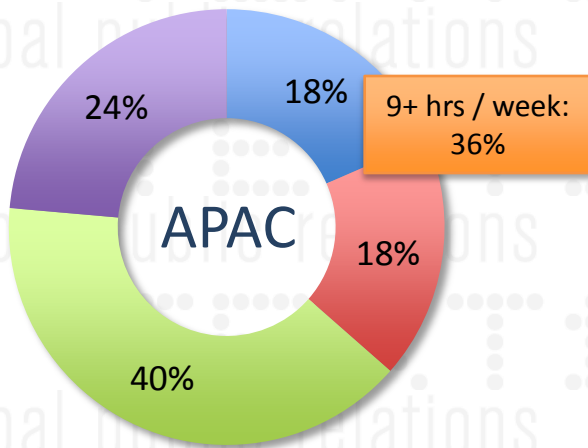


7-point scale where 1="Not important at all" and 7="Very important"

Q.12: Please indicate how important each of the following **sources** are for information about corporations? Please use this scale where 1 is "not important at all" and 7 is "very important". You may use any number from 1 to 7 (n= APAC:233, EURO:189, USA:27)

# Time spent blogging

APAC bloggers spend the least amount of time blogging while USA bloggers spend the most

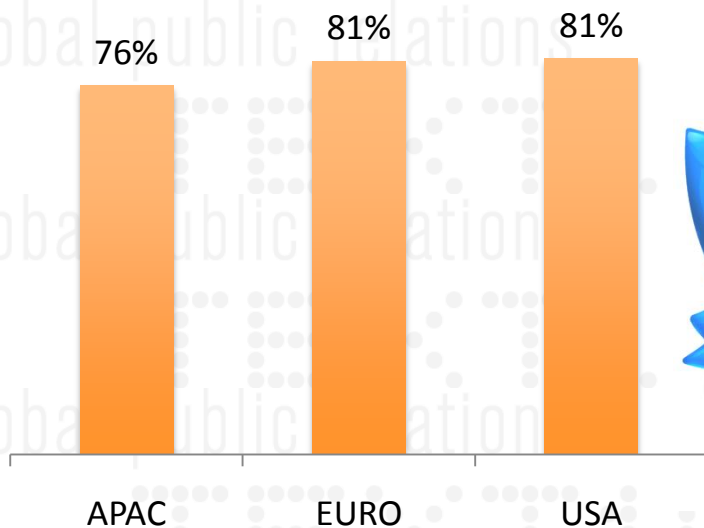


■ More than 16 hours ■ 9 to 16 hours ■ 4 to 8 hours ■ Less than 4 hours

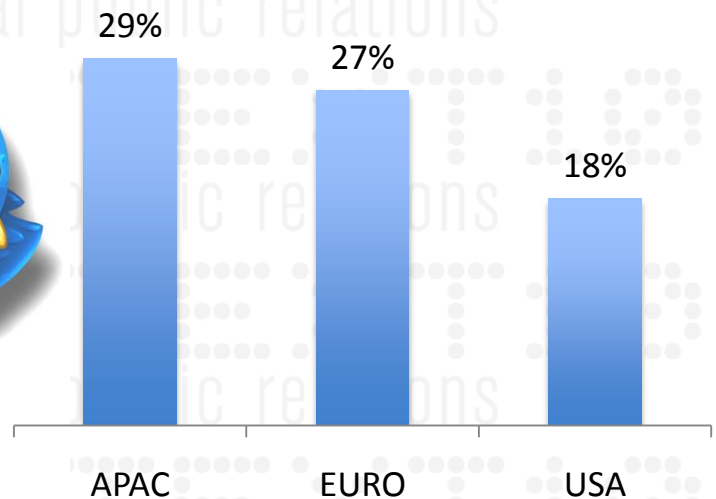
Q.13: How much of your working week is spent blogging?  
(n= APAC:233, EURO:189, USA:27)

# Micro-blogging

81% of bloggers in the USA and Europe use micro-blogging, compared with 76% in APAC



The impact of micro-blogging on normal blogging is highest in APAC (29%) and Europe (27%) where bloggers reported to be blogging more as a result of their micro-blogging

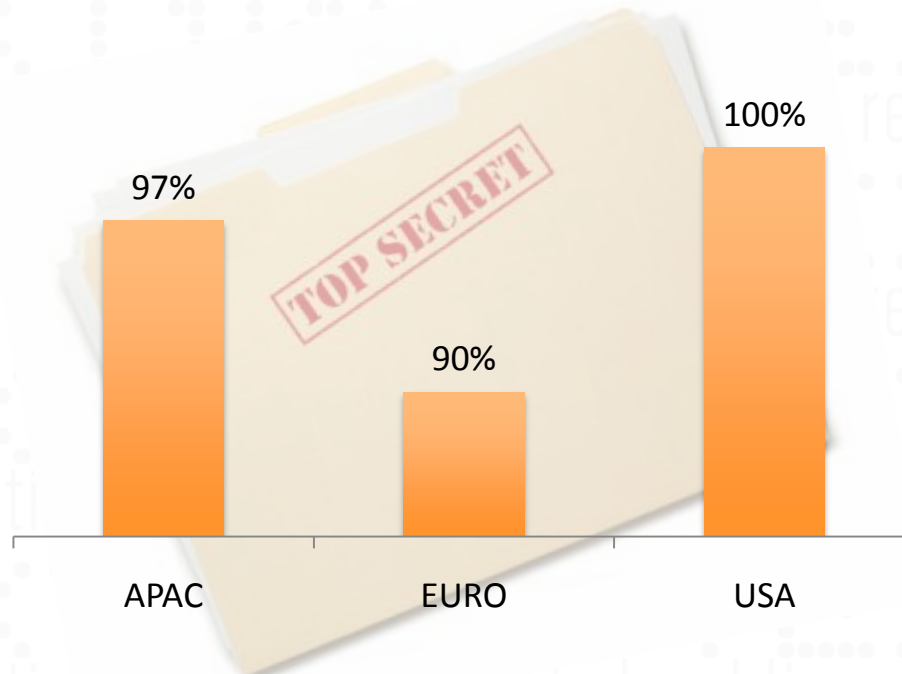


Q.14a: Micro-blogging sites such as twitter, Plurk and Fanfou are increasingly popular alternatives to blogging (and social networking). Do you use a micro-blogging site? (n= APAC:233, EURO:189, USA:27)

Q.14b: IF YES: Since starting to use a micro-blogging site, has your blogging... (n= APAC:177, EURO:153, USA:22)

# Honoring an embargo

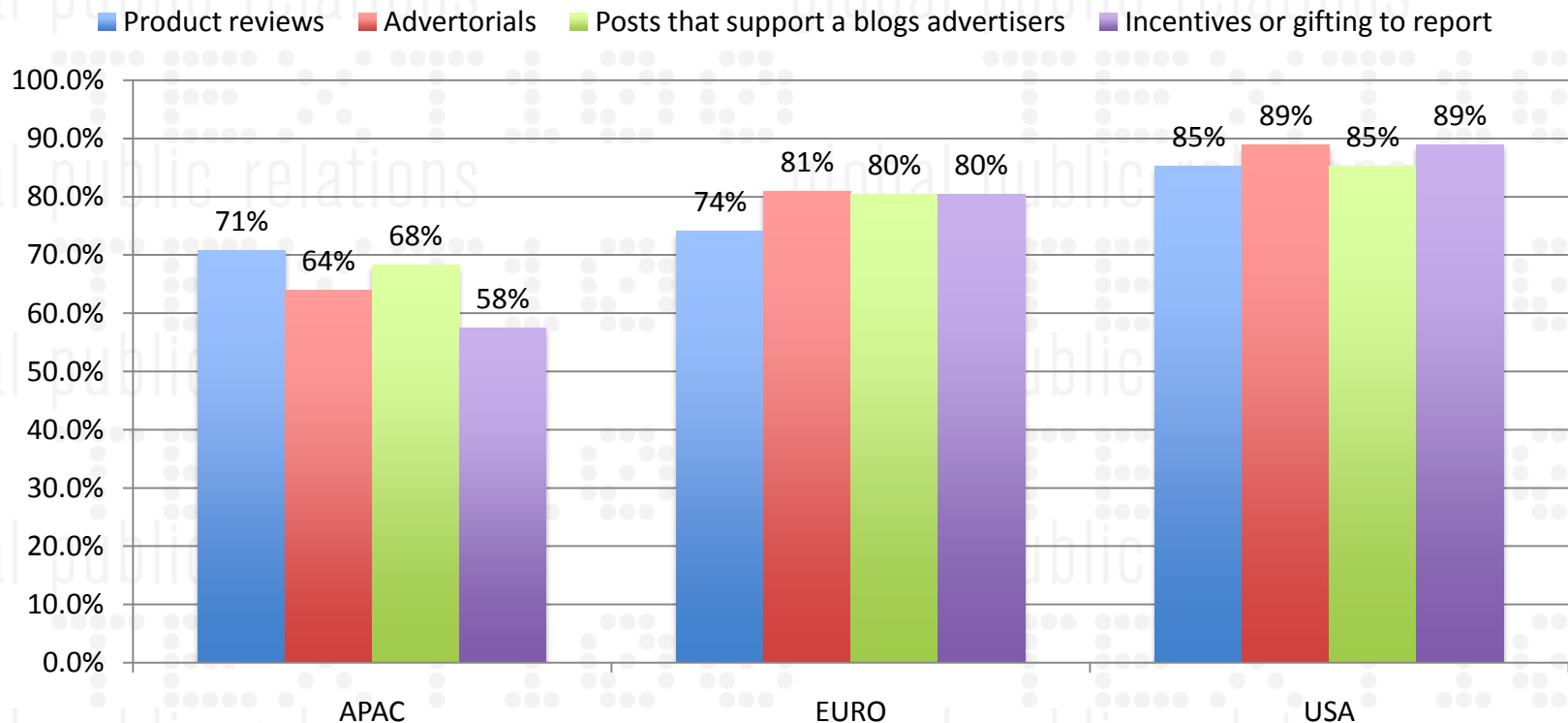
All bloggers (100%) in the USA would honor the terms of an embargo placed on a story idea or announcement, compared to only 90% in Europe



Q.15: If offered a story idea or announcement under embargo (that is, the material is sent to you in advance of when the organization wants it in the public arena, and advise a time and date after which it can be used), would you honor the terms of the embargo?  
(n= APAC:233, EURO:189, USA:27)

# Acknowledging sponsorships

Bloggers in the USA are more likely to agree that they should acknowledge that their blog or post is 'supported' when making positive posts in return for some sort of compensation

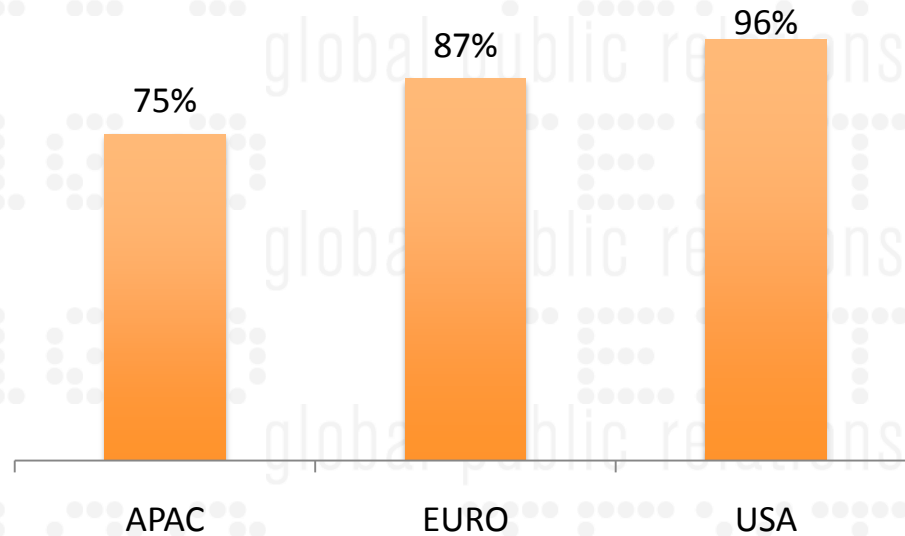


Q.16: There has been some discussion in the blogosphere regarding bloggers making positive posts in return for some sort of compensation. Some say that ethically, bloggers should acknowledge that their blog or post is 'supported', while others disagree. Do you agree, or disagree, that bloggers should acknowledge corporate sponsorship for: (n= APAC:233, EURO:189, USA:27)

# Association with employer



Agreement is highest in the USA that bloggers should always clearly state their employer or association if blogging on issues or topics that relate to their businesses



Q.17: there has been some discussion in the blogosphere regarding corporate bloggers that don't clearly indicate their association with an enterprise or organization. To what extent do you agree, or disagree, that "bloggers should always clearly state their employer or association if blogging on issues or topics that relate to their businesses?" (n=449)

# Contact

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