



Reuters Institute
for the Study of Journalism

Blogging, Journalism and News Consumption

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DPIR

Oxford 25 February 2014

Agenda

1. Academic Blogs, Journals and Mainstream Media
2. The crisis in professional journalism – An opportunity for academic bloggers?
3. Changes in news consumption
 - New devices
 - Impact on brands
 - Engagement
4. Implications for academic bloggers

What's your target market & goal with academic blogging?

Academic Specialists? ✓

- Compared to Academic journals
- You'll reach more of their readers much faster ..no REF points.....
- Your own community of interest

Generalist Intermediaries? ✓

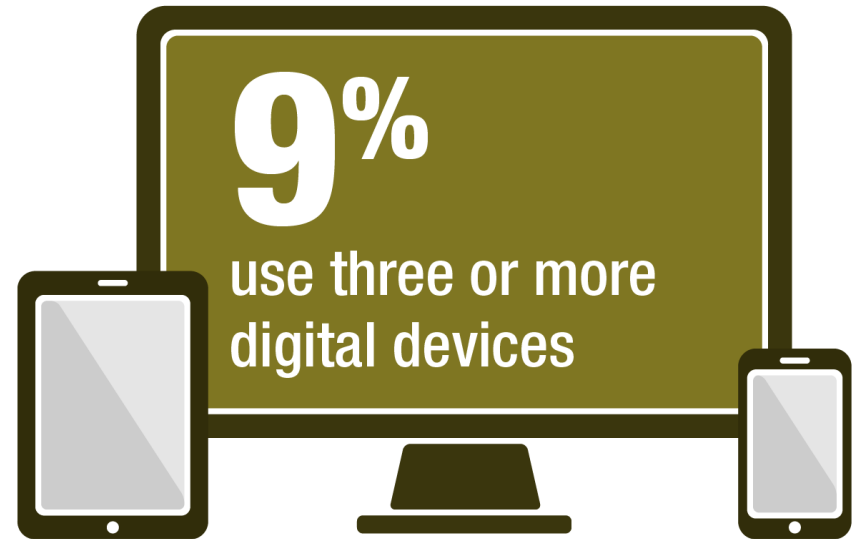
- Get your name out there to journalistic gatekeepers
- People searching for contacts will find you
- But the blog alone not enough + links & SM

Mass market?

The Crisis in Legacy Media Organisations

- US Newsroom employment down one third from 2000 – 2012 (56,400-38,000)
- Newspaper sales down in US and UK
- TV News audiences fragmenting
- Growth of blogs, online news etc....
- New platforms, devices and engagement

Multiplatform access is becoming mainstream

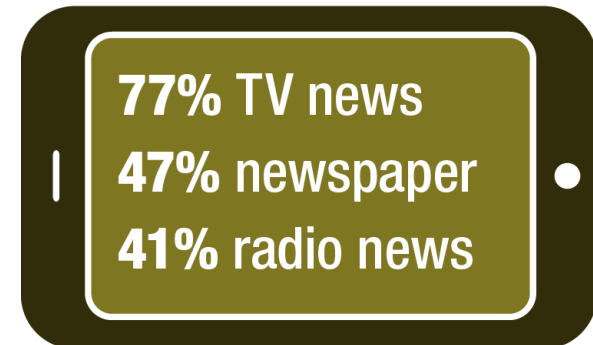
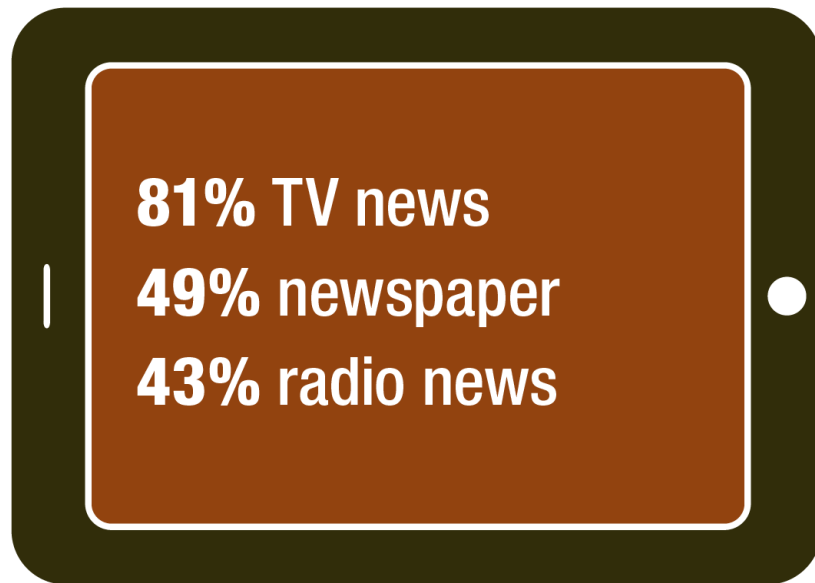


Q8b Which, if any, of the following devices have you used to access news in the last week?

Base: All markets (n=11004)

Digital users **ALSO** consume via traditional platforms

*Tablet and smartphones are in general **not replacing** other ways of consuming news. Instead they are extending the range of access points and increasing the frequency with which people access news*

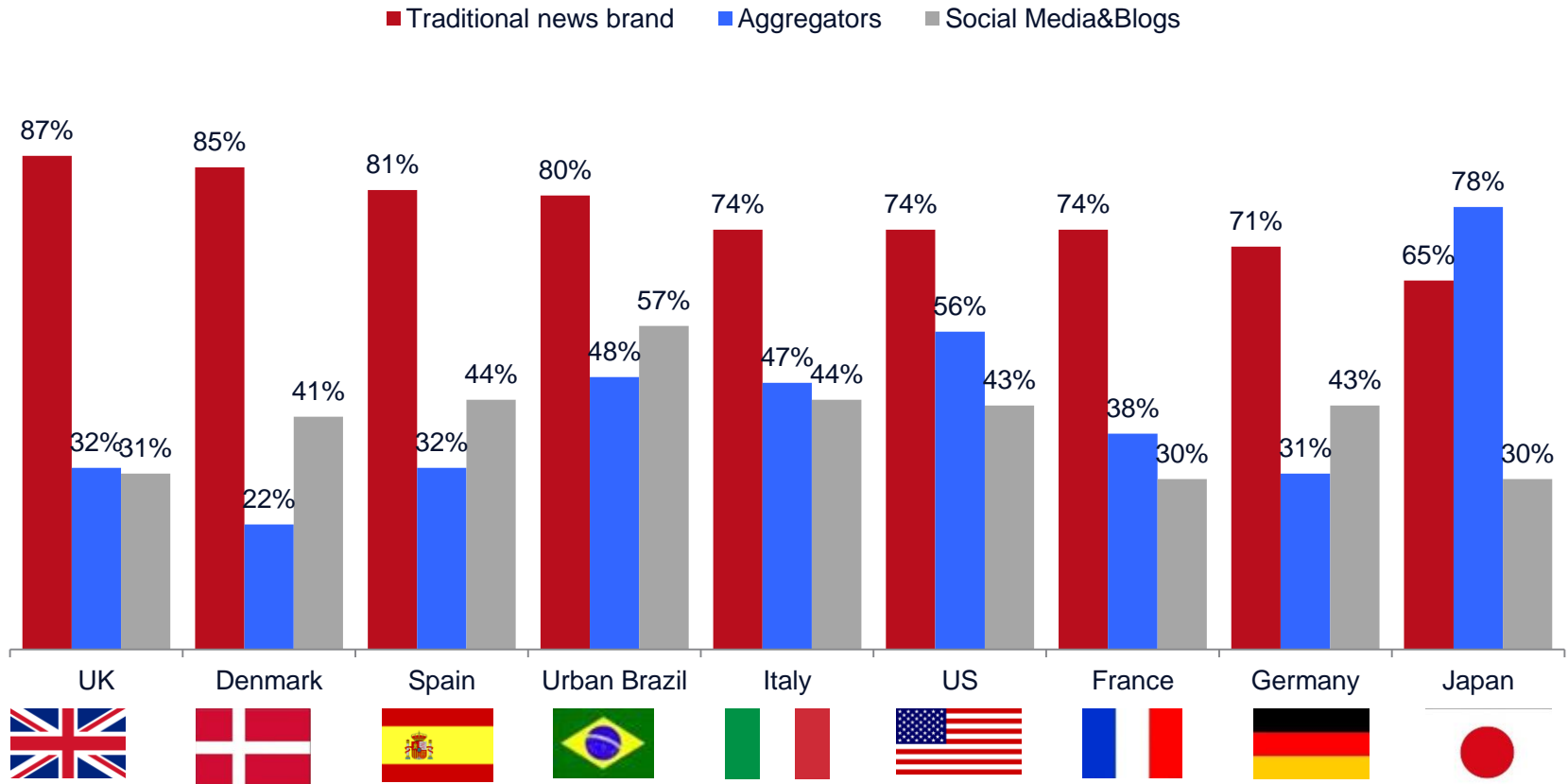


Q3: Which, if any, of the following have you used in the last week as a source of news?

Base: All markets (n=11004) Tablet users (n=2726)

The enduring power of traditional brands

The UK has the strongest traditional news brands of our surveyed countries followed by Denmark & Spain. Aggregators/pure players have made the most impact in Japan



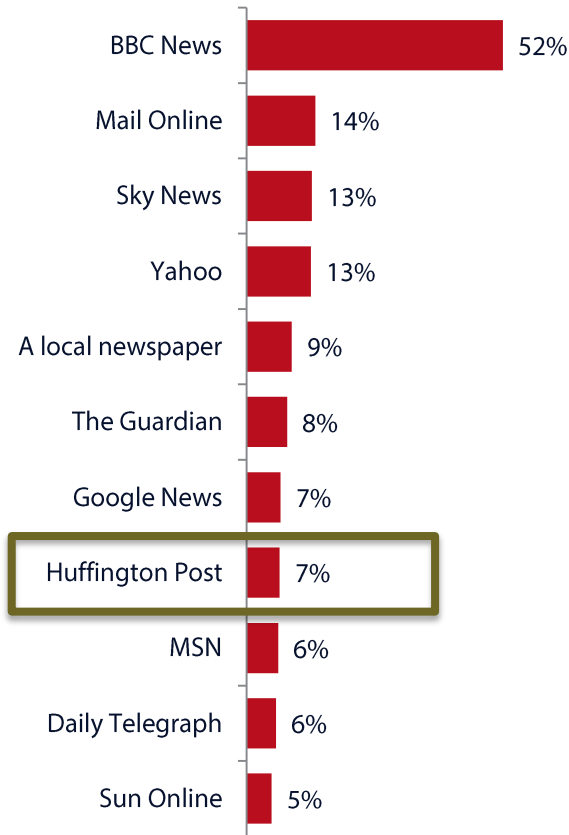
Q5: Which, if any, of the following have you used to access news in the last week?

Base: Online users in each market (UK=1534 ; US=1470; Germany=698 ; France=658 Denmark=816 ; Urban Brazil=892; Italy = 775; Spain=776; Japan = 831)

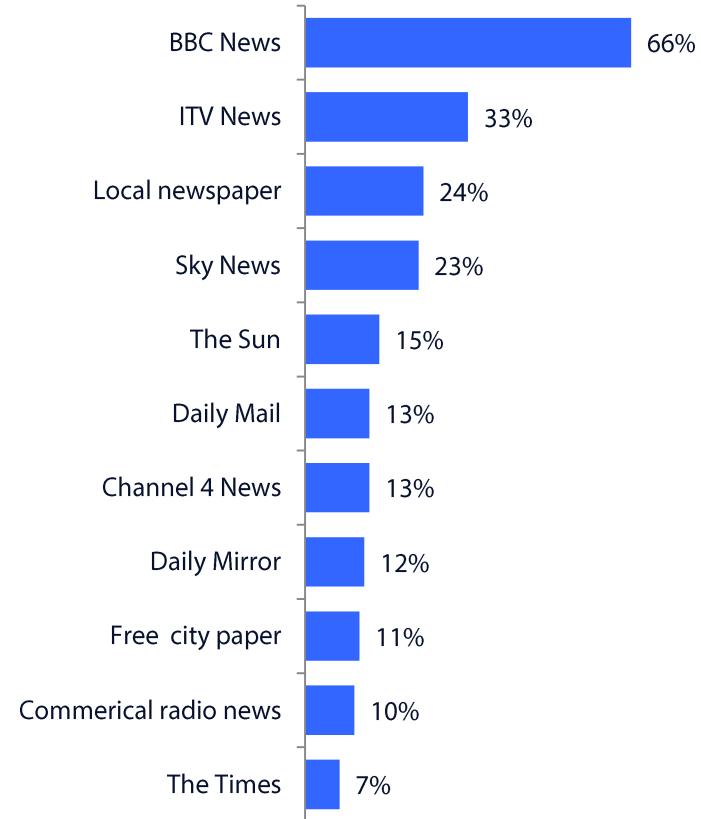
UK market share: Online vs Offline



Top online brands



Top offline brands



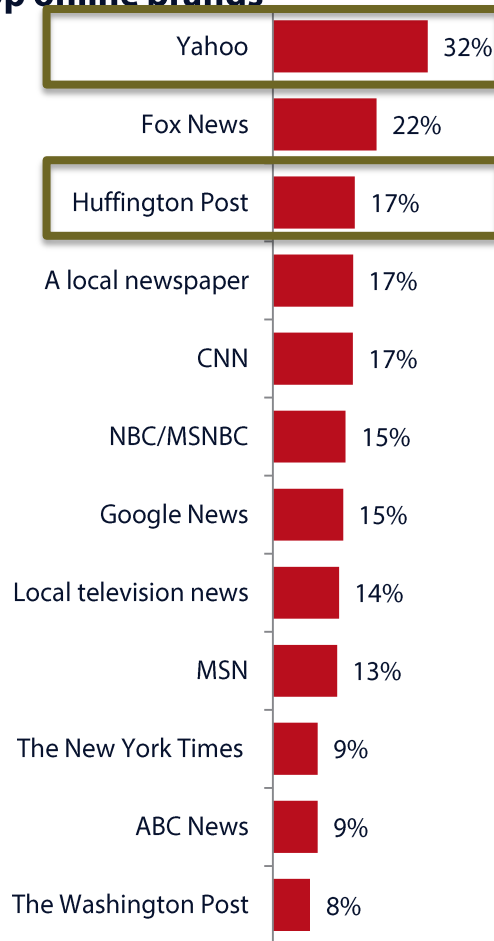
Q5: Which, if any, of the following have you used to access news in the last week?

Base: All who have used news sources in the last week UK (n= 2078)

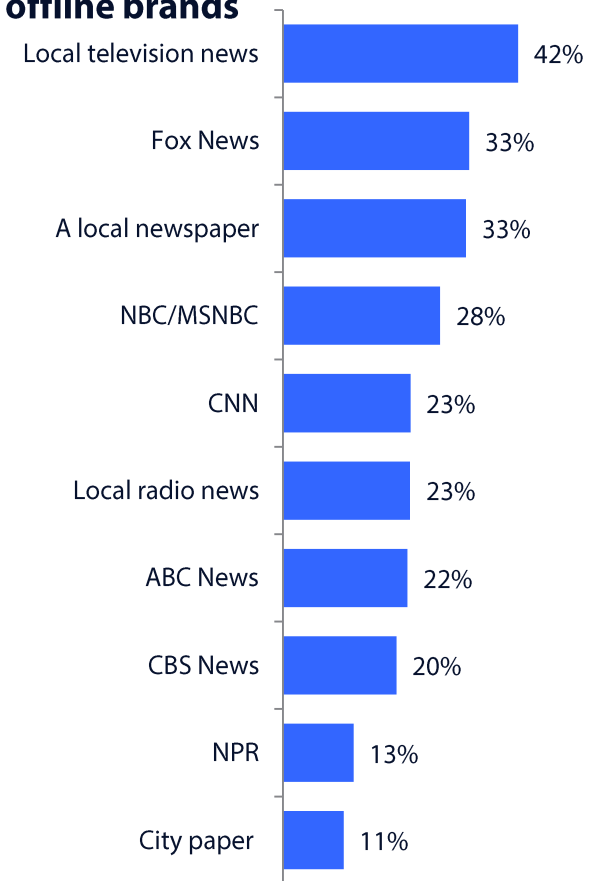
US market share: Online vs Offline



Top online brands



Top offline brands



Q5.: Which, if any, of the following have you used to access news in the last week?

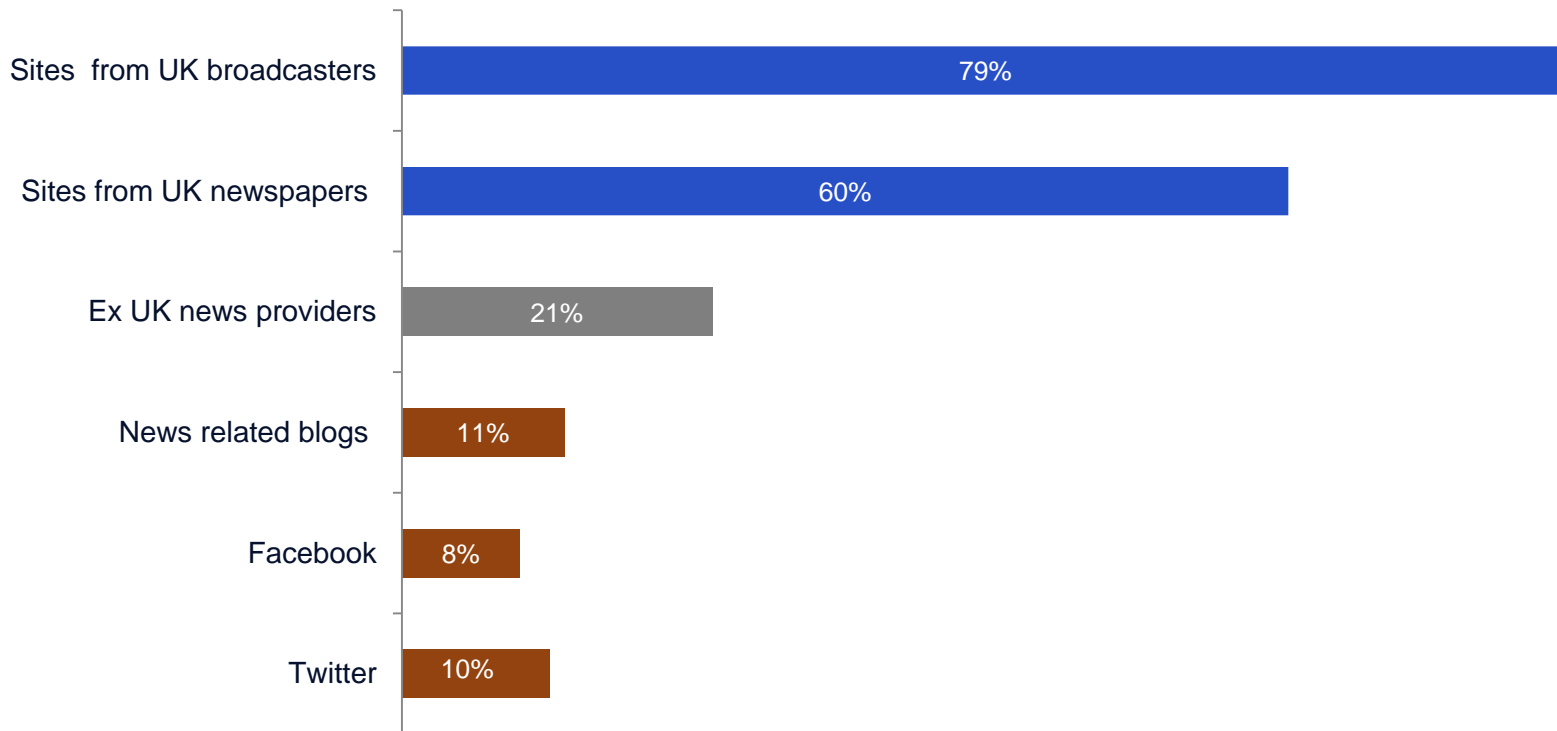
Base: All who have used news sources in the last week US (n=1973)

Trust in different sources of news



Mainstream media is considered the most trustworthy source of news.

Blogs and social media sites are considered the least trustworthy.

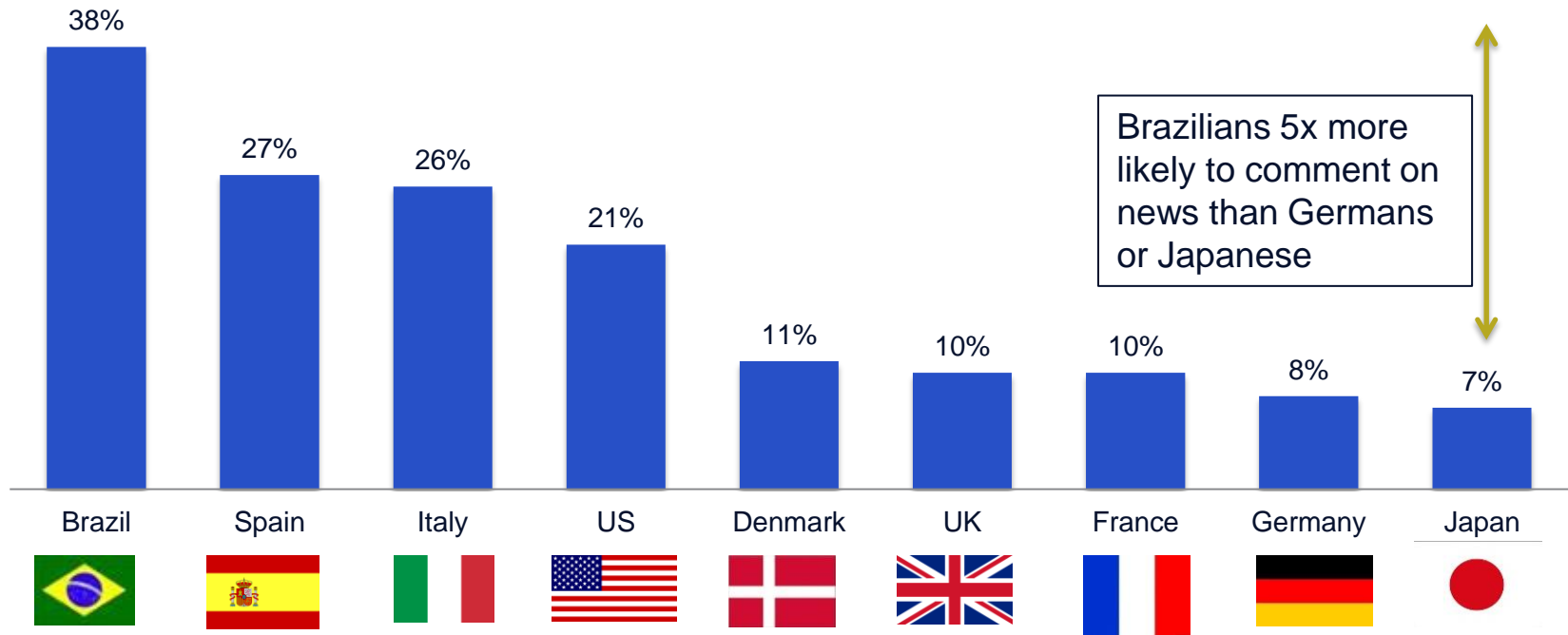


Q9a Thinking about the types of sites, mobile sites or apps where you get news online, in broad terms how trustworthy do you find the news content of the following?

Base: UK=2078 % saying very or extremely trust worthy

Percent commenting on a news story via social network each week










Brazilians and Spanish are far more likely to comment on a news story than the Germans or Japanese. The Americans are more than twice as likely to comment as the British



Q13: During an average week in which, if any, of the following ways do you share or participate in news coverage?

Base: UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)

Sharing, Commenting and Creating News

									
	UK	Germany	Spain	Italy	France	Denmark	US	Urban Brazil	Japan
Share a news via email	10%	10%	24%	19%	18%	10%	23%	32%	4%
Share a news via a social network	11%	8%	30%	33%	14%	13%	22%	44%	8%
Comment on news via social network	10%	8%	27%	26%	10%	11%	21%	38%	7%
Write a blog on a news issue	1%	2%	3%	5%	2%	2%	4%	5%	4%
Talk with friends and colleagues	44%	39%	55%	50%	34%	49%	51%	43%	17%

Q13: During an average week in which, if any, of the following ways do you share or participate in news coverage? Multiple answers allowed, only some responses included here.

Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)

What's your target market & goal with academic blogging?

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Generalist Intermediaries ✓

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Mass market ✗

- Really hard -for every Nate Silver there's lots of unknowns
- Mass media still matters most for most people
- Exploit niche markets/Focus on key intermediaries/Seize every opportunity



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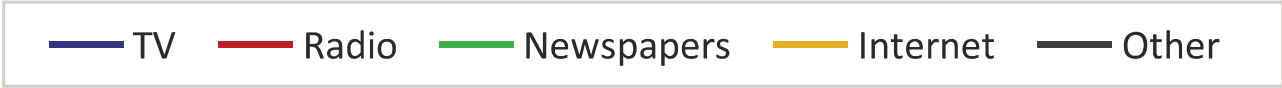
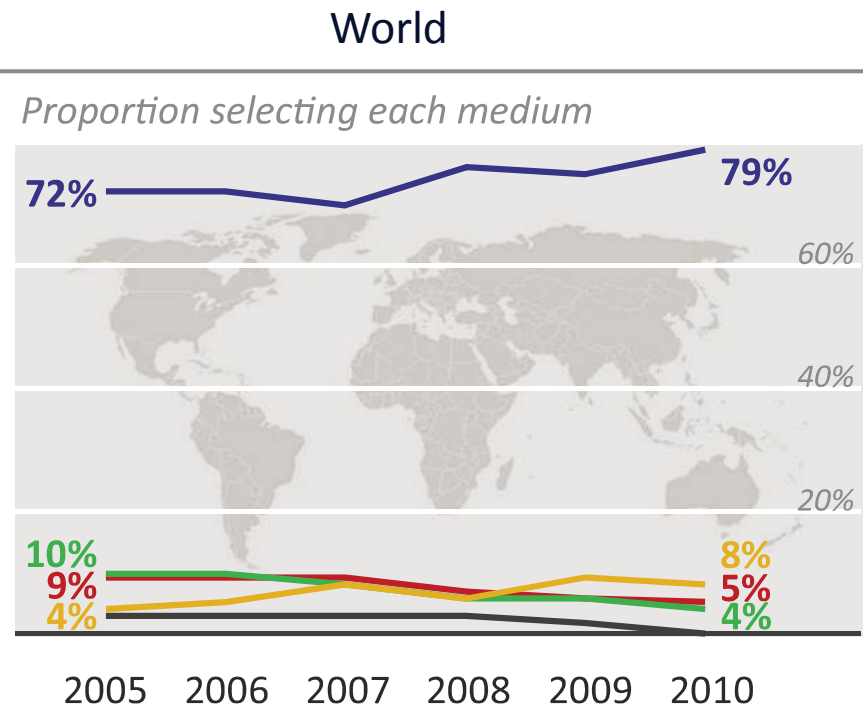
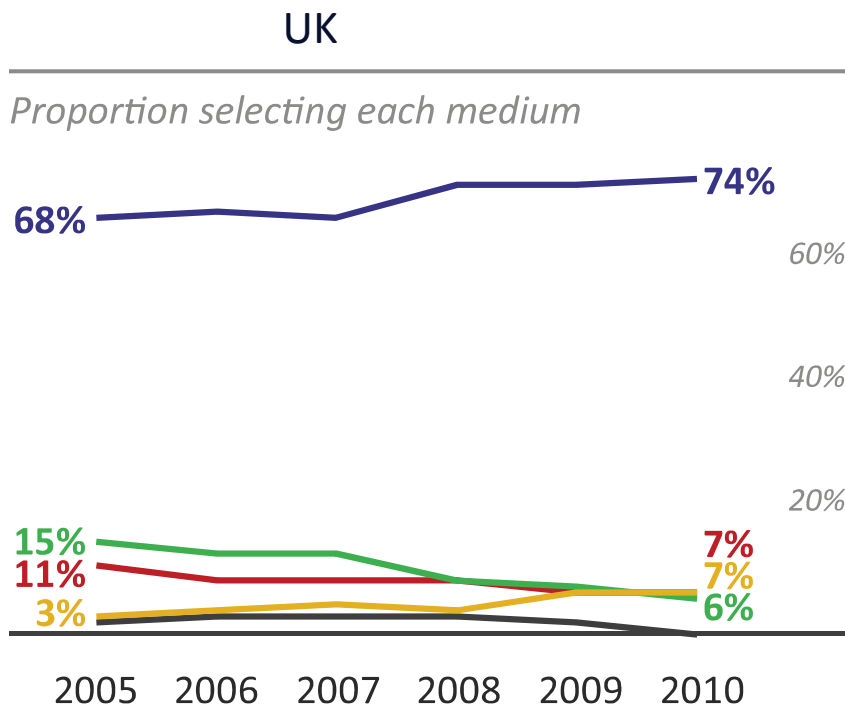
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Main Sources of News: UK consumers

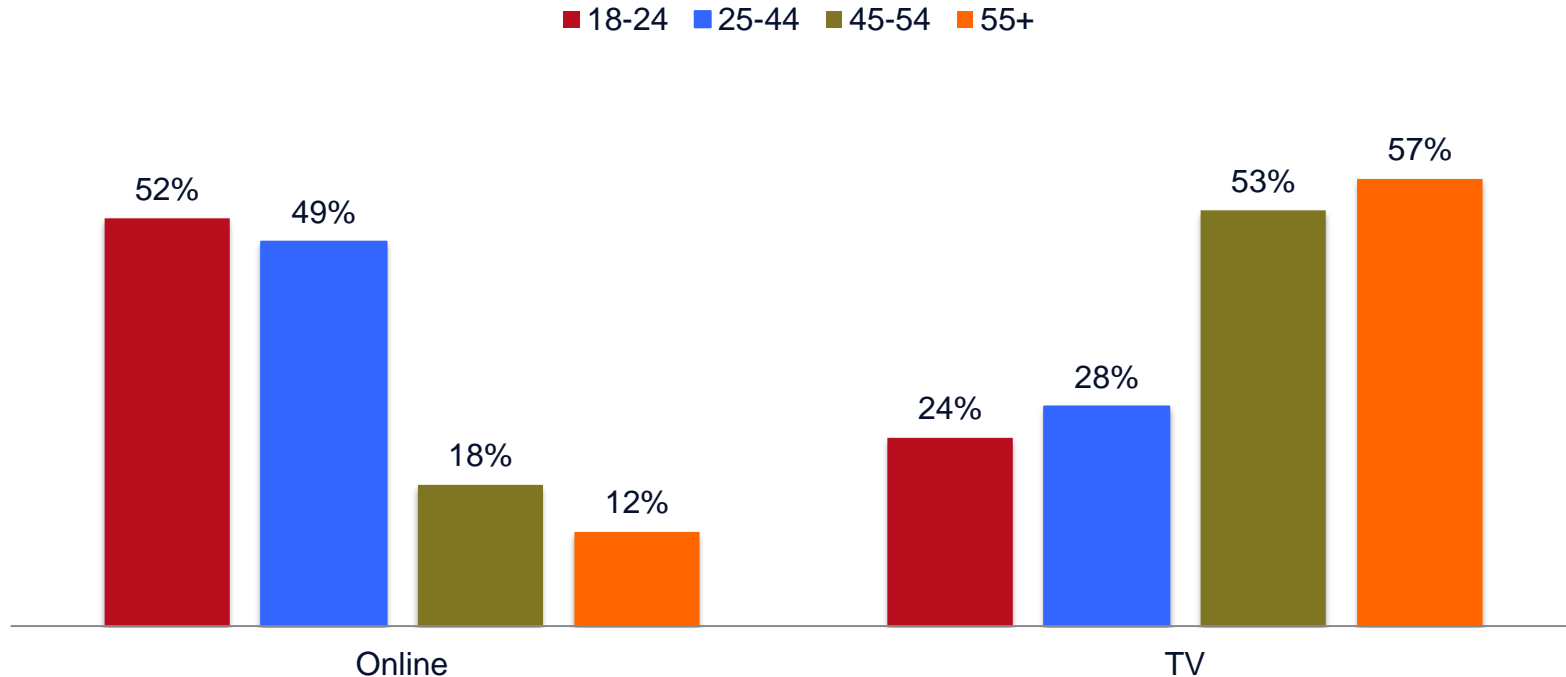


Divided nation (UK): Young prefer online, old prefer television news



In our UK sample of Internet users we can see a clear platform preference divide. For under 45's – almost half the adult population - the Internet is now the MAIN source of news as well as their most frequently accessed. For over 45's it remains TV with other traditional sources remaining important.

MAIN source of news by age



Q4: You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: (UK=2078)