

**Results of the first European Survey on
Weblogs in Public Relations
and Communication Management**

www.euroblog2006.org

Stuttgart, March 17th 2006

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Overview

- **Outline of the Survey**
- **Key Statistics / Demographics**
- **Results**
 - Familiarity with Weblogs
 - Monitoring of Weblogs / Usage of Weblogs
 - Guidelines for Blogging
 - Implementing Weblogs:
Limitations and Opportunities

The McGraw-Hill Companies

BusinessWeek

MAY 2, 2005

www.businessweek.com

Blogs

will change your business

Look past the yakkers,
hobbyists, and political mobs.
Your customers and rivals are
figuring blogs out. Our advice:
Catch up...or catch you later.

[MORE ON PAGE 56 >](#)

More on blogs
online only at
[businessweek.com](#)

BLOGSPOTTING

Our new blog
on blogs debuts
online with
Stephen Baker and
Heather Green



PROFILE

The young
blogger king
of New York
real estate,
Lockhart Steele

CASE STUDY

How Stonyfield
Farm's yogurt
culture spreads
through the
blogosphere



SIX TIPS

Experts weigh in
on the do's and
don'ts of corporate
blogging

[BusinessWeek](#) online

Aim of the survey

- **to understand the spread, implementation and usage of weblogs in public relations and communication management in Europe**
 - familiarity with weblogs
 - usage/monitoring of weblogs
 - guidelines for weblogs
 - implementation of weblogs

1. reverse chronological order



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GUTES VOM VORTACH

[Gehaltszahlungen ohne Gegenleistung gibt es nicht!](#)

[Sind Moral oder Ethik objektivierbar?](#)

[Innovation outsourcen?](#)

[Innovation, Anpassungsfähigkeit und Erfolg](#)

[bloggen ist der monolog des entfremdeten menschen](#)

[Ist ein Clipping-Service für Blogs "Schnüffelei" oder "clevere Geschäftsidee"?](#)

[AUCH WIR SIND DAS VOLK!](#)

[Was hat Social Software mit Ameisen und Innovation zu tun?](#)

[Schröder, "Mitnehmen" und die Solidargemeinschaft](#)

[Wo und wie gute Ideen wirklich entstehen](#)

[Die Zukunft des Internets: Bastler am Werk](#)

[Simple toolbox for building Weblogs from RSS-Feeds](#)

[Weblogs V2.0: Wofür RSS-Feeds wirklich gut sind](#)

[Wir sind das Volk ... und das Volk hat Angst](#)

[Leitbilder, Ziele und Engagement](#)

[Weblogs und The Timeless Way of Building](#)

Montag, 21 März 2005

Yahoo stellt sich super auf

Heute kam die Meldung herein, dass [Yahoo Flickr übernimmt](#), meinen Lieblings-Fotoservice im Web. ... alle paar Wochen - und sie zeigen, ... in Blase von 2005 wieder auf dem Weg in den Normalzustand befindet - und tatsächlich immer (ge-)wichtiger wird. In Deutschland übernimmt United Internet Web.DE. In den USA will ein ähnliches Konglomerat gerade Ask Jeeves übernehmen ([Pressemitteilung hier](#)). The heat is up.

Interessant finde ich nebenbei trotzdem, wie sich Yahoo allmählich aufstellt. Mit [Yahoo! 360*](#) und jetzt auch noch Flickr, der altbekannten Suchmaschine, Webmail und einem der beliebtesten Instant Messenger steht Yahoo in Summe erheblich besser da als Microsoft und sein Angebot rund um MSN; auch besser - zumindest breiter - als Google (samt Blogger und Picasa). Yahoo hat nun ein wirklich rundes Paket aus nahezu allen Diensten für das Kommunizieren und Publizieren (zu meinen Behauptungen im Internet sprach ich ... für Unternehmen der ... hervorragend verknüpft

Montag, 21 März 2005 um 17:43 | [Permalink](#) | [Kommentare \(26\)](#) | [TrackBack \(2\)](#)

Was des Bundespräsidenten Rede ein bisschen alizu einfach darstellt

OK, Ich muss zugeben, dass es mir die große Rede unseres (immer noch) frischen Bundespräsidenten auch sehr angetan hat. Dieser Gestus des "Harte Worte mal offen aussprechen" zusammen mit seinem stets präsenten Freche-Jungen-Grinsen hat schon etwas. Und er hat ja auch einige Dinge recht deutlich ausgesprochen, die ansonsten höchstens von der zweiten Riege verklausuliert umschrieben werden. Außerdem liebe ich solche Reden nach dem Motto "Es muss ein Ruck durch Deutschland gehen". (Hatten wir da nicht schon mal 'was?)

ARCHIV

[März 2005](#)

[Februar 2005](#)

[Januar 2005](#)

[Dezember 2004](#)

[November 2004](#)

[Oktober 2004](#)

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[netEvolution](#)

[netLife](#)

[netNice](#)

[netTech](#)

[netUsability](#)

[realBusiness](#)

[realDog](#)

[realGlobalization](#)

[realKid](#)

[realLife](#)

3. links to other blogs (trackback)

4. comments

Same technology - works worldwide



March 16, 2006

1. reverse chronological order

2. expressive personal style

PM 12:10

March 15, 2006

پرونده‌ی همیشه مفتوح

رحید پوراستاد مطلبی نوشته در روزنامه‌ی اعتماد ملی به تاریخ 15 بهمن 84 و ابعاد حقوقی سقوط هواپیمای را بررسی کرده. روی سایت مطلب را پیدا نکردم، فایلش را از شخص شخیص نویسنده گرفتم تا بگذارم اینجا بلکه افراد بیشتری مطلبی را که فکر می‌کنم مهم است، بخوانند. عنوان چاپشده‌ی مطلب این است: «پرونده‌ی همیشه مفتوح».

آیا به "پرونده‌ی همیشه مفتوح"

Comments (6) | 11:57 PM

3. links to other blogs (trackback)

ads.

linkdump

- چرا فمینیستها هم از زن و مرد می‌زنند؟
 - جنبش زنان و تحمل مدنی
 - روز آزادی گنجی
 - آمیزه‌های از نبوغ و پریشانی
 - ایران با آمریکا مذاکره می‌کند
 - فعالیت ضدجنگ یا فعالیت برای دموکراسی؟
 - گزارش یک شهروند نصف جهانی
 - عید بی عیدی خرمکس است!
 - آلفرد یعقوب زاده را کروکان گرفتند +
 - عکس‌های آرش
 - قهرمانان ملی؟
- آرشیو

search

contact

parastoo [at] gmail [dot] com

4. comments

Euroblog 2006: Background Information

- **Duration:** November 1st until December 16th 2005
- **Participants:** 587 PR professionals from 33 European countries
- **Method:** self-recruiting online questionnaire with 25 items
- **Sampling:** national contact points across Europe for distribution/dissemination of survey, self-recruiting snowball
- **Statistics:** SPSS analysis for univariate frequencies
- **Financing:** none: pro bono work by lead researchers and national research partners
- **Support/Affiliation:** initiated and endorsed by Euprera

Key Statistics / Demographics

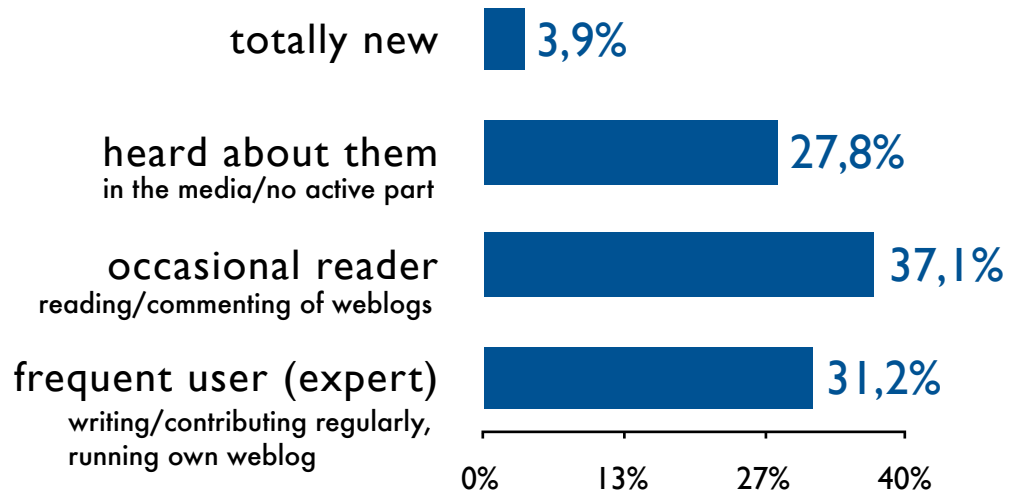
About the participants

- **587 PR professionals from 33 European countries**
 - 71% under 40 years old
 - 52% male, 47% female
 - 48% with academic degree in public relations/communication management
- **39% are in senior management position**
(CEO, Senior Manager with budget/personnel responsibility)
- **59% work in communication departments**
(profit/not-for-profit companies)
- **81% in departments with up to 10 persons**

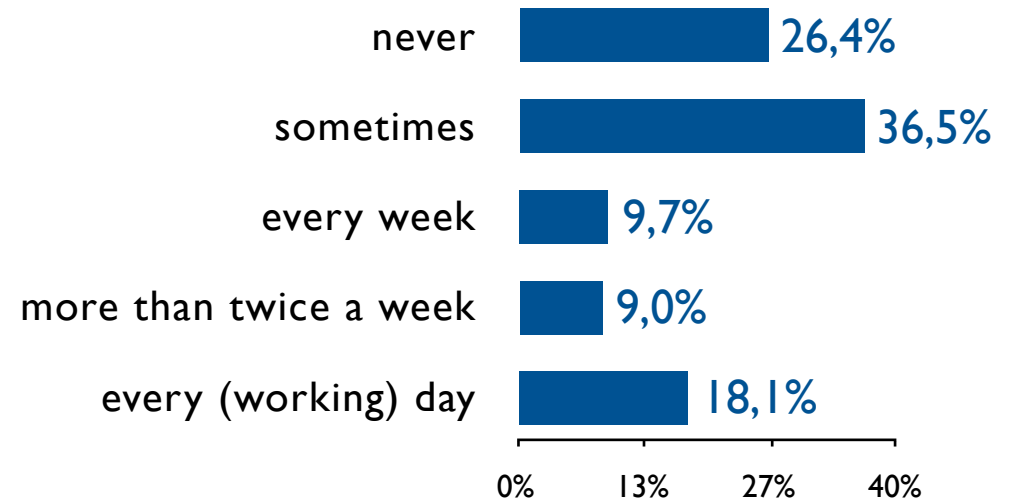
Familiarity with Weblogs

Familiarity and usage of weblogs

How familiar are you with weblogs?



How often do you use weblogs?



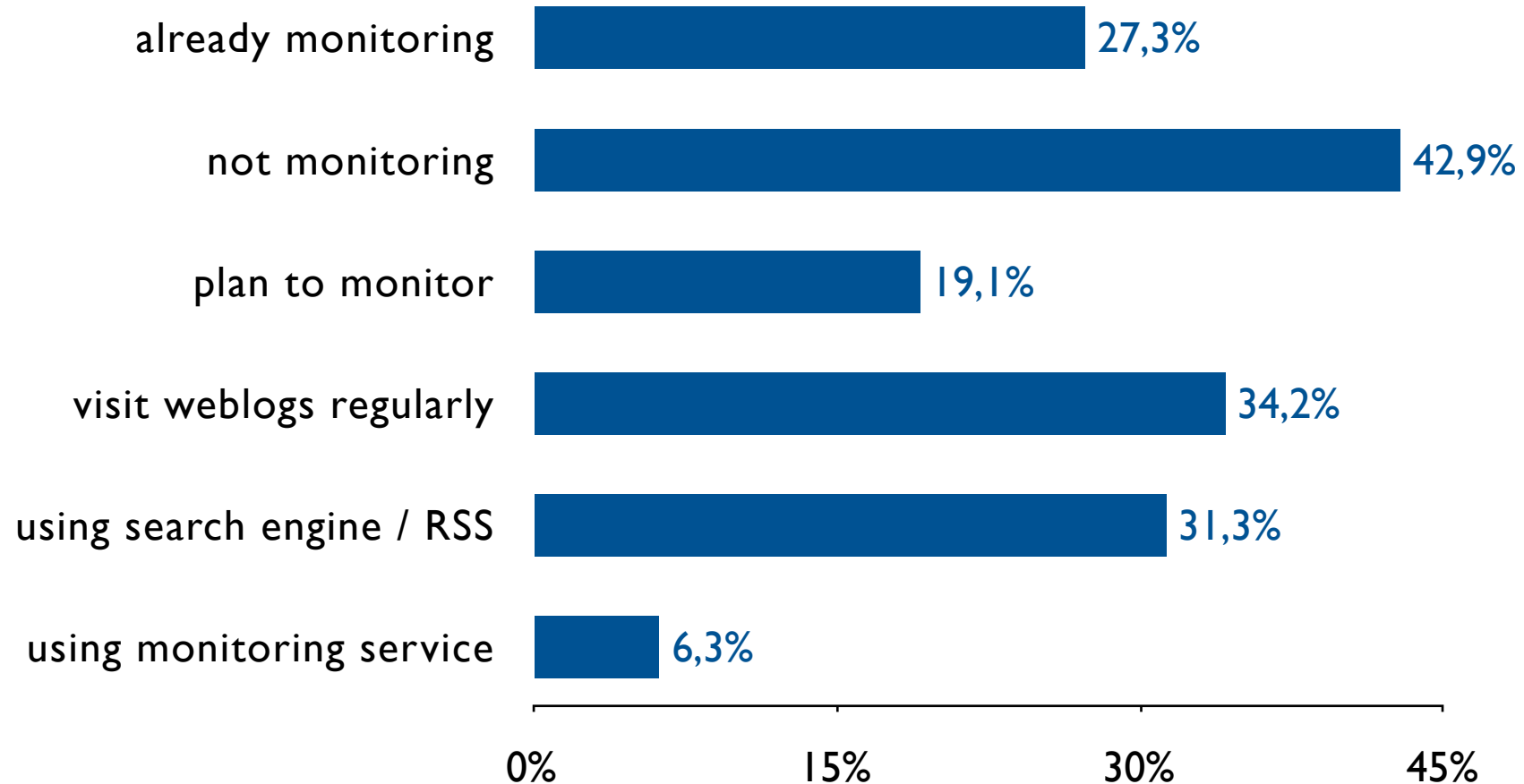
- **2/3 of the respondents are familiar with weblogs**
 - 68% either write or read weblogs
 - but only a third (36%) uses them weekly

n = 587

Monitoring of Weblogs

Monitoring and RSS Feeds

■ all participants



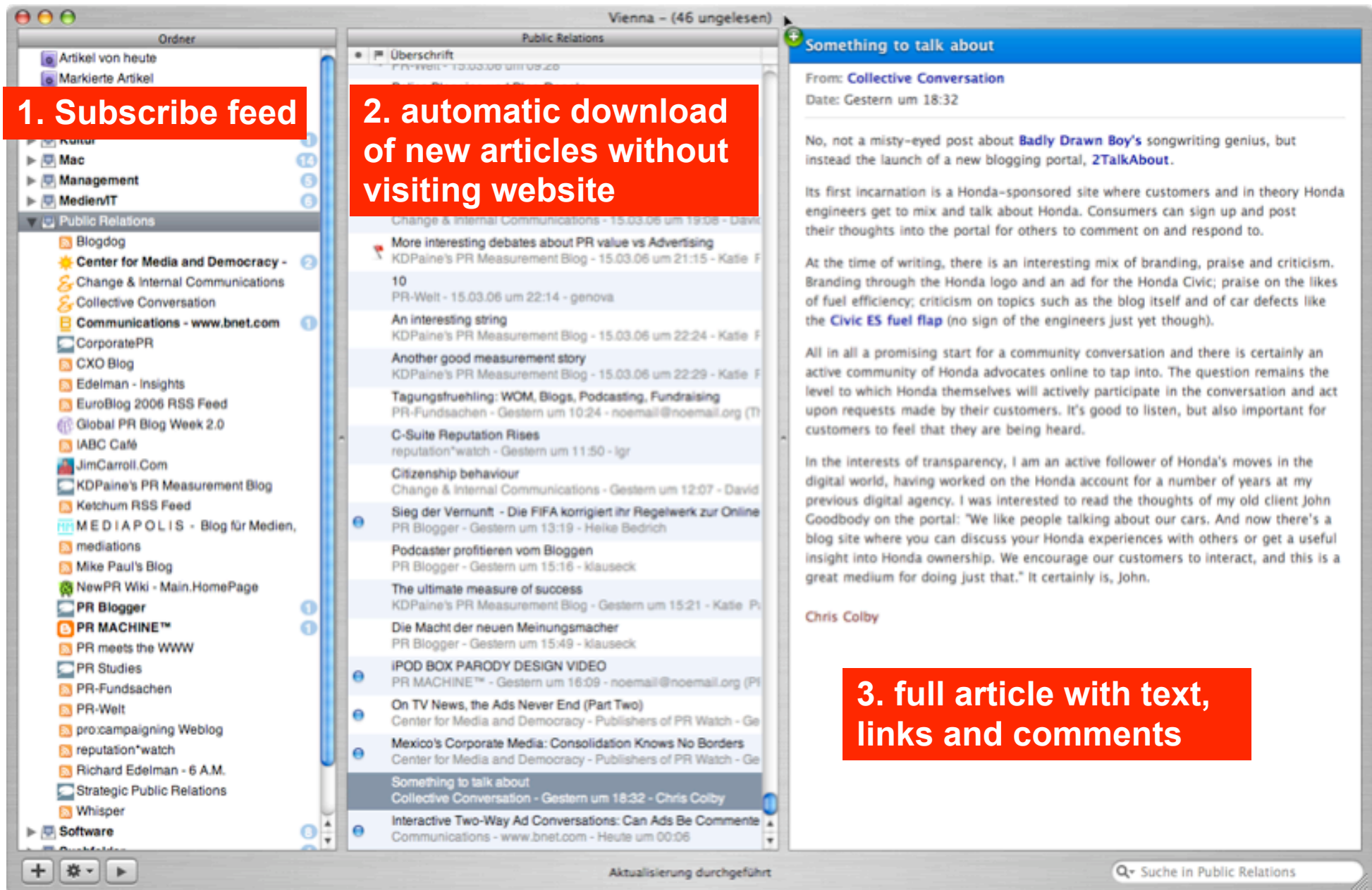
n = 587

RSS Rich Site Summary - Real Simple Syndication

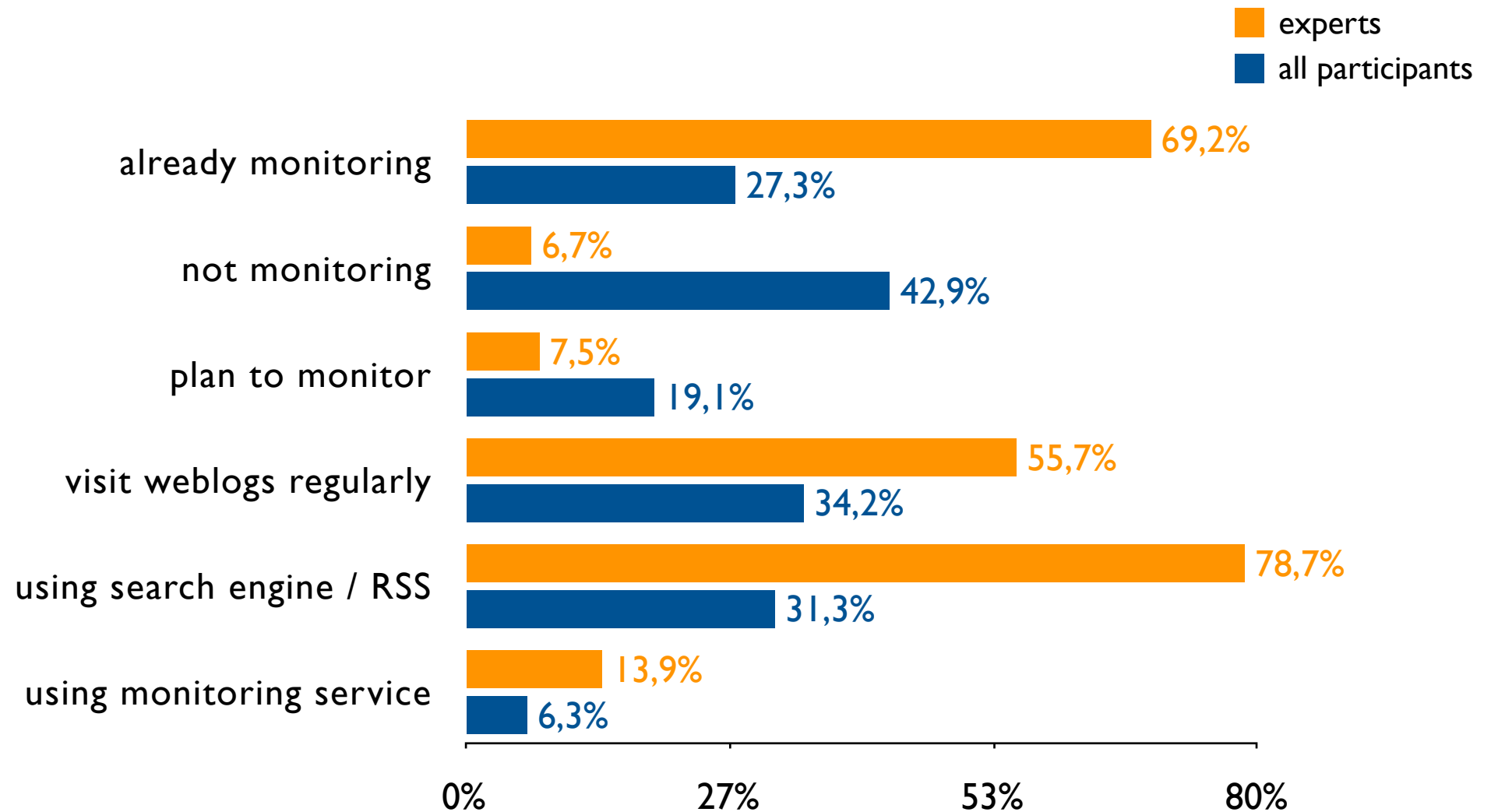
1. Subscribe feed

2. automatic download of new articles without visiting website

3. full article with text, links and comments

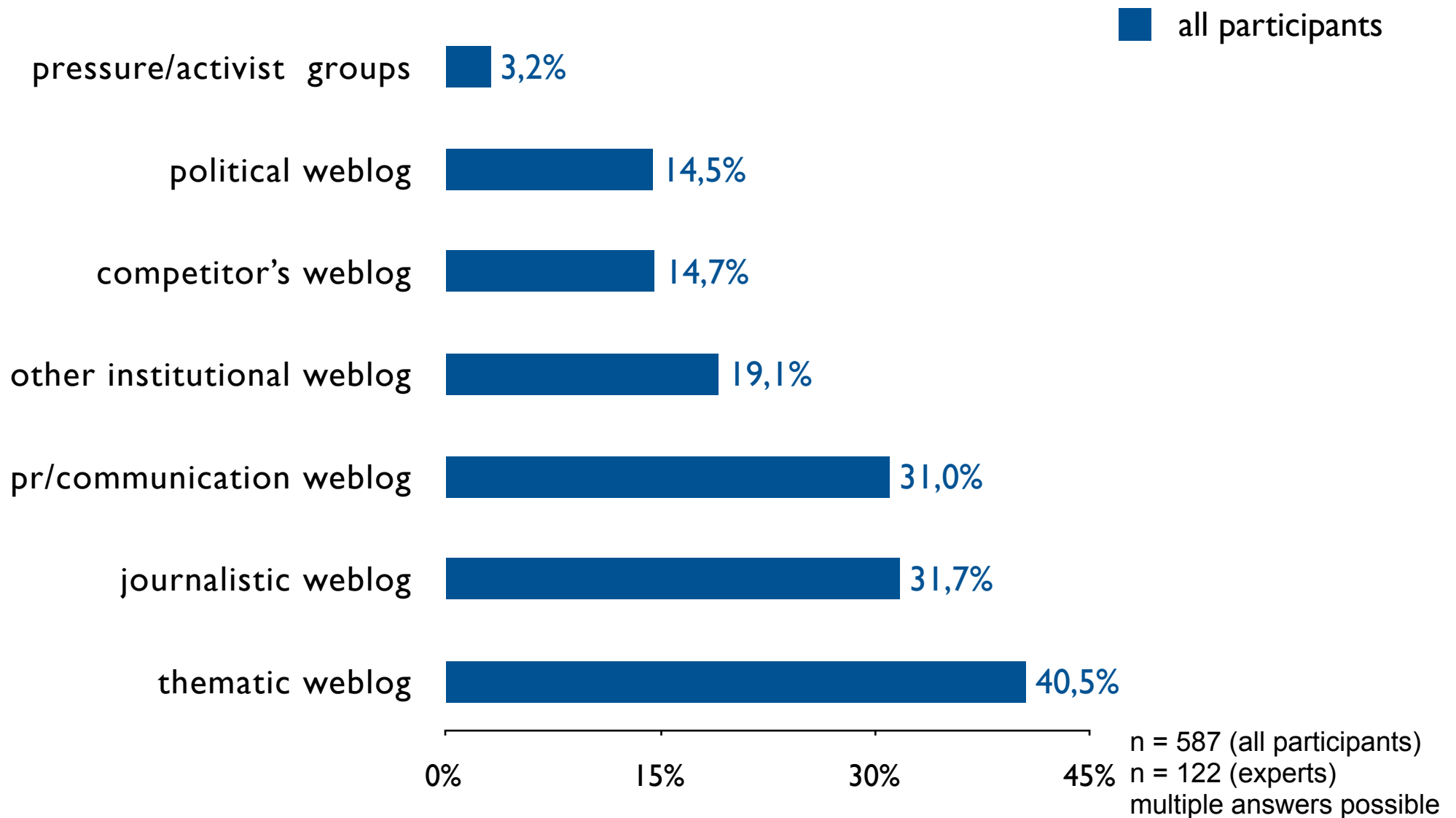


Monitoring and RSS Feeds

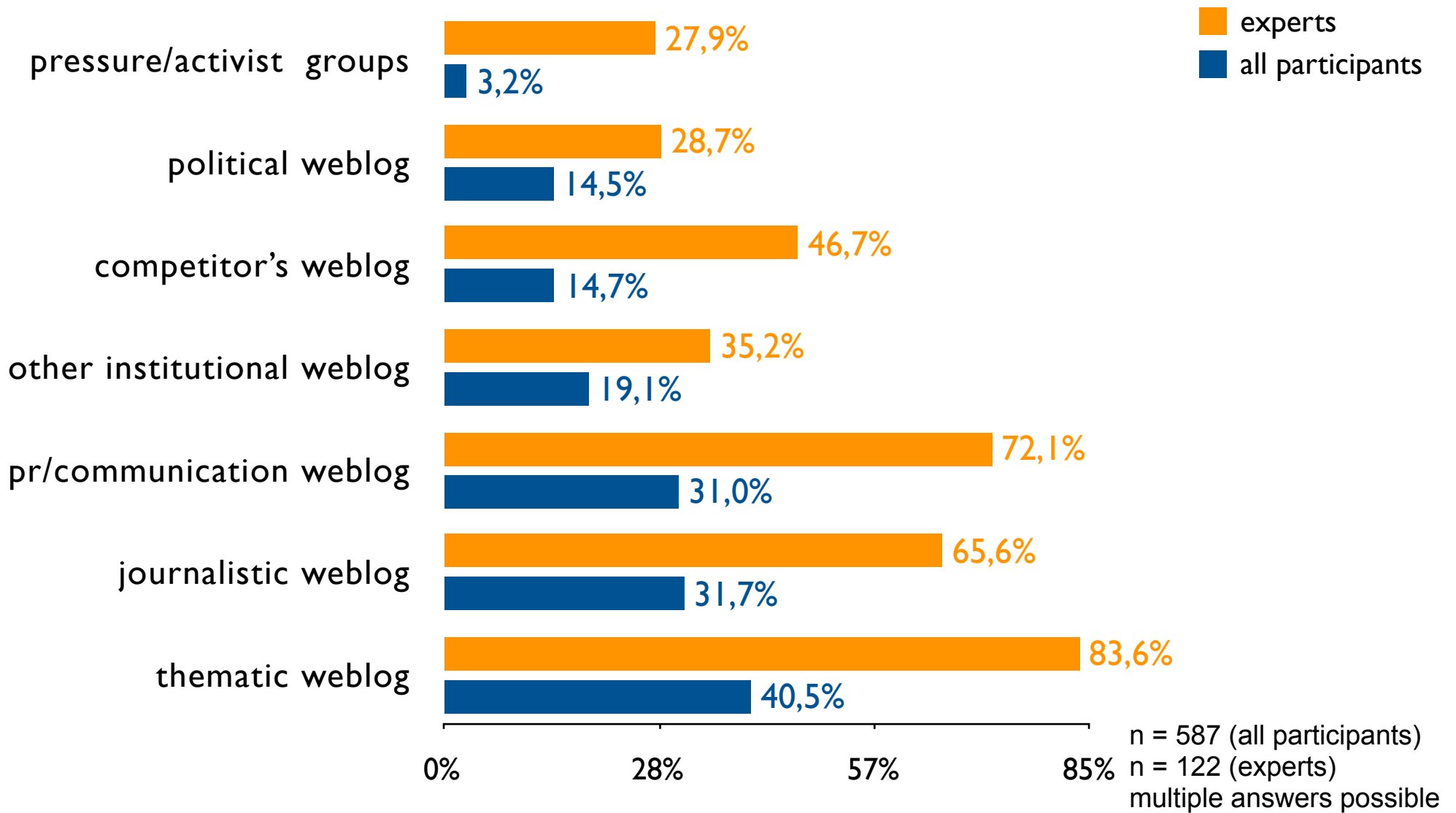


n = 587

What weblogs are monitored?



What weblogs are monitored?



Summary: Usage and Monitoring

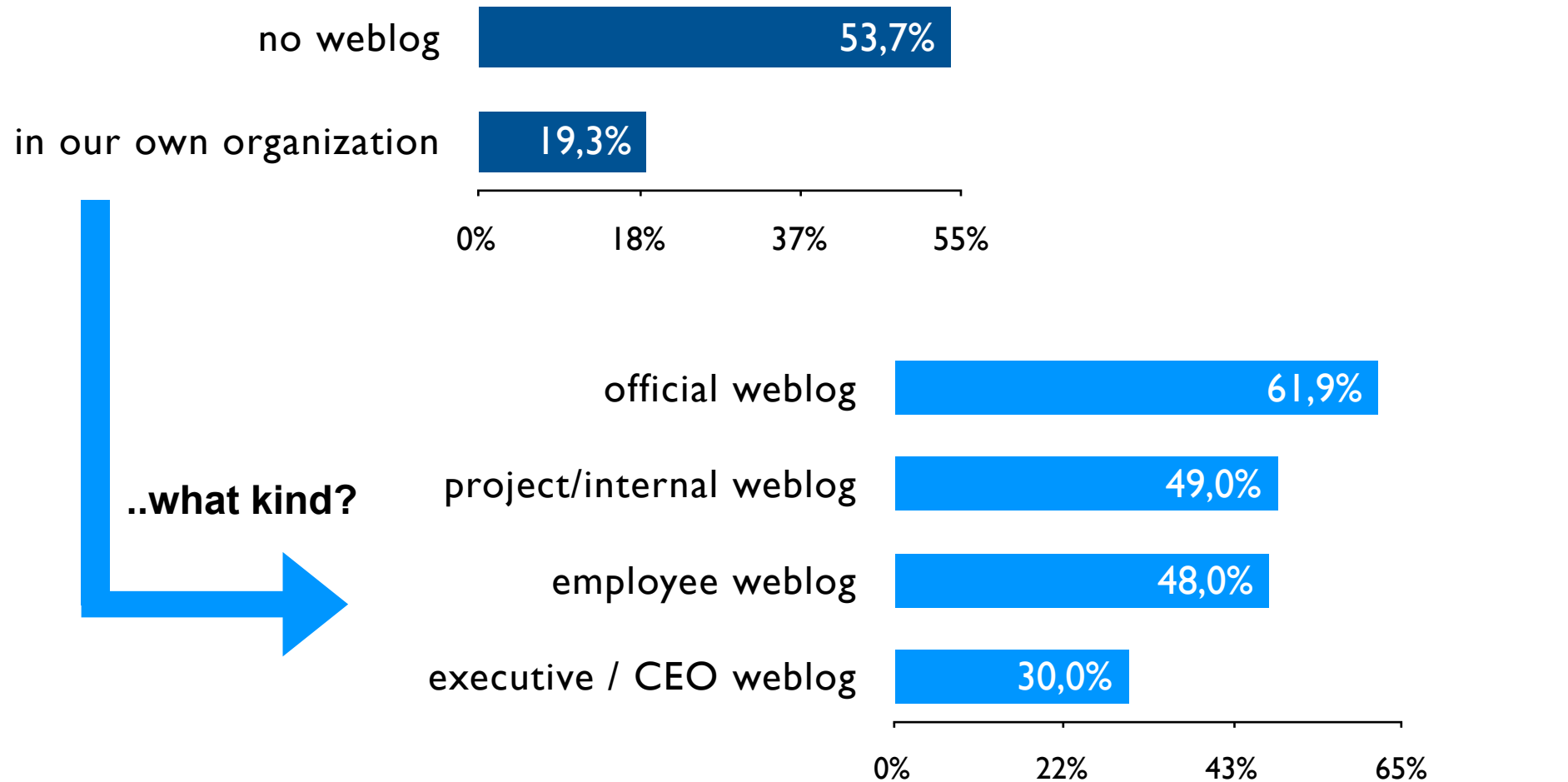
- **Clear split between expert users / all participants**
- **Knowledge of medium weblog increases the willingness to monitor / engage in the blogosphere**
- **Expert users use tools provided by the blogosphere (RSS feeds) to monitor their environment, mostly weblogs in their own vicinity.**

Usage of Weblogs / Guidelines for Blogging

Usage of weblogs in organizations

Do you have a weblog in your organization?

- all participants
- running weblogs

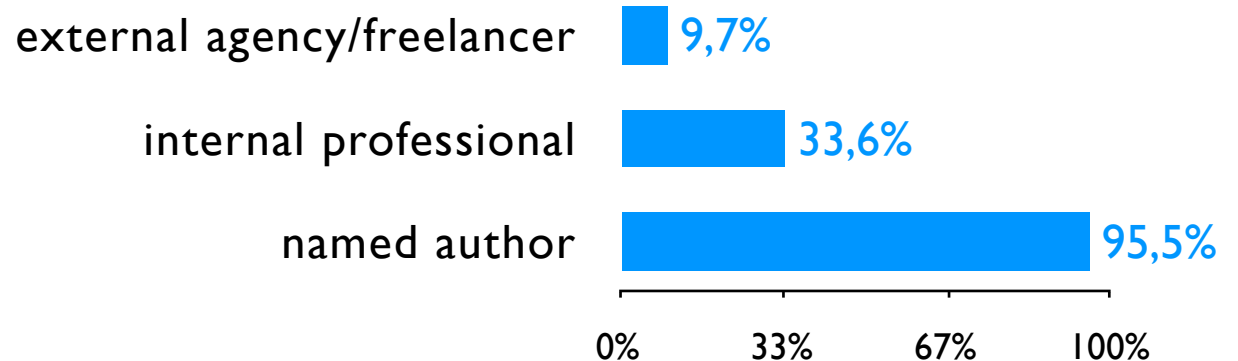


n = 113

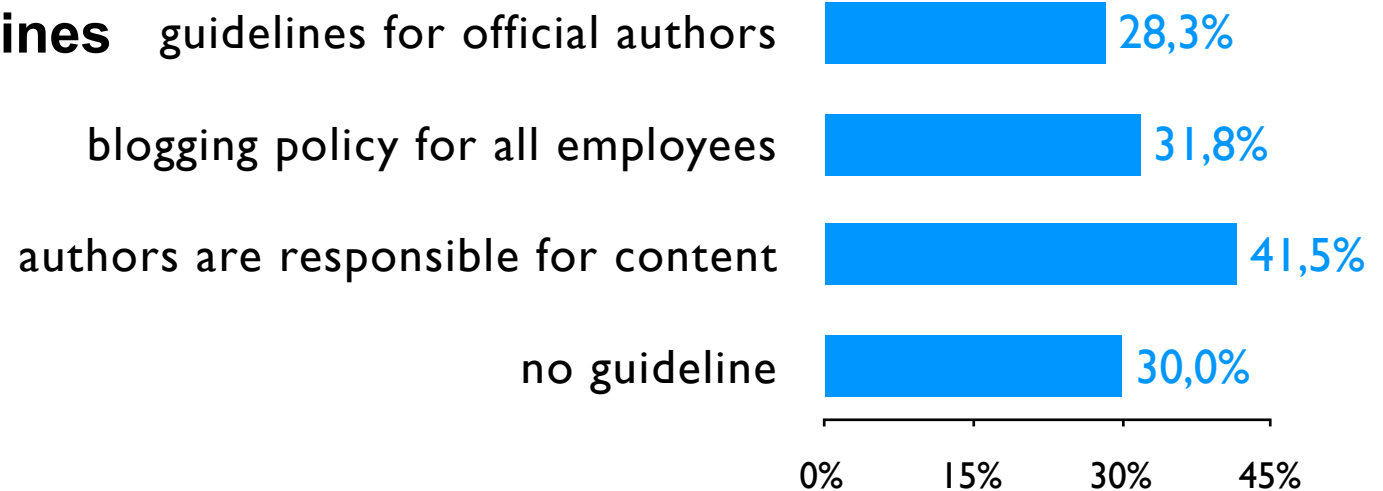
Authors of Weblogs / Guidelines

■ running weblogs

Who runs the Weblog?



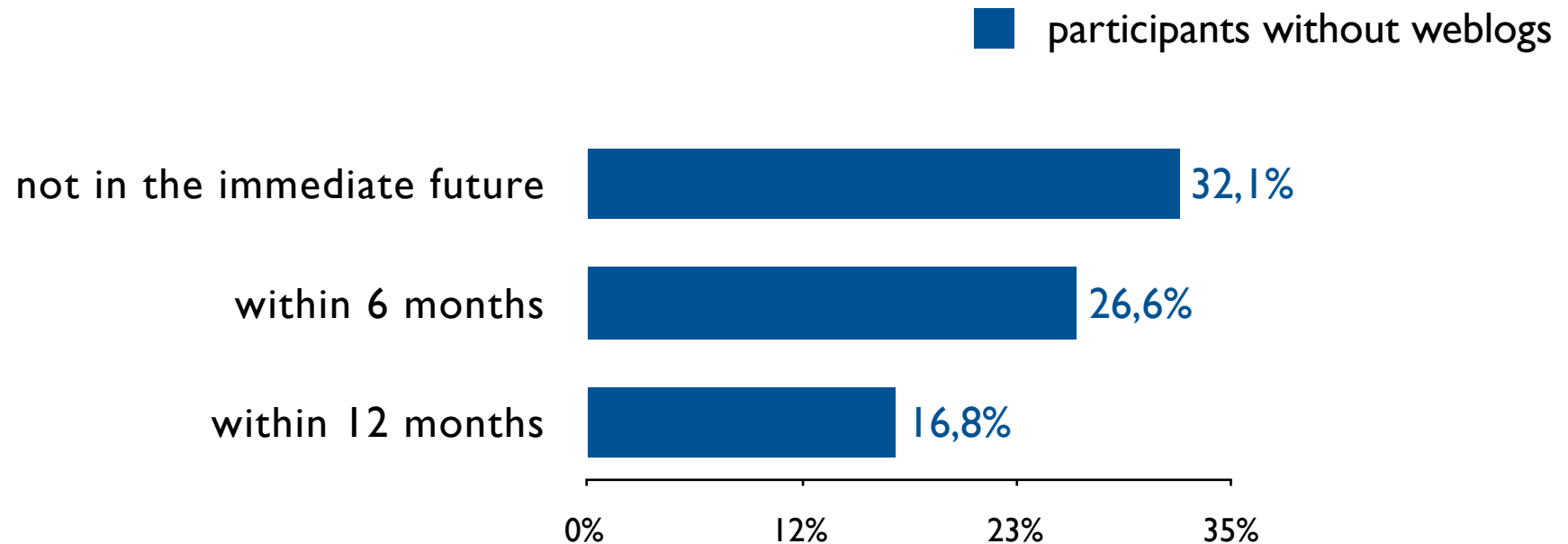
Do you have guidelines for blogging?



n = 113

Implementing Weblogs: Limitations and Opportunities

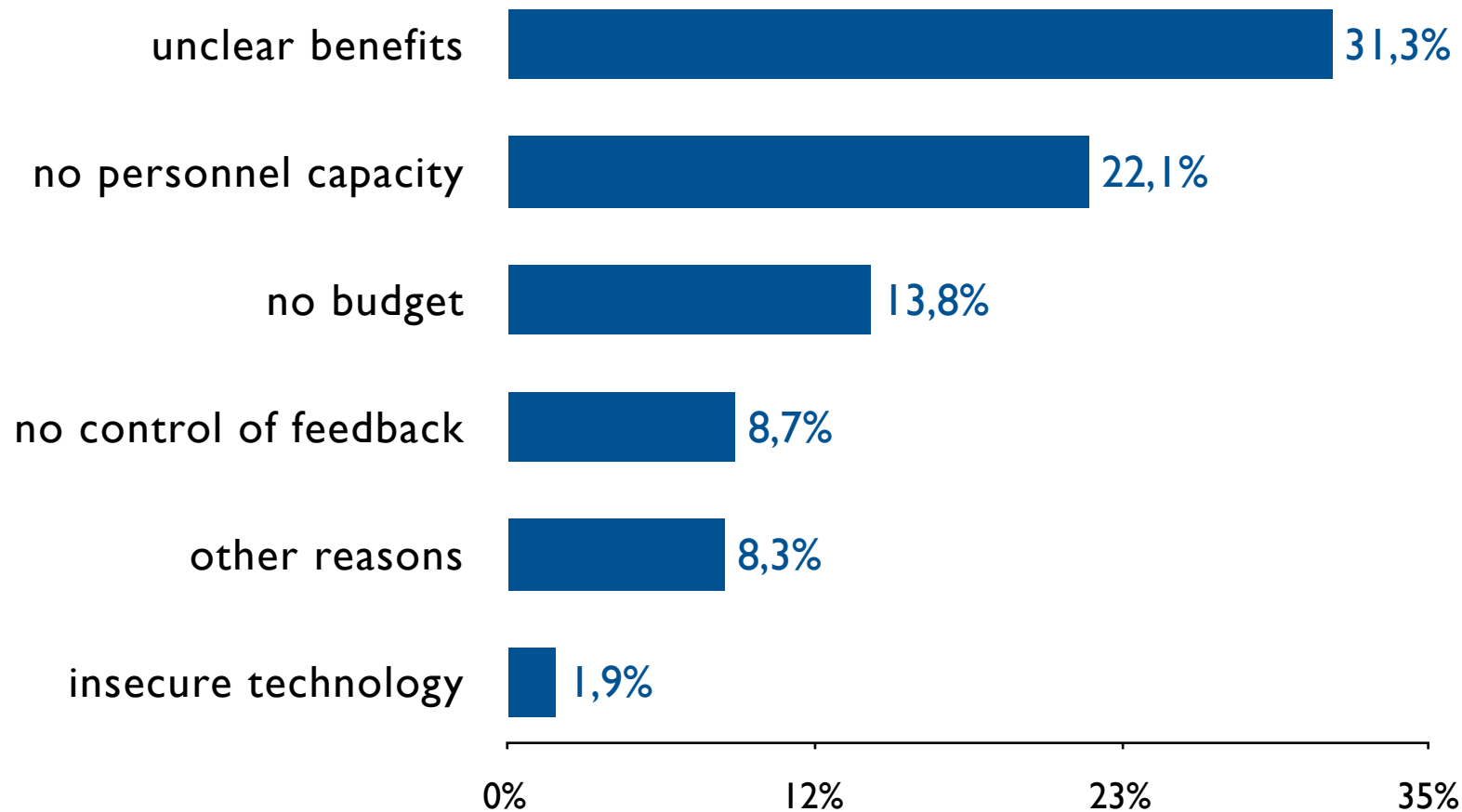
Plans to implement weblogs



- **42% of the respondents without a weblog are planning to implement a weblog within a year**
- **32% do not plan to implement a weblog**

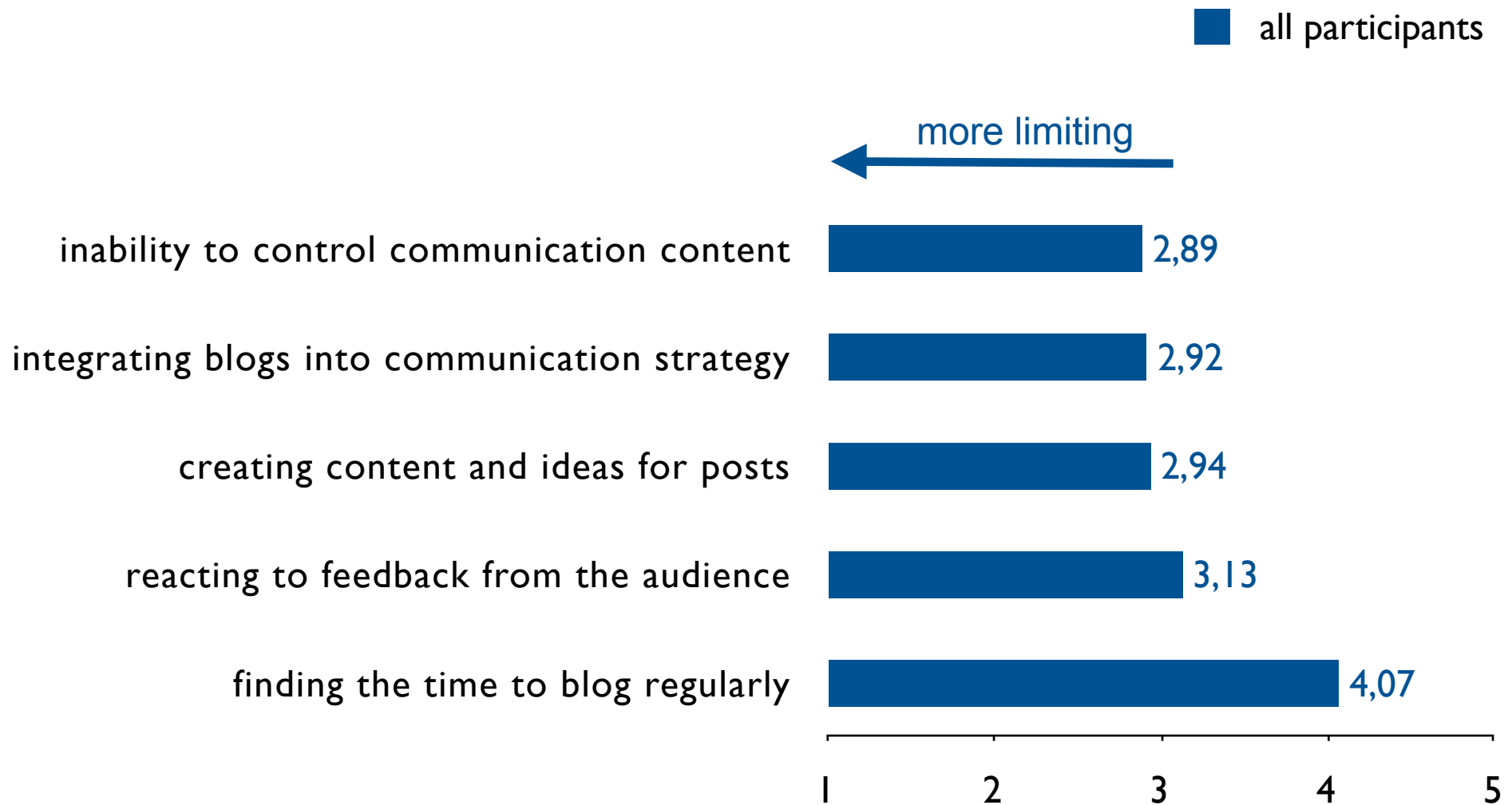
n = 428

Factors for not implementing weblogs



n = 587, multiple answers possible

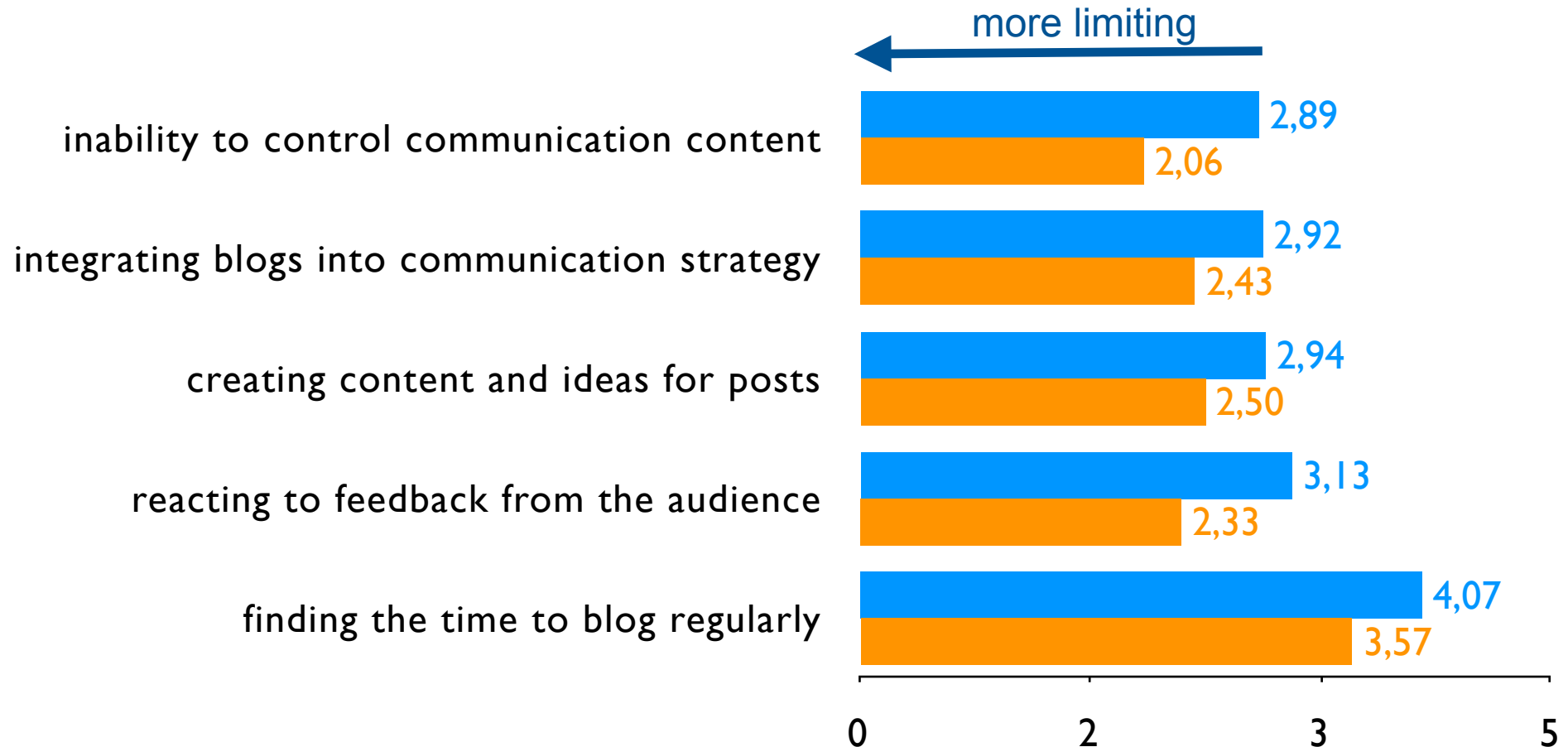
Factors limiting the use of weblogs



index scale: 1= most limiting, 5 least limiting

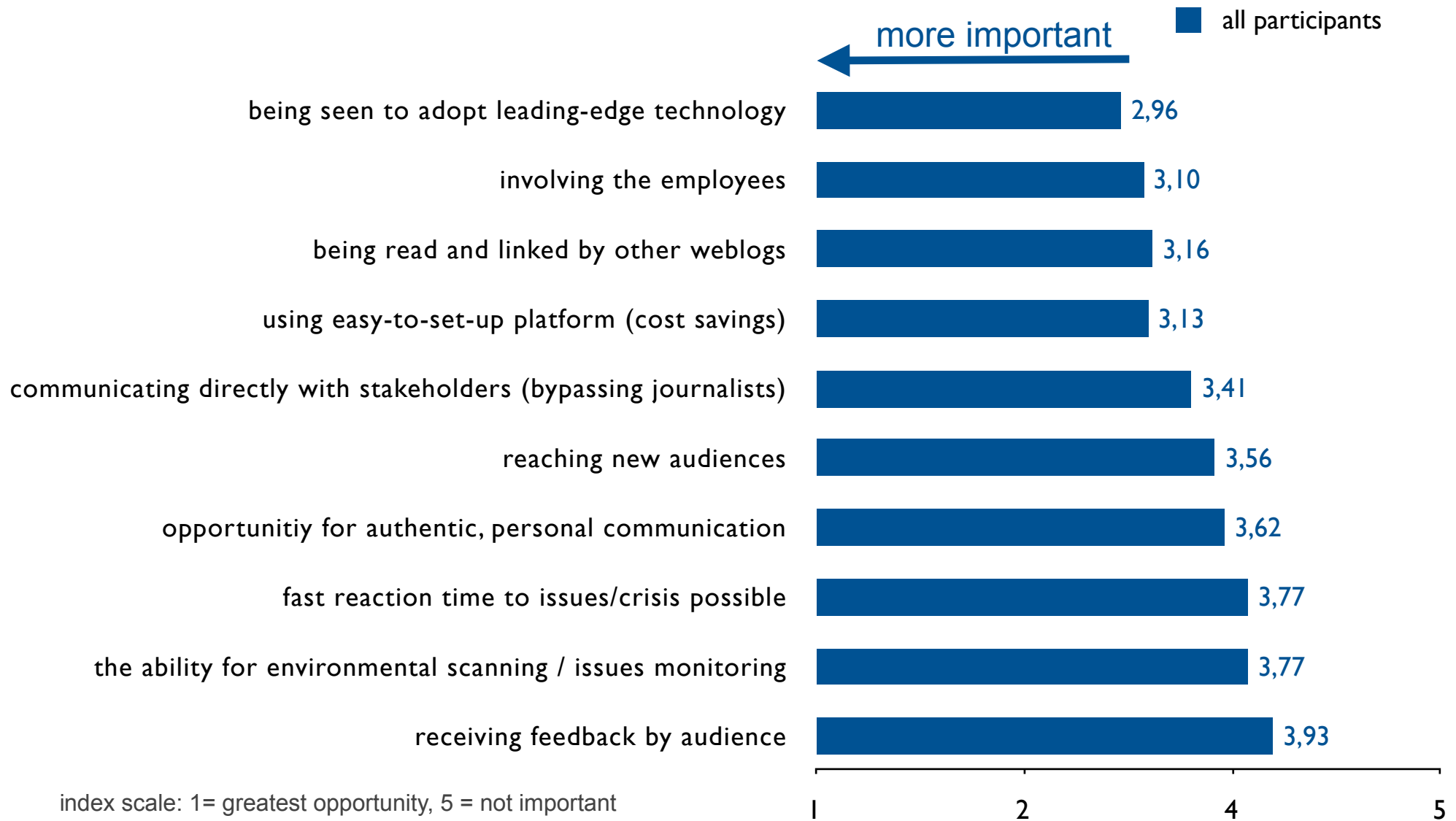
Factors limiting the use of weblogs

experts non-experts



index scale: 1= most limiting, 5 least limiting

Greatest opportunities for weblogs



About EuroBlog 2006

About Euroblog 2006 and Euprera

- Euroblog 2006 is the first pan-European survey to provide a comprehensive overview how communication professionals are using weblogs and for what purpose.
- The initiative is supported by EUPRERA, the European Public Relations Education and Research Association, a community of researchers from universities and institutions from more than 30 countries.

→ www.euroblog2006.org

→ www.euprera.org

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