

# IMPACT OF SOCIAL MEDIA ON THE NEWS #SMING15

These are the results of an international study on the impact of social media on the activities of PR professionals and journalists and how social media influences the news and news distribution.

## Main international TRENDS

## Future EXPECTATIONS

1 Social media have an increasingly bigger impact on the news

2 German journalists have not noticed traditional media becoming less relevant (38%)

3 Journalists from the US and UK tend to follow trends in the field of social media more than their colleagues from the European mainland, Dutch PR professionals are lagging behind

4 German journalists are most sceptical about the reliability of social media (32%)

5 PR professionals in the US (80%) have an extremely positive attitude towards the role, reliability and influence of social media

1 Traditional media channels become increasingly less important due to social media

2 The role of social media will have a bigger impact on the news in the future

3 Journalists think that fact checking will gradually decrease, while crowd checking will become more important

4 Despite the good relationship between journalists and PR professionals, they are of the opinion that the other profession becomes increasingly less dependent on them due to social media

5 Both journalists and PR professionals will start to blog more in the future

## RELIABILITY: A LOT OF DIFFERENCES INTERNATIONALLY

68% OF GERMAN JOURNALISTS

THINK REPORTING ON SOCIAL MEDIA IS UNRELIABLE

80% OF AMERICAN PR PRO'S

THINK REPORTING ON SOCIAL MEDIA IS RELIABLE

## GROWING IMPACT OF SOCIAL MEDIA

IN THE US, 90% OF PROFESSIONALS FEEL THAT SOCIAL MEDIA WILL HAVE AN INCREASINGLY BIGGER IMPACT ON THE NEWS

EVEN IN GERMANY, WHERE SOCIAL MEDIA IS USED LEAST, 71% AGREES WITH THAT.

A LARGE MAJORITY OF INTERNATIONAL MEDIA PROFESSIONALS HAS NOTICED A CONSIDERABLE DROP IN THE USE OF TRADITIONAL MEDIA DUE TO THE IMPACT OF SOCIAL MEDIA

OF INTERNATIONAL MEDIA PROFESSIONALS THINK THAT USER-GENERATED CONTENT (PHOTOS, VIDEOS AND TWEETS) WILL BE USED MORE OFTEN

USER-GENERATED CONTENT (SUCH AS PHOTOS AND TWEETS) WILL BE USED INCREASINGLY OFTEN AS INPUT FOR THE NEWS

REAL-TIME JOURNALISM WILL PLAY AN IMPORTANT ROLE IN JOURNALISM

## CROWD CHECKING CONTINUES TO GROW

INTERNATIONAL MEDIA PROFESSIONALS EXPECT CROWD CHECKING TO BECOME MORE POPULAR IN THE FUTURE

CROWD CHECKING WILL PLAY AN INCREASINGLY LARGER ROLE IN JOURNALISM

JOURNALISTS I DEEM THE OPINION OF THE CONSUMER (ON SOCIAL MEDIA) AS MORE RELIABLE THAN A STATEMENT FROM AN ORGANIZATION

I RECOGNIZE THIS AND BOTH MY COLLEAGUES AND I APPLY THIS

CURRENTLY, CROWD CHECKING IS MOST POPULAR IN THE US AND LEAST POPULAR IN THE NETHERLANDS

OF DUTCH JOURNALISTS THINK IT IS MORE IMPORTANT TO PUBLISH NEWS AS SOON AS POSSIBLE RATHER THAN CHECKING ALL FACTS FIRST

AMERICAN JOURNALISTS ARE NOTABLY CONSERVATIVE:

OF AMERICAN JOURNALISTS WANT TO CHECK THE FACTS BEFORE PUBLISHING NEWS

IT IS MORE IMPORTANT TO PUBLISH NEWS AS SOON AS POSSIBLE RATHER THAN CHECKING ALL FACTS FIRST

## Blogging is HOT!

particularly in the United States and the United Kingdom

Writes a personal and/or work-related blog

71% OF DUTCH JOURNALISTS

51% OF DUTCH PR PROFESSIONALS

## WRITE A BLOG

## DAILY USE OF SOCIAL MEDIA AMONG JOURNALIST / PR PROFESSIONALS

FACEBOOK STILL IS THE MOST POPULAR SOCIAL MEDIA PLATFORM AMONG JOURNALISTS AND PR PROFESSIONALS

LINKEDIN IS VERY POPULAR AMONG DUTCH PR PROFESSIONALS

FOR JOURNALISTS FROM THE UK, TWITTER IS AS IMPORTANT AS FACEBOOK

THE US IS THE ONLY COUNTRY WHERE JOURNALISTS AND PR PROFESSIONALS USE INSTAGRAM

2.1 HOURS

1.1 HOURS

1.3 HOURS

1.5 HOURS

International Trends

I use social media to catch up with what is happening with the public

I recognize this and both my colleagues and I apply this

38% 46%

23% 33%

29% 42%

27% 38%

I make use of crowd checking to check whether something is true

I recognize this and both my colleagues and I apply this

32% 32%

36% 43%

31% 38%

30% 49%

When people react via social media to my publications I enter actively into dialogue via social media

I recognize this and both my colleagues and I apply this

32% 41%

27% 36%

34% 38%

32% 36%

JOURNALISTS FROM THE US AND UK USE SOCIAL MEDIA MORE ACTIVELY IN ORDER TO PRESSURISE ORGANISATIONS TO TACKLE CERTAIN ISSUES

JOURNALISTS FROM THE US AND UK TEND TO FOLLOW TRENDS IN THE FIELD OF SOCIAL MEDIA MORE THAN THEIR COLLEAGUES FROM THE EUROPEAN MAINLAND

DUTCH PR PROFESSIONALS ARE LAGGING BEHIND

This study was carried out by DVJ Insights, on the instruction of ING The Netherlands. Journalists and PR professionals from around the world took part in the study, during which they shared their stories and experiences with regard to social media. They were asked about their opinion on the use of social media in their field of discipline and about their expectations about the developments in this field. Approximately 1,000 media professionals from the Netherlands, Germany, England and the United States were interviewed.

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