

# Journalists' use of social media in decline according to study

February 25 2015, by Holly Finch

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The annual Social Journalism Study, conducted by Canterbury Christ Church University and Cision, has highlighted that while the majority of UK journalists now use social media for their work, they actually spend less time using the technology than they have in the last two years.

Journalists claimed in the survey that the technology had changed the meaning of their work, as well as the way that they approached it. However, for the first time in five years there was a significant expression of concern about [cyber security](#), as well as [social media](#)'s threat to professional values.

Kristine Pole, Co-Author of the Study and Senior Lecturer in the Business School said: "There is no doubt that social media continues to

play a key role in all areas of a journalists' work.

"Over half think they couldn't do their work without it and the same number thinks it has improved their productivity. What is noticeable is that journalists feel using social media is an additional aspect to their work rather than relieving them of other tasks as over half think their workload has not decreased."

Among the key findings were; that the majority of UK journalists use social media as a professional tool yet the percentage of journalists using social media regularly has declined during the last three years from 24% in 2012 to 13% in 2014; that over half, 54%, of UK journalists said they cannot carry out their work without social media, an increase from 42% of journalists last year and that twitter continued to be the most popular social networking app for journalists, 75%, followed by Facebook, 57%, while a strong showing for Google+, 41%, reflected the now-redundant importance of Google Authorship for search engine optimisation.

"We have been working with Cision for over 5 years now, conducting research, analysing data and writing reports for the UK and other European countries" added Agnes Gulyas, Reader in Media who has also worked on this study. "We use our specialist knowledge and background to monitor and research [journalists](#)' behaviours and attitudes. Collaborating with Cision allows us access to their vast database of contacts allowing us access to global media professionals which as an academic is very hard to achieve. I think the length of our relationship is evidence itself on the success of our collaboration".

**More information:** Social Journalism Study 2015:  
[www.cision.com/uk/social-journalism-study-2015/](http://www.cision.com/uk/social-journalism-study-2015/)

Provided by Canterbury Christ Church University

Citation: Journalists' use of social media in decline according to study (2015, February 25)  
retrieved 3 April 2024 from <https://phys.org/news/2015-02-journalists-social-media-decline.html>

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