

## **BlogSweden 3**

*A survey of Swedish bloggers  
and blog readers*

Hans Kullin, February 2008,  
Blog: "Media Culpa" at [www.kullin.net](http://www.kullin.net)



## Summary

In this report I present some of the findings from the third survey of Swedish bloggers and blog readers. The two previous surveys, BlogSweden 1 and BlogSweden 2 were conducted in May 2005 and July 2006 respectively.<sup>1</sup> Between January 1 and 2, 2008, a total of **1,000 people** responded to an online survey about blogs and social media. Of these respondents, **806 are bloggers** and it is mainly their answers that are being presented in this report. The respondents were chosen through a convenience sample which means that the results from this survey is only representative to the respondents of the survey and not necessarily reflect the profile of all Swedish bloggers and blog readers.

Here are some key results:

**Bloggers:** The typical Swedish blogger in the survey is:

- Female
- 16-20 years old
- reads 1-5 blogs daily
- spends 1 hour per week reading blogs
- often reads blogs in the evening (6 PM to 12 PM)
- never uses an RSS reader to read blogs
- likes to read blogs about everyday life experiences
- reads blogs to be entertained
- has never clicked on an advertisement on a blog
- is a member of a social network in order to stay in touch with friends
- has during the last 12 months; downloaded video online, listened to radio online or downloaded podcasts, viewed or downloaded video online, have made photos accessible to others online, and has tagged information online.
- has **not** during the last 12 months; made videos accessible online, saved links via social bookmarking sites or visited virtual worlds.
- blogs because she likes to write
- updates her blog every day
- has nothing against being contacted by companies in her role as a blogger
- is not anonymous
- does not have ads on her blog, from which she gets part of the revenue

Compared to the last survey in 2006, the typical blogger is now:

- younger,
- reads fewer blogs,
- spends less time reading blogs,
- updates her blog more frequently,
- is no longer anonymous, and
- has become more positive about being contacted by companies.

There are still some major differences between the way male and female bloggers behave:

- Women more often blog anonymously than men (49.2% compared to 34.0%).
- Male bloggers blog to a higher extent than female bloggers to market a product or a service, to influence others, to strengthen their brand, to create an archive of information and because there is a need for more voices in the public debate.
- Female bloggers blog to a higher extent than male bloggers to get in touch with others and to stay in touch with friends and family.
- 66.5% of all bloggers update their blog every day. Female bloggers update their blogs more often than male bloggers (74.1% at least once a day, compared to 42.6% of male bloggers).
- Male bloggers more often than female bloggers have ads on their blogs (14.3% compared to 7.4%).

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1 <http://www.kullin.net/blogsweden.pdf> and <http://www.kullin.net/blogsweden2.pdf>

When a blogger forms an opinion about a company, she thinks that “a person like me or a peer” is the most trustworthy spokesperson. “A blogger” is as trustworthy as the company CEO, according to bloggers.

One in three bloggers have bought a product after reading about it on a blog. An equally high proportion of bloggers have refrained from buying a product after reading information or opinions on a blog. One in three have, after reading information on a blog, acted in order to influence a company or a politician on an important topic.

There are also significant differences between how female and male **blog readers** behave (all respondents in the survey):

- Female blog readers prefer reading blogs about:
  - Fashion and design (53.0%)
  - Everyday life experiences (51.6%)
  - Photography and art (26.6%)
  - Parenthood and children (24.3%)
  - Music (22%)
  - Literature and writing (17.2%)
  - Movies and tv (16.9%)
  - Journalism and media (16.7%)
  - Sex and dating (16.5%)
  - Politics and society (14.4%)
  
- Male blog readers prefer reading blogs about:
  - Politics and society (49.2%)
  - IT and blogging (45.8%)
  - Journalism and media (45.3%)
  - Everyday life experiences (39.4%)
  - Advertising and PR (25.8%)
  - Movies and tv (25.4%)
  - Music (23.7%)
  - Photography and art (19.5%)
  - Literature and writing (18.6%)
  - Economy and entrepreneurship (15.7%)

Over all, the favourite topics of blog readers are blogs about:

- Everyday life experiences (48.6%)
- Fashion and design (44%)
- Photography and art (24.9%)
- Journalism and media (23.8%)
- Politics and society (23%)

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## Introduction

Blogs have been around for more than a decade and in the last four years or so there has been a very rapid development, also in Sweden. The blog search company Technorati tracked two million blogs in March 2004<sup>3</sup>, a number that today has increased to 112.8 million<sup>4</sup>. In Sweden alone there might be as many as a hundred thousand or more<sup>5</sup> and few things have had as much impact on the media landscape the last few years as the blog. Media consumers now have access to their own publishing platform where they can voice their opinions and connect with others.

Other types of social media<sup>6</sup> have also started to have an impact in Sweden. Youth communities like Lunarstorm have been extremely popular among kids and teenagers for a number of years and lately social networks like MySpace and Facebook have attracted hundreds of thousands of Swedish members.<sup>7</sup>

Social media changes the way people access information, consume and produce news, and the way people interact. And therefore it could be interesting to find out what motivates people to spend so much time and energy on social media. Kaye D. Trammell at the Grady College of Journalism and Mass Communication, University of Georgia, examined Polish bloggers through content analysis.<sup>8</sup> The study was based on a theory by Zizi Papacharissi which says that people that publish information online are motivated by these factors:

*self-expression (82.4 %)*  
*social interaction (59.5 %)*  
*entertainment (51.7 %)*  
*passing time (24.3 %)*  
*information (8.4 %)*  
*professional advancement (2.2 %)*

Trammell's analysis shows that Polish bloggers are primarily motivated by "self expression" and secondly by "social interaction".

If we use these factors in the analysis of the respondents in my survey we can come up with a suggestion about motivational factors for different social media activities.

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3 [http://www.sifry.com/alerts/archives/2004/03/technorati\\_tracks\\_two\\_million\\_blogs.html](http://www.sifry.com/alerts/archives/2004/03/technorati_tracks_two_million_blogs.html)

4 <http://technorati.com/about/>

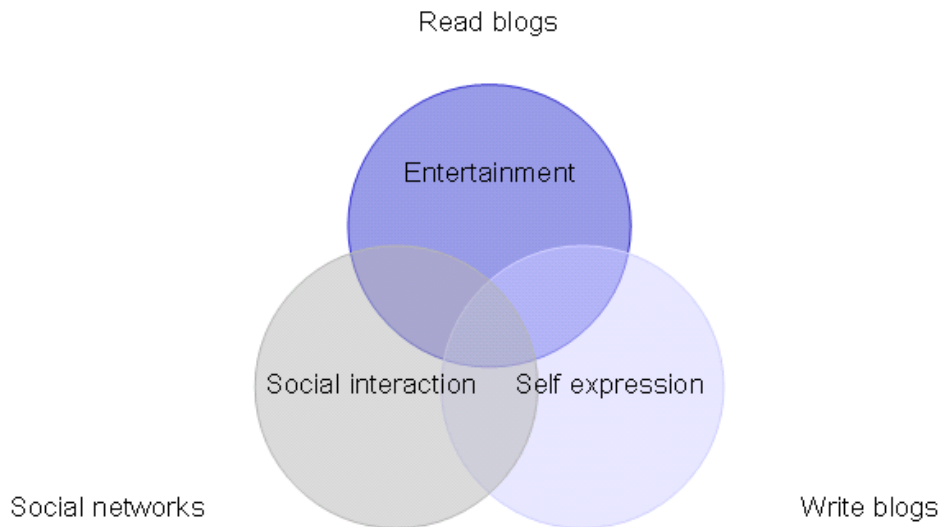
5 blogg.se/webblogg.se alone have about 58.000 active bloggers.  
<http://www.kullin.net/2007/12/major-increase-in-traffic-from.html>

6 [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

7 <http://thekillerattitude.com/2007/11/over-1-million-facebook-users-in-sweden.html>

8 <http://jcmc.indiana.edu/vol11/issue3/trammell.html>

## Key motivations to use social media



**"Self expression"** - the will to express yourself is the key motivation to blog.  
**"Entertainment"** - passing time and to be entertained is the key motivation to read blog.  
**"Social interaction"** - the will to network and interact with others is the key motivation to participate in social networks.

The picture above illustrates what could be the main drivers behind certain uses of social media, based on the responses to the questions in this survey. Different groups and individuals are of course motivated by different factors. For example, says Kaye D. Trammell, is social interaction a more prominent motivational factor for female bloggers than for male.

*"Female bloggers, however, were somewhat more motivated by social interaction (67.1 %) than were their male counterparts (51.3 %)."*

Besides, all these factors are present in one way or another. Information is one important aspect for blog readers who read blogs in order to get access to information and for bloggers who use blogs as a way to structure and archive information. Professional advancement is also a common reason to read blogs and to use social networks. Furthermore, commenting, linking, sending trackbacks etc are other aspects of the blogging community that potentially are actions of a more social nature.

Since media consumers spend more and more time on social media it could also be interesting to compare these factors to the reasons people use traditional media.<sup>9</sup>

*"The reasons to use [morning papers] are primarily to get information and guidance on different topics."*

*Entertainment is the most important reason to use popular press and commercial tv and radio."*

Information and entertainment are two recurring motives, but what traditional media have been lacking is a way for users to express themselves and to interact. However, in recent years media have tried to address this issue by adding commenting capabilities, links to blogs, communities, forums and reader blogs.

9 <http://www.dagspress.se/Article.jsp?version=48976&idx=8>

## Method and selection

Since I estimated that it would be difficult to make a random sampling among all blog readers, I decided to do a convenience sample. This means that the results from this survey is only representative to the respondents of the survey and not necessarily reflect the profile of all Swedish bloggers and blog readers. Therefore any comparison between this survey and BlogSweden 1 and 2 may not be done with any statistical certainty and one should be careful with overstating the findings from the survey. But since there is a lack of research in this area I still believe this survey can serve as a starting point for further research and discussions.

The survey was performed via SurveyMonkey.com between 1 and 2 January, 2008. I put up a text on my own blog with a link to the survey and encouraged other bloggers to promote the survey on their blogs. In total, more than 30 bloggers linked to the survey at Surveymonkey and the blog host webblogg.se/blogg.se also put up a note to all its 58,000 bloggers.

SurveyMonkey has a feature that prevents the same respondent from answering the survey more than once (from the same computer).

**One Response per Respondent** - After completing the survey, respondents will be prevented from entering additional responses. Respondents that return to a survey later will be able to edit their existing answers. Respondents that return to an incomplete survey will be taken to the point that they left off.

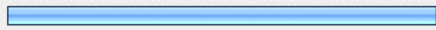
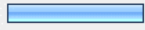
A check of the responses did not show any signs of systematic cheating.

On some of the questions I chose to let the answers be listed randomly so that one answer would not benefit from always being listed first.

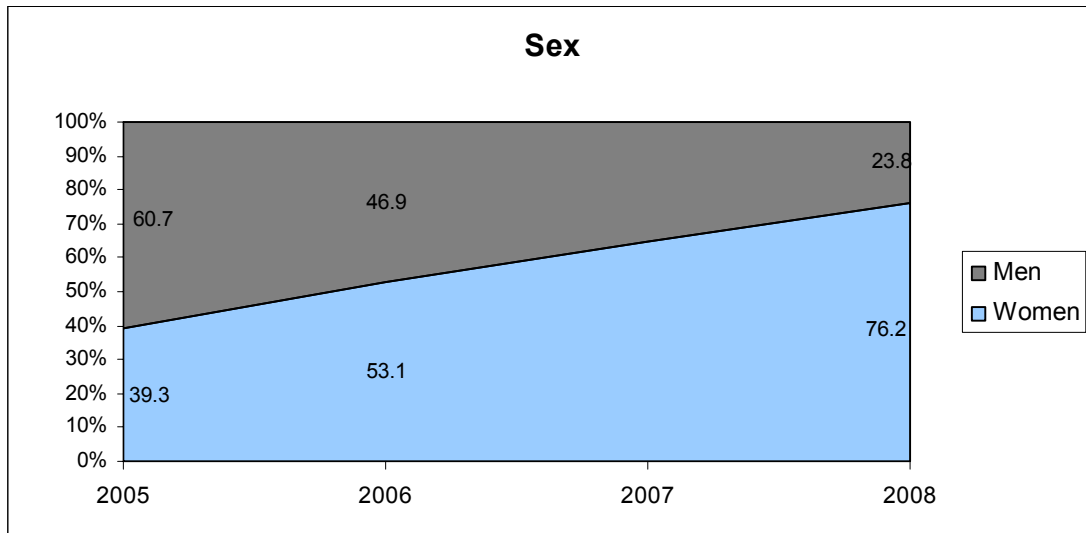
## Results – bloggers

As many as 93.9% of the respondents have at least one blog of their own. This is an increase since 2006 (77.4%) and 2005 (60.4%). Therefore the results from bloggers and blog readers are not listed separately in this report. Instead, all results below are from the respondents who said they have a blog of their own (**806 people**).<sup>10</sup>

### 1. Sex:

1. Sex			Response Percent	Response Count
Woman			76.2%	614
Man			23.8%	192
			<i>answered question</i>	<b>806</b>
			<i>skipped question</i>	<b>0</b>

Three out of four bloggers are female which is quite a change since the first survey in 2005 when a majority of bloggers were male.



To simplify a bit, you might say that the Swedish blogosphere previously was dominated by men in their thirties who were interested in technology and media, while it now is dominated by women in the late teens who are interested in fashion.

Among **blog readers** in the survey there 75.5% women and 24.5% men.

Recent statistics from .SE (The Internet Infrastructure Foundation) also support the view that women are dominating the Swedish blogosphere. According to .SE, female bloggers registered 18% of all new private domains in Sweden (.se) during 2007 while male bloggers only registered 6%. That is almost exactly the same female/male ratio (75% vs 25%) as in my survey.<sup>11</sup>

In the U.S., Pew Internet found that girls are more active in the blogosphere than boys.<sup>12</sup>

<sup>10</sup> 93.9% out of the 858 people answered the question "do you have a blog".

<sup>11</sup> <http://www.kullin.net/2008/02/female-bloggers-register-three-times-as.html>

<sup>12</sup>

<http://www.nytimes.com/2008/02/21/fashion/21webgirls.html?ex=1361336400&en=cfa7ef9f5e228fda&ei=5124&partner=permalink&exprod=permalink>

## 2. Age:

2. Age			Response Percent	Response Count
0-15			9.1%	73
16-20			36.0%	290
21-25			19.0%	153
26-30			11.7%	94
31-35			7.1%	57
36-40			6.6%	53
41-45			4.1%	33
46-50			3.0%	24
51-65			3.2%	26
66 or older			0.4%	3
			<i>answered question</i>	<b>806</b>
			<i>skipped question</i>	<b>0</b>

Bloggers in this survey are younger than in previous surveys and 45.1% are now 20 years or younger (compared to 6.4% in 2006). The biggest increase is in the age group 16-20 years.

## 3. Your highest level of education.

Since many bloggers in the survey are teenagers, it is natural that the percentage of bloggers who have a college or university degree has decreased, from 58.3% to 29.1%.

## 4. Your monthly income before tax (kronor)?

The large number of young respondents also means that 50.7 % of bloggers have a monthly income of less than 10,000 kronor.

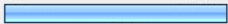





## 5. What party would you vote for if there was an election in Sweden today?

One in four bloggers do not know what party to vote for, had it been an election today. The largest party is the Social Democratic Party with 24.2% of the votes. All right wing parties get less votes in this survey compared to the 2006 survey.



## READING BLOGS

### 6. How many blogs do you read daily?

6. How many blogs do you read daily?			Response Percent	Response Count
None			0.0%	0
1-5			39.5%	318
6-10			30.9%	249
11-15			12.0%	97
16-20			5.6%	45
21-25			2.5%	20
26 or more			9.4%	76
			<i>answered question</i>	<b>805</b>
			<i>skipped question</i>	<b>1</b>

As in previous surveys we can see that the majority of bloggers only read a few blogs daily. One in ten (9.4%) are "heavy users" who read 26 blogs or more (18.4% in 2006).

These heavy users are mainly 26-35 years old (50/50 men/women) and 75.0% use an RSS reader to read blogs most of the time. They are primarily interested in reading blogs about IT and blogging, and journalism and media. More than half of them (59.2%) have bought a product or a service after reading recommendations on a blog. The same percentage of these heavy users have also refrained from buying a product or a service as a result of information or opinions on blogs.

## 7. How many hours per week do you normally spend reading blogs?

7. How many hours per week do you normally spend reading blogs?			Response Percent	Response Count
0			1.2%	10
1			20.7%	167
2			20.1%	162
3			15.7%	126
4			7.6%	61
5			10.1%	81
6-10			15.2%	122
11 or more			9.4%	76
			<i>answered question</i>	<b>805</b>
			<i>skipped question</i>	<b>1</b>

One in four bloggers spend 6-10 hours per week or more reading blogs but the share of bloggers who spend less time reading, have increased. Four out of ten spend two hours or less per week reading blogs.

## 8. When during the day to you read blogs in general (multiple answers possible)?

8. When during the day do you read blogs in general (multiple answers possible)?			Response Percent	Response Count
Morning (ca 05-09)			15.9%	128
Forenoon (ca 09-12)			23.9%	192
Lunchtime (ca 12-13)			13.1%	105
Afternoon (ca 13-18)			37.7%	303
Evening (ca 18-24)			83.1%	667
Night (ca 24-05)			16.1%	129
			<i>answered question</i>	<b>803</b>
			<i>skipped question</i>	<b>3</b>

Most bloggers read other blogs in the evening, but a large share of them also read blogs during office hours.

## 9. Do you use an RSS reader when you read blogs?

9. Do you use an RSS reader when you read blogs?			Response Percent	Response Count
Yes, most of the time			20.0%	160
Sometimes			8.6%	69
No, never			56.6%	453
Don't know			14.9%	119
			<b>answered question</b>	<b>801</b>
			<b>skipped question</b>	<b>5</b>

The percentage of bloggers who use RSS readers have decreased further since the last survey and only 28.6 % use it at least sometimes, compared to 45.3 % in 2006 and 48.8% in 2005. Male bloggers are much more frequent users of RSS, 62.5% use it at least sometimes compared to 17.9% of the female bloggers.

## 10. What types of blogs do you usually read (multiple answers possible)?

10. What types of blogs do you usually read (multiple answers possible)?			Response Percent	Response Count
Animals			6.4%	51
Business and entrepreneurship			7.0%	56
Feminism			6.7%	54
Film and TV			18.0%	144
Photography and art			24.8%	199
Parenthood and children			20.1%	161
Healthcare and handicaps			6.1%	49
IT and blogging			21.2%	170
Journalism and media			24.5%	196
Literature and writing			18.6%	149
Food and beverages			11.9%	95
Fashion and design			44.4%	356
Music			22.7%	182
Politics and society			22.6%	181
Travel			8.2%	66
Religion			3.6%	29
Advertising and PR			9.9%	79
Sex and dating			14.7%	118
Sports and leisure			9.2%	74
Languages			4.2%	34
Education			6.4%	51
Everyday life experiences			52.2%	418
Science			5.4%	43
Other			17.6%	141
			<b>answered question</b>	<b>801</b>
			<b>skipped question</b>	<b>5</b>

In 2006 the most popular blog category to read among bloggers was "Everyday life experiences", and it is the most read category in this survey too. "Fashion and design" is now the second most popular category followed by "photography and art".

Apart from the categories listed above several people mentioned that they only read friends' blogs. Humour, interior design and scrap booking are other categories that are mentioned by more than one person.

Since fashion and design have become so popular in the blogosphere it might be interesting to take a closer look into what other types of blogs these fashionistas read (see table below). For the 419<sup>13</sup> respondents who said they read blogs about fashion and design, other interesting topics are blogs mostly about leisure and/or family. Politics and society, business and entrepreneurship, and education and science are not as popular.

<b>Type of blog</b>	<b>Percent</b>
Fashion and design	100.0 %
Everyday life experiences	45.3 %
Photography and art	35.1 %
Music	30.8 %
Parenthood and children	25.8 %
Movies and tv	22.9 %
Journalism and media	22.4 %
Sex and dating	21.5 %
Food and beverages	16.5 %
IT and blogging	15.8 %
Literature and writing	15.3 %
Travel	13.4 %
Politics and society	13.1 %
Advertising and PR	9.3 %
Animals	7.6 %
Business and entrepreneurship	7.4 %
Healthcare and handicaps	6.7 %
Sports and leisure	6.7 %
Education	6.7 %
Feminism	6.0 %
Languages	4.3 %
Science	3.8 %
Religion	1.0 %

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13 419 of all respondents in the survey.

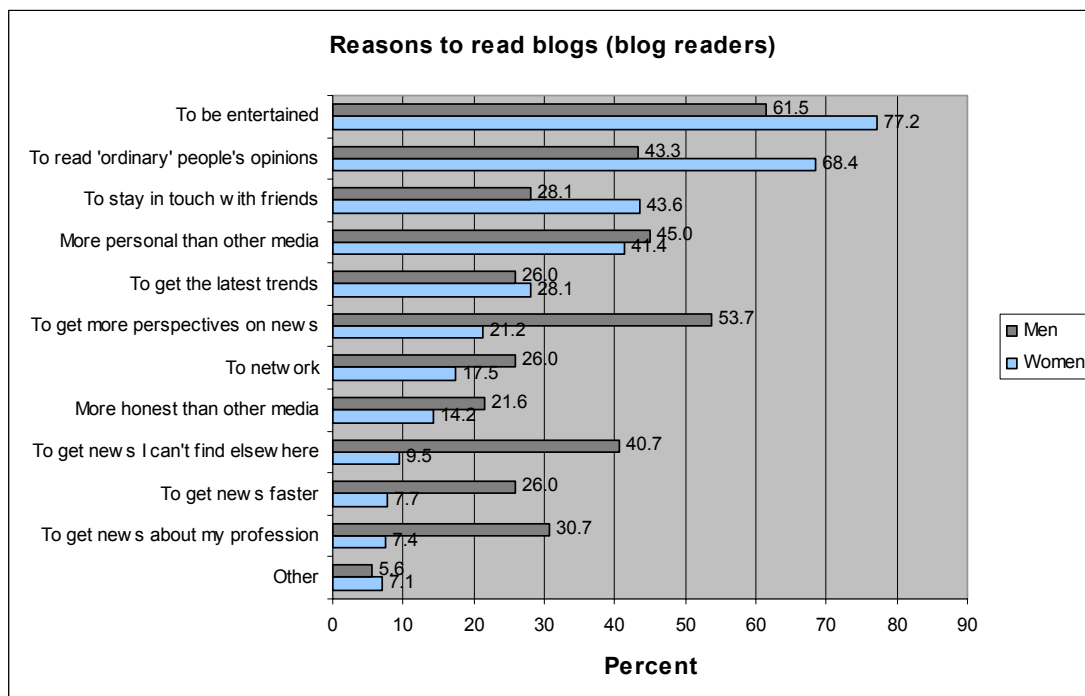
## 11. You read blogs because (multiple answers possible)?

11. You read blogs because (multiple answers possible)?			Response Percent	Response Count
To get news faster			12.1%	97
To get news about my profession			13.9%	111
To get the latest trends			27.9%	223
More personal than other media			43.1%	345
More honest than other media			15.9%	127
To get more perspectives on news			29.0%	232
To get news I can't find elsewhere			16.5%	132
To stay in touch with friends			41.5%	332
To network			20.6%	165
To read 'ordinary' people's opinions			64.0%	512
To be entertained			74.8%	598
Other			6.9%	55
			<b>answered question</b>	<b>800</b>
			<b>skipped question</b>	<b>6</b>

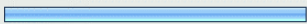
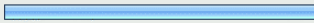

The response "to be entertained" was added this year and it turned out to be the most popular reason to read blogs. The alternative "to read 'ordinary' people's opinions" was the most common answer in 2006 and about the same percentage said this was a reason this year as well (64.0 % compared to 63.3 %).

One person wrote that "it is interesting to see how others live their lives" and several other respondents gave similar comments.

If we look at the answers from the 949 **blog readers** (51 did not respond) in the survey it is clear that there are big differences between why women and men read blogs. Male blog readers rank higher the different aspects of finding news via blogs while female bloggers stress social factors like keeping in touch with friends and reading other people's opinions.

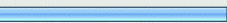
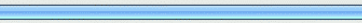



## 12. Have you ever clicked on an ad on a blog?

12. Have you ever clicked on an ad on a blog?			Response Percent	Response Count
Yes			45.7%	368
No			47.0%	379
Don't know			7.3%	59
<i>answered question</i>				806
<i>skipped question</i>				0

The percentage of bloggers that have clicked on an advert on a blog has increased since the last survey, up to 45.7% from 34.2% (60.6% said no in the last survey).


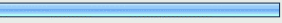
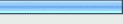
## 13. Have you ever bought a product or a service because of recommendations you read on a blog?

13. Have you ever bought a product or a service because of recommendations you read on a blog?			Response Percent	Response Count
Yes			35.2%	283
No			56.5%	455
Don't know			8.3%	67
<i>answered question</i>				805
<i>skipped question</i>				1

Blogs have influence on actions such as purchase of products and services. Several fashion bloggers claim that sometimes stores sell the entire stock of clothes that they blog about.<sup>14</sup>

Kenza Zouiten<sup>15</sup> is one of Sweden's most popular bloggers and she is often contacted by companies that offer her products to blog about. "Both she and the company that she cooperates with are aware that Kenza affects much of their sales" writes Aftonbladet.<sup>16</sup>

## 14. Have you ever refrained from buying a product or service because of information or views you read on a blog?

14. Have you ever refrained from buying a product or service because of information or views you read on a blog?			Response Percent	Response Count
Yes			34.6%	276
No			45.2%	361
Don't know			20.2%	161
<i>answered question</i>				798
<i>skipped question</i>				8

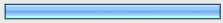
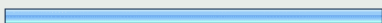

Just like blogs can have a positive impact on behaviour, they can also influence consumers to not purchase a product or service. Since blogs often end up high in search results on Google for example, consumers are increasingly contributing to the image of a brand or a company, good or bad.

14 <http://www.metro.se/se/article/2007/01/15/07/3600-23/index.xml>

15 <http://kenzaas.blogg.se/>

16 <http://www.aftonbladet.se/sofismode/article1685089.ab>

**15. Have you ever, as an effect of what you have read on a blog, called or emailed others, signed a petition, sent letters to the media or joined an organisation, in order to influence a company or a politician on an important topic?**

15. Have you ever, as an effect of what you have read on a blog, called or emailed others, signed a petition, sent letters to the media or joined an organisation, in order to influence a company or a politician on an important topic?			Response Percent	Response Count
Yes			32.5%	261
No			57.0%	458
Don't know			10.8%	85
<i>answered question</i>				<b>804</b>
<i>skipped question</i>				2

There has been a discussion about how blogs affect public opinion and some influential academics have dismissed the blog as completely without influence in shaping public opinion. Journalism Professor Kent Asp even called the political blogs a fiasco in Dagens Nyheter:<sup>17</sup>

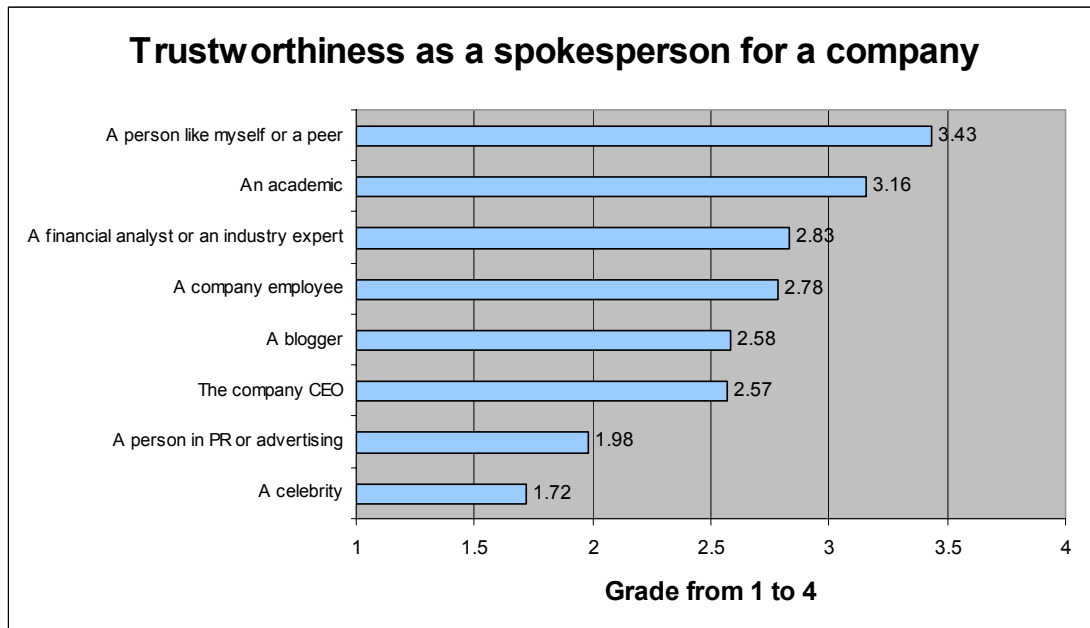
*"I mean that blogs have had absolutely no effect on the political public opinion."*

But we probably shouldn't just focus on major political scoops from blogs (or just blogs written by politicians for that matter). Instead we also need to study how blogs shape the views of people on a grassroots level. Blogs do not need to make the headlines in order to be influential.

<sup>17</sup> <http://www.dn.se/DNet/jsp/polopoly.jsp?a=710284>

## TRUST

### 16. When you form an opinion about a company, how trustworthy are the following as spokespersons for the company?



In the table above, a grade below 2.0 means that a majority of respondents find the person to be somewhat or not at all trustworthy. A grade above 2.0 means that a majority finds the person to be quite or very trustworthy.

It is not a new trend that family and friends influence our opinion about a brand or a product.

*"So today, as a new set of community technologies develop on the Internet, we should not be surprised to discover that the sociology of how we buy isn't new at all. In fact, it is as old as civilization. Today's markets will come to resemble these pre-industrial markets, with some major exceptions. Our pre-industrial ancestors were constrained by time and distance in developing opinions about vendors. But in the post-industrial world, reputation, relationships, and recommendations can come at any time from anywhere to affect a purchase decision."<sup>18</sup>*

Consumers are aware that a message from a company generally is biased and/or packaged to fit a certain purpose. Recommendations from a friend on the other hand are in a sense 'neutral' since we trust our friends to be honest.

The answers in the survey point in the same direction as those in the Edelman Trust Barometer<sup>19</sup>, which has also been a source of inspiration to this question. In Edelman's latest survey 2008, "a person like me" is the most trusted spokesperson for a company.

It is quite remarkable that the respondents find that a blogger is as trustworthy as the company CEO. All in all, there are three external groups that are in the top of the list.

<sup>18</sup> Business Week, 21 jan 2008: <http://www.msnbc.msn.com/id/22728275/>

<sup>19</sup> Edelman has chosen a different selection of respondents in that it has surveyed opinion leaders aged 25-64: <http://www.edelman.com/trust/2008/trust-barometer-key-findings.pdf>

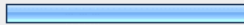
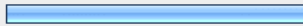




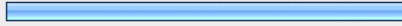


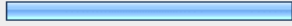
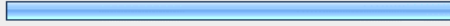
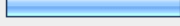




## MORE SOCIAL MEDIA

### 17. Are you member of one or more social networks online such as Facebook, Lunarstorm or LinkedIn?

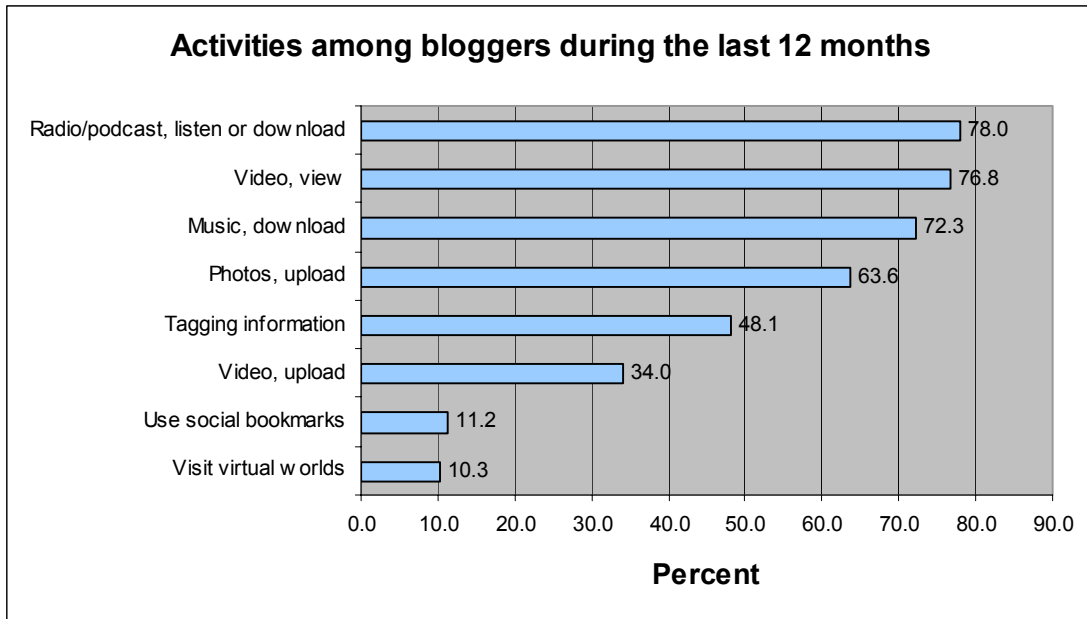
As many as 88.2% of the bloggers in the survey are members of an online social network, while 11.6% are not.

### 18. Reasons you are a member of a social network (multiple answers possible)?

18. Reasons you are a member of a social network (multiple answers possible)?			Response Percent	Response Count
Use technical features (like sharing photos)			43.0%	321
Use as a common channel to communicate with friends/colleagues			54.1%	404
Find contacts within my profession			18.7%	140
Find new friends			42.4%	317
As a way to organize information and co-operate with others			15.3%	114
To get access to exclusive information, invitations and such			14.9%	111
As a pastime			71.6%	535
To stay in touch with former colleagues, classmates and such			61.6%	460
To support or influence a certain issue			9.1%	68
Out of curiosity			51.3%	383
<b>To stay in touch with friends</b>			<b>80.7%</b>	603
To network			31.3%	234
 Other (please specify)			2.8%	21
			<i>answered question</i>	<b>747</b>
			<i>skipped question</i>	<b>59</b>

Bloggers who are members of social networks are primarily motivated by reasons associated with social interaction. Social networks make it easy to stay in touch and communicate with others but also to find new friends and business contacts. They are also used for entertainment and just passing time.

**19-26. Questions about media consumption, sharing of photos etc.**



Almost 8 out of 10 bloggers have listened to radio online or downloaded a podcast during the last 12 months. 76.8% have watched video online and 72.3% have downloaded music from the internet during the same period.

During the last 12 months, 63.6% of the bloggers in the survey have shared photos online, 48.1% have tagged information (blog posts, photos, articles etc) online, 34.0% have shared/uploaded a video online and 11.2% have used social bookmarking sites. Even less popular are virtual worlds such as Second Life, only 10.3% have visited one in the last 12 months.

**27. Do you have one or more blogs?**

In this report, only results from those who have at least one blog is published.

## ABOUT BLOGGERS

### 28. Why did you start a blog (multiple answers possible)?

28. Why did you start a blog (multiple answers possible)?			Response Percent	Response Count
Because I like to write			88.5%	693
To get in touch with others			34.9%	273
To market a product or a service			3.1%	24
To influence others			29.1%	228
To stay in touch with friends and family			29.9%	234
To strengthen my personal brand			22.1%	173
To make money			3.1%	24
There is a need for alternative voices in the public debate			13.7%	107
To create an archive of interesting information			30.9%	242
Other			17.1%	134
			<b>answered question</b>	<b>783</b>
			<b>skipped question</b>	<b>23</b>

The responses to this question are very similar to the answers in the 2006 survey (see table below). Most bloggers start a blog because they like to write and want to express themselves (88.5% compared to 81.2% in 2006 and 79.3% in 2005).

9. Why did you start a blog (multiple answers possible)?			
		Response Percent	Response Total
Because I like to write		81.2%	428
To get in contact with others		32.1%	169
To market a product or service		3.4%	18
To influence others		25%	132
To stay in contact with friends and family		18%	95
To strengthen my personal brand		25%	132
To make money		3%	16
There is a need for alternative voices in the public debate		22.8%	120
To create an archive of interesting information		25.2%	133
<input type="button" value="View"/> Other		16.7%	88
<b>Total Respondents</b>			<b>527</b>
			(skipped this question) 173

Common comments touched upon the need to express yourself. The word "therapy" appears many times in the comments as a reason to blog:

"As therapy for myself"  
 "Easier to write what I feel"  
 "It makes me a better writer."  
 "A way to express your emotions"  
 "To share what happens in my daily life"  
 "Some things are easier to say in a blog post"  
 "To process what happens/has happened. As therapy..."  
 "To write and to save the information so I can read it later."

Blogging clearly also has a social dimension. Many bloggers started a blog to build and/or develop relations with friends, relatives and other people with shared interests:

"To create a constructive dialogue with like-minded [...]"

Many also want to be heard and contribute to the public debate:

"To spread my views"  
 "My take on my business"

Bloggers use their blogs as a tool to collect thoughts, ideas, interesting articles and to learn more about a topic:

"So that I will remember"  
 "For my own self-development"  
 "To force myself to be up to date and because it is fun"

Some use the blog as a channel to make a name for themselves or to get attention within a small community:

"To be seen"  
 "To be discovered for my talent"

Some also blog just because it is fun and to pass time:

"Passing time"

## 29. How often do you update your blog?

29. How often do you update your blog?			Response Percent	Response Count
Several times per day			27.6%	217
Every day			38.9%	305
Every week			28.5%	224
More seldom than every week			5.0%	39
			<i>answered question</i>	785
			<i>skipped question</i>	21

Bloggers are hard-working writers. More than 6 out of 10 update their blog every day or even several times per day. That share even increased since 2006 (to 66.5% from 58.4%).

## 30. How do you react to the following statement? "I don't mind if companies contact me in my role as a blogger"

30. How do you react to the following statement?	I strongly disagree	I somewhat disagree	Neither agree/disagree	I somewhat agree	I strongly agree	Rating Average	Response Count	
I don't mind if companies contact me in my role as a blogger.	13.3% (103)	11.7% (90)	24.1% (186)	20.7% (160)	30.2% (233)	3.43	772	
							<i>answered question</i>	772
							<i>skipped question</i>	34

Today, consumers are contributing to the image of brands through blog posts, Wikipedia entries and by sharing information and views with others. A challenge for companies and organisations is to decide if and how they can join the conversation. From the survey we can see that bloggers in general are positive to have this conversation with companies. The majority have nothing or very little against being contacted and only 13.3% (down from 20.0%) strongly disagree with the statement above.

The attitude has become more positive since the 2006 survey. The average grade has increased from 3.09 to 3.43 on a scale from 1 to 5.

### 31. In what ways do you prefer that companies contact you in your role as a blogger (multiple answers possible)?

31. In what ways do you prefer that companies contact you in your role as a blogger (multiple answers possible)?		
	Response Percent	Response Count
Personal email	76.5%	592
Press release via email	15.4%	119
Phone	17.1%	132
Letter	17.1%	132
Comments on my blog	41.3%	320
I don't want to be contacted	16.0%	124
Other	0.8%	6
<i>answered question</i>		774
<i>skipped question</i>		32

Blogger relations is uncharted territory for many companies and organisations who often just add bloggers to their regular media lists and send them press releases. As we can see this is not the way bloggers prefer to be contacted. Instead, companies need to build good relations long term and try to keep the conversation personal.

### 32. Are you anonymous when you write on your blog?


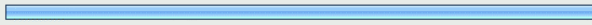
32. Are you anonymous when you write on your blog?		
	Response Percent	Response Count
Yes	45.6%	356
No	54.4%	425
<i>answered question</i>		781
<i>skipped question</i>		25

In the last survey, half of all bloggers (49.9%) revealed their identity. Since it is more common that female bloggers are anonymous we would have expected the opposite development, now that three out of four bloggers in the survey are women.

As a comparison, 55% of U.S. bloggers were anonymous in 2006 according to Pew internet<sup>20</sup>.

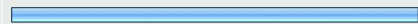
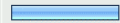



20 [http://www.pewinternet.org/pdfs/PIP %20Bloggers %20Report %20July %202019 %202006.pdf](http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%202019%202006.pdf)

### 33. Do you have ads on your blog from which you get part of the revenue?

33. Do you have ads on your blogs, from which you get part of the revenue?			Response Percent	Response Count
Yes			9.1%	71
No			90.9%	710
<i>answered question</i>				<b>781</b>
<i>skipped question</i>				25

Just like in the last survey in 2006 (10.6%), only one in ten bloggers have ads on their blogs from which they get part of the revenue.

### 34. How much money have you earned from your blog ads during the last 12 months, in total (kronor)?

34. How much money have you earned from your blog ads during the last 12 months, in total (kronor)?			Response Percent	Response Count
0-100 kr			61.3%	46
101-500 kr			16.0%	12
501-1000 kr			5.3%	4
1001-5000 kr			12.0%	9
More than 5000 kr			5.3%	4
<i>answered question</i>				<b>75</b>
<i>skipped question</i>				731

The majority still hardly make any money at all on blogging. Other sources of income, such as tip jars, editorial collaborations or product sales have not been researched in this survey.

## Final words

Hopefully this survey has added more knowledge about the Swedish blogosphere and reasons people use social media.

A special thanks to Jack Hansen, Niclas Strandh and Fredrik Wass who gave valuable comments to the first draft of the survey. I would also like to thank all the bloggers that promoted the survey on their blogs and especially Roland Karlsson.

The graphs and samples in this report are just some of the different ways to analyze the results of the survey. For further comments please contact me.

Hans Kullin, Stockholm, February 2008.

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