



**Maverick**

# Internet Usage and Indonesian Journalists

Research Reports

STIKOM LSPR & MAVERICK INDONESIA

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# Background



# Purpose

To understand how Indonesian journalists use the internet and social media



## Points of Study

- Pattern of usage

## Research Details

- Online survey using Survey Monkey
- Conducted at June-Sept 2010
- Based on “Groundswell” by Charlene Li & Josh Bernoff



Findings



## Profile

321 respondents

135 male, 71 female

92 people 25-30 years  
old, 47 people 31-35 years  
old



# Job Positions

- 47 reporters
- 21 journalists
- 35 editors
- 19 photojournalists



A high-contrast, black and white photograph showing a person's profile in silhouette, looking towards a brightly lit computer monitor. The monitor displays the text "Internet Habits". The scene is set in a dark environment, with the light from the screen illuminating the person's face and the text on the monitor.

**Internet Habits**

# Internet Usage

- 295 journalists access internet daily
- 100 people spend 1-3 hours, 86 4-5 hours, 60 more than 8 hours

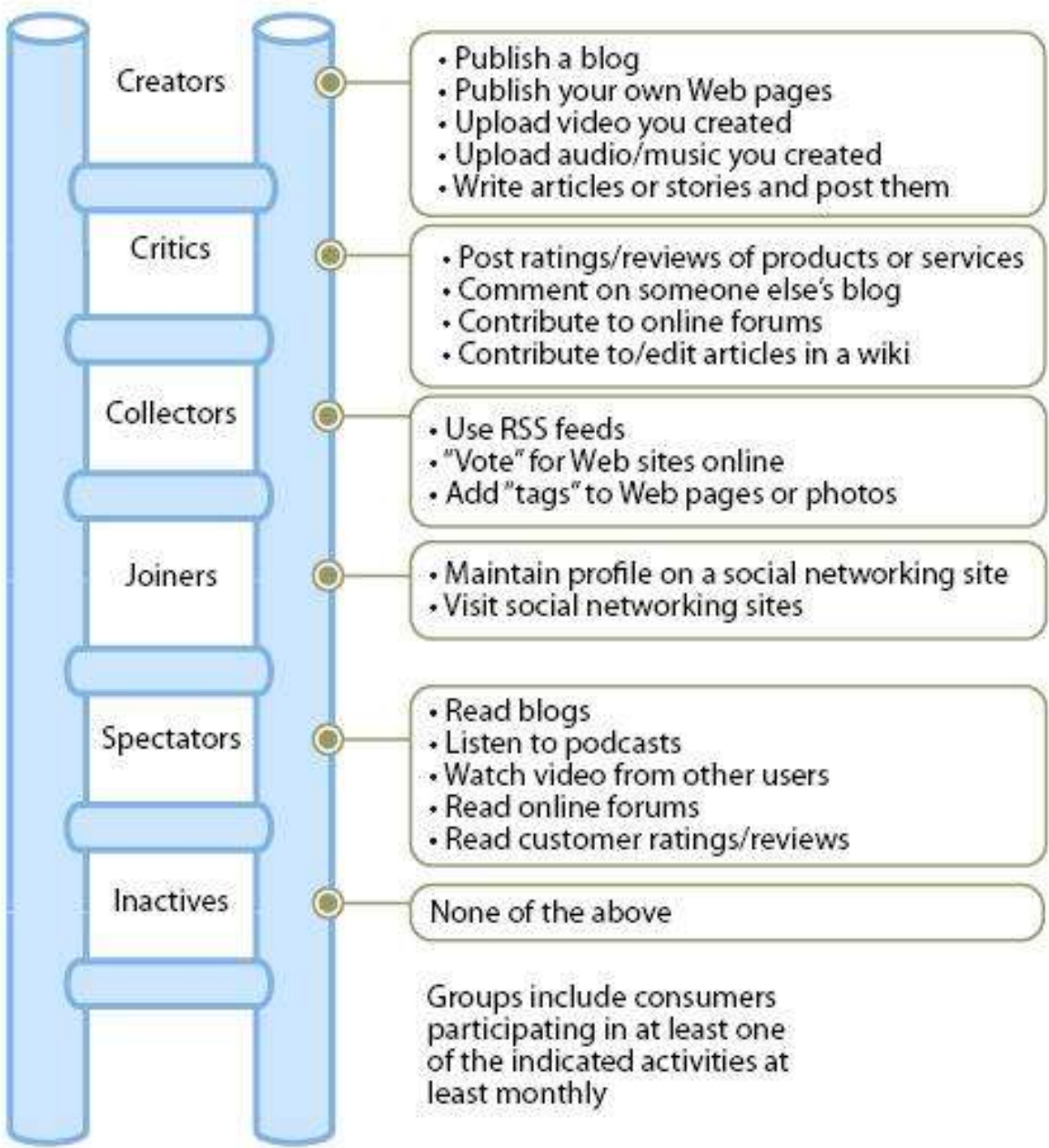


# Internet Access

- 243 from office
- 196 from handphone/PDA
- 144 from home



Daily Internet Activities	Four ways of media uses			
	<i>Enjoyment</i>	<i>Companionship</i>	<i>Surveillance</i>	<i>Interpretation</i>
<i>280 people find information related to work</i>			✓	✓
<i>278 people read and send email</i>			✓	✓
<i>252 people socialize</i>	✓	✓	✓	✓
<i>220 people find personal information</i>	✓	✓	✓	✓
<i>211 people monitor media and other journalists</i>			✓	✓
<i>116 people spend their pastime</i>	✓	✓	✓	✓



Groups include consumers participating in at least one of the indicated activities at least monthly

# The Social Technographics Ladder



## Social Networking Sites

- 267 people are on Facebook
- 166 people are on Friendster



## Microblog

- 151 people are on Twitter
- 28 people are on Plurk



## Online Forum

- 88 people join Kaskus
- 48 people join Fotografer.net



fotografer.net



## Content Publishing

- 68 people use YouTube



## Location-Based Social Media

- 31 people use Koprol
- 28 people use Foursquare



# Journalists as Critics

Everyday,

83 people share their media's news through blogs and social networks

84 people actively participate in online forums and mailing lists

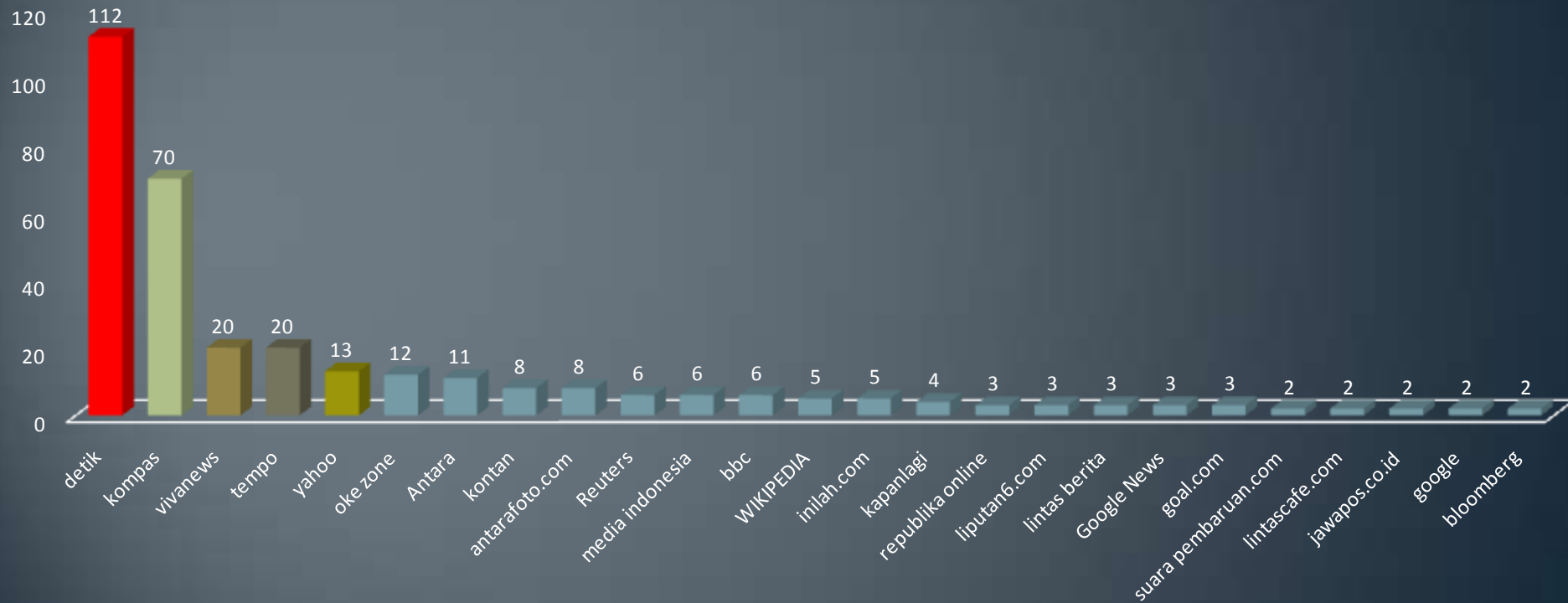
62 people read ratings or reviews in various sites



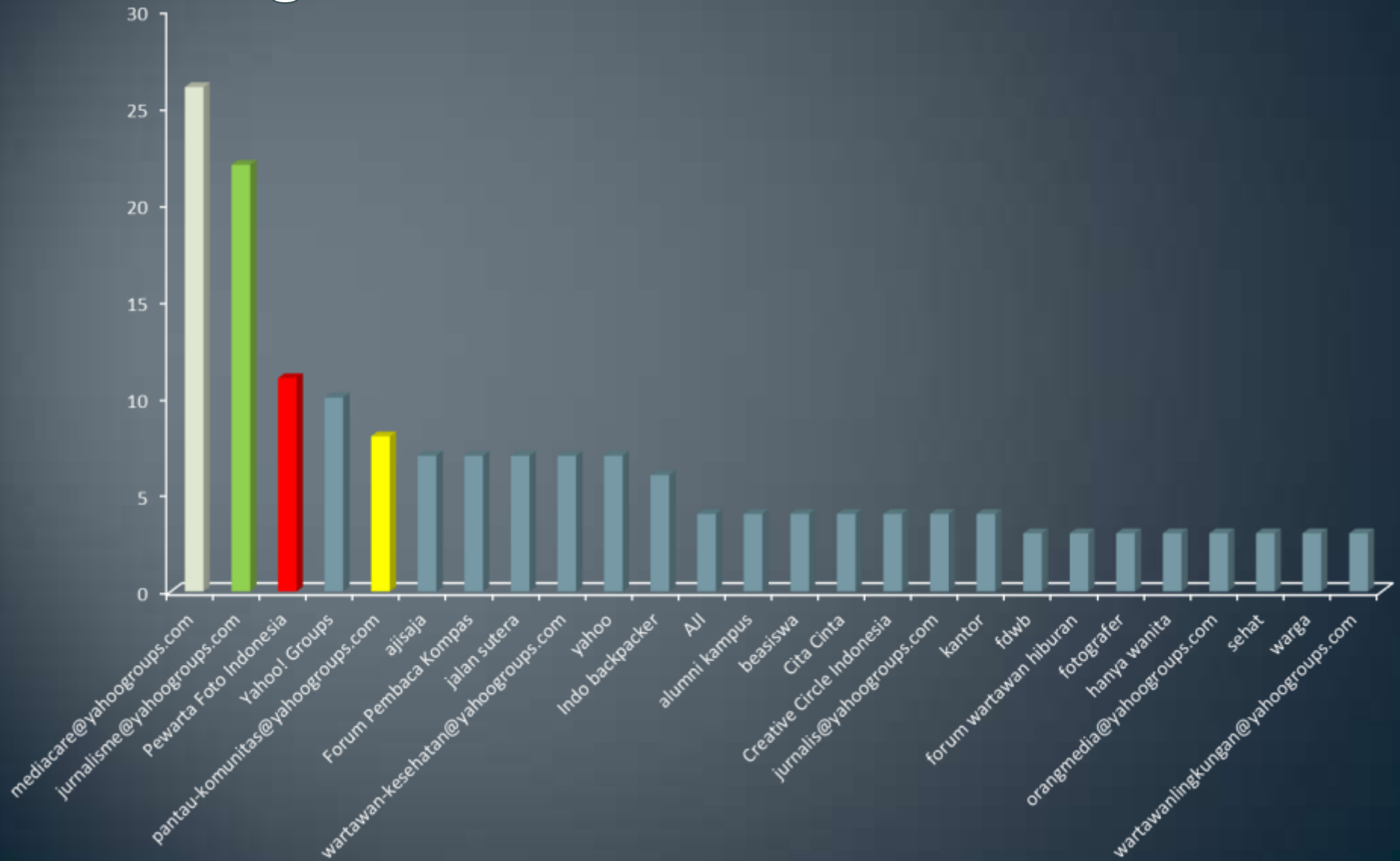
# Journalists as Collectors

<b>No. of Respondents</b>	<b>Journalists' Daily Activities in Seeking Information from the Internet</b>
211 people	News Websites
199 people	Email
159 people	Social Networking Sites
131 people	Mailinglist
130 people	Instant Messenger
112 people	Company's Websites
83 people	Microblog
78 people	Blog
66 people	Forum Online
65 people	News Feed
49 people	Content Publishing

# News Websites



# Mailing Lists



# Journalists as Joiners

## Social Networking Sites

- 267 people are on Facebook
- 166 people are on Friendster



# Journalists as Spectators

Everyday, 159 people get ideas or inspirations for news writing from the internet



<b>No. of Respondents</b>	<b>Daily Activities</b>
196 people	Access social networking sites
133 people	Read blogs or Wikipedia
121 people	Read friend's status at microblog
112 people	Read online forum
84 people	Participate in online forum / mailing list
71 people	Update profile in social networking sites
62 people	Read ratings or review from various sites
56 people	Watch video

Journalists as Inactives

**NONE**



## **Journalists on the Net**



## Instant Messenger

- 256 people use YM!
- 167 people use Facebook Chat
- 85 people use GTalk
- 45 people use Skype
- 28 people use MSN



## Newsfeed

- 123 people use Google Reader



# Media Office Internet Facilities

- 207 people say their office provides internet connection while working.
- 129 people say their office gives freedom to do anything in the internet.



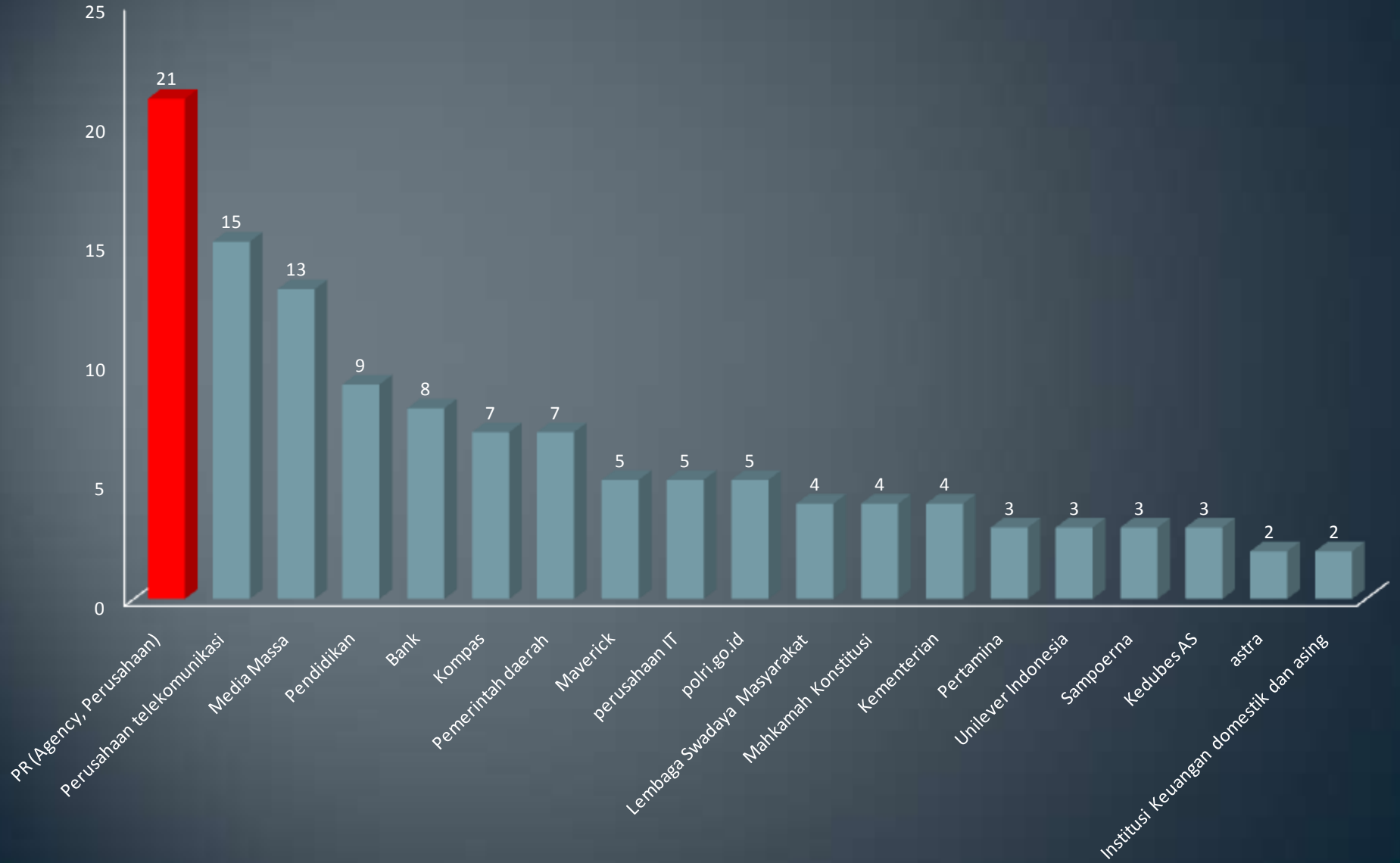
# Verification Using Internet

- 138 people verify their materials using internet
- 64 people verify from their sources, followed by from other trusted news feed and literature
- According to 142 people, the weaknesses of information from the social media are not verified
  - 113 people stated the information do not fulfilled the journalism standard
  - 87 say that the information is subjective

# Social Media in Journalists' Eyes

- 134 people stated that social media not a threat to conventional media.
- The general arguments are:
  - 93 people say segmented
  - 31 people say credibility
  - 10 people say no internet connection
- 10 people stated that social media is a threat to conventional media.
- The general arguments are:
  - 6 people say fast, easy, and efficient
  - 3 people say segmented
  - 1 people say there is internet connection

# The Most Powerful Institution in the Use of New Media for Media Relations





**Thank You**