

Surprising findings

Survey reveals not many media members use social media tools for professional purposes

THE popularity of social media tools such as YouTube and Facebook has increased significantly.

However, a recent survey revealed that Malaysian media practitioners (journalists, editors and writers) record a low application of these tools for professional purposes.

The findings are some of the data released from the '2010 Media Relations Practices Survey in Malaysia', a research collaboration between Intelectasia Consultancy and Universiti Teknologi Mara (UiTM).

Intelectasia CEO Manminder Kaur Dhillon said that even though a high number of media practitioners used blogs frequently to obtain an alternative viewpoint or news source, they still lag behind their western counterparts when it came to social media tools.

"The survey indicated that only 37.8% of media practitioners from a total of 442 journalists and editors who participated in the survey used social media tools for professional purposes.

"Surprisingly, 51.9% of them never used Twitter for work-related matters such as for research or for receiving media invites. However, the usage of YouTube, a hugely popular online tool,



Manminder Kaur: The usage of YouTube, a hugely popular online tool, is high.

was high, but again, the majority of the respondents (50.4%) said they did not use it regularly," said Manminder.

However, blogs are popular among media practitioners as 68% of them read three or more blogs regularly.

Manminder said this could be due to the fact that blogs offered an alternative view point on certain issues.

Another interesting finding was that more than half (50.4%) of media practitioners said public relations professionals in Malaysia had low media-

relations skills.

"Some 72.1% of the respondents fully agreed that a majority of PR professionals often overlook the element of newsworthiness.

"And more surprisingly 53.6% also agreed that PR professionals do not understand which subjects a journalist covers. There is definitely an urgent need for PR professionals to do media research before pitching to the journalists," said Associate Professor Kiranjit Kaur of UiTM Institute of Journalism Studies.