

# 2007 PR Study of Korean Bloggers

2007.9

*Edelman Korea*

*KAIST*

**KAIST**

**한국과학기술원**

Korea Advanced Institute of Science and Technology



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## About the Study : Situation



- *New era of personal media*

*Blogs have gained much attention as blog readership is considerably higher among both influencers and the public.*



- *South Korea has the world's best IT infrastructure*

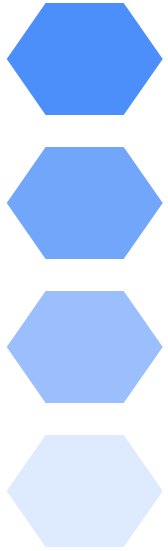
*The significance of blogs and mini-homepages is increasing as tools for building trust and sources of information about products and companies in Korea.*



- *Korean blogs are evolving in a unique manner*

*Due to the early development of Internet networks in Korea and the country's traditional culture, which emphasizes social interactions and bonds, blogs have evolved uniquely and at great pace.*

*However, the attitudes and behaviors of Korean bloggers have not yet been sufficiently investigated.*



## About the Study : The purpose of the study

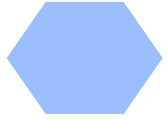
- *The Edelman Korea '2007 PR Study of Korean Bloggers' was designed to identify the opinions and attitudes of Korean bloggers.*
- *The primary purpose of the study was to determine the propensity of Korean bloggers and discover how Korea's bloggers communicate with companies and write about their products, with a view to determining general preferences of bloggers for corporate and product PR and communications.*
- *This study was conducted by Edelman Korea ([www.edelman.co.kr](http://www.edelman.co.kr)) and Jaeseung Jeong, Ph.D., an assistant professor at the Department of Bio and Brain Engineering in KAIST from December 2006 to February 2007.*
- *We used an online survey to ask questions about how blogs are used as a source of information about commercial products and companies. (Respondents voluntarily clicked a link to take the online survey, <http://raphe.kaist.ac.kr/~edelman/> )*
- *347 respondents, with their own blog or mini-homepages, participated in this survey.*



# About the Study : Survey Overview



- *Survey Period*  
*December 18, 2006 ~ February 14, 2007 (59 days)*

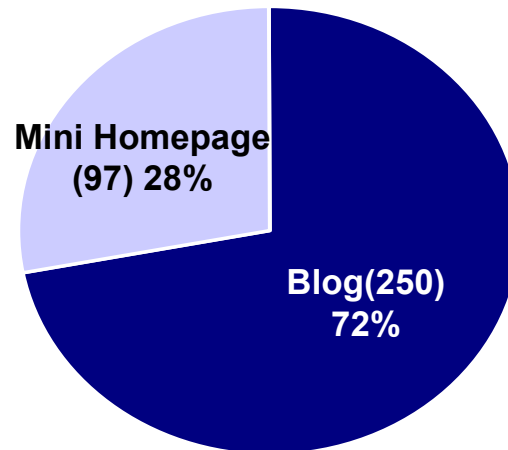


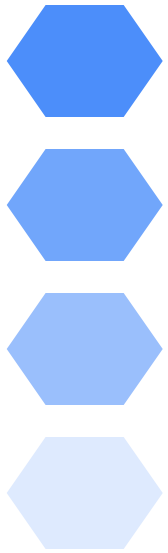
- *Survey Method*  
*Online Survey: <http://raphe.kaist.ac.kr/~edelman/>*  
*The margin of error: maximum of 4.3% at the 95% level of confidence*



- *Number of Participants*  
*347 persons (excluding multiple-participation)*

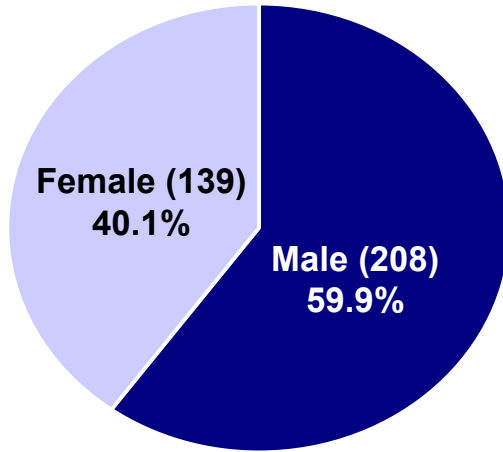
**[Blog & Mini Homepy]**



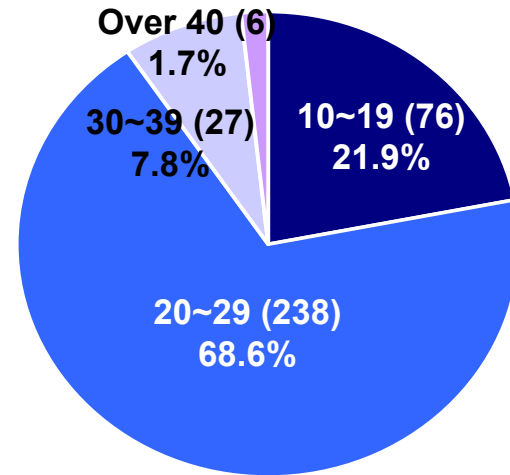


# Participants of this survey

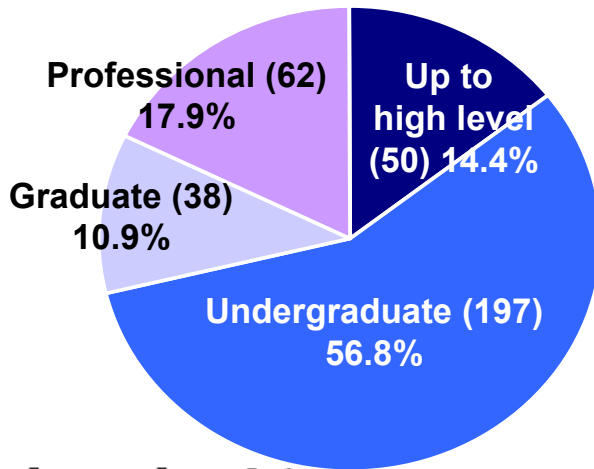
### [Gender]



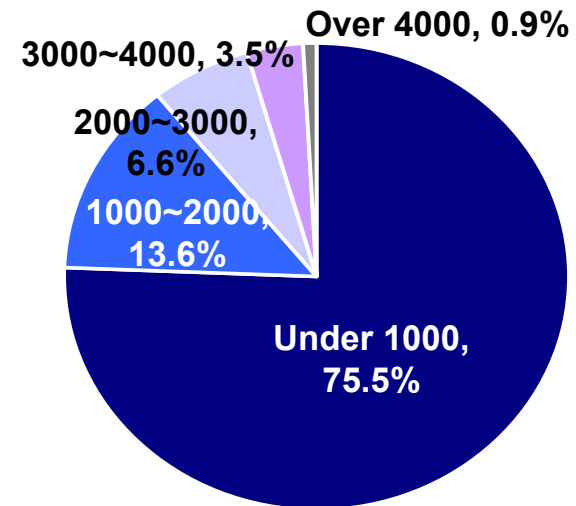
### [Age]

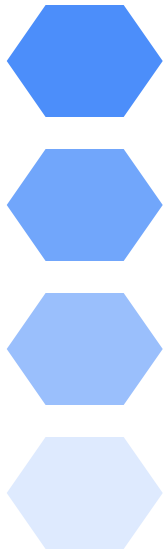


### [Job Position]



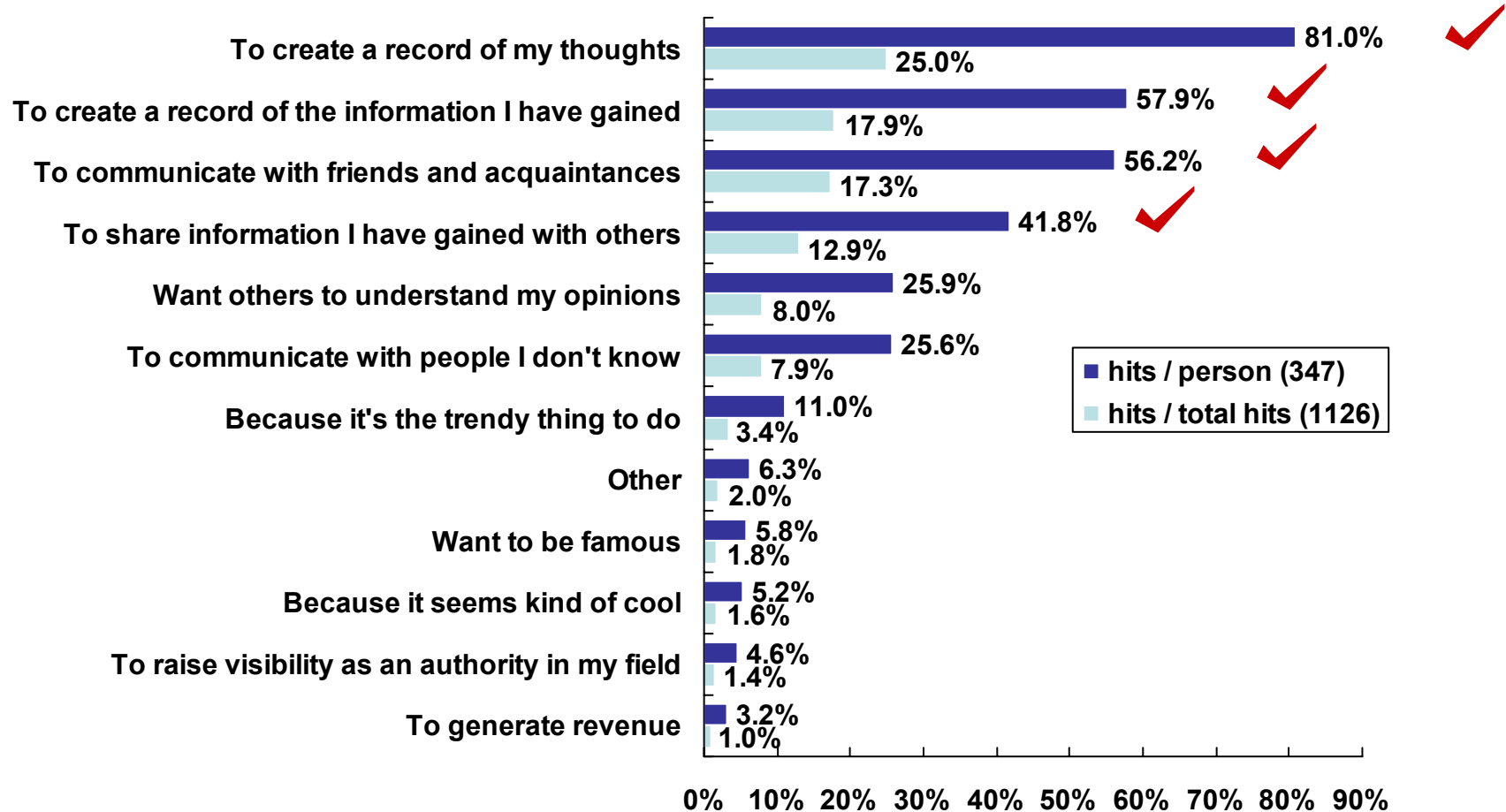
### [Income]

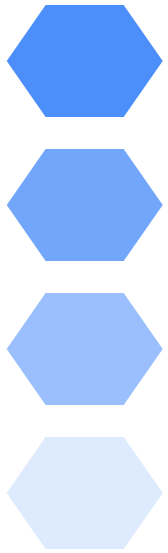




# Reason for Blogging

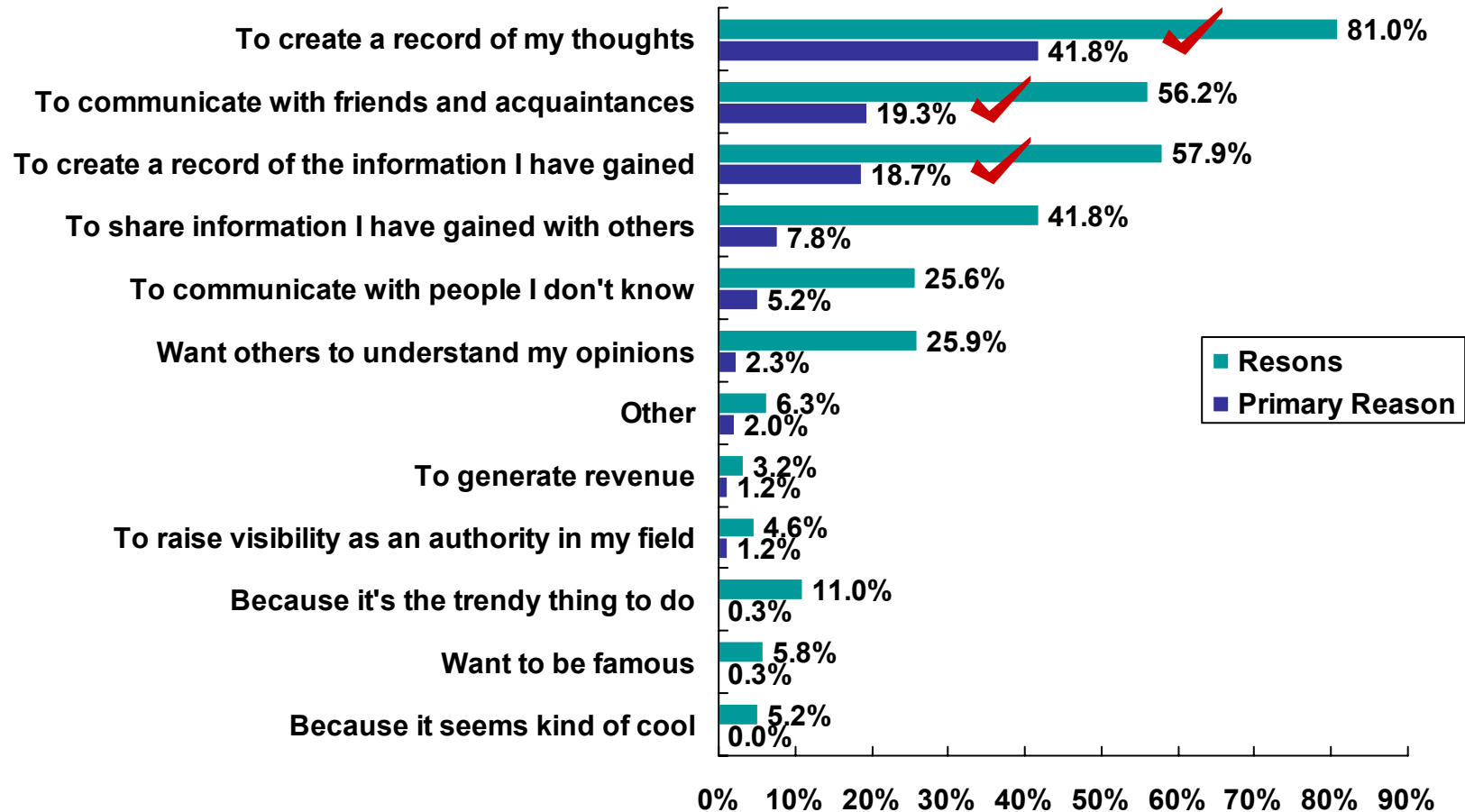
Q1. What are the reasons you blog? (Choose all that are applicable: MA)





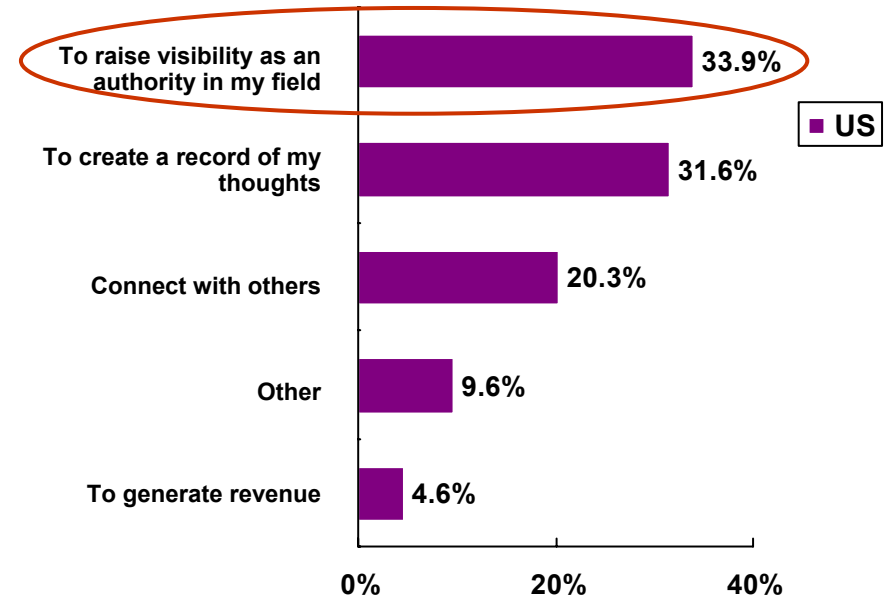
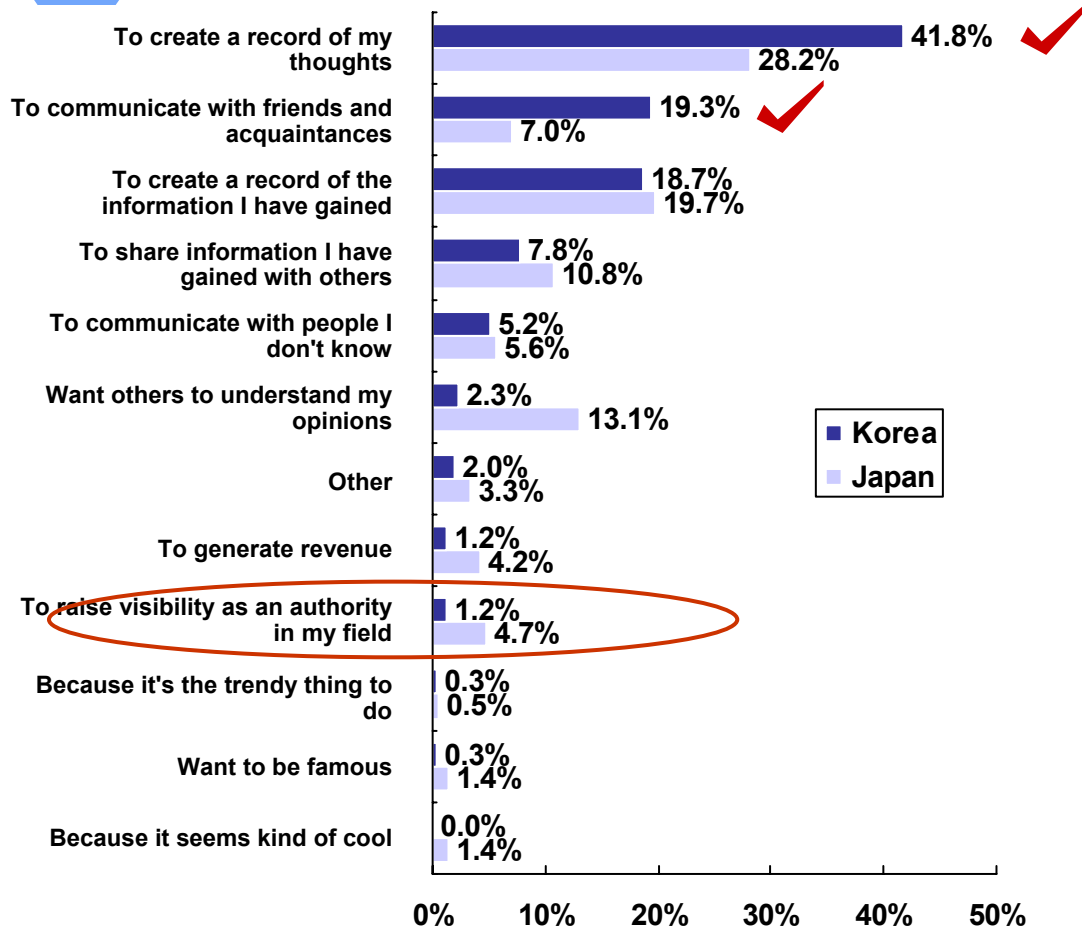
# Primary Reason for Blogging

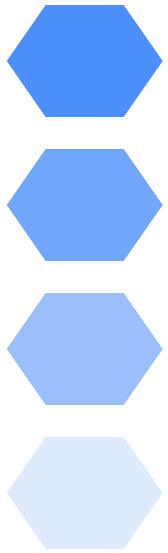
Q1-1. What is the primary reason you blog?



# Primary Reason for Blogging (Korea vs. U.S. & Japan study)

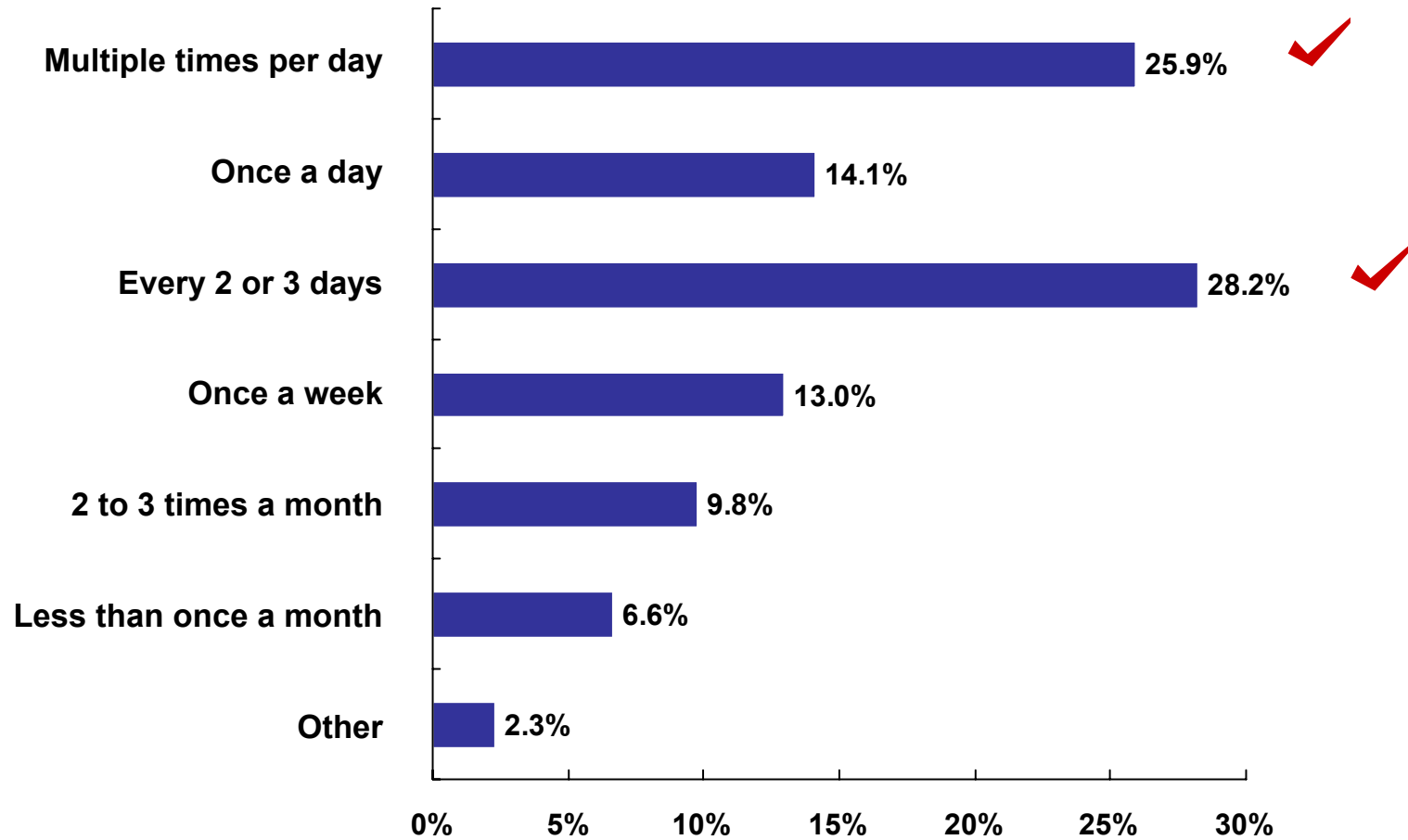
Q1-1. What is the primary reason you blog?

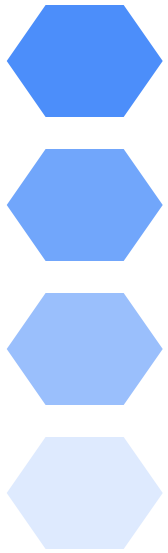




# Posting Frequency

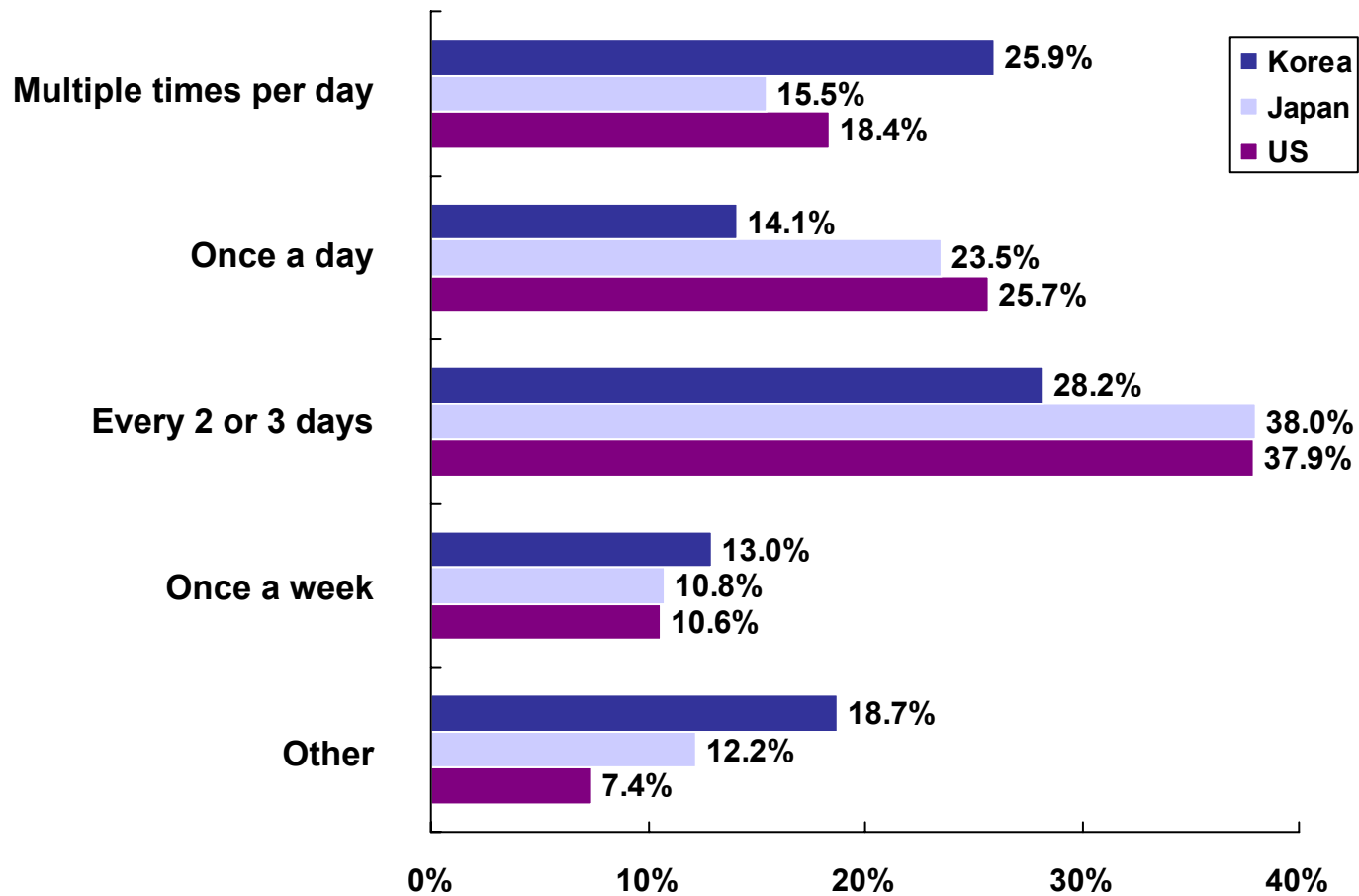
Q2. How often do you post on your blog?

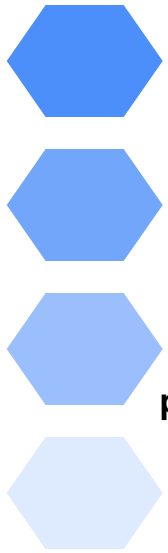




# Posting Frequency (Korea study vs. U.S. & Japan study)

Q2. How often do you post on your blog?

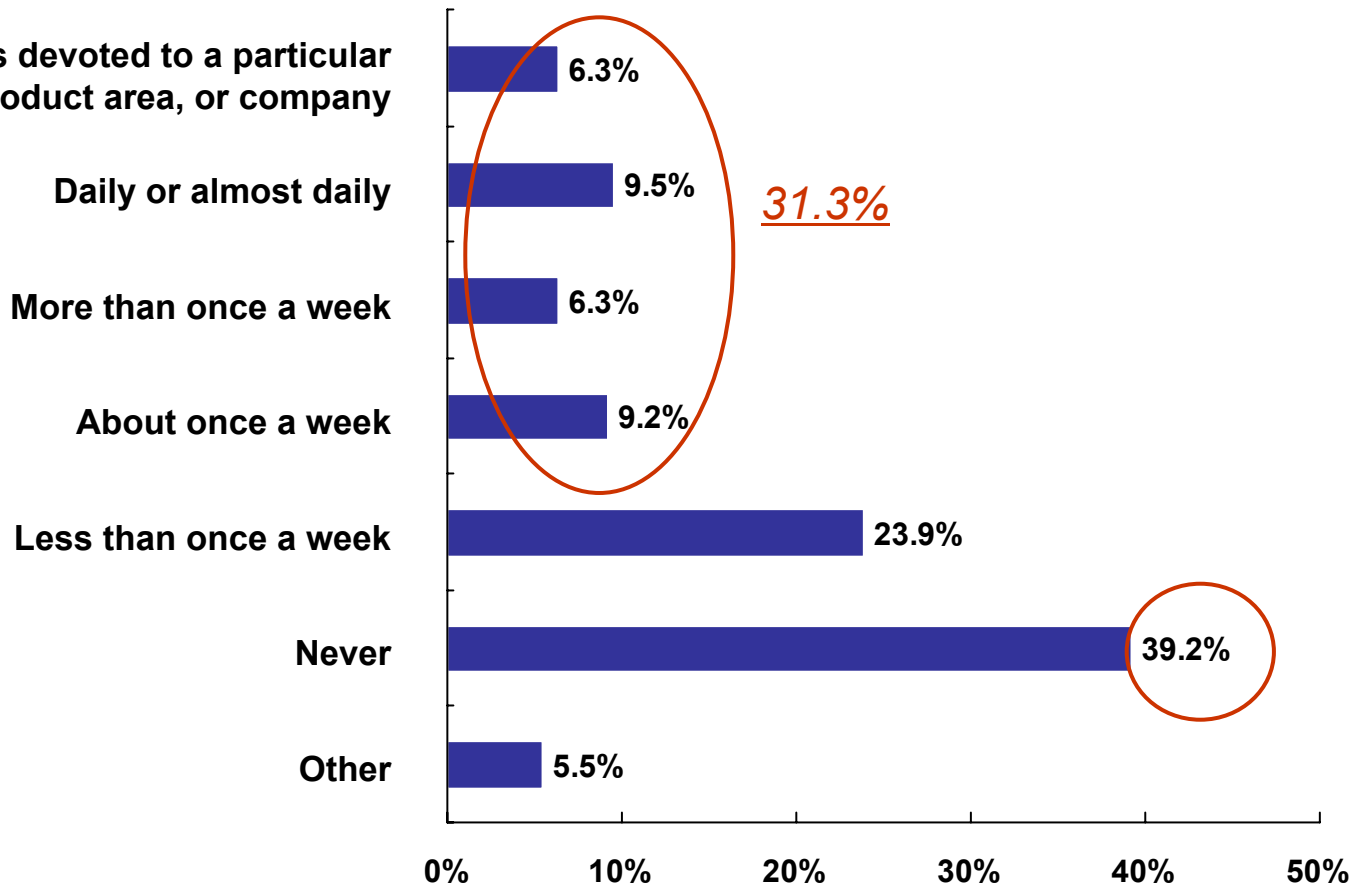




# Blogging About Companies

Q3. How often do you blog about companies? (their industry, services or products)

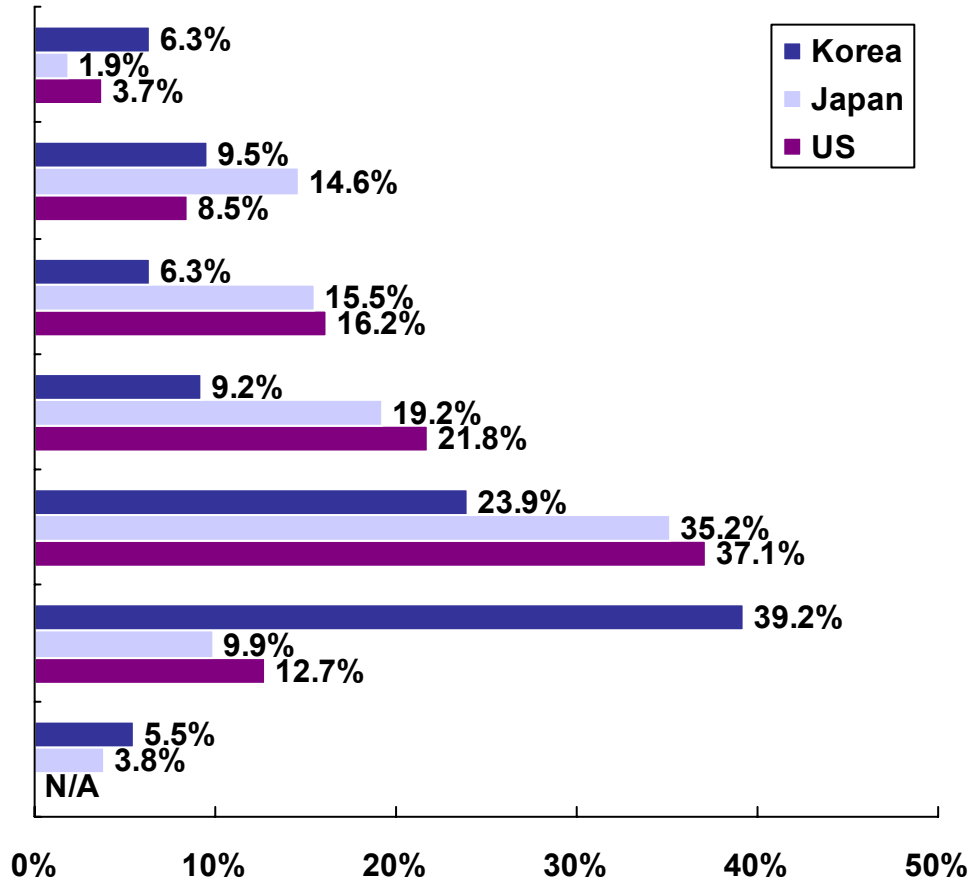
My blog is devoted to a particular product, product area, or company



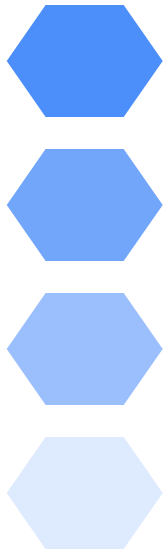
# Blogging About Companies (Korea study vs. U.S. & Japan study)

Q3. How often do you blog about companies?

- My blog is devoted to a particular product, product area, or company
- Daily or almost daily
- More than once a week
- About once a week
- Less than once a week
- Never
- Other

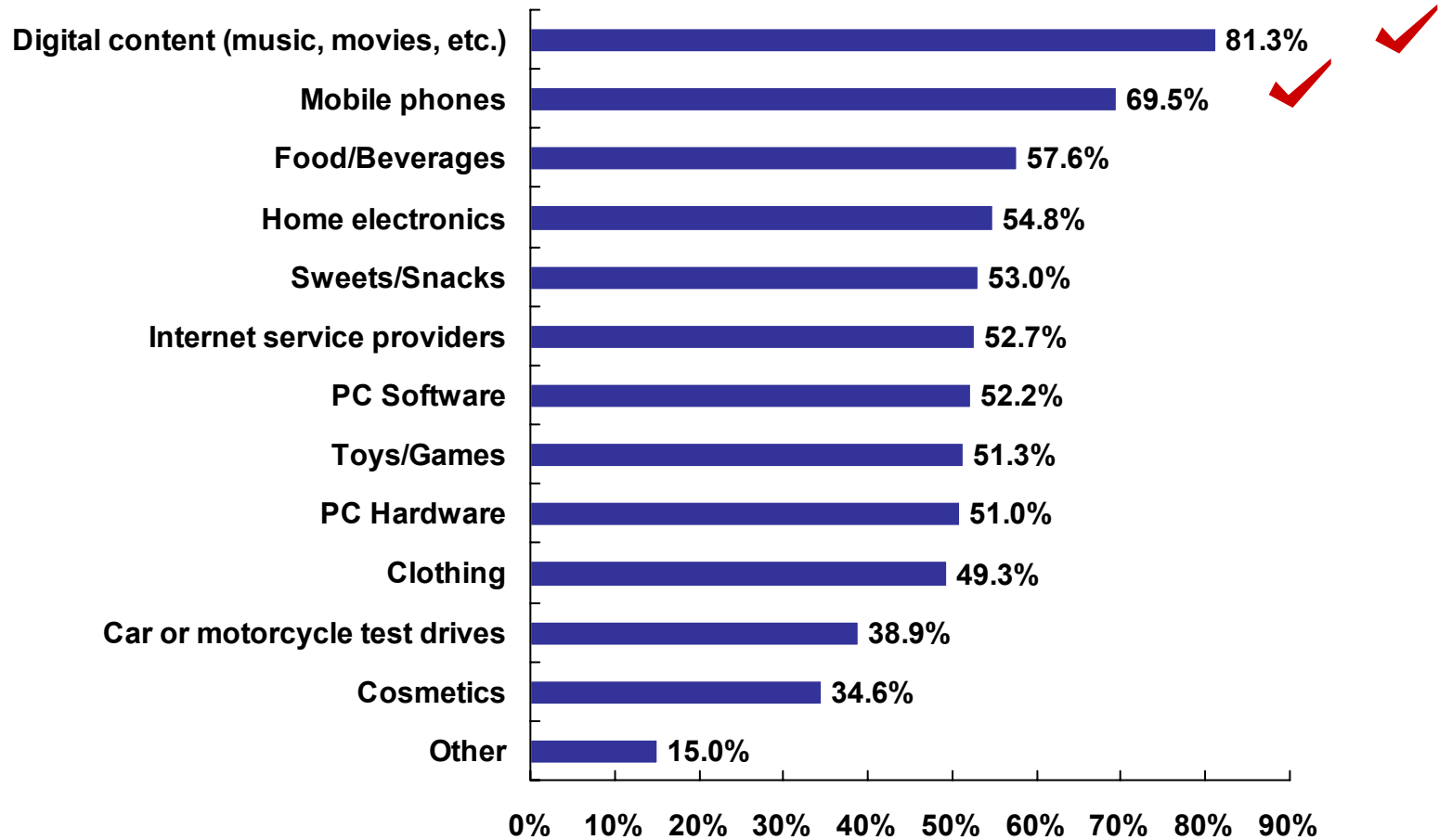


N/A = Not Asked

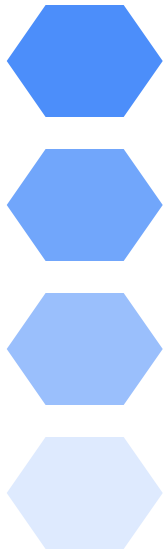


# Reviewing Product Samples

Q4. How would you respond if you were asked by a company to review product samples on your blog? (MA)

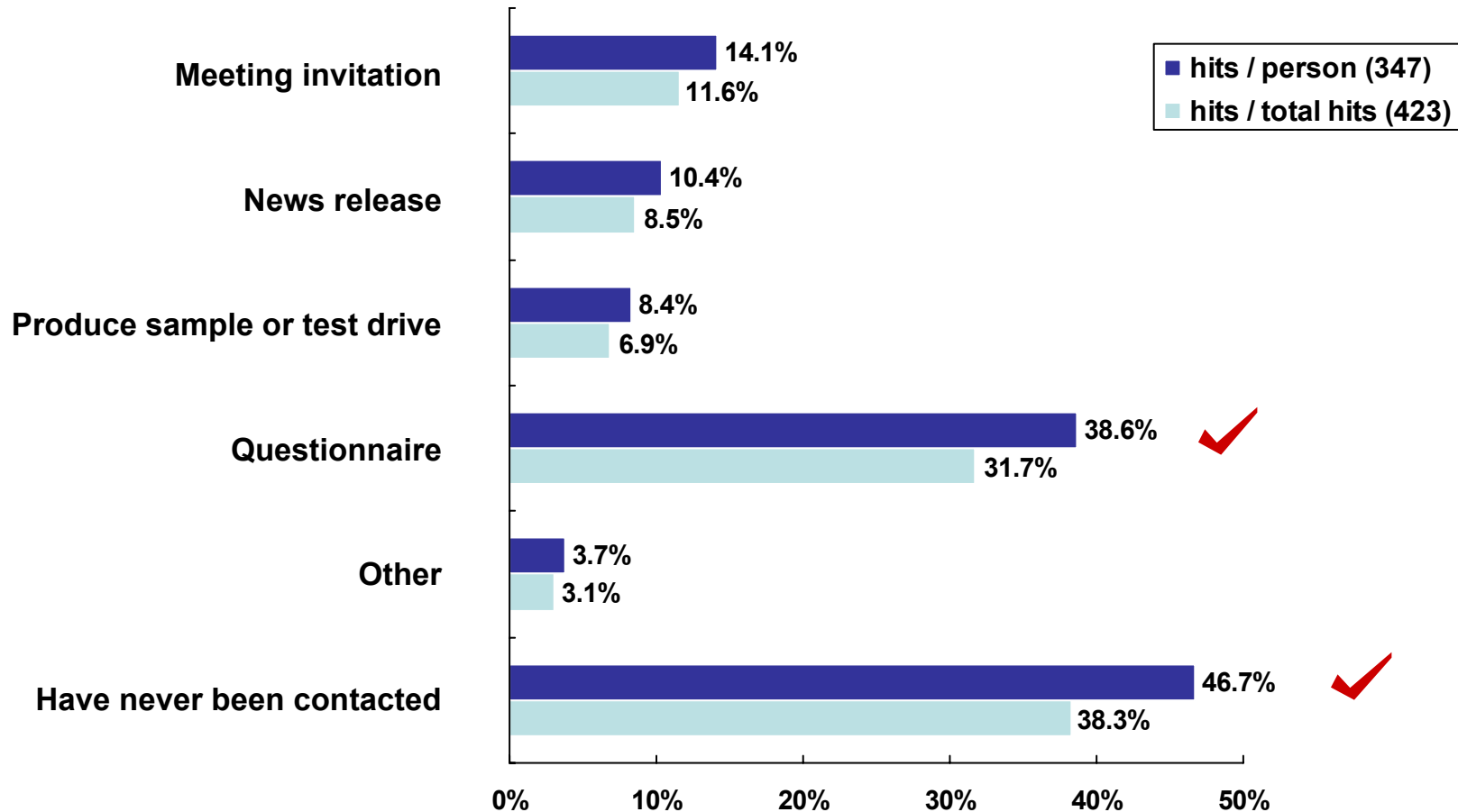


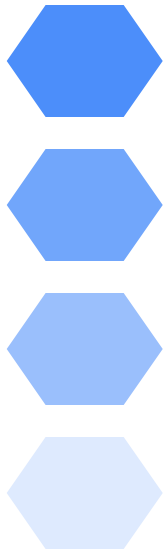
Answers above are for: "Would like to participate"



# Blogger Engagement

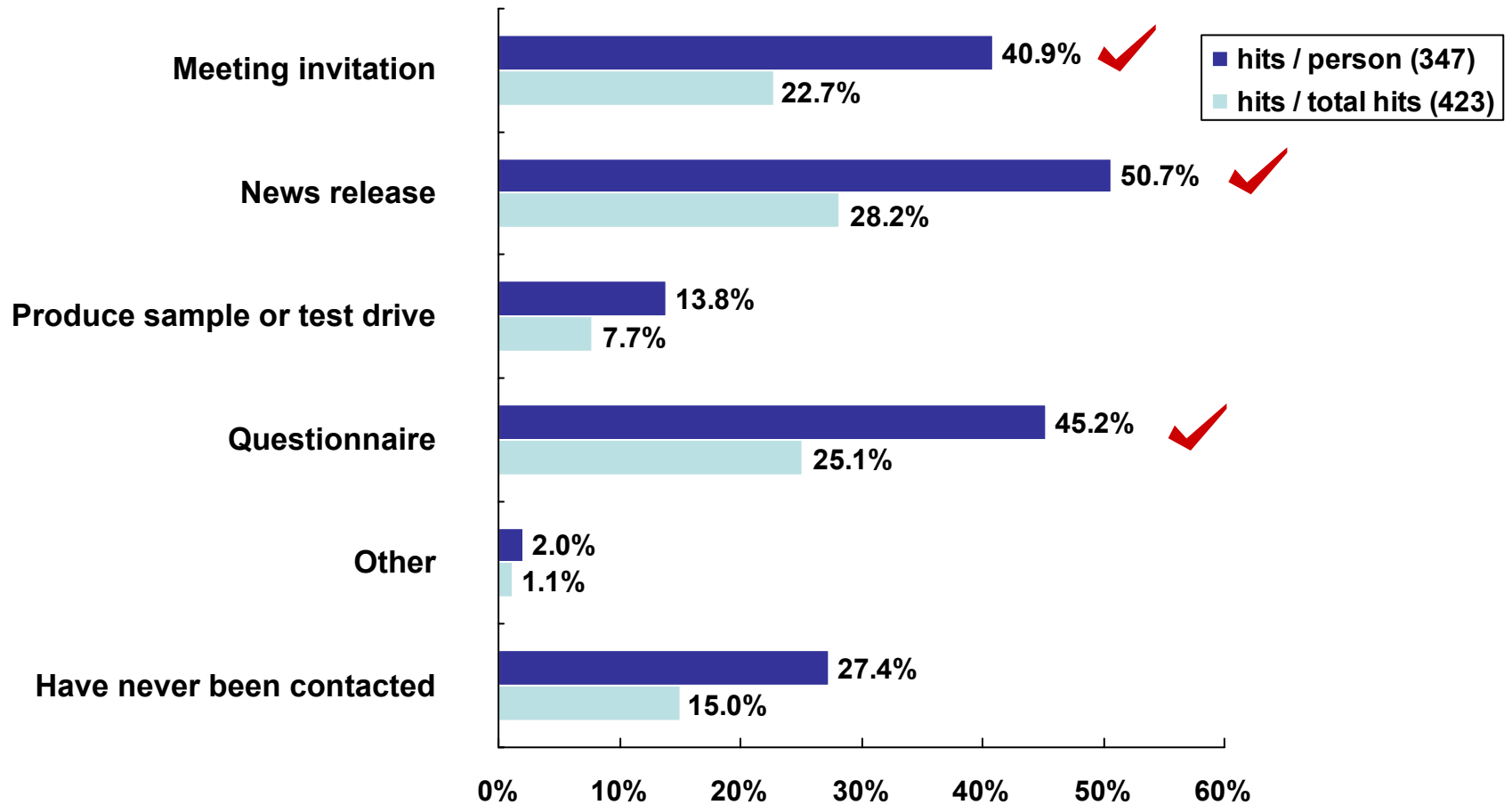
Q5-1. What have companies or their PR representatives contacted you for by Phone? (MA)

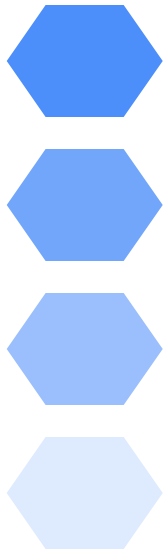




# Blogger Engagement

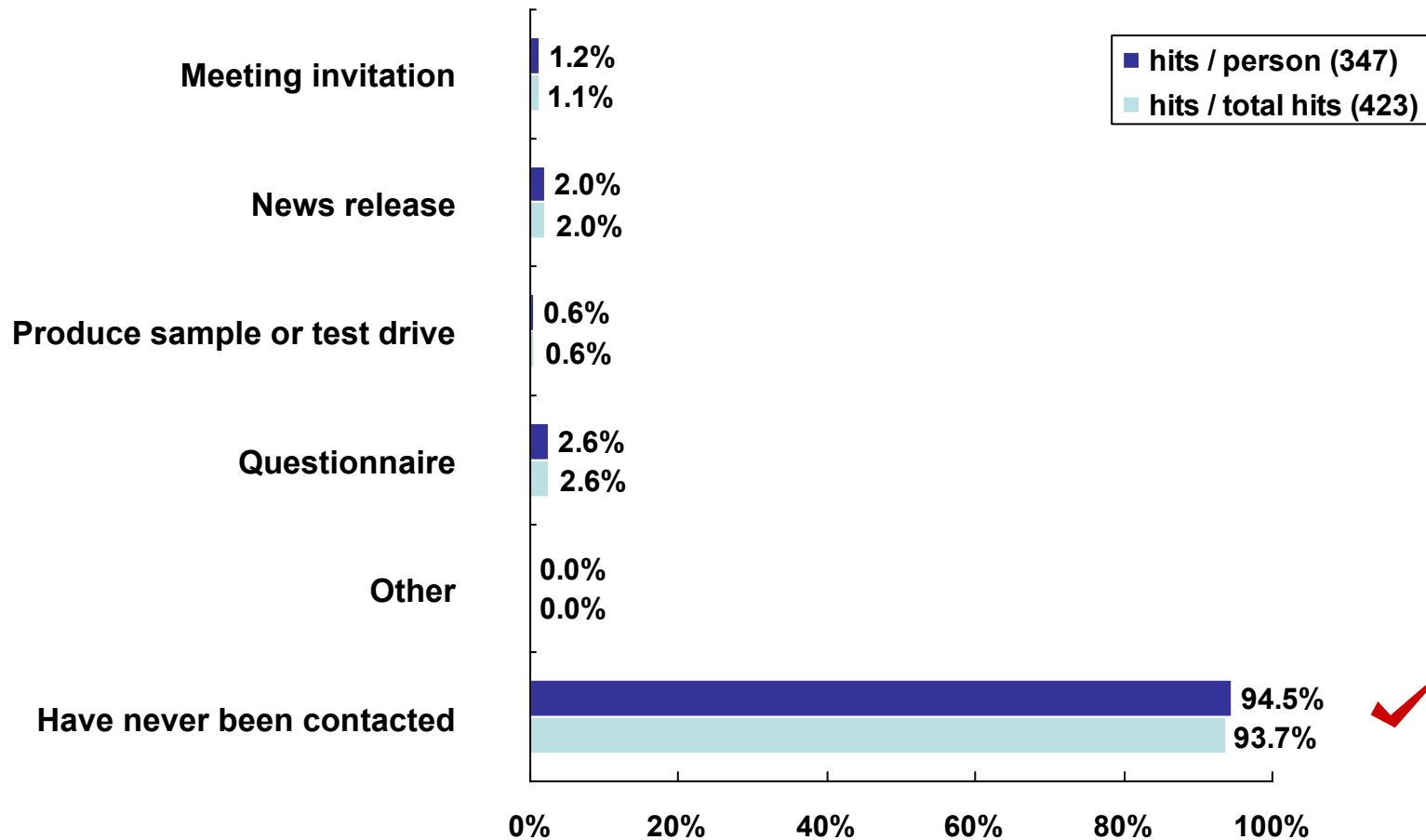
Q5-2. What have companies or their PR representatives contacted you for by E-mail? (MA)

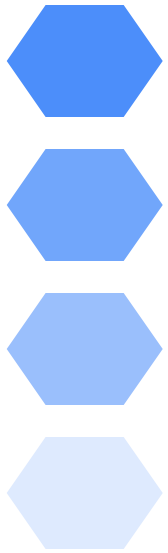




# Blogger Engagement

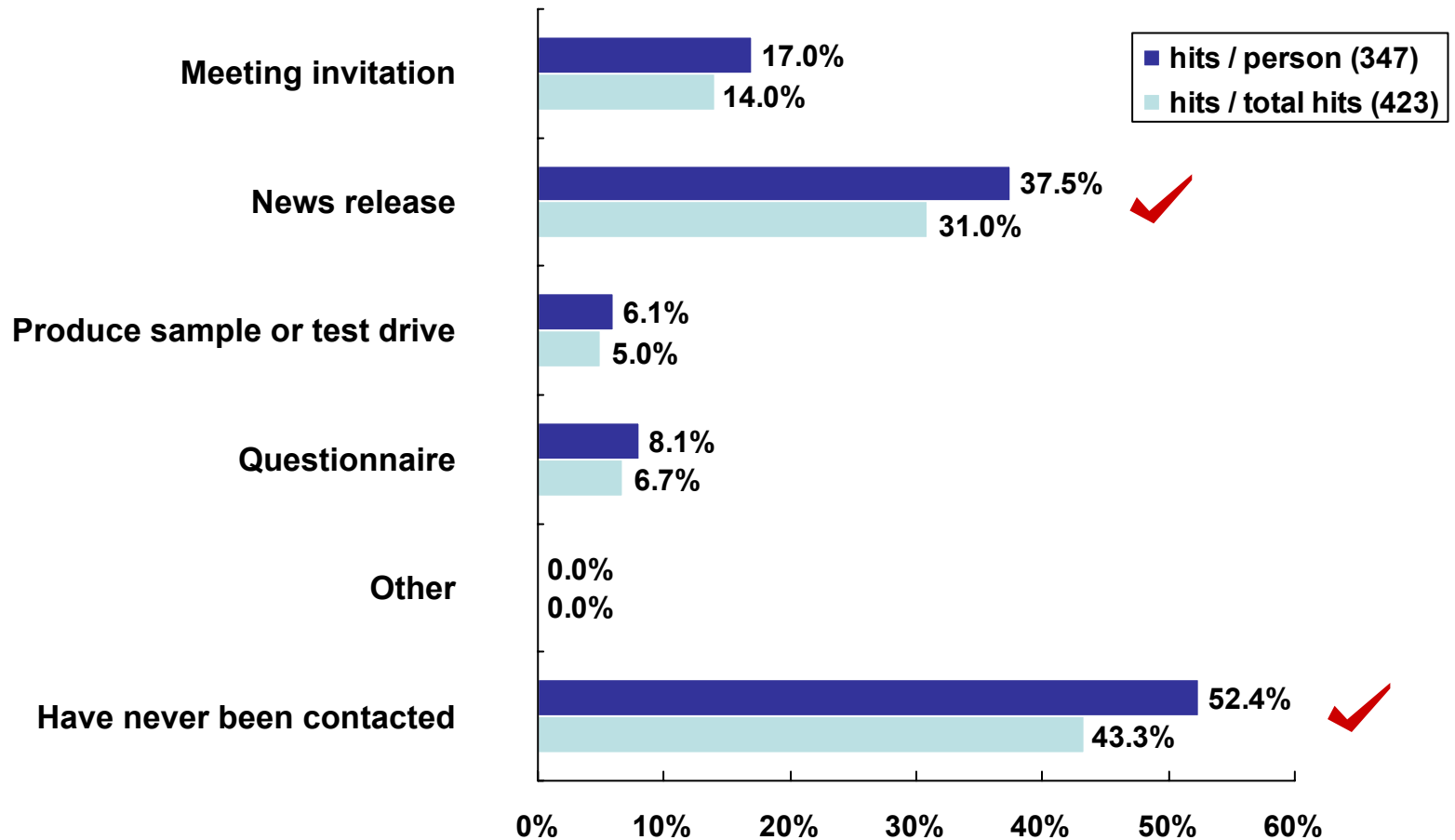
Q5-2. What have companies or their PR representatives contacted you for by Fax? (MA)

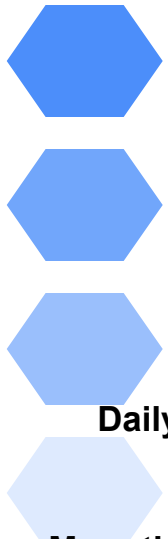




# Blogger Engagement

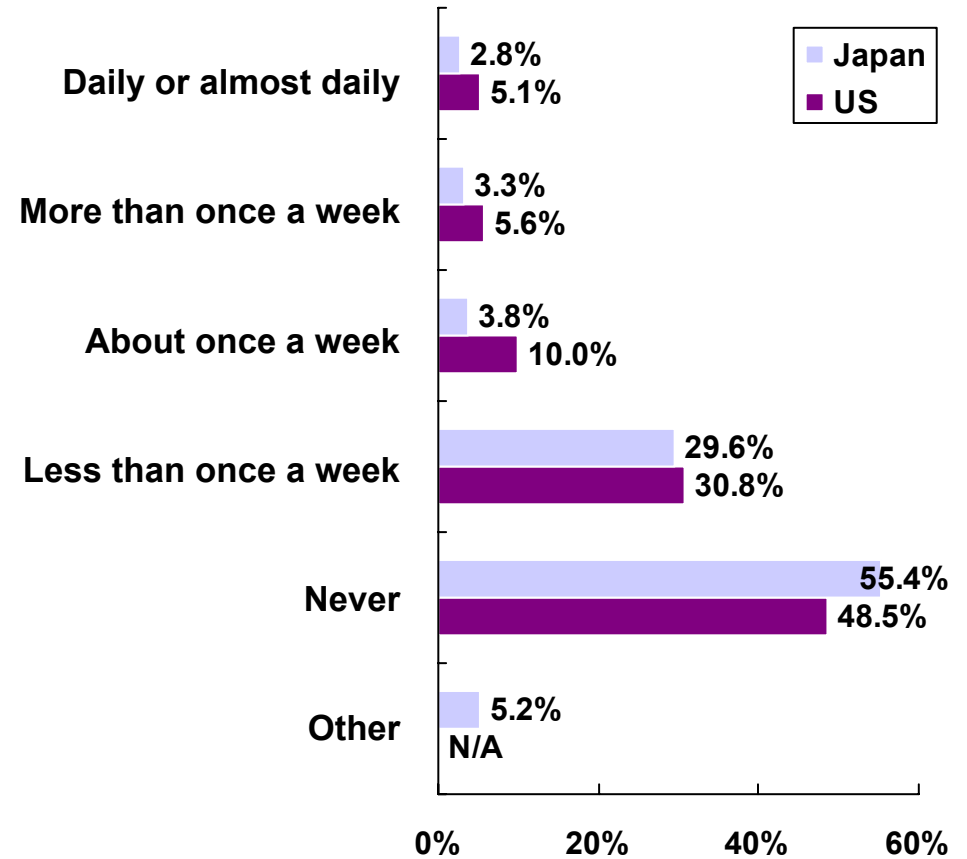
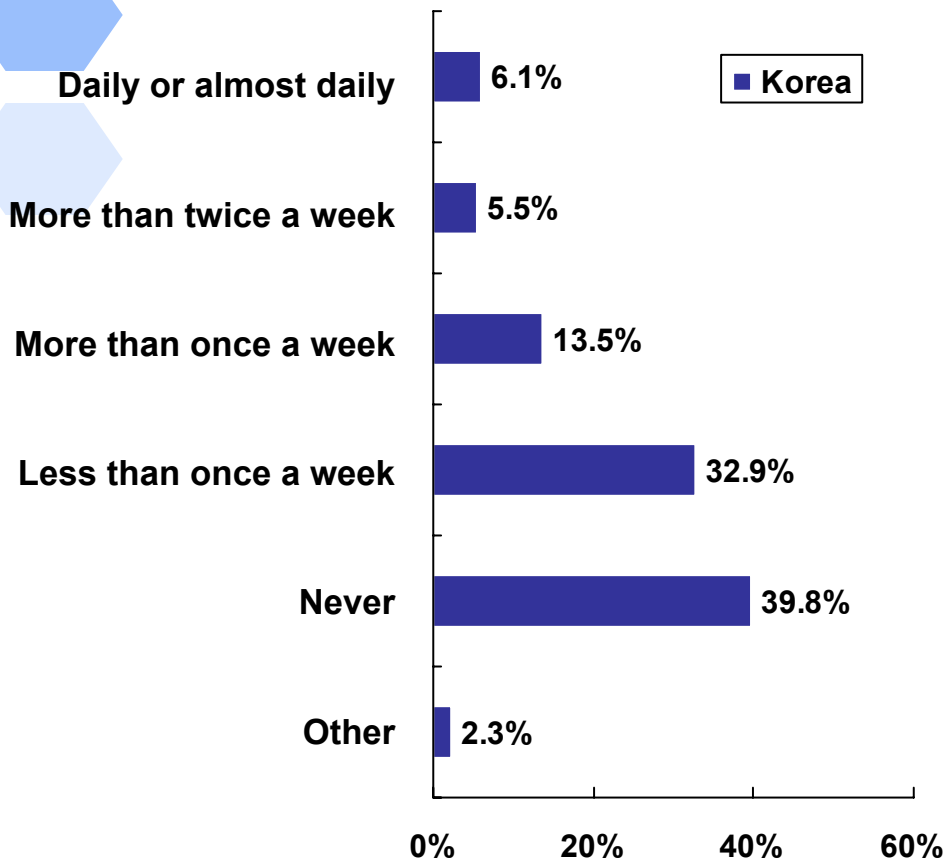
Q5-2. What have companies or their PR representatives contacted you for by Direct Mail? (MA)

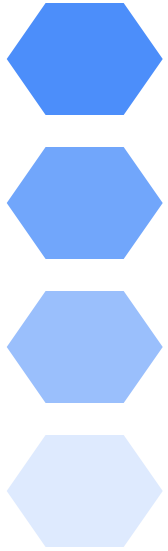




# Frequency of Contact (Korea study vs. US & Japan study)

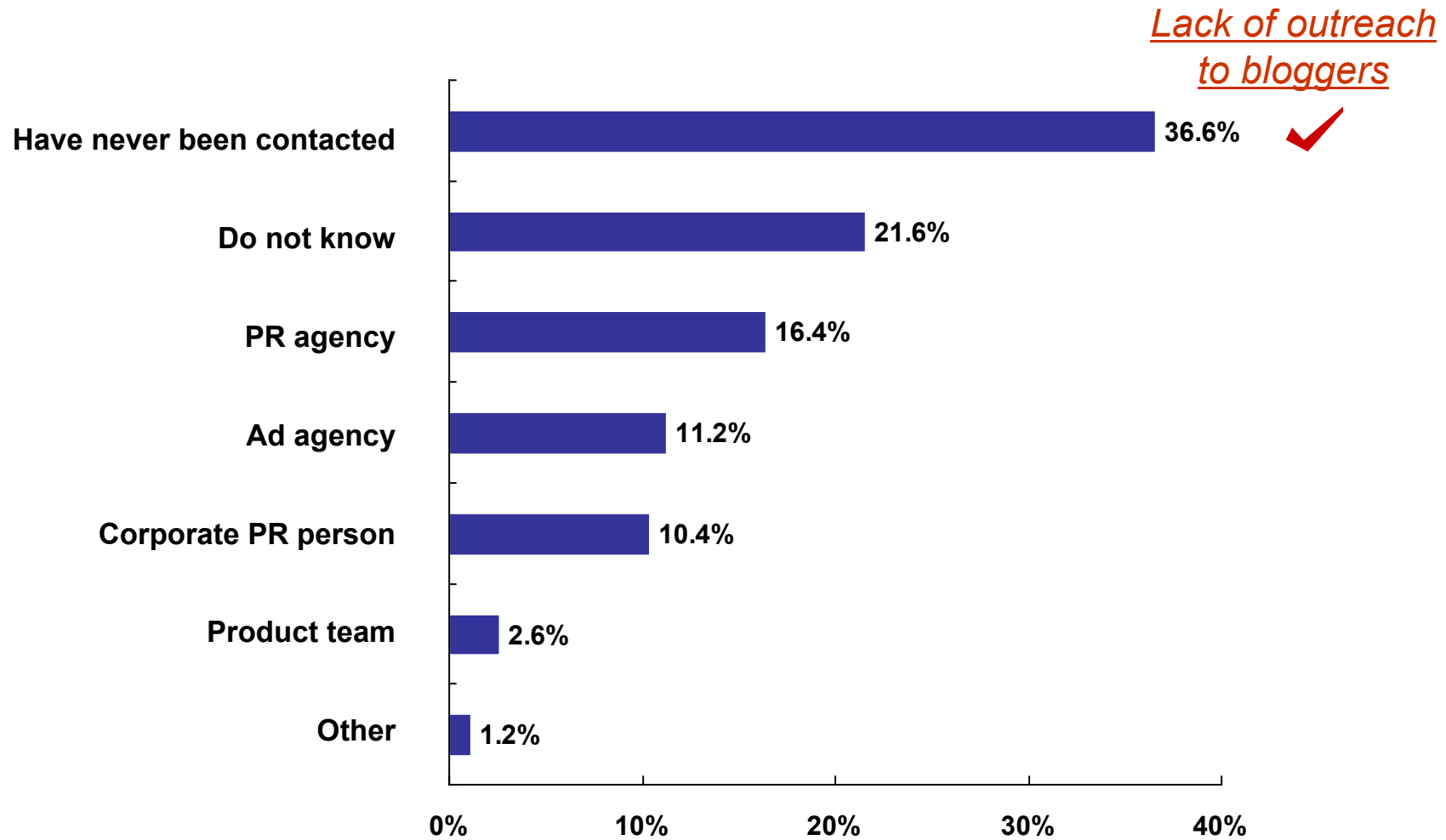
Q6. How often are you contacted by companies?

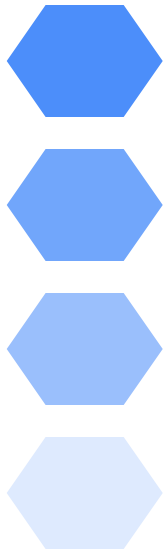




# Contact Person

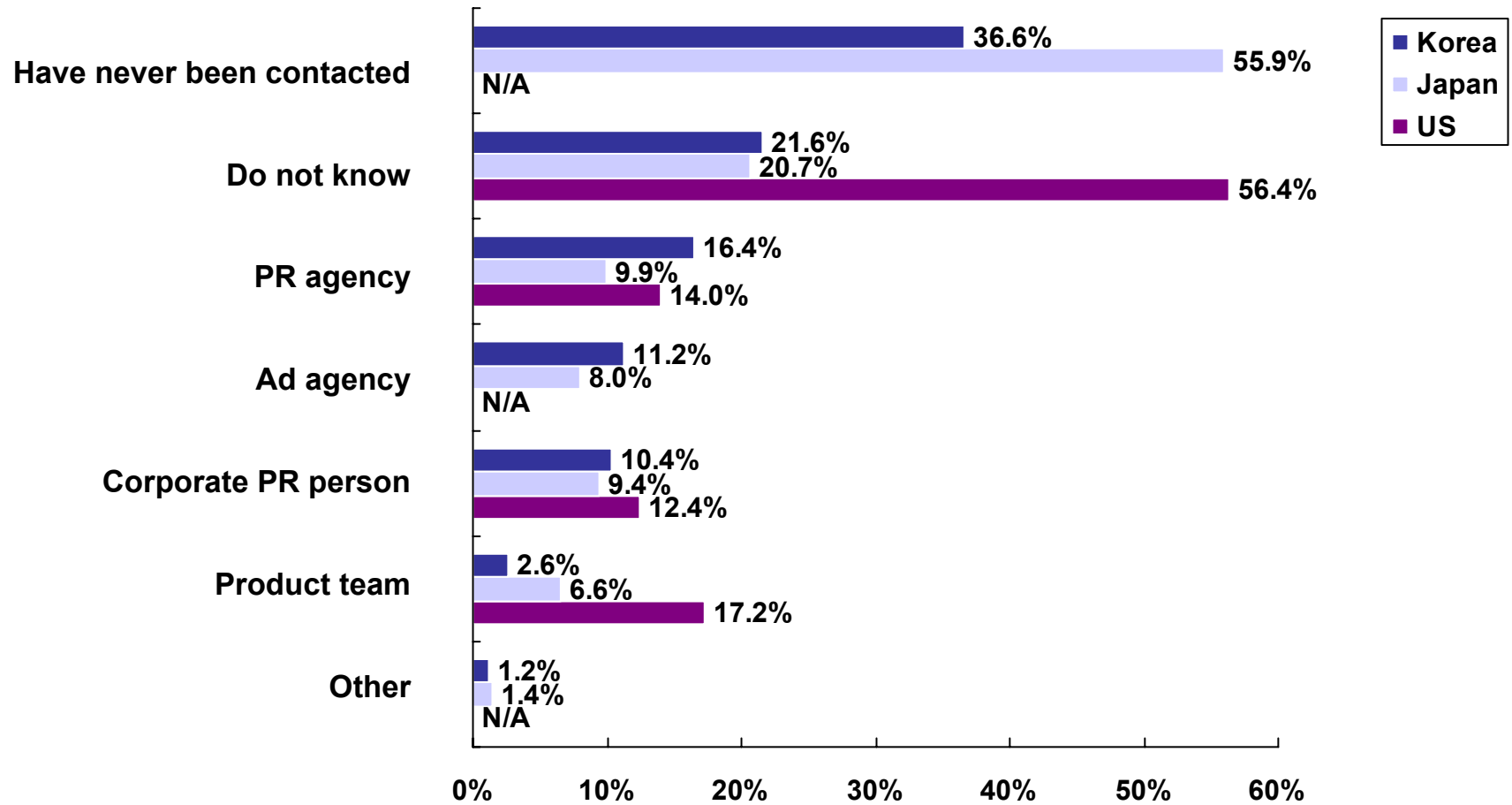
Q7. What company representatives contact you most often?



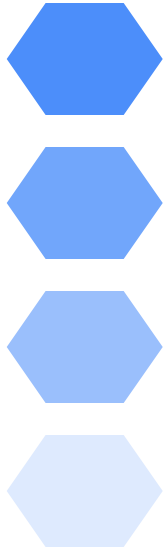


# Contact Person (Korea study vs. US & Japan study)

Q7. What company representatives contact you most often?

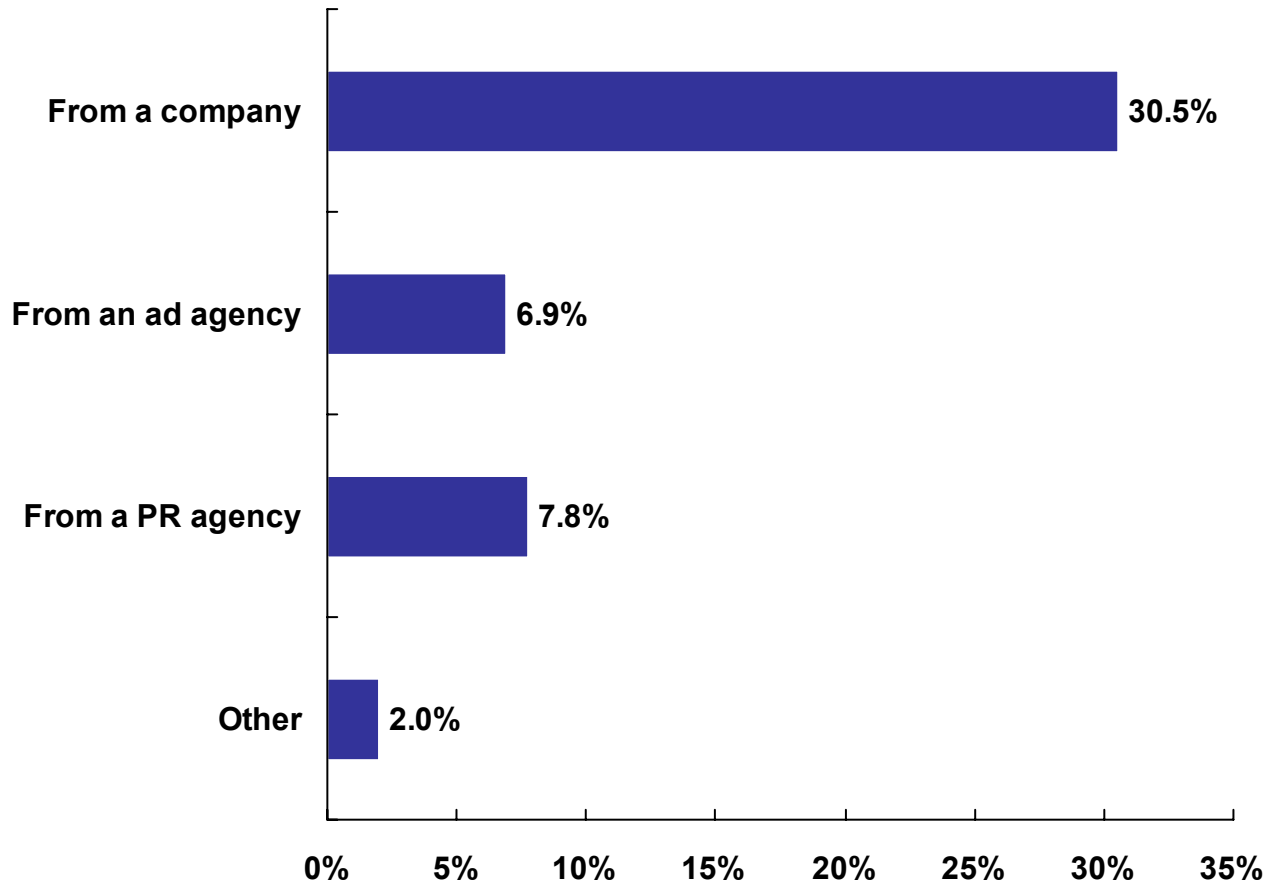


N/A = Not Asked



# Trust in Corporate Communication

Q8. How much do you trust e-mails from a company or its communications representative?

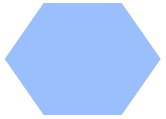


Percentages above are for combined "Trustworthy" and "Very Trustworthy" responses to the question.



# Correcting Mistakes

Q9. If one of your previous posts contains information that is factually incorrect about a product or company, how do you correct it? (MA)



Leave the error, but append a correction

Strike through the error and insert the correct information

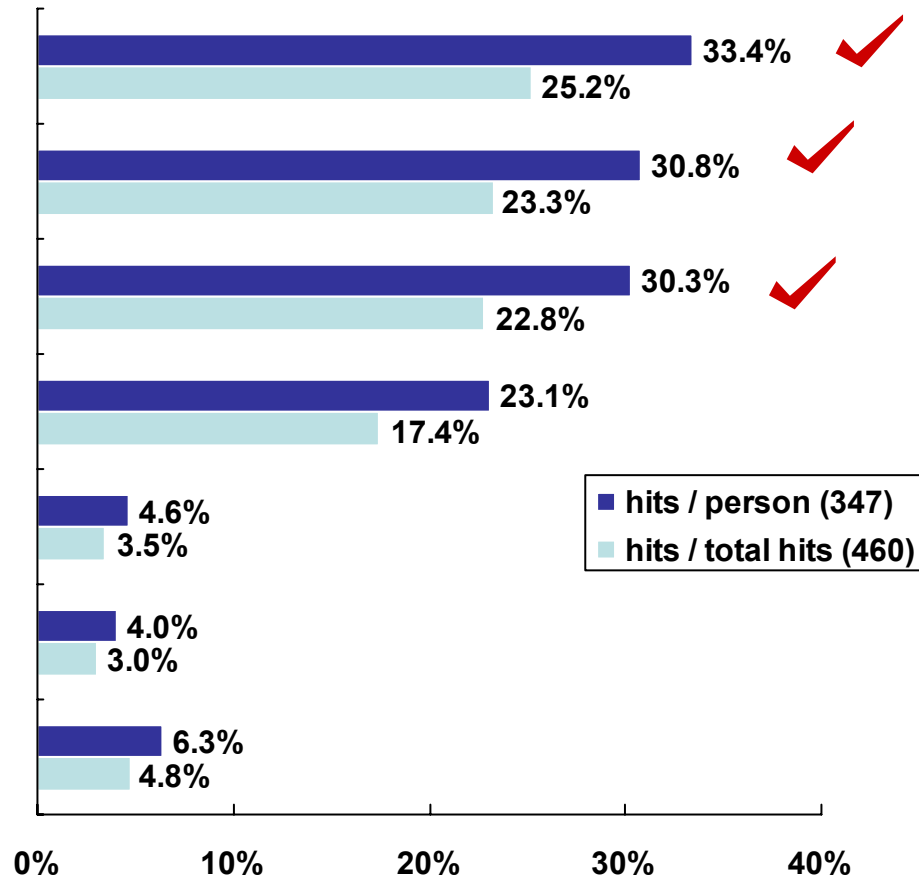
Create a new post containing the correct information

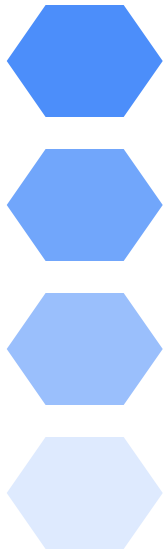
Remove the post

Leave the post and rely on open comments to make the correction

Leave the post as is

Other





# Correcting Mistakes (Korea study vs. U.S. & Japan study)

Q9. If one of your previous posts contains information that is factually incorrect about a product or company, how do you correct it? (MA)

Leave the error, but append a correction

Strike through the error and insert the correct information

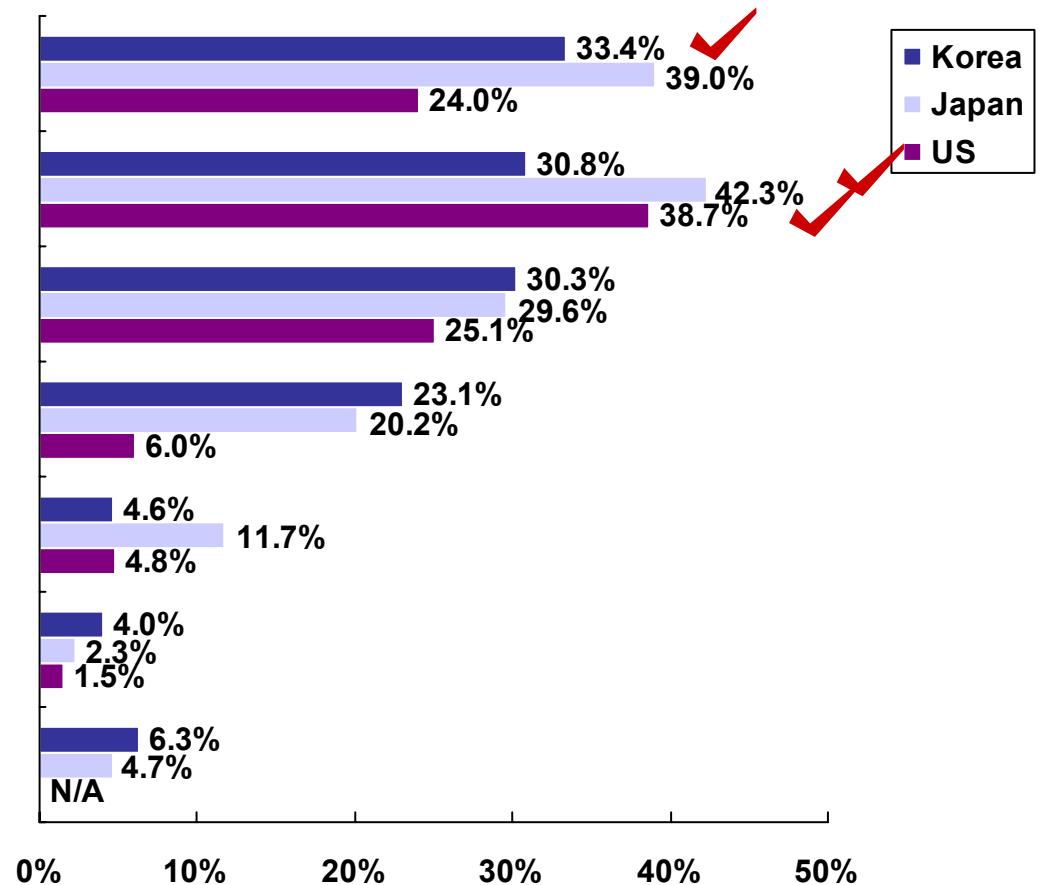
Create a new post containing the correct information

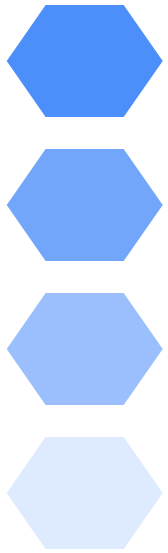
Remove the post

Leave the post and rely on open comments to make the correction

Leave the post as is

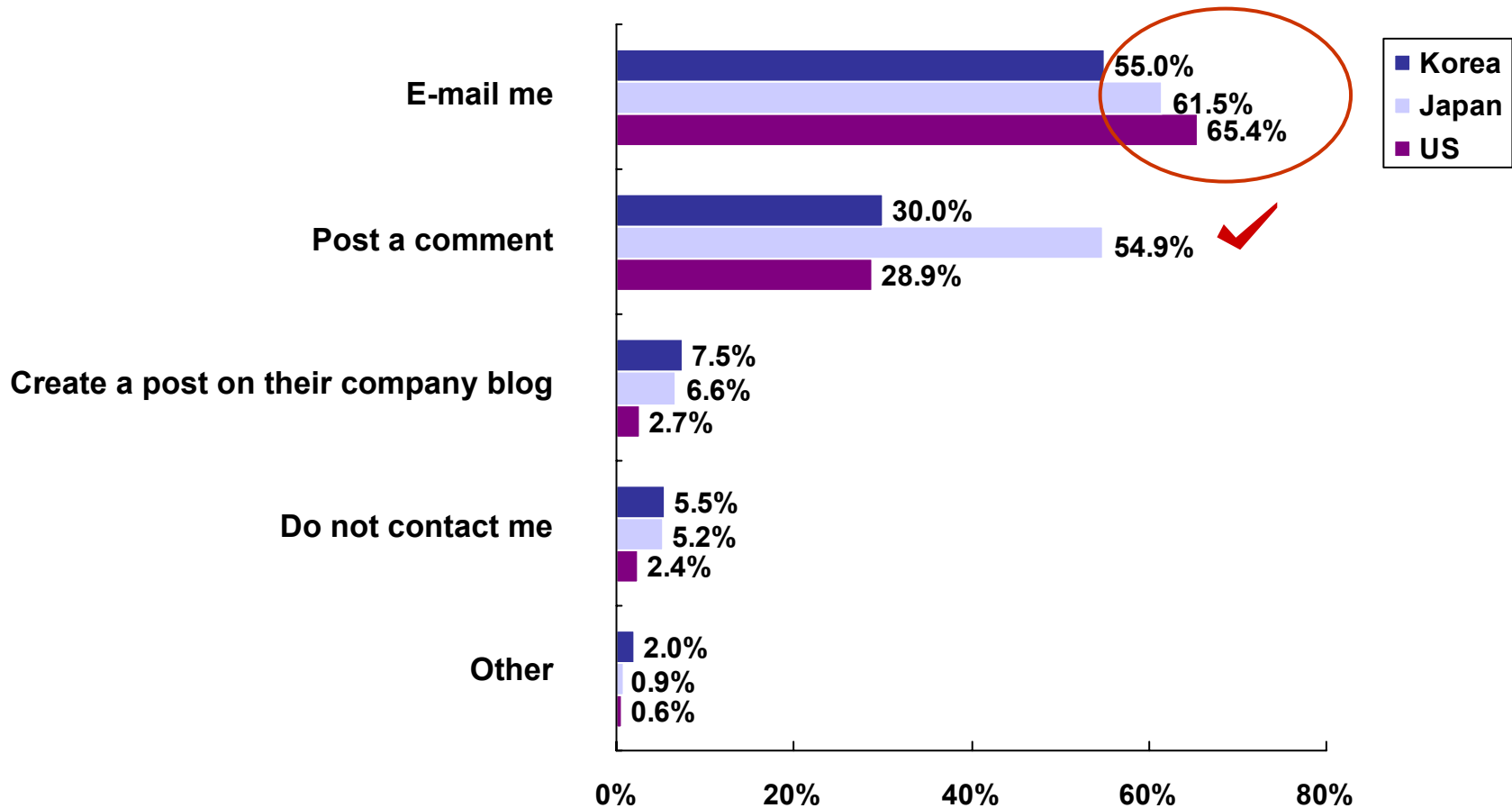
Other





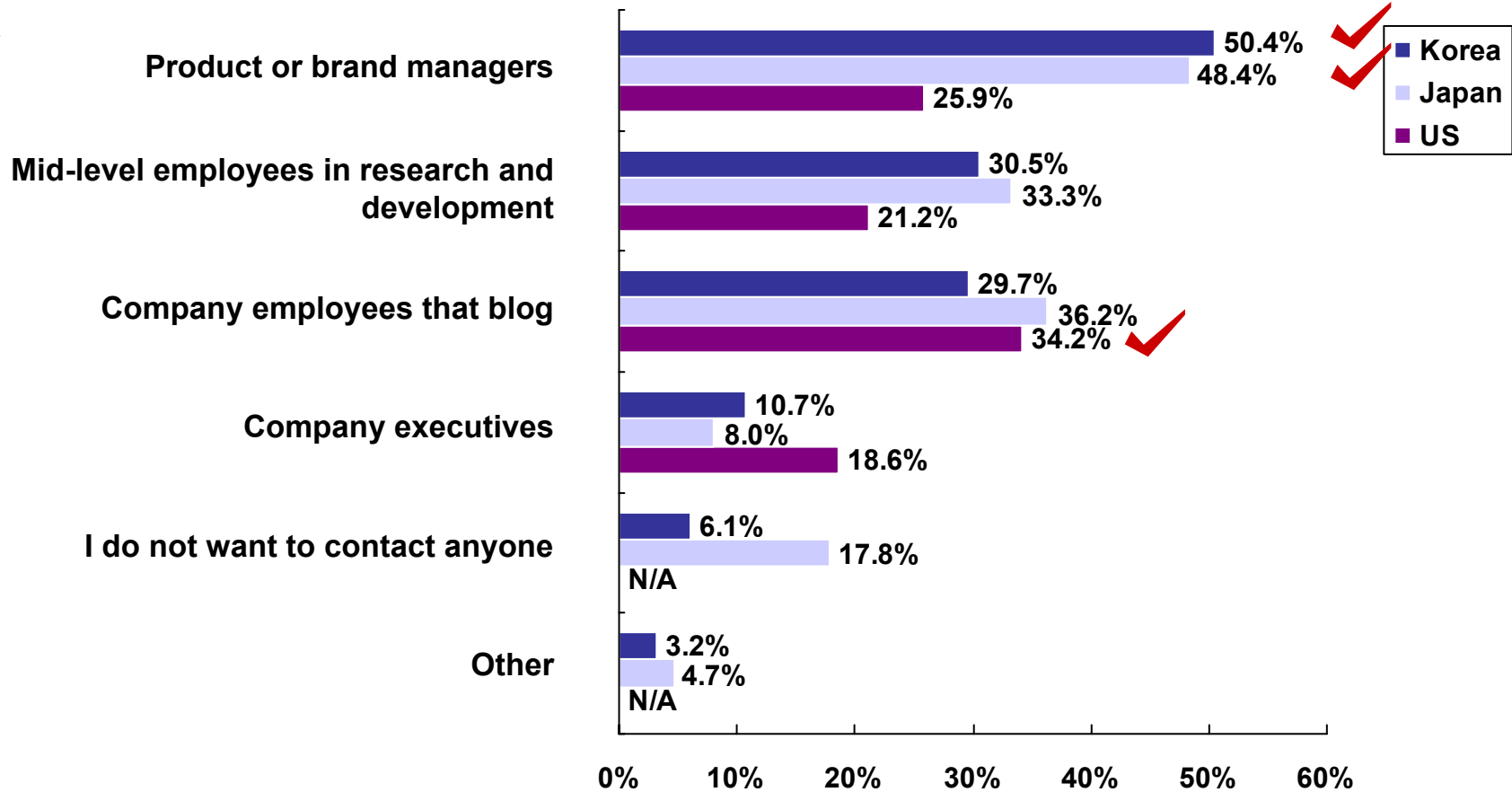
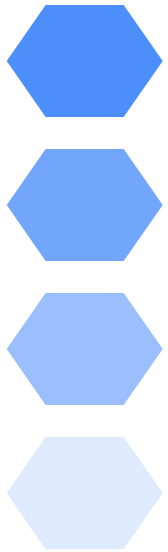
# Correcting Mistakes (Korea study vs. U.S. & Japan study)

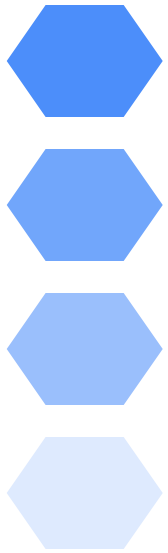
Q10. If one of your posts contains information that is factually incorrect about a product or company, what is the best way for the company to contact you?



# Desired Contact Person (Korea study vs. U.S. & Japan study)

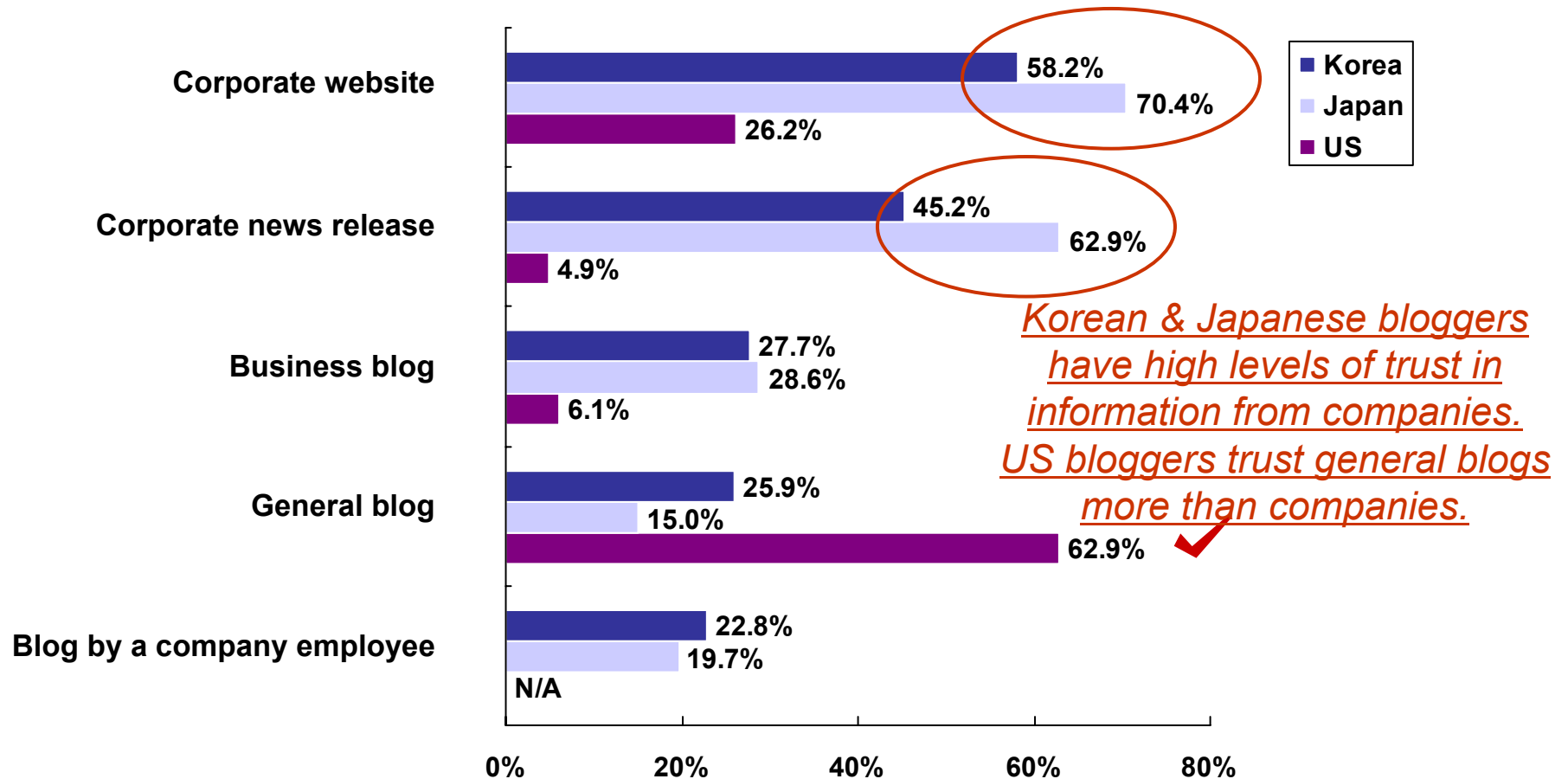
Q11. When you are seeking information about a company or its product, who do you prefer to interact with? (MA)



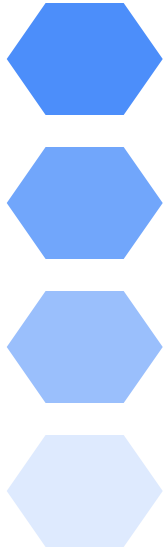


# Trust in Sources (Korea study vs. U.S. & Japan study)

Q12. When you want to know about products, how trustworthy are the below sources of information?



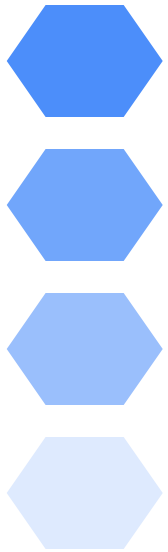
Percentages above are for combined "Trustworthy" and "Very Trustworthy" responses to the question.



## Company - Blog Relationships

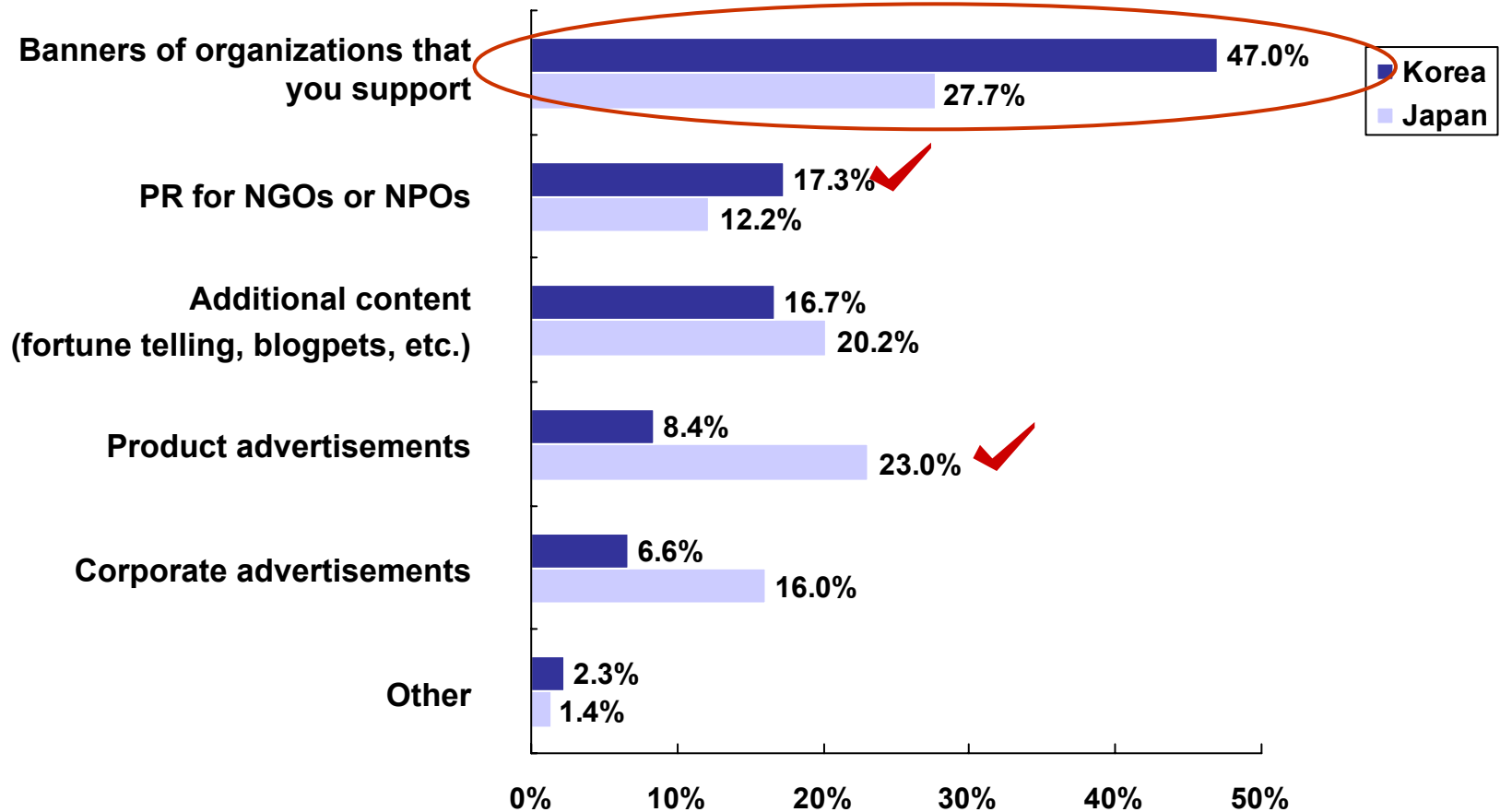
Q13. *What aspects about the relationship between companies and blogs should be improved?*

- *Companies should understand and appreciate the significance of two-way communications between companies and bloggers. Blogs are a vehicle to communicate information and build the reputation of companies and their products.*
- *Transparency is the most crucial aspect of blog communication. Do not spam or post false information.*
- *CEO columns might be a good benefit for them. When the products or companies face a problem or a scandal, the respondents believe that blogs can be a good tool for direct communication with potential customers and real customers. And the respondents suggested that the identity and public image of companies and their products can be built through blogs written by the president and employees of the company.*
- *Companies should appreciate comments and criticisms from early adapters and customers, the respondents answered.*

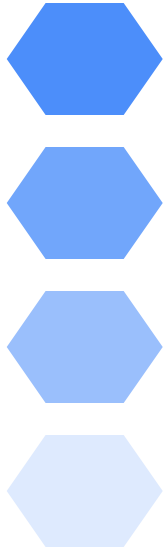


# Additional Content (Korea study vs. Japan study)

Q14. If you were to include content other than posts on your blog, what would you include?



Answers above are for: "Want to Include"



## Reaching Blog Readers

Q15. *If a company was to approach you regarding their interest in getting in touch with the readers of your blog, what would be the best method for them to approach you?*

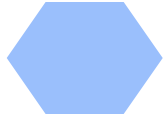
- *E-mail is the most preferred method to approach, but comments and short notes on the blog were also preferred.*
- *Some participants wanted to be contacted by phone or by post, and a small number of participants wanted to talk to them by the 'messenger' or at an official meeting.*



## Key finding (1)



### Record of thoughts and communication



- ***Koreans bloggers blog to create a record of thoughts and communicate with friends***



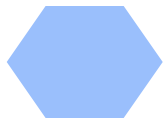
*41.8% of respondents in Korea said they blog to create a record of thoughts and 19.3% blog to communicate with friends and acquaintances. In the U.S., to raise visibility as an authority in a specific field is the primary reason to blog. In Korea, blogs are used as a personal vehicle to communicate with friends and people they don't know about what they think and how they feel.*



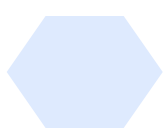
## Key finding (2)



### One in three bloggers post about companies weekly



- ***One in three bloggers in Korea writes a post about products or companies on their blogs at least once a week; and Korean bloggers have a strong willingness to participate in the review of digital content, such as music or movies, or mobile phones***



*25.9% of respondents answered that they post on their blogs multiple times a day and 28.2% every 2 or 3 days. However, 39.2% of them never blog about companies and 23.9% do so less than once a week. 46.7% of Korean bloggers have never been contacted by companies or PR representatives 46.7% by phone, 27.4% by email, 94.5% by fax and 52.4% by direct mail. Approximately 40% of them have never been contacted by companies (or company representatives). These findings suggest that Korean bloggers do not blog for communication with companies, and Korean companies rarely contact bloggers to promote commercial products or companies. However, it seems that there is ample potential for effective and appropriate blog communication between companies and consumers given that 31% of respondents write a post about companies or products once a week and that they are willing to respond if they are asked by a company to review digital content such as music or movies (81.3%) or mobile phones (69.5%).*



## Key finding (3)



### Want to correct themselves



- ***Korean bloggers want to correct their post for themselves***



*If a post contains information that is factually incorrect about a product or company, Korean bloggers (55%) think email is the best way for the company to contact them. However, if they find that one of their previous posts contains incorrect information about a product or company, they prefer leaving the error and appending a correction (33.4%) or creating a new post containing the correct information (30.3%) to removing the post (23.1%). Korean bloggers want to leave a record of corrections on the posts by themselves.*



## Key finding (4)



### Trustworthy

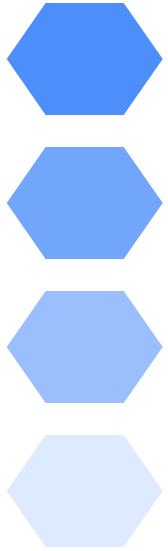


- ***Korean bloggers think corporate websites or their news releases are trustworthy***



*In the U.S., general blogs by people like themselves are the most trustworthy source of information(62.9%), according to the survey. In contrast, in Korea participants said that websites (58.2%) or news releases (45.2%) of companies are found to be more trustworthy as a source of information when they want to know about products. Only 25.9% of general blogs are considered as trustworthy.*

*This finding might stem from the fact that blogs have not been a popular tool for advertisements of companies or products in Korea to date. Therefore, we can hypothesize that Korean bloggers trust information about companies and products through official communication, but they consider information and thoughts about companies and products at general blogs as opinions framed by personal feelings and experiences.*



## Suggestions

- ✓ *The promotion of products and corporations through posting on a blog in a commercial way should be exercised with much caution in the Korean blogosphere.*
- ✓ *Within the Korean blogosphere, resonant leadership is required to lead online opinions and to build trust for corporations and products.*