



Does objectivity still matter?

"I believe objectivity is the primary obligation for a journalist today"



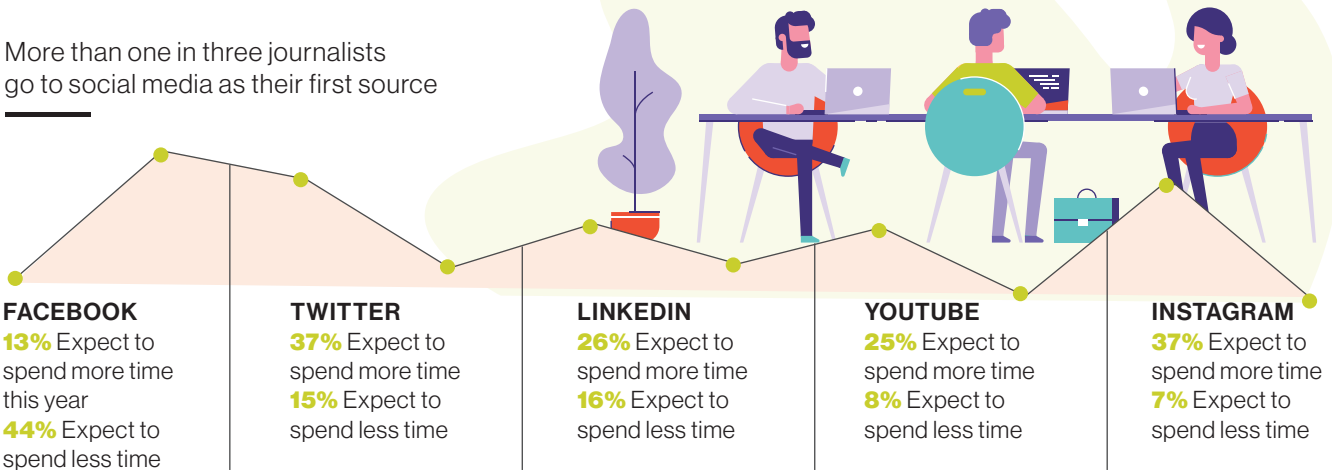
A minority of journalists said they consider how much their stories will spread on social media

41% CONSIDER THE POTENTIAL "SHAREABILITY" OF A STORY WHEN DECIDING WHAT TO WRITE ABOUT

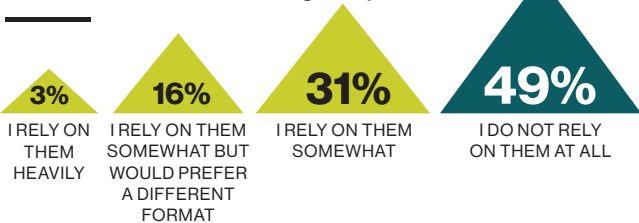
63% U.S. JOURNALISTS WHO TRACK HOW MANY TIMES THEIR STORIES ARE SHARED ON SOCIAL MEDIA

68% NON-U.S. JOURNALISTS WHO TRACK HOW MANY TIMES THEIR STORIES ARE SHARED ON SOCIAL MEDIA

More than one in three journalists go to social media as their first source



How important are press releases sent via wire services for finding story ideas?



I would pay more attention to press releases if they contained...

