

Bloggers as sources

One-quarter (25 percent) of journalists say blogs make their job easier. When it comes to using blogs as primary or secondary sources, 84 percent of journalists say they would or already have. Nearly half, 46 percent, participate in blog dialogues by posting comments on blogs. But have journalists reported on stories that started on a blog?

20%

Already have

18%

Yes, but would report as a "rumor"

18%

Yes, if confirmed by independent source

16%

Yes, from a "reliable" professional news organization's blog

21%

No, but might in the future

2%

No, and never would