

Blogging Common: Russian-Language Bloggers

Aggregated Survey Results

1. At this time, Blogging Common is only surveying adults. Are you 18 or older?

#	Answer	Response	%
1	No	3	1%
2	Yes	263	99%
	Total	266	100%

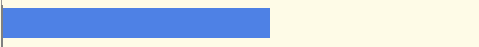
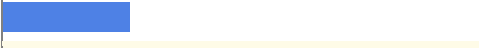
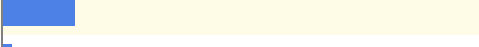

2. About how many years have you been blogging?

#	Answer	Response	%
1	Less than 1 year	17	7%
2	1 year	12	5%
3	2 years	30	12%
4	3 years	29	11%
5	4 years	34	13%
6	5 years	25	10%
7	More than 5 years	112	43%
	Total	259	100%

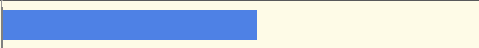
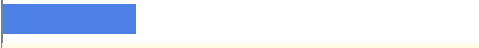


3. About how many months is that?

#	Answer	Response	%
1	Less than 3 months	8	47%
2	3-5 months	1	6%
3	6-9 months	4	24%
4	10-12 months	4	24%
	Total	17	100%










4. How many blogs have you started or contributed to?

#	Answer		Response	%
1	1		143	56%
2	2		68	27%
3	3-5		39	15%
4	More than 6		5	2%
	Total		255	100%




5. How many blogs do you currently contribute to?










#	Answer		Response	%
1	1		135	53%
2	2		71	28%
3	3-5		40	16%
4	More than 6		7	3%
	Total		253	100%

8. In which country were you born?




Answer		Response	%
Afghanistan		1	0%
Belarus		10	4%
Bulgaria		1	0%
Estonia		2	1%
Georgia		2	1%
Kazakhstan		5	2%
Kyrgyzstan		1	0%
Latvia		1	0%
Oman		1	0%
Moldova		1	0%
Russian Federation		187	75%
Tajikistan		4	2%
Turkmenistan		2	1%
Ukraine		17	7%
Uruguay		1	0%
Uzbekistan		3	1%
Other		11	4%
Total		250	100%

13. In which country do you currently reside?

Answer		Response	%
Afghanistan		1	0%
Belarus		8	3%
Bulgaria		1	0%
Canada		1	0%
Cyprus		1	0%
Estonia		3	1%
France		2	1%
Greece		2	1%
Germany		1	0%
Israel		6	2%

Kazakhstan		4	2%
Latvia		1	0%
Russia		199	79%
Thailand		1	0%
Togo		1	0%
Ukraine		14	6%
United Kingdom		1	0%
United States		2	1%
Other		3	1%
Total		252	100%

14. Do you blog under your own name, or do you use a pseudonym or a made-up name?

#	Answer	Response	%
1	I blog using my full name	 58	23%
2	I blog using only my first or last name	 33	13%
3	I use a pseudonym	 163	64%
	Total	254	100%

15. How important is it to you to maintain your anonymity on your blog?

#	Answer		Response	%
1	Very important		9	6%
2	Somewhat important		45	28%
3	Somewhat unimportant		56	34%
4	Not at all important		35	21%
5	Don't know/not sure		18	11%
	Total		163	100%

17. What percentage of the content on your blog is original content, versus content reposted from another website?

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Original content (such as your own writing, photography, music, or art)	0.00	100.00	75.15	27.10	234
2	Content reposted from another site (such as YouTube videos or photos or articles you found online)	0.00	100.00	25.52	26.64	222

18. What percentage of your blog is represented by the following?

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Diary and personal experience	0.00	100.00	29.92	20.64
2	Original art and/or fiction	0.00	92.00	15.16	18.50
3	Hobbies, crafts, professional interests	0.00	95.00	27.29	21.65
4	Commentary and opinion	0.00	100.00	27.64	22.42

19. Below are some types of original art and fiction. For each one, please indicate whether you post it to your blog.

#	Question	Yes	No	Don't know/not sure	Responses	Mean
1	Poetry	72	56	5	133	1.50
2	Photography	123	17	6	146	1.20
3	Drawings/sketches	53	67	10	130	1.67
4	Digital art	43	72	13	128	1.77
5	Short stories	129	12	4	145	1.14
6	Original music	16	106	4	126	1.90
7	Original videos	53	73	9	135	1.67
8	Other	21	8	12	41	1.78

20. Do you blog about the following topics?

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	News, politics and law	157	65	18	240	1.42
2	Entertainment, culture and the arts	200	30	10	240	1.21
3	Business and money	77	122	17	216	1.72
4	Technology	100	94	20	214	1.63
5	Religion, spirituality and faith	92	110	20	222	1.68
6	Hobbies, crafts or professional interests	189	34	13	236	1.25
7	Science	119	86	22	227	1.57
8	Education	127	74	24	225	1.54
9	Health	88	108	22	218	1.70
10	Parenting and family	105	105	16	226	1.61

21. Within news, politics and law, do you blog about the following topics?

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	Domestic news and politics	146	5	3	154	1.07
2	International news and politics	101	21	15	137	1.37
3	Law	83	32	14	129	1.47
4	Other	16	10	11	37	1.86

22. Within entertainment, culture and the arts, do you blog about the following topics?

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	Movies and film	136	39	8	183	1.30
2	Art	124	44	16	184	1.41
3	Music	130	45	7	182	1.32
4	The media	107	56	14	177	1.47
5	Sports	55	101	6	162	1.70
6	Fashion, beauty and style	49	106	10	165	1.76
7	Television	63	94	9	166	1.67
8	Literature	138	39	10	187	1.32
9	Travel	132	40	9	181	1.32
10	Other	20	17	11	48	1.81

26. Below are some reasons a person might blog. Please tell us if each one is a major or minor reason you personally blog.

#	Question	Yes, a major reason	Yes, a minor reason	Not a reason	Don't know/not sure	Responses	Mean
1	To express myself creatively	104	59	60	9	232	1.89
2	To influence the way other people think	80	72	73	11	236	2.06
3	To motivate other people to action	69	73	77	12	231	2.14
4	To document my personal experiences and share them with others	141	73	22	4	240	1.54
5	To share practical knowledge or skills with others	103	87	41	6	237	1.79
6	To network or meet new people	61	102	56	11	230	2.07
7	To entertain people	60	79	78	7	224	2.14
8	To stay in touch with friends and family	62	72	81	10	225	2.17

9	To make money	14	35	157	10	216	2.75
10	To store resources or information that is important to me	112	87	33	6	238	1.72

27. What factors determine when you post new material on your blog?

#	Answer	Response	%
1	I only post new material when something inspires me	153	61%
2	I post new material on a regular schedule	11	4%
3	Both	87	35%
	Total	251	100%

28. Overall, would you say you blog mostly for yourself, or mostly for your readers?




#	Answer		Response	%
1	Mostly for myself		55	22%
2	Mostly for my readers		46	18%
3	Both equally		137	54%
4	Neither		4	2%
5	Don't know/not sure		12	5%
	Total		254	100%

29. How often, if ever, do you do each of the following things on your blog?



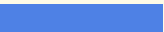



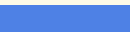
#	Question	Often	Sometimes	Rarely	Never	Don't know/not sure	Responses	Mean
1	Quote other people or media sources directly	73	85	71	15	5	249	2.17
2	Post corrections to something I have written	5	70	112	46	8	241	2.93
3	Take content from other sources and remix it into something new	18	52	75	84	12	241	3.08
4	Discuss current events or news	87	81	50	25	3	246	2.09
5	Include links to original source material I have cited or used in some way	168	47	20	11	3	249	1.53
6	Spend extra time trying to verify facts I want to include in my post	103	74	28	28	11	244	2.06

7	Respond to posts or comments from others	176	41	25	4	1	247	1.43
8	Get permission to post copyrighted material	26	28	36	61	42	193	3.34

30. Do you have advertising on your blog?

#	Answer		Response	%
1	Yes		34	13%
2	No		188	74%
3	Don't know/not sure		31	12%
	Total		253	100%

31. How do you manage the advertising on your blog?

#	Answer		Response	%
1	I use self-serve tools that offer contextual ads or pay per click ads		10	31%
2	I have affiliate advertising links and get paid for purchases generated from my visitors		5	16%
3	I negotiate with advertisers directly		11	34%
4	I sell my ad inventory through a blog network		5	16%
5	I get paid to post reviews of products		9	28%
6	I have a dedicated sales force that sells ads		4	13%
7	Other		9	28%

32. Why have you decided not to put advertising on your blog?

#	Answer		Response	%
1	I don't want my blog cluttered with ads		109	59%
2	I am not interested in making money on my blog		79	43%
3	I don't have enough visitors to make it worthwhile		45	24%
4	I don't want to appear less impartial or less credible by including ads		55	30%
5	I don't know how to set up my blog to accept advertising		18	10%
6	Other		11	6%

33. Below are some blog topics. Please indicate which of these topics you consider too personal to blog about.

#	Question	Too personal to blog about	Not too personal to blog about	Don't know/not sure	Responses	Mean
1	Romantic relationships	106	112	19	237	1.63
2	Sexuality	133	92	17	242	1.52
3	Family	117	100	20	237	1.59
4	Friends	60	151	20	231	1.83
5	Work/career	29	183	12	224	1.92
6	Religion	63	138	24	225	1.83

