

Globe Bloggers

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Global citizens are rapidly becoming blogging and online social networking addicts, according to Continental/KNOTS Research's International Convergence 2007 Report, a poll of "early adopters" habits and a snapshot into the world's technological future.

Early adopters of technology were polled in the UK, Germany, Japan and the United States. Between them, these countries account for a huge proportion of the world's technological innovation and consumers in these countries are some of the most sophisticated in the world.

Across all countries an average of 19% of early adopters have their own blog, with the Japanese leading the way at 28%. (Table here showing % with own blog or online journal updated with news, information or social content)

James Myring, associate director at Continental Research, said: "Blogs are particularly popular amongst younger early adopters; with 25% of 16-34's (across all countries) having their own blog compared to 14% aged over 35. Early adopters clearly see these as a forum to voice their opinions and share their views with a significant number. In years to come it will be interesting to see if an increasing number attach as much importance to their online personality as they do their real life version?"

Generally involving less maintenance than a blog are personal websites. Results are remarkably similar in each country with around 30% having their own personal website hosted on online social networking and fileshare sites such as myspace, facebook, youtube, jaiku and flickr. (Table here showing % with their own personal website such as MySpace)

Personal websites are especially popular amongst the young. 44% of 16-34's (across all countries) have their own personal website compared to 19% aged over 35.

Myring added: "Could we reach a point where for young people having their own website is almost standard, and instead of sending CVs, people may just provide prospective employers with a link to their website? Already there have been instances of employers checking potential employees' personal website to see if this matches their submitted CV. It is now possible to live a virtual, online life (distinct from "real" life) complete with a wide circle of friends & even lovers. How this will impact on people's social skills and real life experiences is yet to be understood."

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