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Russian journalists and social media: updated traditions and new challenges¹

Elena Johansson
Södertörn University, Sweden
elena.johansson@sh.se
Gunnar Nygren
Södertörn University, Sweden
gunnar.nygren@sh.se

ABSTRACT: The Russian journalism has certain peculiarities based on deeply rooted traditions and state of the modern media system. It has developed a double professional culture; on the one hand it has been serving the state interests and on the other hand journalism has been a mission of enlightenment and education in the tradition of the “intelligentsia”. New technologies drastically affect media work. Since the mid of 2000s the introduction of social media challenged journalists’ role in society as well as professional practices and norms. This paper discusses an existence of pattern of using social media by Russian journalists based on historical roots and socio-cultural and political background.

KEYWORDS: Web 2.0; journalists; Russia; Facebook; Twitter; blogs; LiveJournal; role of journalist; social media

Introduction

In western democracies journalists traditionally have had the role as watchdogs watchdog of the government and a watchdog of business elites (Hanitzsch et al, 2011) and functioned as gatekeepers (Singer, 2010; Lewis et al., 2010). Their job has been to “gather, filter, edit and publish the news” (Hermida, 2011). Other key norms of journalism were non-partisanship (a disinclination to take sides on issues of public controversy) and accountability. Russian journalism however does not exactly fit to western paradigm; it has certain specificity due of a long historical tradition as service to the state.

Russian media as institutions were initially established by the authorities as a tool for informing, manipulating and managing the public (Trakhtenberg, 2007). Russian tsars were often the principal censors while socio-political media coverage was significantly restricted or even forbidden. Moreover, Russian journalism was straightly linked with literature: the most famous writers were at the same time well-known journalists (publicists). Media publishing was enough profitable business that time but major journalists thought of themselves first of all as enlighteners and contributed to Russian culture. Several among them worked even as censors (Zhirkov, 2001). The first Russian journalists were identified rather as writers who laid down a basis for public debates particularly on general cultural questions (Mirsky, 1999). Vartanova (2012) points out that until nearly the end of the 19th century the literary journals were the major form of print journalism while the leading journalistic genre was the literary criticism. These features of journalism were traded on the later stages.

The Soviet conception of journalism implied it as an instrument of power, which strives to affect the public consciousness and current practice and keeps up the state efforts to organize and educate the masses. As Pasti (2005) mentions those Soviet journalists played the

¹ This research is conducted in the frameworks of the project “Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden” <http://www.journalisminchange.com/>

role of state propagandists and organizers working with a natural collaboration with power. It is true; on the one hand journalists were a part of the party-state and reproduced the official ideological discourse (propaganda), but it would be a simplification of journalists' role. On the other hand, Soviet journalists had always a strong link with the Soviet public, being a part of the 'intelligentsia' (a social class of people, engaged in a mental labor aimed at disseminating culture) that in Eastern Europe "always connoted impeccable moral integrity and a perceived duty to put one's education and social and cultural capital to use for the betterment of society" (Roudakova, 2009, p. 415):

"As many former Soviet journalists have explained to me, they understood themselves as the moral "leg" of the Soviet state, as the state's most "humane" branch, to which the average Soviet person wronged by the bureaucracy or by the courts could actually turn for help, particularly when no other channel (e.g., complaining to local Soviets or to party representatives) yielded results. This kind of "turning for help" took the form of citizens writing letters to the newspaper and making phone calls and personal visits to editorial offices."

The role of journalists has varied in post-Soviet Russia. According to Zassoursky (2004) in 1970-1985s (Soviet Union times) this role could be regarded as 'instrumental' but since the beginning of *perestroika* in 1986 it became more significant, especially for printed media. During the 'Gold Age' of Russian journalism which flourished during the 1991-1995s, journalists were almost 'the fourth power' but already in 1996-2000s they played "completely 'instrumental' role" providing political interests of economical elites in the 'informational wars.' Since 2000s when Putin settled down in Kremlin, the role of journalists remained 'instrumental' on TV and more significant for the printed media and Internet.

Pasti (2005; 2007) points out that the close alliance between the media and government during the 1990s became a basis for arising of collaboration of media, business and politics in the beginning of the 2000s. Because the old (pro-state) values have been displaced by the new (pro-market) norms in post-Soviet Russia, the journalists' roles in society became balanced between state and market forces. On the one hand journalism devoted a new function: entertaining its audience to promote goods and services in a consumer-driven marketplace. On the other hand being in the close alliance with political and economic groups, media challenged the journalists to be almost PR workers. **In other words the role of Russian journalism is tended to be an advocate for government and business elites.**

According to conclusions drawn by Pasti (2005) a typical modern Russian journalists is usually a young happy person, often employed in the media company for a stable income (although being restricted professionally) and realizing his/her creative ambitions outside official working place, for example, as a freelancer (Pasti, 2012). Nygren and Degtereva (2012) point out that the Russian journalists generally share the same professional values as Western colleagues. They feel, however, a double pressure – both the commercial and the political ones - that some of them describe as a form of self-censorship. It is remarkable that many Russian journalists recognize that the level of press freedom in Russia has been declined the last decade. However, they have significantly low demands on freedom from the state and on freedom to criticize political power.

The state of the Russian journalism is defined not only by traditions but also by specific of contemporary media model, which is identified by Vartanova (2012) as a unique 'Eurasian hybrid system' or a 'Statist Commercial model'. It has several key characteristics, first of all a strong relationship between media, journalists and the state, legitimized by a shared belief – consciously or unconsciously – in the regulatory/decisive role of the state (or

state agencies).” In this conceptualization the media play the role of “an innocent and obedient child” (Vartanova, 2012; 141-142). **All the mentioned effects the Press Freedom index: Russia traditionally takes the lowest ranks.²**

However, even being in conditions of vertical regulation ‘from above’ in the absence of ‘social contract’ Russian journalism does not deny general professional standards and quality. Russian journalism has traditionally been personified; according to Vartanova and Azhgikhina (2011) this is rather a mission, than a profession and its participative function, inherited from the Soviet times, revives again. Hanitzsch et al (2011) analyzed professional journalistic cultures in 18 countries and identified three different clusters: “western journalism culture”, “peripheral western”, and developing countries/transitional democracies/non-democratic.

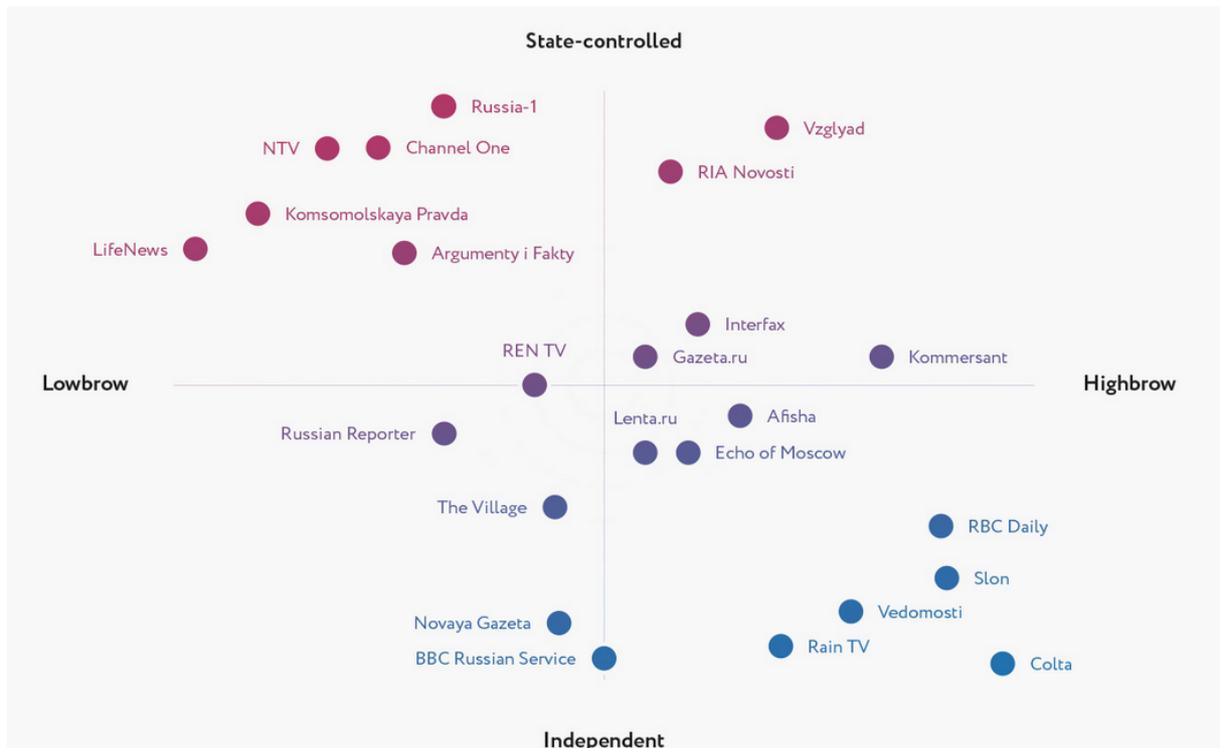
In the frameworks of this analysis Russia is placed on the last group. The Russian journalism is characterized, among other things, by a least vigilant and critical attitudes toward monitoring the political and economic elites, relatively weak power distance, indicated by the willingness of journalists to convey a positive image of political and business leadership on the one hand and by the inclination of journalists to motivate people to participate in civic activity and political discussion, the most favorable attitudes towards providing analysis, and strong orientation towards the audience (Hanitzsch et al, 2011).

The paradox is that contemporary Russian media system is represented by two main groups of the media: mainstream media (mainly TV channels) which are rigidly supervised by the state as well as those which are more independent and relatively disloyal to Kremlin political and business media (Figure 1). They belong to individuals, parties, or foreign corporations, but they are also managed by the state, albeit indirectly. The mechanism is quite complicate, however one could mark out three types of state influence on Russian media (especially television): direct state control (I), indirect control over state-owned companies for example Gazprom media holding (II), and indirect control through a pressure on the owners or of media-tycoons (III) which may be based on personal relationships between government officials and private media owners, and so on (Kiriya and Degtereva, 2010).

Accordingly, one can talk about two types of audiences in Russia: a ‘wide audience’ which is not actively involved into a civil life and passively absorbing the propaganda, and a ‘narrow socially active audience’ stratum interested in discussing the political life, making their own conclusions based on information obtained. These ‘majority’ and ‘minority’ can be seen in diachronic. The state allows the minority to keep their own media, standing in so-called ‘information ghetto’ (Kiriya and Degtereva, 2010). Thus, the professional roles of journalists working for different groups of media can also vary. **As an interviewed 21 year old Russian female web reporter said: “We need to remember that the policy of media defines all in the daily work of the journalist. Every journalist chooses his/her place of work” (Nygren and Degtereva, 2012; 6).**

Figure 1
Russian media landscape

²Reporters without borders: Press freedom index-2011-2012. Retrieved 2014-04-15 from <http://en.rsf.org/press-freedom-index-2011-2012,1043.html>



Source: TNS Global, BBC, Colta
 Retrieved 2014-04-10 <http://calvertjournal.com/features/show/2234>

Introduction of Internet in the last decade has reinforced this tendency; Russian media sphere has been significantly challenged and split to ‘official’ and ‘alternative’ shares (Gorny, 2007). Formally, Internet remains relatively free space from state control in Russia; anyone with an Internet access can criticize the government, the political system and other issues of the state power. According to conclusions by Berkman Center Research (Etling et al., 2010-2011) Russian blogosphere became a central ‘Discussion Core’ that contains the majority of political and public affairs discourse and this core is comprised mainly, though not exclusively, of blogs on the Live Journal platform.

Gorny (2007) calls Internet in Russia as a modern substitute of Habermas’s public sphere and compares it with Russian classic literature which was a substitute for public discussions in 19th century and ‘kitchen-tables talks’ in the Soviet Union times, when being deprived a voice and forced to be passive consumers of propaganda, Soviet people developed private communication spaces at home, there they could discuss and express their opinions freely, usually drinking alcohol. So, according to Gorny (2007) in the 2000s Soviet ‘kitchen-table talk culture’ was revived in the cyberspace while Internet became similar to Russian classic literature which was a substitute for public discussions in 19 century and “samizdat” (reproduced censored copies by hand) in Soviet times.

Kiriya (2012a) considers today’s Russian media in the terms of ‘main’ and ‘parallel’ public spheres represented accordantly by widespread TV channels, radio and some political print media on the one hand and by *institutionalized* (opposition TV channels, media outlets controlled by elite groups close to the state and online-media) and *non-institutionalized* (blogs and social networking sites) media on the other hand. He extends his point of view affirming that Russian authority provides a function of gate keeping or switching of both ‘main’ and ‘parallel’ public spheres and between *institutionalized* and *non-institutionalized* ones. It keeps the political debate within each cluster, and within each group of political activists, making them isolated from each other and from the wide audience (Kiriya, 2012b).

To sum up, one can conclude that Russian journalism has been developed in the special historical context where media was a ‘manipulative tool’ in the hands of the state. But a role of journalists in society has not only consisted of serving for authorities’ interests. Journalists also tried to respond to publics’ needs being a sort of ‘missioners’ who as far as possible provided enlightenment function and **traditionally tended toward opinioned and personified journalism.**

How journalists worldwide use social media platforms

Journalistic profession is now much affected by development of new technologies. Merging of editorial teams, multi-publishing, multi-skilling and consequently incremental load toward journalists in conditions of permanent time troubles become characteristics of the modern media work. New demands of audience which has now extensive opportunities for customization of content and for increasing interactivity influence to changes *inter alia* in professional practices traditionally rooted in the “relatively closed professional culture for the production of knowledge based on system of editorial control” (Hermida, 2012a).

These challenges to professional journalism became even stronger since in the middle of the first decade in the 21th century, the ‘new’ or online media have developed towards Web 2.0. Dougherty, a vice-president of O’Reilly Media Inc, first officially coined the term ‘Web 2.0’ in 2004 during a discussion on a potential future conference about the Web (O’Reilly, 2005a). O’Reilly (2005b) defines Web 2.0 as follows:

“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.”

Web 2.0 is a complex and multi-dimensional; it pulls not only in economics and technology but also in new ideas about the connected society. According to Anderson (2007; 5) for many average people Web 2.0 is rather “a group of technologies which have become deeply associated with the term: blogs, wikis, podcasts, RSS feeds etc., which facilitate a more socially connected Web where everyone is able to add to and edit the information space.” A big group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 is usually called social media (Kaplan and Haenlein, 2010).

Introduction of social media has increased individuals’ ability to interact with media and to collaborate by way of user-generated content, citizen journalism and participatory journalism. This modern interaction became embedded and interwoven with media to the extent where the relationships between journalists and audience/citizens can be called even ‘symbiotic’ (García de Torres et al., 2011). Social media challenge the role of journalist and the old journalistic practices and norms. Now when any ‘average consumers’ is able not only consume but also “to archive, annotate, appropriate, and recirculate media content in powerful new ways” (Jenkins et al., 2009), professional journalists finds themselves puzzled how to invite the audience in the process of media content production without losing control (Lewis, 2012).

Hedman and Djerf-Pierre (2013) identify three groups of the journalists who are using social media: non-users or ‘the skeptical shunners’ who avoid having anything to do with social media and two groups of users: so-called ‘pragmatic conformists’ - who regularly

use social media, being forced by industry trends and professional requirements but who are selective and judicious in their usage and ‘enthusiastic activists’ - usually younger journalists who lead a life online, being almost permanently connected, twittering or blogging.

Singer (2005) writes, for example, that “the traditional role as a non-partisan gatekeeper of information, already undermined in the new media environment, is further challenged by the participatory blog format. At the same time, those attributes potentially facilitate the professional norm of accountability.” According to Singer’s conclusions, journalists try to overcome such drastic changes by ‘normalizing’ of new platforms (blogs) to fit the traditional professional practices and norms:

“(…) most journalists are ‘normalizing’ blogs in at least one key way: they are maintaining control over the information provided under their names, sticking to their traditional gatekeeper function even with a format that is explicitly about participatory communication. [...] In broader terms, this study supports earlier research indicating that journalists continue to think in terms of their professional role as information providers as they migrate to the interactive online medium” (Singer 2005, p. 192).

Lasorsa et al. (2011; 31) extending the research for Twitter and found out that journalists (j-tweeters) “appear to be normalizing microblogs to fit into their existing norms and practices but, at the same time, they appear to be adjusting these professional norms and practices to the evolving norms and practices of Twitter.” Thus journalists’ usage of social media services is an interrelated and interdependent process.

As an aside, it is worth mentioning that social media emerge as an important assistant tool for professional journalistic work, both on the institutional level (media outlets represented in the social media) and individual level (journalists). First of all, it might be linked with searching, gathering, conveying, checking of information (e.g. Pew Research Center 2011; Reed, 2011). Social media arisen a networking collaboration in verification of news (Hermida, 2012b) and new way of crowd sourcing in the collection and analysis of information for the preparation of stories (Moeller, 2013).

Social media can also be helpful for communication for example with media outlet’s audience (e.g. Sheffer and Schultz, 2009), media institutes, being a “headline service for breaking news or a promotion for journalists’ work on other media” (Schultz and Sheffer, 2010), for feedback and dialogue with readers/viewers, sources (e.g. Hermida, 2010), for professional discussions with colleagues, and so on. Media companies and individual journalists can also carry out marketing and branding *via* social media.

Research questions

This background leads us to the following research questions relating to how patterns of journalists’ using social media might be affecting the socio-cultural and political matters and specific role of a journalist. Thus this study poses the following research questions:

RQ 1. How do Russian journalists use social media with professional purposes in comparison with Western colleagues?

RQ 2. What explanation could be behind the differences if so – can it be a question of age, of cultural and historical traditions or about political reasons?

RQ3. Is social media use changing professional role of journalists?

Method and sample

This research has been conducted in three stages. *The first stage* has been related with the project “Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden”³ is the cross-national survey conducted in the spring and summer of 2012 in Russia, Sweden and Poland. The survey covers different areas of the professional culture; one section was devoted to interactivity and journalists’ use of social media. The questionnaire was constructed in collaboration with the researcher teams to make the questions relevant for journalists in all three countries. It was originally written in English and then translated into Polish, Russian and Swedish before distribution.⁴

There are no registers or any official written records of journalists’ names in the three countries and therefore it is not possible to have a representative sample. Instead quota sampling was used to select participants in the survey, to build a sample as representative as possible for journalists in each country (Lavrakas, 2008). Drawing on previous knowledge about the media structure and where journalists work, a quota of journalists was decided for each media type with the goal of collecting 500 surveys in each country.

Questionnaires were sent to a wide range of newsrooms in different parts of the each country and different types of media, both on paper (mostly in Sweden and Poland) and by e-mail with links to a web-based survey (mostly Russia and Poland) until the quota for each media type was filled. The results show that the sample became quite close to other recent surveys (like Weaver and Willnat, 2012). Finally, the results have been combined in a common database, giving the answers and analyzed using SPSS software. We have divided the sample for three age groups: up 35 years; 36-50 years and over 50 years old journalists for clarification of differences for each generation (see Table 1).

Table 1. Age among journalists in the survey (per cent of respondents)

Country	<35	36-50	51<
Age group			
Russia	69	23	7
Sweden	27	36	38
Poland	42	39	18

Source: Project data: Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden, <http://www.journalisminchange.com/>

During *the second stage* a short open-question survey was conducted specially for Russian case study in summer 2012. 100 selected Russian journalists’ blogs on LiveJournal blog platform were selected with the help of monitoring of media websites, Google, Yandex, Wikipedia, private contacts and LiveJournal search engine. The journalists who maintain the individual blogs (j-bloggers) were asked questions about their blogging via LiveJournal messenger, how they use LiveJournal for professional purposes if so. The survey feedback amounted to 37 responses.

Finally, during *the last stage* the anonym in-depth interviews with 20 journalists in each country have been conducted for better understanding of results. The interviewed journalists were suggested to ask the question regarding social media in professional work:

³ <http://www.journalisminchange.com/>

⁴ More details about the survey might be found at <http://www.journalisminchange.com/Files/content/Survey-2012.pdf>

Do you use online social media (for example Twitter, Facebook, blogs) in your work and give examples of how these channels have been useful for you?

Despite its limitations, we believe this study sheds light on how journalists use social media including Russia and what factors can shape patterns of media usage.

Findings

Generally the surveyed Russian journalists use social media for professional work more actively than their Polish and Swedish colleagues (see Table 2). As expected, the number of so-called ‘pragmatic conformists’ and ‘enthusiastic activists’ is higher among younger and middle-aged generations of Russian journalists. However, similar trend has been observed in Poland and Sweden.

Table 2. The usage of social media for professional purposes (once or more per day) (per cent of respondents in the age groups)

Age groups	Russia			Sweden			Poland		
	<35	36-50	>51	<35	36-50	>50	<35	36-50	>50
Use social media for professional goals	81	72	39	78	68	57	75	67	51
Total use social media in the sample	76			67			68		
Numbers of answers in each group	341	117	36	125	170	176	189	166	78
Number of answers in the sample	500			497			471		

Source: Project data: Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden, <http://www.journalismchange.com/>

Younger journalists are friendlier toward the usage of new Internet services?

As mentioned above a peculiarity of the Russian sample is that about 70 per cent of journalists were younger than 36 years old (see Table 1). However, it could be considered close to a reality. The age explains a higher frequency of using social media to some extent: usually a youth is the main contingent of popular Internet services and social networking websites. However it would be simplification to explain the results only by the ‘age conservatism.’ The distribution of preferences between different social media platforms makes it possible to discuss a specific Russian pattern of using social media by the journalists (see Table 3).

Facebook appears to be a favorite online social networking site for surveyed Russian journalists: 72 per cent use it at least once per day or more. Here we can see nothing special in comparison with Polish and Swedish colleagues. Frequency of using Twitter by the Russian journalists is almost similar as for Swedish (30 per cent of respondents). Russians pay almost the same attention to using of other social networking services as Polish journalists (30 per cent of respondents).

Talking about other types of ‘other social networking services’ for Russian case we mean first of all extremely popular profile-driven social networking Russian language sites VKontakte and Odnoklassniki. According to TNS Gallup Media the daily reach of

Vkontakte amounted 27 212; Odnoklassniki 19 332 while Facebook 3 439; LiveJournal 2 654 and Twitter 1 292 million users between 12-54 years old in May 2012.⁵

A high activity in using blogs is a specific and peculiarity of the using of social media by the Russian journalists. In comparison with Polish and Swedish colleagues, Russian journalists are significantly active in reading and especially in writing individual blogs, which they maintain outside media companies. So, 59 per cent of Russian journalists read blogs at least once per day and 25 per cent write in the individual blog daily or more often. For Sweden and Poland the figures noticeably lower (Table 3).

Table 3. Frequency of social media use for professional work (journalists using social media for professional purposes on the daily base; per cent of respondents)

	Russia	Poland	Sweden
Blogs (read)	59	33	29
Blogs (write)	25	5	3
Facebook	72	72	61
Twitter	30	19	33
Other social networking services	30	32	14

Source: Project data: Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden, <http://www.journalisminchange.com/>

LiveJournal blog platform as a Russian socio-cultural phenomenon?

First of all, such preferences in using of different media platforms and especially shifting the interests toward blogging can be explained by cultural issues. In Russian culture a word ‘blog’ is almost a synonym of LiveJournal, a blog platform extremely popular in Russia since 1999. The Russian LiveJournal community was initiated by a small group of creative people (40-50 users) among whom there were many pioneers of the Russian Internet. In the beginning it was reminiscent of virtual ‘kitchen-table talks’ until its present, considerable size was reached (Podshibyakin, 2010).

Nowadays LiveJournal is a common space for receiving news and information, socializing, polemic, discussions and developing collaborative projects. It has become an independent collective medium influencing traditional media and cultural production at large and a significant part of Russian Internet culture Gorny (2004). Despite a competition with other services, first of all Russian-language VKontakte and Odnoklassniki, and global Facebook and Twitter LiveJournal still hold high position in the top 20 of the most popular social media platforms in Russia.⁶

Traditionally literature-centric journalism?

As mentioned above, Russian journalism is linked with literature. Modern Russian journalism differs from journalism in democratic cultures by the literature-centric peculiarity and

⁵ TNS Gallup Media. TNS Web Index. Retrieved 2014-04-15 from http://tns-global.ru/services/media/media-audience/internet/information/?arrFilter_pf%5BYEAR%5D=2012&set_filter=%D0%9F%D0%BE%D0%BA%D0%B0%D0%B7%D0%B0%D1%82%D1%8C&set_filter=Y

⁶ Ibid

tendencies to personification (Mirsky, 1999; Zhirkov, 2001; Vartanova, 2012; Vartanova and Azhghina, 2011). Thus, blogging appears to be a suitable genre for Russian journalists who are traditionally literature-oriented and friendly to writing of long texts, as a surveyed male editor-in-chief of regional TV Company said “a unique way to speak in a circumlocutory manner moreover with illustrations.” The literature-centric feature of Russian journalism is also illustrated by other surveyed journalist (j-blogger) as following:

“...a Russian person is always a nuisance. Media people are not different. They need wide [...] open spaces for publishing their immortal masterworks. They also need unlimited blogging space for multiple entries, threaded comments instead of the linear mode, news feeds and updates from friends organized chronologically. We are not fond of changes. If it works, leave it alone!” [male j-blogger, Ogonyok magazine]

Actually journalists try to use advantages of each service. Blogging is more preferable for long text; 140 characters restricted Twitter is better for short dynamically changing news, and so on. The anonym in-depth interviews clarify different patterns of using social media platforms for professional work:

“I prefer LiveJournal and Facebook. All my materials ready texts I publish in these online social networks regularly. I have also Twitter account, but there are only 500 followers there, so I do not understand this resource and use it less often. [male 35 years journalist; freelancer, online media, co-works with Echo Moskvyy radio station and Trud newspaper]

“I am spending my time “sitting” on Vkontakte; usually use this online social network to find the people I need for my work. I have also a blog on LiveJournal, but generally say it is not so important resource now, so I do not try to update it regularly.” [female, 24 years journalist, editor; information service of state television]

“I prefer global online social networks, predominantly Facebook. I publish where my materials, keep a dialog with audience and add some people it to the friend list. Inadequate comments are extremely rare; I have banned only a couple people since I am on Facebook. I do not like domestic social networking sites Odnoklassniki and VKontakte.” [male 65 years journalist, editor-in-chief; niche magazine web-page, observer of niche magazine]

Generally the purposes of using social media in the journalistic workflow vary between social media platform. The survey shows Russian journalists in Singer’s (2005) terms ‘normalize’ the use of social media in many regards in the same way as their colleagues in Sweden and Poland. Social media are built into the old work process and used to get ideas, to make research and to have contact with both colleagues and audience. Also different kind of distribution are important - self-promotion, get new audience and to strengthen the trademark of the media company are important reasons to use social media in all three countries.

But there is also a special Russian pattern in the use of blogs. They are very much used to publish content beside the regular work, every second Russian journalist in the survey say they publish on blogs, and 40 per cent take part in socio-political discussions on blogs. This is much more than colleagues in other countries. Russian journalists also to some extent try to make money on social media by PR and advertising, and this is not the case among the Swedish and Polish journalists (see Table 4).

Table 4. Purpose of social media use (users of each type of social media; per cent of respondents)

Country	Russia			Sweden			Poland		
	FB	Tw	Blog	FB	Tw	Blog	FB	Tw	Blog
Purposes									
To get ideas	81	60	73	61	73	86	52	34	64
In research/investigation (to find information)	71	66	78	45	52	60	63	70	62
To have a dialogue with audience	76	53	41	56	55	18	68	28	15
To keep in contact with colleagues	82	48	33	83	54	12	84	22	5
To publish content besides my regular work	63	40	51	27	23	17	18	8	21
To get more readers/viewers, self-promotion	69	51	40	49	58	22	49	24	14
To strengthen the trademark of media company	60	45	25	42	52	17	51	22	13
For professional discussions	64	32	37	36	50	14	46	32	23
For making money by advertisement or PR	21	14	15	2	0	1	11	1	9
To discuss sociopolitical questions in general	68	40	40	37	36	16	41	28	20
Number of answers	367	248	344	292	202	242	309	99	189

Source: Project data: Journalism in Change: Professional Journalistic Culture in Poland, Russia and Sweden, <http://www.journalismchange.com/>

Public discourse in the blogs: a way for the “betterment of society” or a letting off steam?

The high activity of journalists in socio-political discourse is easy to explain by peculiarity of Russian public sphere. As mentioned above Gorny (2007) argued, Internet in Russia is a substitute of public sphere, a virtual ‘kitchen-table-talk.’ According to conclusions of Berkman Center Research (Etling at al., 2010-2011) Russian blogosphere became to serve as a central Discussion Core that contains the majority of political and public affairs discourse. In the survey journalists confirm the important role of blogging for socio-political discussions:

“It’s mostly a habit to use LiveJournal. It gives a chance to express myself, to share the thoughts with large audience. It is a possibility to be a part of the society, to have a space for expression of the opinions and believes. In LiveJournal there is no censorship. But I have accounts both on Twitter and on Facebook and in Blogpost. LiveJournal is a mean of publishing and broadcasting information, and making its open and available to everyone.”[male j-blogger, freelancer]

“...Facebook, VKontakte, Twitter are social networking sites for promotion of information and thoughts, no more. There is practically no possibility for debates, for development of opinions, for serious discussion. LiveJournal in this sense is more convenient platform. That’s the reason I am still in LiveJournal.” [male j-blogger, national newspaper]

Striving into a 'space of freedom' – staying the moral 'leg' of society?

Publishing of content besides a regular work in the social media is also prevalent among the Russian journalists. As it mentioned above Russian mainstream media and first of all national TV channels are rigidly controlled by the state while other media are also under the state supervision (Kiriya and Degtereva, 2010). **It takes the forms of censorship what can also be represented as an editorial policy and self-censorship. Thus journalists operate in a climate hostile to press freedom political and recognize that this situation degrades even further the last decade (Nygren and Degtereva, 2012).**

Among other things Russian journalists use blogging for overcoming of editorial restrictions (Kachkaeva, 2013). Several surveyed and interviewed journalists told about social media as a compensatory means:

“I started blogging only because there are subjects who won't be covered in Kommersant newspaper, where I work, but I feel the necessity of public discussion or simple publicity [...]when I wished a resonance, to give publicity to some facts, to lift a problem, or to notify the authorities, I simply made posts in LiveJournal. In 90 per cent cases posts got into a top [...] and were widely discussed. [...] It is clear that regional and local officials follow the flow of information and discussions around it. Kremlin also keeps an eye on it.” [male j-blogger, newspaper Kommersant]

Publications outside a media company can also be a way for extension of professional creativity. So-called ‘specialization’ in the team of journalists or ‘media format’ sometimes limits a freedom of professional self-expression:

“[...] what an economics observer should do, if he wants to write about cinema? No options! He must create a blog and write there, as much as he wishes. I work for several media. One of them provides me with the ability to write the blog on their site. But it is only one from three of them. Also, I have a hobby: gonzo journalism. There is no platform for this format, and there is no media interested in it, or they simply cannot afford it.” [male j-blogger, freelancer]

Some journalists are succeeded in ‘reconciliation’ of professionally-written content published “besides a regular work” and commercial profit. They consider social media as a sort of an alternative media platform. Thus blogging also gives a good chance for deriving of profit, especially for freelancers:

“Livejournal has become a part of information space, and if my materials are good, they are occasionally taken by Lenta.ru, Grani.ru, Echo Moskv, Svobodnaya Pressa I do not focus on an individual editor’s office, I have trouble in accepting words like “editorial policy” and “format”. A text is good or bad, interesting or uninteresting; the expression “text outside format” drives me crazy. So far I have virtually created my own information channel within the Journalism with no Middleman project, money paid by readers can pay for a living if you work and write well.” [interviewed male freelancer, co-works with online media, radio and national newspaper, 35 year old]

It would be logically to assume that Russian journalists use social media mostly for publishing commercially-profitable content outside regular work: indeed they consider

Facebook, Twitter and blogs as a tool for “making money by advertisement or PR” more frequently than Polish and Swedish colleagues. However the correlation between those two options is found insignificant.

Conclusions

Journalism has always had some kind of interaction in the professional practice, relations with sources and audiences. This was especially true in the Soviet tradition of letters from the readers, but also in the subordinate relation to political power. Journalism has never been isolated from society, but social media makes this interaction much more intense and gives a new speed for the interaction. Journalists have to adapt to this, and the findings show journalists in the three countries finding different ways to relate to social media.

Journalists in Russia (as well as in Poland and Sweden) try to ‘normalize’ the use of social media; they incorporate social media in the old practices and use social media as new tools in the work processes to get ideas, to make research, checking facts, contact audience and to distribute the content with links. This is the same pattern as seen in other research in other parts of the world (Singer, 2005; Lasorsa et al., 2011; Pew Research Center, 2011; Hermida, 2012). But there are also important differences between journalists in Russia and journalists in western countries – differences that can be related to several reasons.

The general use of social media platforms is higher in Russia. This can be related to a younger profession in general, almost 70 per cent of the Russian journalists in the survey are younger than 35 years old. But also within each age group the general use is higher. The difference is most visible in the use of blogs on platforms like LiveJournal. **More than 50 per cent of the Russian journalists say they use blogs to publish mostly non-commercial content beside the regular work, and 25 per cent say they write in their personal blog every day.**

The use of blogs among Russian journalists fits well in the tradition of a literary centered journalism where opinions and discussions are the most important. This tradition of the Russian *intelligentsia* achieves new space in the blogs and creates a new and wider ‘kitchen-table-talk’ (Gorny 2007). In a situation with a limited press freedom, social media also offers an alternative public sphere where journalists can both write and discuss sociopolitical matters according to the Russian tradition.

As Singer (2005) argues j-blogs indicate a departure from traditionally neutral position of the journalists; therefore in theory blogging leads to personalization of journalism. Moreover the blogging format is similar to classical journalistic genres as a column, essay, and reportage. It goes along with literature-centric, personified and opinioned specificities of Russian journalism. It is questionable however do the journalists operate as professionals or as private persons in the social media.

The character of discussions and communication in the blogosphere are also discussible. Fossato and Lloyd (2008) advanced a hypothesis that the Russian blogosphere serves as a means of people’s adaptation to the regime rather than an instrument of social change. According to Panchenko (2011) despite of the active discourses in the blogosphere, it is anyway based mostly on the ‘chewing’ of official news agenda (published by state/state-controlled and so-called ‘liberal’ media) in conditions of so-called ‘trans media storytelling.’

Golyenko-Volfson (2009) affirms that the phenomenon of active interaction in the public sphere is frozen or equated to forms of leisure or entertainment. Internet partly acts rather an environment of ideological manipulation than a unifying force for consolidation of marginal and sub-cultural minorities. Thus, in 2000s Internet imposes mostly state isolationist trends and values of total control like print media and TV. Kiriya (2012b) also mentions isolated character of political debates in the Internet.

These critical perspectives show can be important in the short perspective. But in the long perspective, it is also difficult to disregard the fact that social media platforms create new public spheres more difficult to control by the political power. Koltsova and Scherbak (2013) for example conclude that Livejournal is an important media platform for political opposition and that the blogging can really influence on political life in Russia (i.e. online activity provokes offline activity).

Despite efforts to a more strict control over Internet communication (Barabanov et al., 2012) these new public spheres give journalists new professional spaces that are fits very well in the Russian tradition of journalism. In Russia, a social media builds a system of horizontal communication in a society with a strong tradition of vertical power structures and strict control over communication. In a longer perspective this might change the professional role of Russian journalists, giving them a more independent position in relation to political power.

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