



# THE **INFLUENCE** INDEX

Political blogging and social media in Brussels

# Introduction

Digital communications are fundamentally changing the way in which we all interact. From social networks to blogs, from Twitter to YouTube, everyone who has an internet connection is now a publisher, creating and exchanging their own content to a potential audience of millions.

As a result, traditional hierarchies of information, knowledge and authority are evolving. Where once the spheres of influence around a particular subject were small and focused, there is now a massively dispersed landscape of experts. One blogger may have more readers than a national newspaper, or a YouTube channel more viewers than a TV station. In a world where everyone is a broadcaster, understanding how influence works is a much more complex affair.

**So now news travels faster than ever, how do organisations control their message or track the conversations? And how do government and policymakers respond to a communications environment that is completely different to that of a few years ago?**

That was the starting point for this survey: we wanted to begin the process of distilling the landscape of influence down to a usable size. In Brussels, the centre of the European Union's decision-making process, understanding exactly how digital communications are changing patterns of influence is particularly critical.

Here, the emergence of a consensus can lead to policies that dramatically alter the business and social environment for years to come. Knowing which ideas, among the cacophony of opinions, are gaining most traction is therefore becoming mission critical for individuals, businesses, NGOs and governments.

Understanding influence is the first step in helping us define new best practices – the digital dos and don'ts – in this highly changeable and volatile environment. After all, how can you harness the influence offered by the digital revolution if you don't know where to start?

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A word cloud of popular tags including: scores, culture, sites, media, specialist, blogging, EU, public, influential, blogs, reach, audience, digital, and online.

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# Objective

This survey aims to identify and assess the influence of one important component of the digital communications landscape in Brussels: EU policy-related blogs.

Why focus on blogs? Blogs have become an important, highly democratic channel for sharing opinions with the wider world, and are equally valid for all areas of human activity. The low barrier to entry means that with little more than an internet connection and some basic digital literacy, individuals, special interest groups and coalitions of all types can now circumvent traditional information gatekeepers and express their point of view.

But the sheer quantity of possible sources, and the speed at which blogs can come and go, create their own set of problems: how do we know if a blog is significant or not? Does it impact me or my organisation? And, if a blog's importance is related to its influence, how can we begin to define and measure that influence?

The **Waggener Edstrom Blogger Survey** attempts to answer this. It offers a methodology for selecting and assessing the influence of blogs, and makes some first conclusions about the Brussels 'blogosphere' and how this might affect the policymaking environment here. It follows a similar study conducted by Waggener Edstrom in Washington DC at the end of 2009, allowing us to make, for the first time, some comparisons between these two decision-making centres.

This survey is *not* intended to be a comprehensive analysis of the entire digital communications ecosystem. For instance, it does not look at the influence of EU-related Twitter feeds or Social Networking sites such as Facebook, both of which are worthy of an influence study in their own right (although the extent to which a blog is picked up on social networks IS a factor in the ranking).

Neither does it include many informative — and possibly influential — websites which fall outside the scope of this survey. And we avoid making any judgment as to the relative value of blogs versus other forms of digital communication, including paid journalism.

What this survey does do is attempt to identify the key voices in the Brussels influencer landscape. We then apply our own specially-developed methodology to create a ranking, using metrics such as 'content', 'reach' and 'buzz'. The result is an intelligent snapshot of the current blogging community that is influencing European policymaking, and hopefully something that will help you navigate the new world of online publishing.

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# Scope

## Selection criteria

**This project aims to identify and rank European-based digital influencers on EU policymakers in Brussels.**

For the purposes of this survey we looked for blogs that have original content with opinions, commentary, or observations on EU related topics. There are many blogs that might look good at first glance but which, on closer analysis, are nothing more than aggregators (i.e. websites that just link to or repost other blogs without having original content). We also excluded several websites that have only press releases, news items or research.

**Additionally, blogs included in the survey sample were all pre-screened against the following criteria:**

- **Are they current?** Bloggers must have posted in the last two weeks at least. Some interesting blogs were not ranked because activity had trailed off, calling their sustainability into question.
- **Are they frequent?** Bloggers must be posting at least twice a month. Building up a following and being influential requires effort and application so that people can be sure to hear your point of view.
- **Are they writing on EU matters?** We selected only blogs that cover (or mainly cover) EU affairs. Many blogs with occasional references to EU affairs (e.g. Wall Street Journal blogs) were not included in the survey.
- **Are they EU-based?** We excluded blogs based in the US where additional visitors could skew results.
- **Are they writing in English?** To enable comparison with a similar study carried out by Waggener Edstrom in the US in 2009, we selected English language blogs only.

This approach means that certain blogs familiar to some Brussels commentators may not have been ranked, to avoid distorting the results. It doesn't mean that the excluded blogs have no influence in Europe. But in order to assess the emergence of an active blogging culture dedicated to EU affairs, we felt it necessary to apply these basic filters.

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## Identification

High profile bloggers and outlets selected for this survey fell naturally into two categories, 'General' and 'Specialist'. The Specialist category included blogs on topics including Healthcare, Technology, Law and Energy. NB Thereafter can we apply the same categories everywhere, ie "General" and Specialist".

EU General	Speciality
The Digger	BUILD UP
Jon Worth / Euroblog	Geothermania
Open Europe Blog	ECJBlog
European Voice   Blogs	OSH Blog
Nosemonkey's Eutopia	Neelie Kroes
The European Citizen	Google's European Public Policy Blog
Berlaymonster	Forum for the Future of Agriculture
BBC   Gavin Hewitt's Europe	greentransport.eu
FT Brussels Blog	Rhein on Energy and Climate
Fistful of Euros	ECHR Blog
Stanley's Blog	Eucomed blog
Julien Frisch   Watching Europe	Euro-sante/Euro-health
Charlemagne's notebook	Digital Civil Rights in Europe
Mathew Lowry's Tagsmanian Devil	European Innovation
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# Methodology

## Influence Ranking

Identified outlets have been ranked using Waggener Edstrom Worldwide's Influence Ranking methodology. Following are the key attributes, metrics and sources that we use to define the influence of a particular outlet and/or individual.

Influence attributes	Metrics	Source
Content focus & relevance	Frequency and depth of mention	Content analysis
Target audience	Importance/relevance to target audience	Content analysis
Reach	Unique visitors, circulation, site rank, followers	Cision, Alexa, Quantcast, Twitter
Buzz/pass along	Blog links, blog rank, aggregation, popularity	Digg, Techmeme, Technorati, Blog Pulse

The individual metrics are then used to calculate a 1-5 rating, with a score of 5 demonstrating a high level of influence. The scores of the different metrics are subsequently added and averaged to calculate the overall score of each outlet. The average number from each category is then multiplied by its corresponding weighting and added together to generate an overall score for each outlet.

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# Results: Brussels influencers

#1	BBC   Gavin Hewitt's Europe	R Reach	B Buzz	C Content	A Audience	I Influence
		9.33	11.20	25.00	14.67	60.20
#2	FT Brussels Blog	R 5.00	B 16.33	C 22.50	A 14.67	I 58.50
#3	The Digger	R 3.33	B 14.00	C 25.00	A 16.00	I 58.33
#4	Fistful of Euros	R 2.67	B 14.00	C 25.00	A 16.00	I 57.67
#5	Jon Worth / Euroblog	R 2.67	B 15.17	C 25.00	A 14.67	I 57.50
#6	Stanley's Blog	R 2.67	B 12.60	C 25.00	A 16.00	I 56.27
#7	Open Europe Blog	R 3.33	B 11.20	C 25.00	A 16.00	I 55.53
#8	Julien Frisch   Watching Europe	R 3.33	B 10.50	C 25.00	A 16.00	I 54.83
#9	ECJBlog	R 3.00	B 9.80	C 25.00	A 16.00	I 53.80
#10	Neelie Kroes	R 4.67	B 11.20	C 22.50	A 14.67	I 53.03

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# Results: EU general

#1	BBC   Gavin Hewitt's Europe	R Reach	B Buzz	C Content	A Audience	I Influence
		9.33	11.20	25.00	14.67	60.20
#2	FT Brussels Blog	R 5.00	B 16.33	C 22.50	A 14.67	I 58.50
#3	The Digger	R 3.33	B 14.00	C 25.00	A 16.00	I 58.33
#4	Fistful of Euros	R 2.67	B 14.00	C 25.00	A 16.00	I 57.67
#5	Jon Worth / Euroblog	R 2.67	B 15.17	C 25.00	A 14.67	I 57.50
#6	Stanley's Blog	R 2.67	B 12.60	C 25.00	A 16.00	I 56.27
#7	Open Europe Blog	R 3.33	B 11.20	C 25.00	A 16.00	I 55.53
#8	Julien Frisch   Watching Europe	R 3.33	B 10.50	C 25.00	A 16.00	I 54.83
#9	Charlemagne's notebook	R 7.33	B 8.40	C 22.50	A 14.67	I 52.90
#10	European Voice   Blogs	R 4.00	B 11.20	C 22.50	A 13.33	I 51.03

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# Results: Speciality

#1	ECJBlog	R Reach	B Buzz	C Content	A Audience	I Influence
		3.00	9.80	25.00	16.00	53.80
#2	Neelie Kroes	4.67	11.20	22.50	14.67	53.03
#3	EFPIA	2.67	12.60	22.50	14.67	52.43
#4	ECHR Blog	2.00	12.83	22.50	14.67	52.00
#5	EU Energy Policy Blog	2.00	14.00	22.50	13.33	51.83
#6	Eucomed blog	2.00	7.00	25.00	16.00	50.00
#7	OSH Blog	7.00	7.00	20.00	16.00	50.00
#8	Google's European Public Policy Blog	3.00	9.80	22.50	13.33	48.63
#9	Forum for the Future of Agriculture	3.00	7.00	22.50	14.67	47.17
#10	BUILD UP	3.00	7.00	22.50	13.33	45.83

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# Key Findings

## 1 There is a major gap in sector-specific blogging expertise in the EU.

In fact, it proved impossible to replicate the sectoral approach adopted for the 2009 Washington DC study in Europe. The US survey identified a critical mass of valid blogs related to four sectors (healthcare, financial services, technology and energy). The preparations for this EU survey revealed a large number of general (i.e. not sector specific) blogs covering a variety of EU matters, and much fewer specialist blogs (dedicated to a single sector or discipline). This appears to suggest a startling lack of public commentary from real sector experts, and a major untapped opportunity for online engagement in the EU.

## 2 EU general blogs were ranked as being more influential than the specialist blogs.

Not only are there less specialist blogs, but the ones that exist don't appear to be as influential compared to similar sites aimed at Washington DC. In the EU, nine of the top ten blogs come from the generalist category, with the first specialist blog being the ECJ blog (which offers detailed legal analysis). Overall, specialist blogs score high for content relevance, but reach fewer readers, giving them a lower overall ranking. Again, it seems that there is a startling opportunity for more specialist blogs to improve their performance, especially by attracting higher readership.

## 3 'Old' media backing doesn't guarantee influence for affiliated blogs, but it helps.

The top two ranked blogs were part of larger media entities (BBC, Financial Times). We noted the same phenomenon in the 2009 Washington DC influence study. Clearly, being a popular online destination augments a blogger's reach and the higher target audience and content focus scores can make up for lower scores against other criteria.

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# Key Findings

## 4 Independent blogging is alive and well, not far behind the larger media houses.

Despite the conclusion that the top blogs are affiliated to larger media houses, seven of the top ten most influential blogs are actually independent. Considering the disparity in resources available, this has to be significant. Some blogs — The Digger, Stanley's Blog and Jon Worth — do even better than the big media blogs with some of the ranking criteria, such as comments and being cited in other blogs. With higher scores on other measures, some of these independent blogs are in a position to displace their larger rivals.

## 5 Blog platforms are helping to drive EU blogging culture.

Nine of the blogs ranked in this survey are from blogactiv.eu, covering a variety of topics. Overall the blogactiv.eu blogs rank low on the reach and audience scores, but in several cases (such as Stanley's Blog) they do fairly well on buzz and content scores. Clearly the ease of setting up of these sites suggests that BlogActiv is providing a useful launch platform for first time bloggers interested in being discovered by an EU audience. www.bloggingportal.eu applies a different model, aggregating and tagging blogs – including many referenced in this study - for ease of reference. Both these platforms are helping to make EU blogging more approachable to the public at large.

## 6 Extensive blog rolls are no indicator of blogging activity or influence.

Many of the blogs ranked in this survey include extensive blog rolls, often referring to each other. But many of the blogs listed in such blog rolls failed to qualify for the survey against one or more of the criteria mentioned above (lack of frequency, no recent posts). This 'long tail' approach is interesting in terms of cataloguing the diversity of EU blogging, but may misrepresent the overall health of EU blogging culture as a whole, and may not reflect the impact and influence of specific sites.

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# Conclusion

The apparent lack of an EU blogging culture compared to that in Washington DC could be due to many factors, but is something which surely cannot last. The economic stakes in each city are substantial, many of the stakeholders are the same, and they experience the same need to generate broad understanding and endorsement of their position.

A conclusion to be drawn here is that EU blogging will increase in volume and in impact, with more specialist bloggers offering more consistent, high quality information to an audience that has become ever more attuned to sourcing reliable information from wherever they can find it. Indeed, it could be argued that the more diffuse decision-making structure in Brussels compared to Washington DC only increases that need for reliable information. And as automated translation tools improve, more potential bloggers have an even larger potential audience across all of the EU's official languages.

Openness and reliability are key to any meaningful attempt to engage with and influence a blog. In a city where people pay easy lip service to transparency, being honest about who you represent will become more critical than ever before. In that sense, the high reputational cost associated with a mishandled attempt to join the online conversation is likely to do more to improve lobbying standards than any Register of Interests, voluntary or otherwise.

## How should EU affairs strategies evolve to accommodate the emergence of blogging?

The simple answer is that time will tell, but the rise of blogs means that EU communications experts already have another variable to take into consideration as they seek to map 'influence' in Brussels. The speed with which blogs come and go will require appropriate systems to track and understand what is being said, and who else is listening. Beyond simply listening, understanding and interacting with bloggers can already be shown to add value to all kinds of activities which, until recently, occurred purely in offline form. Whether you are looking to publicise an event, or seeking to drive grassroots activism, bloggers can help you 'build the buzz', get noticed, and make an impact.

We are at a special time in the emergence of Digital Advocacy in Brussels. Increased understanding of the added value of digital tactics and greater familiarity with the new tools of digital advocacy is slowly driving uptake. But EU blogging culture has yet to reach maturity.

In the meantime we all have a priceless opportunity to learn, get involved in the conversation, experiment with new techniques, and perhaps even seek to build our own following. See you online?

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# Results: Brussels influencers

Outlet	Reach (max=10)	Buzz (max=35)	Content (max=25)	Audience (max=20)	Influence (max=90)
BBC   Gavin Hewitt's Europe	9.33	11.20	25.00	14.67	60.20
FT Brussels Blog	5.00	16.33	22.50	14.67	58.50
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Fistful of Euros	2.67	14.00	25.00	16.00	57.67
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Julien Frisch   Watching Europe	3.33	10.50	25.00	16.00	54.83
ECJBlog	3.00	9.80	25.00	16.00	53.80
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ECHR Blog	2.00	12.83	22.50	14.67	52.00
EU Energy Policy Blog	2.00	14.00	22.50	13.33	51.83
European Voice   Blogs	4.00	11.20	22.50	13.33	51.03
Mathew Lowry's Tagsmanian Devil	2.67	9.80	22.50	16.00	50.97
Eucomed blog	2.00	7.00	25.00	16.00	50.00
OSH Blog	7.00	7.00	20.00	16.00	50.00
Kosmopolito	2.00	9.33	22.50	16.00	49.83
Nosemonkey's Eutopia	3.33	8.17	25.00	13.33	49.83
The Lobby	2.67	9.80	22.50	14.67	49.63
The European Citizen	2.67	9.33	22.50	14.67	49.17
Google's European Public Policy Blog	3.00	9.80	22.50	13.33	48.63
Grahnlaw	2.67	9.33	22.50	13.33	47.83
Forum for the Future of Agriculture	3.00	7.00	22.50	14.67	47.17
Berlaymonster	2.67	7.00	22.50	14.67	46.83
BUILD UP	3.00	7.00	22.50	13.33	45.83
European Innovation	2.67	7.00	20.00	16.00	45.67
Digital Civil Rights in Europe	2.00	7.00	22.50	13.33	44.83
greentransport.eu	3.00	7.00	20.00	14.67	44.67
Geothermania	2.67	7.00	20.00	14.67	44.33
Rhein on Energy and Climate	2.00	7.00	20.00	14.67	43.67
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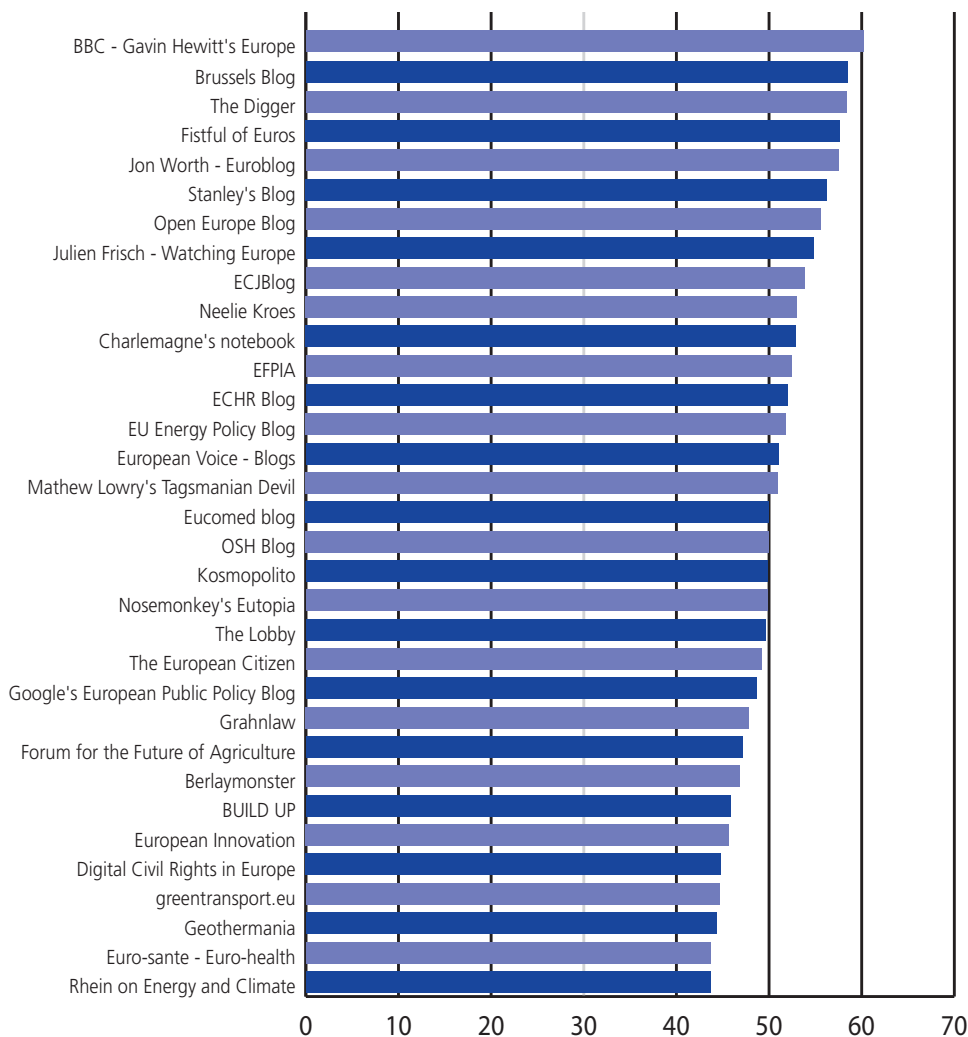
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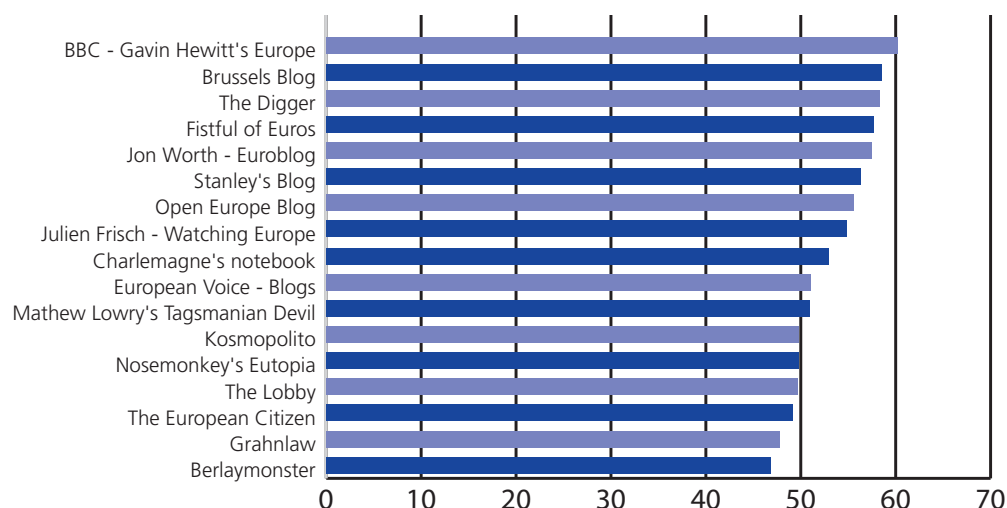
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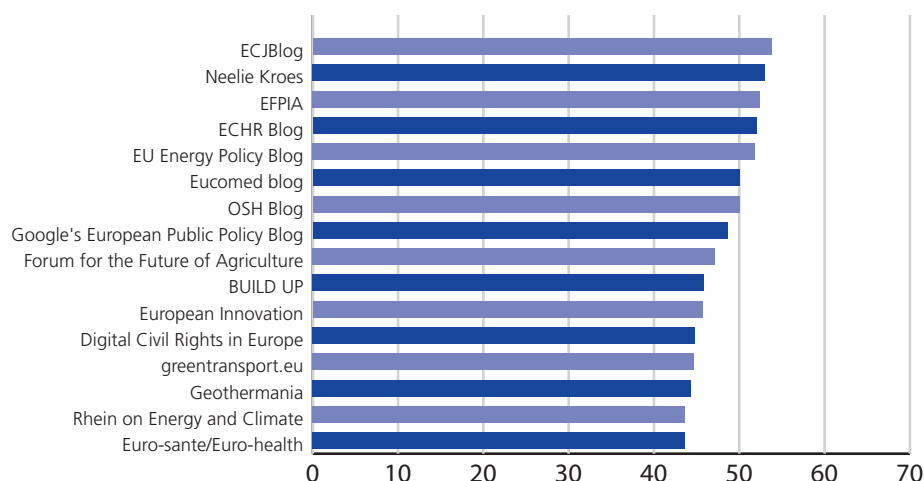
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