

Impact of User-Generated Content on Media - UK - November 2010

Report Price: £1500 / \$2310 / €1793

What is this report about?

This report examines the impact of user-generated content (UGC) on media, including not just traditional media such as the press but also how it has influenced the digital space in the form of comments, reviews, blogs, forums, social media and other related content. Research for this report has shown that UGC is influential when it comes to consumers making (or not making) purchases and that people who read and contribute UGC are more likely to make purchases as a result. For traditional media, UGC represents a way in which they can engage with visitors to their websites and make them feel that the relationship is a two-way process.

This is the first time Mintel has published a report on this subject but other relevant reports include Social Networking – UK, April 2010, and the Digital Trends series, the latest of which is Autumn 2010.



What have we found out?

- Consumers are most likely to have been exposed to user-generated content (UGC) in the form of looking up information on Wikipedia or a similar online reference website, with 85% of adult internet users claiming to do so.
- The type of UGC that people are most likely to have contributed is a comment or review on a retailer's website, with approaching half doing so.
- Consumers like the way that UGC offers the facility for a two-way conversation between them and companies and media owners, with 55% agreeing that it is a good way for companies or the media to find out what customers think.
- A note of caution is sounded by the two in five internet users who agree that the sheer amount of UGC is overwhelming, emphasising that website owners need to ensure that the most helpful/useful comments/reviews are always to be found near the top of the list.
- UGC is clearly influential: almost six out of ten adult internet users say they usually read reviews of products underneath their online listing, rising to around two-thirds among 16-24 year-olds.
- UGC doesn't just influence decisions, it also has a tangible effect on buying behaviour: almost half had bought something as a result of reading a review on a retailers' website, while only slightly fewer had decided not to buy something as a result. Video reviews, while less prevalent, have also influenced around a fifth of consumers, while around 15% of adults have been influenced by a blog or Twitter feed recommendation.

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