

## **Annexes:**

**Interest in seminars and workshops, in descending order, classified by countries, website type, media origin (native vs. non-native), website's affiliation and operation size.**

### **Results by country or region:**

#### **Argentina**

	<b>Skill or knowledge</b>	<b>They find the offer of wor and seminars VERY USEFUL</b>
1	How to use DATABASES for storytelling.	<b>81.4%</b>
2	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>76.7%</b>
3	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>75.9%</b>
4	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>75.4%</b>
5	How to WRITE FOR THE WEB	<b>71.7%</b>
6	How to design and run DATABASES (to create city and entertainment guides)	<b>70.2%</b>
7	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>70.2%</b>
8	How to create, publish, maintain and attract audiences to BLOGS.	<b>69.6%</b>
9	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>68.4%</b>
10	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>68.4%</b>
11	How to organize information in a website/INFORMATION ARCHITECTURE	<b>67.8%</b>
12	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>66.7%</b>
13	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>66.1%</b>
14	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>66.1%</b>
15	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>65.5%</b>
16	OPEN SOURCE SOFTWARE that may be used	<b>65.5%</b>

	in the operation of my website.	
17	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>64.9%</b>
18	COMPUTER-ASSISTED REPORTING	<b>63.6%</b>
19	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>63.2%</b>
20	How to create, commercialize WEB ADVERTISING	<b>62.5%</b>
21	How to understand what's going on in the MEDIA INDUSTRY.	<b>62.1%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>62.1%</b>
23	How to develop CONTENT FOR MOBILE DEVICES	<b>60.3%</b>
24	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>60.3%</b>
25	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>60.3%</b>
26	How to use CONTENT MANAGEMENT SYSTEMS	<b>59.6%</b>
27	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>59.6%</b>
28	How to ORGANIZE THE ONLINE OPERATION.	<b>57.9%</b>
29	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>56.9%</b>
30	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>54.4</b>
31	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>54.4%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>41.8%</b>
33	How to create E-COMMERCE operations in websites	<b>41.4%</b>

## **Brasil**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFU</b>
1	How to use DATABASES for storytelling.	<b>85.0%</b>
2	How to design and run DATABASES (to create city and entertainment guides)	<b>85.0%</b>

3	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>84.2%</b>
4	COMPUTER-ASSISTED REPORTING	<b>75.0%</b>
5	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>73.7%</b>
6	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>70.0%</b>
7	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>70.0%</b>
8	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>70.0%</b>
9	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>70.0%</b>
10	How to organize information in a website/INFORMATION ARCHITECTURE	<b>68.4%</b>
11	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>65.0%</b>
12	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>65.0%</b>
13	How to create, commercialize WEB ADVERTISING	<b>65.0%</b>
14	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>65.0%</b>
15	How to create, publish, maintain and attract audiences to BLOGS.	<b>65.0%</b>
16	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>63.2%</b>
17	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>60.0%</b>
18	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>60.0%</b>
19	How to understand what's going on in the MEDIA INDUSTRY.	<b>60.0%</b>
20	How to ORGANIZE THE ONLINE OPERATION.	<b>57.9%</b>
21	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>55.6%</b>
22	How to WRITE FOR THE WEB	<b>55.0%</b>
23	How to develop CONTENT FOR MOBILE	<b>55.0%</b>

	DEVICES	
24	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>55.0%</b>
25	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>55.0%</b>
26	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>55.0%</b>
27	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>55.0%</b>
28	How to understand and manage relations with the IT and engineering area regarding online operations	<b>52.6%</b>
29	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>50.0%</b>
30	How to use CONTENT MANAGEMENT SYSTEMS	<b>50.0%</b>
31	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>50.0%</b>
32	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>45.0%</b>
33	How to create E-COMMERCE operations in websites	<b>42.1%</b>

### **Central America and the Caribbean**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>86.5%</b>
2	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>85.5%</b>
3	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>85.2%</b>
4	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>83.3%</b>
5	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>82.7%</b>
6	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>82.1%</b>
7	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce	<b>82.1%</b>

	/publish them	
8	How to organize information in a website/INFORMATION ARCHITECTURE	<b>81.8%</b>
9	How to use DATABASES for storytelling.	<b>80.4%</b>
10	COMPUTER-ASSISTED REPORTING	<b>80.0%</b>
11	How to understand what's going on in the MEDIA INDUSTRY.	<b>80.0%</b>
12	How to create, publish, maintain and attract audiences to BLOGS.	<b>79.6%</b>
13	How to use CONTENT MANAGEMENT SYSTEMS	<b>79.2%</b>
14	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>78.2%</b>
15	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>77.8%</b>
16	How to design and run DATABASES (to create city and entertainment guides)	<b>77.8%</b>
17	How to WRITE FOR THE WEB	<b>76.8%</b>
18	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>76.8%</b>
19	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>75.9%</b>
20	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>75.9%</b>
21	How to develop CONTENT FOR MOBILE DEVICES	<b>74.5%</b>
22	How to ORGANIZE THE ONLINE OPERATION.	<b>74.5%</b>
23	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>72.7%</b>
24	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>72.7%</b>
25	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>72.2%</b>
26	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>72.2%</b>
27	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>70.9%</b>
28	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>68.5%</b>
29	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>66.1%</b>
30	How to create, commercialize WEB	<b>64.9%</b>

	ADVERTISING	
31	How to understand and manage relations with the IT and engineering area regarding online operations	<b>64.7%</b>
32	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>64.2%</b>
33	How to create E-COMMERCE operations in websites	<b>58.9%</b>

## **Colombia**

	<b>Skill or knowledge</b>	<b>They find the offer of workshops and semina USEFUL</b>
1	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>82.0%</b>
2	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>81.7%</b>
3	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>80.3%</b>
4	How to design and run DATABASES (to create city and entertainment guides)	<b>80.0%</b>
5	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>79.9%</b>
6	How to use DATABASES for storytelling.	<b>79.8%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>79.4%</b>
8	How to understand what's going on in the MEDIA INDUSTRY.	<b>79.4%</b>
9	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>79.1%</b>
10	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.7%</b>
11	How to WRITE FOR THE WEB	<b>77.8%</b>
12	How to organize information in a website/INFORMATION ARCHITECTURE	<b>77.6%</b>
13	How to create, publish, maintain and attract audiences to BLOGS.	<b>77.2%</b>
14	COMPUTER-ASSISTED REPORTING	<b>76.9%</b>
15	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>76.3%</b>
16	How to develop CONTENT FOR MOBILE DEVICES	<b>75.9%</b>
17	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>75.7%</b>
18	ALTERNATE WAYS for storytelling: quizzes,	<b>75.1%</b>

	questions and answers, gaming	
19	How to create, commercialize WEB ADVERTISING	<b>75.1%</b>
20	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>73.9%</b>
21	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>73.6%</b>
22	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>73.1%</b>
23	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>71.8%</b>
24	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>71.2%</b>
25	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>71.2%</b>
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>70.7%</b>
27	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>69.8%</b>
28	How to ORGANIZE THE ONLINE OPERATION.	<b>69.4%</b>
29	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>69.1%</b>
30	How to use CONTENT MANAGEMENT SYSTEMS	<b>69.0%</b>
31	How to create E-COMMERCE operations in websites	<b>67.2%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>65.7%</b>
33	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>64.4%</b>

## Chile

	<b>Skill or knowledge</b>	<b>They find the offer of workshops and seminar USEFUL</b>
1	How to develop CONTENT FOR MOBILE DEVICES	<b>69.6%</b>
2	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>69.6%</b>
3	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>66.7%</b>
4	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>64.0%</b>
5	How to use DATABASES for storytelling.	<b>64.0%</b>

6	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>64.0%</b>
7	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>64.0%</b>
8	How to organize information in a website/INFORMATION ARCHITECTURE	<b>64.0%</b>
9	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>62.5%</b>
10	How to understand what's going on in the MEDIA INDUSTRY.	<b>60.0%</b>
11	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>58.3%</b>
12	How to WRITE FOR THE WEB	<b>56.0%</b>
13	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>56.0%</b>
14	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>52.0%</b>
15	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>52.0%</b>
16	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>52.0%</b>
17	How to use CONTENT MANAGEMENT SYSTEMS	<b>52.0%</b>
18	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>52.0%</b>
19	How to create, publish, maintain and attract audiences to BLOGS.	<b>48.0%</b>
20	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>47.8%</b>
21	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>45.8%</b>
22	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>45.8%</b>
23	How to design and run DATABASES (to create city and entertainment guides)	<b>44.0%</b>
24	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>44.0%</b>
25	How to create, commercialize WEB ADVERTISING	<b>40.0%</b>
26	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>37.5%</b>
27	How to understand and manage relations with the IT and engineering area regarding online	<b>37.5%</b>

	operations	
28	How to ORGANIZE THE ONLINE OPERATION.	<b>34.8%</b>
29	COMPUTER-ASSISTED REPORTING	<b>33.3%</b>
30	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>32.0%</b>
31	How to create E-COMMERCE operations in websites	<b>28.0%</b>
32	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>28.0%</b>
33	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>16.0%</b>

## **Ecuador**

	<b>Skill or knowledge</b>	<b>They find the offer of workshops and semina USEFUL</b>
1	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>94.1%</b>
2	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>88.2%</b>
3	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>87.9%</b>
4	How to use DATABASES for storytelling.	<b>85.3%</b>
5	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>85.3%</b>
6	How to WRITE FOR THE WEB	<b>84.4%</b>
7	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>84.4%</b>
8	How to design and run DATABASES (to create city and entertainment guides)	<b>82.4%</b>
9	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>82.4%</b>
10	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>82.4%</b>
11	How to ORGANIZE THE ONLINE OPERATION.	<b>82.4%</b>
12	How to understand what's going on in the MEDIA INDUSTRY.	<b>82.4%</b>
13	How to create, commercialize WEB ADVERTISING	<b>79.4%</b>
14	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>79.4%</b>
15	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>78.8%</b>
16	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>76.5%</b>

17	How to create, publish, maintain and attract audiences to BLOGS.	<b>76.5%</b>
18	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>75.8%</b>
19	COMPUTER-ASSISTED REPORTING	<b>75.8%</b>
20	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>72.7%</b>
21	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>69.7%</b>
22	How to develop CONTENT FOR MOBILE DEVICES	<b>69.7%</b>
23	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>69.7%</b>
24	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>68.8%</b>
25	How to organize information in a website/INFORMATION ARCHITECTURE	<b>68.8%</b>
26	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>67.6%</b>
27	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>67.6%</b>
28	How to understand and manage relations with the IT and engineering area regarding online operations	<b>66.7%</b>
29	How to use CONTENT MANAGEMENT SYSTEMS	<b>65.6%</b>
30	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>64.7%</b>
31	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>61.8%</b>
32	How to create E-COMMERCE operations in websites	<b>60.6%</b>
33	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>57.6%</b>

## **México**

	<b>Skill or knowledge</b>	<b>They find the offer of workshops and seminar USEFUL</b>
1	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>84.6%</b>
2	How to understand what's going on in the MEDIA INDUSTRY.	<b>84.4%</b>
3	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>83.1%</b>
4	How to integrate operations/print newsrooms,	<b>82.8%</b>

	TV, radio, Internet / CONVERGENCE	
5	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>81.7%</b>
6	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>81.0%</b>
7	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>81.0%</b>
8	COMPUTER-ASSISTED REPORTING	<b>80.0%</b>
9	How to WRITE FOR THE WEB	<b>80.0%</b>
10	How to create, publish, maintain and attract audiences to BLOGS.	<b>79.7%</b>
11	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>79.4%</b>
12	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>78.7%</b>
13	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>78.5%</b>
14	How to use DATABASES for storytelling.	<b>78.5%</b>
15	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>78.1%</b>
16	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>78.1%</b>
17	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>76.9%</b>
18	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>76.6%</b>
19	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>76.6%</b>
20	How to organize information in a website/INFORMATION ARCHITECTURE	<b>76.2%</b>
21	How to create, commercialize WEB ADVERTISING	<b>75.4%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>75.0%</b>
23	How to ORGANIZE THE ONLINE OPERATION.	<b>75.0%</b>
24	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>74.6%</b>
25	How to design and run DATABASES (to create city and entertainment guides)	<b>73.4%</b>
26	How to develop CONTENT FOR MOBILE DEVICES	<b>73.4%</b>

27	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>72.3%</b>
28	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>71.4%</b>
29	How to understand and manage relations with the IT and engineering area regarding online operations	<b>69.4%</b>
30	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>69.2%</b>
31	How to use CONTENT MANAGEMENT SYSTEMS	<b>66.7%</b>
32	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>65.1%</b>
33	How to create E-COMMERCE operations in websites	<b>64.5%</b>

## **Perú**

	<b>Skill or knowledge</b>	<b>They find the offer of workshops and seminars USEFUL</b>
1	How to WRITE FOR THE WEB	<b>90.9%</b>
2	How to create, publish, maintain and attract audiences to BLOGS.	<b>86.8%</b>
3	COMPUTER-ASSISTED REPORTING	<b>86.8%</b>
4	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>85.5%</b>
5	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>85.5%</b>
6	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>85.5%</b>
7	How to use DATABASES for storytelling.	<b>81.8%</b>
8	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>81.8%</b>
9	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>81.8%</b>
10	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>80.0%</b>
11	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>79.6%</b>
12	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>78.2%</b>
13	How to improve the location of a website or content in a search engine /'Search Engine	<b>77.8%</b>

	Optimization' (SEO)	
14	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>75.9%</b>
15	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>75.9%</b>
16	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>75.0%</b>
17	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>75.0%</b>
18	How to design and run DATABASES (to create city and entertainment guides)	<b>74.5%</b>
19	How to organize information in a website/INFORMATION ARCHITECTURE	<b>74.1%</b>
20	How to create, commercialize WEB ADVERTISING	<b>72.7%</b>
21	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.9%</b>
22	How to understand and manage relations with the IT and engineering area regarding online operations	<b>70.9%</b>
23	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>70.9%</b>
24	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>70.4%</b>
25	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>69.1%</b>
26	How to develop CONTENT FOR MOBILE DEVICES	<b>66.7%</b>
27	How to understand what's going on in the MEDIA INDUSTRY.	<b>66.7%</b>
28	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>66.0%</b>
29	How to ORGANIZE THE ONLINE OPERATION.	<b>66.0%</b>
30	How to use CONTENT MANAGEMENT SYSTEMS	<b>63.0%</b>
31	How to create E-COMMERCE operations in websites	<b>62.5%</b>
32	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>60.0%</b>
33	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>58.2%</b>

## **Venezuela**

**Skill or knowledge**

**They find the offer of wo  
and seminars VERY USEF**

1	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>79.5%</b>
2	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>76.3%</b>
3	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>75.7%</b>
4	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>75.0%</b>
5	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>75.0%</b>
6	How to create, publish, maintain and attract audiences to BLOGS.	<b>75.0%</b>
7	How to use DATABASES for storytelling.	<b>75.0%</b>
8	How to WRITE FOR THE WEB	<b>71.8%</b>
9	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>71.8%</b>
10	How to develop CONTENT FOR MOBILE DEVICES	<b>71.8%</b>
11	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>71.8%</b>
12	How to design and run DATABASES (to create city and entertainment guides)	<b>71.1%</b>
13	How to organize information in a website/INFORMATION ARCHITECTURE	<b>70.0%</b>
14	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>69.2%</b>
15	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>67.5%</b>
16	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>67.5%</b>
17	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>67.5%</b>
18	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>67.5%</b>
19	How to understand what's going on in the MEDIA INDUSTRY.	<b>67.5%</b>
20	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>66.7%</b>
21	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>66.7%</b>
22	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>66.7%</b>
23	COMPUTER-ASSISTED REPORTING	<b>65.0%</b>

24	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>64.1%</b>
25	How to use CONTENT MANAGEMENT SYSTEMS	<b>62.5%</b>
26	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>62.5%</b>
27	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>59.0%</b>
28	How to ORGANIZE THE ONLINE OPERATION.	<b>59.0%</b>
29	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>57.5%</b>
30	How to create, commercialize WEB ADVERTISING	<b>57.5%</b>
31	How to understand and manage relations with the IT and engineering area regarding online operations	<b>55.0%</b>
32	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>55.0%</b>
33	How to create E-COMMERCE operations in websites	<b>46.2%</b>

### **Results by website type:**

#### **Individually operated blog**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFU</b>
1	How to create, publish, maintain and attract audiences to BLOGS.	<b>81.7%</b>
2	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>79.5%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>78.0%</b>
4	How to use DATABASES for storytelling.	<b>78.0%</b>
5	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>77.5%</b>
6	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>76.0%</b>
7	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>75.8%</b>
8	How to tell stories through PHOTOS (either individual or galleries, with or without	<b>75.6%</b>

	audio)/How to capture / edit / produce /publish them	
9	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>75.6%</b>
10	How to organize information in a website/INFORMATION ARCHITECTURE	<b>75.2%</b>
11	How to design and run DATABASES (to create city and entertainment guides)	<b>74.2%</b>
12	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>74.0%</b>
13	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>72.7%</b>
14	COMPUTER-ASSISTED REPORTING	<b>72.5%</b>
15	How to WRITE FOR THE WEB	<b>72.1%</b>
16	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>71.3%</b>
17	How to understand what's going on in the MEDIA INDUSTRY.	<b>70.7%</b>
18	How to create, commercialize WEB ADVERTISING	<b>69.9%</b>
19	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>69.7%</b>
20	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>69.2%</b>
21	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>69.1%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>68.6%</b>
23	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>65.9%</b>
24	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>65.8%</b>
25	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>64.8%</b>
26	How to develop CONTENT FOR MOBILE DEVICES	<b>64.2%</b>
27	How to ORGANIZE THE ONLINE OPERATION.	<b>63.6%</b>
28	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>63.0%</b>
29	ALTERNATE WAYS for storytelling: quizzes,	<b>62.3%</b>

30	questions and answers, gaming How to use CONTENT MANAGEMENT SYSTEMS	<b>61.3%</b>
31	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>59.2%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>57.0%</b>
33	How to create E-COMMERCE operations in websites	<b>56.7%</b>

### **Group operated blog**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to WRITE FOR THE WEB	<b>83.7%</b>
2	How to understand what's going on in the MEDIA INDUSTRY.	<b>83.3%</b>
3	How to create, publish, maintain and attract audiences to BLOGS.	<b>82.9%</b>
4	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.6%</b>
5	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>78.6%</b>
6	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>77.5%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>75.0%</b>
8	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>74.4%</b>
9	How to use DATABASES for storytelling.	<b>73.8%</b>
10	How to design and run DATABASES (to create city and entertainment guides)	<b>73.2%</b>
11	How to create, commercialize WEB ADVERTISING	<b>73.2%</b>
12	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>73.2%</b>
13	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>72.5%</b>
14	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>72.5%</b>
15	How to organize information in a website/INFORMATION ARCHITECTURE	<b>72.1%</b>
16	How to create MULTIMEDIA PRODUCTS	<b>70.0%</b>

	(animated infographics)	
17	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>70.0%</b>
18	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>69.8%</b>
19	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>68.3%</b>
20	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>68.3%</b>
21	COMPUTER-ASSISTED REPORTING	<b>68.3%</b>
22	How to ORGANIZE THE ONLINE OPERATION.	<b>67.5%</b>
23	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>66.7%</b>
24	How to develop CONTENT FOR MOBILE DEVICES	<b>66.7%</b>
25	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>65.0%</b>
26	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>64.3%</b>
27	How to understand and manage relations with the IT and engineering area regarding online operations	<b>62.5%</b>
28	How to create E-COMMERCE operations in websites	<b>61.9%</b>
29	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>60.5%</b>
30	How to use CONTENT MANAGEMENT SYSTEMS	<b>60.0%</b>
31	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>58.5%</b>
32	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>57.5%</b>
33	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>56.4%</b>

### **Individually operated website**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to tell stories through VIDEO/How to	<b>87.0%</b>

2	capture / edit / produce /publish it How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>83.6%</b>
3	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>81.1%</b>
4	How to understand what's going on in the MEDIA INDUSTRY.	<b>80.4%</b>
5	How to create, publish, maintain and attract audiences to BLOGS.	<b>79.2%</b>
6	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>78.2%</b>
7	How to WRITE FOR THE WEB	<b>76.8%</b>
8	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>75.9%</b>
9	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>75.5%</b>
10	How to use DATABASES for storytelling.	<b>75.0%</b>
11	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>75.0%</b>
12	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>74.1%</b>
13	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>73.6%</b>
14	How to organize information in a website/INFORMATION ARCHITECTURE	<b>73.2%</b>
15	How to design and run DATABASES (to create city and entertainment guides)	<b>72.7%</b>
16	How to create, commercialize WEB ADVERTISING	<b>72.7%</b>
17	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>72.7%</b>
18	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>71.4%</b>
19	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.4%</b>
20	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>69.6%</b>
21	COMPUTER-ASSISTED REPORTING	<b>67.9%</b>
22	How to use CONTENT MANAGEMENT SYSTEMS	<b>67.9%</b>

23	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>67.3%</b>
24	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>67.3%</b>
25	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>67.3</b>
26	How to develop CONTENT FOR MOBILE DEVICES	<b>66.7%</b>
27	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>66.1%</b>
28	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>64.3%</b>
29	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>64.3%</b>
30	How to understand and manage relations with the IT and engineering area regarding online operations	<b>61.8%</b>
31	How to create E-COMMERCE operations in websites	<b>58.9%</b>
32	How to ORGANIZE THE ONLINE OPERATION.	<b>58.2%</b>
33	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>57.4%</b>

### **Group operated website**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFU</b>
1	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>81.1%</b>
2	How to use DATABASES for storytelling.	<b>80.2%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>79.9%</b>
4	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>78.6%</b>
5	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.4%</b>
6	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>77.9%</b>
7	How to WRITE FOR THE WEB	<b>77.7%</b>
8	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user	<b>77.2%</b>

	experience	
9	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>76.8%</b>
10	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>76.3%</b>
11	COMPUTER-ASSISTED REPORTING	<b>75.6%</b>
12	How to design and run DATABASES (to create city and entertainment guides)	<b>75.6%</b>
13	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>75.4%</b>
14	How to organize information in a website/INFORMATION ARCHITECTURE	<b>75.2%</b>
15	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>74.3%</b>
16	How to understand what's going on in the MEDIA INDUSTRY.	<b>73.9%</b>
17	How to develop CONTENT FOR MOBILE DEVICES	<b>73.2%</b>
18	How to create, publish, maintain and attract audiences to BLOGS.	<b>71.8%</b>
19	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>71.7%</b>
20	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>71.2%</b>
21	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>70.6%</b>
22	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>70.5%</b>
23	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>70.4%</b>
24	How to ORGANIZE THE ONLINE OPERATION.	<b>69.9%</b>
25	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>69.8%</b>
26	How to create, commercialize WEB ADVERTISING	<b>68.0%</b>
27	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>66.8%</b>
28	How to use CONTENT MANAGEMENT SYSTEMS	<b>66.3%</b>
29	How to design and assess BUSINESS MODELS (cost structure, sustainability,	<b>65.5%</b>

	profitability)	
30	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>64.5%</b>
31	How to understand and manage relations with the IT and engineering area regarding online operations	<b>62.7%</b>
32	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>62.6%</b>
33	How to create E-COMMERCE operations in websites	<b>56.9%</b>

### **Results by media origin: native vs. non-native**

#### **Internet native**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>80.3%</b>
2	How to create, publish, maintain and attract audiences to BLOGS.	<b>79.7%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>79.3%</b>
4	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>79.1%</b>
5	How to WRITE FOR THE WEB	<b>78.9%</b>
6	How to organize information in a website/INFORMATION ARCHITECTURE	<b>78.1%</b>
7	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>77.8%</b>
8	How to use DATABASES for storytelling.	<b>77.4%</b>
9	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>77.2%</b>
10	How to understand what's going on in the MEDIA INDUSTRY.	<b>75.7%</b>
11	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>75.5%</b>
12	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>75.1%</b>
13	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>74.8%</b>

14	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>74.3%</b>
15	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>74.0%</b>
16	How to design and run DATABASES (to create city and entertainment guides)	<b>73.4%</b>
17	COMPUTER-ASSISTED REPORTING	<b>72.5%</b>
18	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>71.2%</b>
19	How to develop CONTENT FOR MOBILE DEVICES	<b>70.2%</b>
20	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.5%</b>
21	How to create, commercialize WEB ADVERTISING	<b>70.0%</b>
22	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>69.6%</b>
23	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>69.4%</b>
24	How to ORGANIZE THE ONLINE OPERATION.	<b>68.3%</b>
25	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>67.9%</b>
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>67.9%</b>
27	How to use CONTENT MANAGEMENT SYSTEMS	<b>67.9%</b>
28	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>67.4%</b>
29	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>66.2%</b>
30	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>66.1%</b>
31	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>65.8%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>61.2%</b>
33	How to create E-COMMERCE operations in websites	<b>57.6%</b>

### **Internet non-native**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>85.4%</b>
2	How to use DATABASES for storytelling.	<b>83.9%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>82.9%</b>
4	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>82.8%</b>
5	COMPUTER-ASSISTED REPORTING	<b>79.2%</b>
6	How to design and run DATABASES (to create city and entertainment guides)	<b>78.9%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>78.0%</b>
8	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>77.8%</b>
9	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>77.4%</b>
10	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>75.3%</b>
11	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>74.7%</b>
12	How to WRITE FOR THE WEB	<b>73.6%</b>
13	How to understand what's going on in the MEDIA INDUSTRY.	<b>73.6%</b>
14	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>72.5%</b>
15	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>72.4%</b>
16	How to develop CONTENT FOR MOBILE DEVICES	<b>72.5%</b>
17	How to organize information in a website/INFORMATION ARCHITECTURE	<b>71.8%</b>
18	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>71.3%</b>
19	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>71.2%</b>
20	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users,	<b>71.2%</b>

	etc.) for content-related decision making (Metrics)	
21	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>70.9%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.9%</b>
23	How to create, commercialize WEB ADVERTISING	<b>70.0%</b>
24	How to create, publish, maintain and attract audiences to BLOGS.	<b>69.7%</b>
25	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>69.5%</b>
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>67.4%</b>
27	How to ORGANIZE THE ONLINE OPERATION.	<b>66.9%</b>
28	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>65.2%</b>
29	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>64.6%</b>
30	How to use CONTENT MANAGEMENT SYSTEMS	<b>62.9%</b>
31	How to understand and manage relations with the IT and engineering area regarding online operations	<b>62.3%</b>
32	How to create E-COMMERCE operations in websites	<b>59.3%</b>
33	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>57.9%</b>

### **Results by website's affiliation**

#### **Online medium blog**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>89.7%</b>
2	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>86.2%</b>
3	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>86.2%</b>
4	How to create, publish, maintain and attract audiences to BLOGS.	<b>85.7%</b>

5	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>82.8%</b>
6	COMPUTER-ASSISTED REPORTING	<b>82.8%</b>
7	How to design and run DATABASES (to create city and entertainment guides)	<b>82.8%</b>
8	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>82.8%</b>
9	How to use DATABASES for storytelling.	<b>82.1%</b>
10	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>79.3%</b>
11	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>79.3%</b>
12	How to organize information in a website/INFORMATION ARCHITECTURE	<b>79.3%</b>
13	How to create, commercialize WEB ADVERTISING	<b>79.3%</b>
14	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>79.3%</b>
15	How to understand what's going on in the MEDIA INDUSTRY.	<b>79.3%</b>
16	How to WRITE FOR THE WEB	<b>75.9%</b>
17	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>75.9%</b>
18	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>75.0%</b>
19	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>73.3%</b>
20	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>72.4%</b>
21	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>72.4%</b>
22	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>72.4%</b>
23	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>72.4%</b>
24	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>71.4%</b>
25	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>71.4%</b>

26	How to use CONTENT MANAGEMENT SYSTEMS	<b>70.4%</b>
27	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>67.9%</b>
28	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>64.3%</b>
29	How to develop CONTENT FOR MOBILE DEVICES	<b>62.1%</b>
30	How to understand and manage relations with the IT and engineering area regarding online operations	<b>60.7%</b>
31	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>60.7%</b>
32	How to ORGANIZE THE ONLINE OPERATION.	<b>57.1%</b>
33	How to create E-COMMERCE operations in websites	<b>55.2%</b>

### **Public platform blog**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to create, publish, maintain and attract audiences to BLOGS.	<b>83.2%</b>
2	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>80.0%</b>
3	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>79.2%</b>
4	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>78.4%</b>
5	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.3%</b>
6	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>77.8%</b>
7	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>77.5%</b>
8	How to use DATABASES for storytelling.	<b>77.3%</b>
9	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>77.3%</b>
10	How to WRITE FOR THE WEB	<b>76.8%</b>
11	How to organize information in a	<b>76.5%</b>

	website/INFORMATION ARCHITECTURE	
12	How to design and run DATABASES (to create city and entertainment guides)	<b>75.5%</b>
13	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>74.2%</b>
14	How to understand what's going on in the MEDIA INDUSTRY.	<b>74.2%</b>
15	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>73.9%</b>
16	COMPUTER-ASSISTED REPORTING	<b>73.9%</b>
17	How to create, commercialize WEB ADVERTISING	<b>72.6%</b>
18	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>72.4%</b>
19	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>71.8%</b>
20	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>71.3%</b>
21	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>69.2%</b>
22	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>67.5%</b>
23	How to develop CONTENT FOR MOBILE DEVICES	<b>67.3%</b>
24	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>67.3%</b>
25	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>66.9%</b>
26	How to ORGANIZE THE ONLINE OPERATION.	<b>66.5%</b>
27	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>65.9%</b>
28	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>65.0%</b>
29	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>64.4%</b>
30	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>63.1%</b>
31	How to use CONTENT MANAGEMENT SYSTEMS	<b>62.7%</b>
32	How to create E-COMMERCE operations in	<b>61.5%</b>

33	websites How to understand and manage relations with the IT and engineering area regarding online operations	<b>60.6%</b>
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### **Site associated to preceding medium**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>84.4%</b>
2	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>83.2%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>82.7%</b>
4	How to use DATABASES for storytelling.	<b>82.4%</b>
5	How to design and run DATABASES (to create city and entertainment guides)	<b>80.5%</b>
6	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.8%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>78.2%</b>
8	COMPUTER-ASSISTED REPORTING	<b>77.6%</b>
9	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>75.9%</b>
10	How to organize information in a website/INFORMATION ARCHITECTURE	<b>75.5%</b>
11	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>75.3%</b>
12	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>75.0%</b>
13	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>75.0%</b>
14	How to WRITE FOR THE WEB	<b>74.7%</b>
15	How to understand what's going on in the MEDIA INDUSTRY.	<b>74.3%</b>
16	How to develop CONTENT FOR MOBILE DEVICES	<b>73.8%</b>
17	ALTERNATE WAYS for storytelling: quizzes,	<b>73.0%</b>

18	questions and answers, gaming How to create, commercialize WEB ADVERTISING	<b>73.0%</b>
19	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>72.1%</b>
20	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>72.1%</b>
21	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>72.0%</b>
22	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>71.5%</b>
23	How to create, publish, maintain and attract audiences to BLOGS.	<b>71.2%</b>
24	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.9</b>
25	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>70.9%</b>
26	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>68.5%</b>
27	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>68.2%</b>
28	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>68.2%</b>
29	How to ORGANIZE THE ONLINE OPERATION.	<b>66.9%</b>
30	How to understand and manage relations with the IT and engineering area regarding online operations	<b>64.8%</b>
31	How to use CONTENT MANAGEMENT SYSTEMS	<b>63.3%</b>
32	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>59.9%</b>
33	How to create E-COMMERCE operations in websites	<b>57.4%</b>

**Site associated to a social organization (unions, GNOs and political groups)**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to create MULTIMEDIA PRODUCTS	<b>83.1%</b>

	(animated infographics)	
2	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>82.5%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>80.3%</b>
4	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>80.0%</b>
5	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.0%</b>
6	COMPUTER-ASSISTED REPORTING	<b>76.7%</b>
7	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>76.7%</b>
8	How to organize information in a website/INFORMATION ARCHITECTURE	<b>75.4%</b>
9	How to create, publish, maintain and attract audiences to BLOGS.	<b>75.0%</b>
10	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>73.8%</b>
11	How to use CONTENT MANAGEMENT SYSTEMS	<b>73.8%</b>
12	How to design and run DATABASES (to create city and entertainment guides)	<b>73.3%</b>
13	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>72.9%</b>
14	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>72.6%</b>
15	How to use DATABASES for storytelling.	<b>72.6%</b>
16	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>72.4%</b>
17	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>72.1%</b>
18	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>72.1%</b>
19	How to WRITE FOR THE WEB	<b>71.0%</b>
20	How to ORGANIZE THE ONLINE OPERATION.	<b>70.5%</b>
21	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>69.4%</b>
22	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>68.9%</b>

23	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>65.6%</b>
24	How to understand what's going on in the MEDIA INDUSTRY.	<b>64.5%</b>
25	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>63.9%</b>
26	How to develop CONTENT FOR MOBILE DEVICES	<b>63.3%</b>
27	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>62.7%</b>
28	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>62.3%</b>
29	How to create, commercialize WEB ADVERTISING	<b>60.7%</b>
30	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>60.7%</b>
31	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>57.4%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>54.5%</b>
33	How to create E-COMMERCE operations in websites	<b>45.9%</b>

### **Government or State site**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to use DATABASES for storytelling.	<b>94.7%</b>
2	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>86.8%</b>
3	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>86.5%</b>
4	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>84.6%</b>
5	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>84.2%</b>
6	How to WRITE FOR THE WEB	<b>84.2%</b>
7	How to develop CONTENT FOR MOBILE DEVICES	<b>81.6%</b>
8	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making	<b>81.6%</b>

	(Metrics)	
9	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>81.6%</b>
10	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>81.1%</b>
11	COMPUTER-ASSISTED REPORTING	<b>81.1%</b>
12	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>78.9%</b>
13	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.9%</b>
14	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>78.9%</b>
15	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>78.9%</b>
16	How to design and run DATABASES (to create city and entertainment guides)	<b>77.8%</b>
17	How to organize information in a website/INFORMATION ARCHITECTURE	<b>76.3%</b>
18	How to create, publish, maintain and attract audiences to BLOGS.	<b>75.7%</b>
19	How to understand what's going on in the MEDIA INDUSTRY.	<b>75.7%</b>
20	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>73.7%</b>
21	How to ORGANIZE THE ONLINE OPERATION.	<b>71.1%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.3%</b>
23	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>70.3%</b>
24	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>68.6%</b>
25	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>68.4%</b>
26	How to use CONTENT MANAGEMENT SYSTEMS	<b>68.4%</b>
27	How to understand and manage relations with the IT and engineering area regarding online operations	<b>66.7%</b>
28	How to improve GRAMMAR AND STYLE on	<b>65.8%</b>

29	writing (Punctuation, spelling, syntax) ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>64.1%</b>
30	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>60.5%</b>
31	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>56.8%</b>
32	How to create, commercialize WEB ADVERTISING	<b>51.3%</b>
33	How to create E-COMMERCE operations in websites	<b>50.0%</b>

### **Corporate site**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to WRITE FOR THE WEB	<b>84.3%</b>
2	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>84.0%</b>
3	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>80.8%</b>
4	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>80.8%</b>
5	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>80.4%</b>
6	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>80.4%</b>
7	How to understand what's going on in the MEDIA INDUSTRY.	<b>80.4%</b>
8	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>78.8%</b>
9	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>76.5%</b>
10	How to develop CONTENT FOR MOBILE DEVICES	<b>75.0%</b>
11	How to organize information in a website/INFORMATION ARCHITECTURE	<b>74.5%</b>
12	How to create, publish, maintain and attract audiences to BLOGS.	<b>74.0%</b>
13	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>72.5%</b>

14	How to create, commercialize WEB ADVERTISING	<b>72.5%</b>
15	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>71.2%</b>
16	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>69.4%</b>
17	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>69.2%</b>
18	How to use DATABASES for storytelling.	<b>69.2%</b>
19	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>69.2%</b>
20	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>68.0%</b>
21	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>66.7%</b>
22	COMPUTER-ASSISTED REPORTING	<b>66.7%</b>
23	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>66.0%</b>
24	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>65.4%</b>
25	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>65.4%</b>
26	How to use CONTENT MANAGEMENT SYSTEMS	<b>64.7%</b>
27	How to understand and manage relations with the IT and engineering area regarding online operations	<b>63.5%</b>
28	How to design and run DATABASES (to create city and entertainment guides)	<b>63.3%</b>
29	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>63.5%</b>
30	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>62.0%</b>
31	How to create E-COMMERCE operations in websites	<b>60.8%</b>
32	How to ORGANIZE THE ONLINE OPERATION.	<b>60.8%</b>
33	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>59.6%</b>

## Education site

	<b>Skill or knowledge</b>	<b>They find the offer of works and seminars VERY USEFUL</b>
1	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>81.5%</b>
2	How to create, publish, maintain and attract audiences to BLOGS	<b>80.8%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>80.5%</b>
4	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>80.2%</b>
5	How to use DATABASES for storytelling	<b>80.2%</b>
6	How to WRITE FOR THE WEB	<b>79.3%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>79.2%</b>
8	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>77.9%</b>
9	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>75.3%</b>
10	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>75.0%</b>
11	Cómo diseñar y administrar BASES DE DATOS (para crear guías de ciudad y entretenimiento, por ejemplo)	<b>74.1%</b>
12	How to develop CONTENT FOR MOBILE DEVICES	<b>72.5%</b>
13	How to understand what's going on in the MEDIA INDUSTRY	<b>72.2%</b>
14	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>72.2%</b>
15	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>71.8%</b>
16	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>71.3%</b>
17	How to organize information in a website/INFORMATION ARCHITECTURE	<b>70.5%</b>
18	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>69.7%</b>
19	How to improve the location of a website or	<b>69.2%</b>

	content in a search engine /'Search Engine Optimization' (SEO)	
20	COMPUTER-ASSISTED REPORTING	<b>68.8%</b>
21	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>68.4%</b>
22	How to use CONTENT MANAGEMENT SYSTEMS	<b>67.9%</b>
23	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>67.5%</b>
24	OPEN SOURCE SOFTWARE that may be used in the operation of my website	<b>67.5%</b>
25	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>67.1%</b>
26	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>66.7%</b>
27	How to ORGANIZE THE ONLINE OPERATION	<b>65.4%</b>
28	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	<b>65.3%</b>
29	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	<b>64.9%</b>
30	How to create, commercialize WEB ADVERTISING	<b>62.0%</b>
31	How to understand and manage relations with the IT and engineering area regarding online operations	<b>57.7%</b>
32	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>53.9%</b>
33	Cómo crear operaciones de COMERCIO ELECTRÓNICO en sitios Web	<b>49.4%</b>

### Site associated to research center

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFUL</b>
1	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>84.6%</b>
2	How to tell stories through PHOTOS (either individual or galleries, with or without	<b>82.5%</b>

	audio)/How to capture / edit / produce /publish them	
3	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>82.5%</b>
4	How to use CONTENT MANAGEMENT SYSTEMS	<b>81.6%</b>
5	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>80.0%</b>
6	How to use DATABASES for storytelling.	<b>80.0%</b>
7	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>79.5%</b>
8	How to WRITE FOR THE WEB	<b>79.5%</b>
9	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>79.5%</b>
10	How to create, publish, maintain and attract audiences to BLOGS.	<b>77.5%</b>
11	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>76.9%</b>
12	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>76.9%</b>
13	How to design and run DATABASES (to create city and entertainment guides)	<b>75.6%</b>
14	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>75.0%</b>
15	How to understand what's going on in the MEDIA INDUSTRY.	<b>75.0%</b>
16	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>75.0%</b>
17	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>73.7%</b>
18	How to organize information in a website/INFORMATION ARCHITECTURE	<b>73.7%</b>
19	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>71.8%</b>
20	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>70.3%</b>
21	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>70.0%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>70.0%</b>
23	How to ORGANIZE THE ONLINE OPERATION.	<b>70.0%</b>
24	COMPUTER-ASSISTED REPORTING	<b>69.2%</b>

25	How to develop CONTENT FOR MOBILE DEVICES	<b>66.7%</b>
26	How to understand and manage relations with the IT and engineering area regarding online operations	<b>66.7%</b>
27	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>66.7%</b>
28	How to create, commercialize WEB ADVERTISING	<b>65.9%</b>
29	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>65.8%</b>
30	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>63.2%</b>
31	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>60.5%</b>
32	How to create E-COMMERCE operations in websites	<b>60.0%</b>
33	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>59.0%</b>

### **Results by operation size:**

#### **Integrated operations by between 2 and 5 people**

	<b>Skill or knowledge</b>	<b>They find the offer of work and seminars VERY USEFU</b>
1	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>79.5%</b>
2	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>79.0%</b>
3	How to WRITE FOR THE WEB	<b>79.0%</b>
4	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>78.6%</b>
5	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>78.0%</b>
6	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>78.0%</b>
7	How to organize information in a website/INFORMATION ARCHITECTURE	<b>77.7%</b>
8	How to understand what's going on in the	<b>77.7%</b>

	MEDIA INDUSTRY.	
9	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>76.8%</b>
10	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>76.5%</b>
11	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>76.3%</b>
12	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>75.8%</b>
13	How to create, publish, maintain and attract audiences to BLOGS.	<b>75.6%</b>
14	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>75.2%</b>
15	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>74.4%</b>
16	How to use DATABASES for storytelling.	<b>74.1%</b>
17	COMPUTER-ASSISTED REPORTING	<b>73.7%</b>
18	How to create, commercialize WEB ADVERTISING	<b>71.4%</b>
19	How to design and run DATABASES (to create city and entertainment guides)	<b>71.0%</b>
20	How to ORGANIZE THE ONLINE OPERATION.	<b>70.9%</b>
21	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>69.8%</b>
22	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>69.5%</b>
23	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>69.4%</b>
24	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>69.1%</b>
25	How to develop CONTENT FOR MOBILE DEVICES	<b>69.0%</b>
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>69.0%</b>
27	How to use CONTENT MANAGEMENT SYSTEMS	<b>65.6%</b>
28	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>65.3%</b>
29	How to promote and run USER-GENERATED CONTENT as well as user participation in	<b>64.9%</b>

	websites	
30	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>64.6%</b>
31	How to create E-COMMERCE operations in websites	<b>63.5%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>61.1%</b>
33	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>60.4%</b>

### **Integrated operations by between 6 and 11 people**

	<b>Skill or knowledge</b>	<b>They find the workshops and seminars VERY USEFUL</b>
1	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>83.9%</b>
2	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>82.3%</b>
3	How to use DATABASES for storytelling.	<b>82.1%</b>
4	How to WRITE FOR THE WEB	<b>81.9%</b>
5	How to design and run DATABASES (to create city and entertainment guides)	<b>81.3%</b>
6	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>80.9%</b>
7	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>80.9%</b>
8	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>79.6%</b>
9	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>79.3%</b>
10	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>79.2%</b>
11	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>77.9%</b>
12	How to create, commercialize WEB ADVERTISING	<b>76.0%</b>
13	How to organize information in a website/INFORMATION ARCHITECTURE	<b>75.3%</b>
14	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>74.5%</b>
15	COMPUTER-ASSISTED REPORTING	<b>74.2%</b>
16	How to create, publish, maintain and attract audiences to BLOGS.	<b>74.2%</b>
17	How to understand what's going on in the MEDIA	<b>74.0%</b>

INDUSTRY.		
18	How to develop CONTENT FOR MOBILE DEVICES	<b>73.7%</b>
19	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>73.4%</b>
20	How to use CONTENT MANAGEMENT SYSTEMS	<b>73.4%</b>
21	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>72.6%</b>
22	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>72.3%</b>
23	How to ORGANIZE THE ONLINE OPERATION.	<b>72.3%</b>
24	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>71.3%</b>
25	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>70.8%</b>
26	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>70.2%</b>
27	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>69.9%</b>
28	How to understand and manage relations with the IT and engineering area regarding online operations	<b>68.5%</b>
29	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>67.4%</b>
30	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>66.3%</b>
31	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>66.0%</b>
32	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>63.2%</b>
33	How to create E-COMMERCE operations in websites	<b>58.3%</b>

### **Integrated operations by between 12 and 15 people**

	<b>Skill or knowledge</b>	<b>They find the workshops and seminars VERY USEFUL</b>
1	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>89.7%</b>
2	COMPUTER-ASSISTED REPORTING	<b>89.7%</b>
3	How to use DATABASES for storytelling.	<b>87.2%</b>
4	How to develop CONTENT FOR MOBILE DEVICES	<b>86.8%</b>
5	How to understand what's going on in the MEDIA INDUSTRY.	<b>84.6%</b>
6	How to design and run DATABASES (to create city and	<b>81.6%</b>

	entertainment guides)	
7	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>81.6%</b>
8	How to create, publish, maintain and attract audiences to BLOGS.	<b>81.6%</b>
9	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>81.6%</b>
10	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>79.5%</b>
11	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>79.5%</b>
12	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>78.4%</b>
13	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>76.9%</b>
14	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>76.9%</b>
15	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>76.9%</b>
16	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>76.9%</b>
17	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>76.3%</b>
18	How to WRITE FOR THE WEB	<b>76.3%</b>
19	How to organize information in a website/INFORMATION ARCHITECTURE	<b>76.3%</b>
20	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>76.3%</b>
21	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>75.7%</b>
22	How to ORGANIZE THE ONLINE OPERATION.	<b>74.4%</b>
23	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>74.4%</b>
24	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>74.4%</b>
25	How to use CONTENT MANAGEMENT SYSTEMS	<b>71.8%</b>
26	How to understand and manage relations with the IT and engineering area regarding online operations	<b>71.8%</b>
27	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>68.4%</b>
28	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>67.6%</b>
29	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>66.7%</b>
30	How to create, commercialize WEB ADVERTISING	<b>66.7%</b>

31	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>61.5%</b>
32	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>59.0%</b>
33	How to create E-COMMERCE operations in websites	<b>53.8%</b>

### **Integrated operations by between 16 and 20 people**

	<b>Skill or knowledge</b>	<b>They find the workshops and seminars VERY USEFUL</b>
1	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>87.5%</b>
2	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>87.5%</b>
3	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>87.0%</b>
4	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>86.4%</b>
5	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>83.3%</b>
6	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>83.3%</b>
7	How to use DATABASES for storytelling.	<b>82.6%</b>
8	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>79.2%</b>
9	How to design and run DATABASES (to create city and entertainment guides)	<b>79.2%</b>
10	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>79.2%</b>
11	How to understand what's going on in the MEDIA INDUSTRY.	<b>79.2%</b>
12	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>75.0%</b>
13	How to WRITE FOR THE WEB	<b>75.0%</b>
14	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>75.0%</b>
15	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>75.0%</b>
16	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>75.0%</b>
17	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>75.0%</b>
18	How to create, publish, maintain and attract audiences to BLOGS.	<b>75.0%</b>

19	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>73.9%</b>
20	How to use CONTENT MANAGEMENT SYSTEMS	<b>70.8%</b>
21	COMPUTER-ASSISTED REPORTING	<b>70.8%</b>
22	Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video	<b>70.8%</b>
23	How to develop CONTENT FOR MOBILE DEVICES	<b>69.6%</b>
24	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>66.7%</b>
25	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>65.2%</b>
26	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>62.5%</b>
27	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>62.5%</b>
28	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>60.9%</b>
29	How to understand and manage relations with the IT and engineering area regarding online operations	<b>59.1%</b>
30	How to organize information in a website/INFORMATION ARCHITECTURE	<b>58.3%</b>
31	How to ORGANIZE THE ONLINE OPERATION.	<b>58.3%</b>
32	How to create, commercialize WEB ADVERTISING	<b>54.2%</b>
33	How to create E-COMMERCE operations in websites	<b>43.5%</b>

### **Integrated operations by more than 20 people**

	<b>Skill or knowledge</b>	<b>They find the workshops and seminars VERY USEFUL</b>
1	How to use DATABASES for storytelling.	<b>84.0%</b>
2	How to create MULTIMEDIA PRODUCTS (animated infographics)	<b>82.0%</b>
3	How to tell stories through VIDEO/How to capture / edit / produce /publish it	<b>80.4%</b>
4	How to tell stories through AUDIO/How to capture / edit / produce /publish it	<b>76.0%</b>
5	How to design and run DATABASES (to create city and entertainment guides)	<b>74.0%</b>
6	How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	<b>71.4%</b>
7	How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	<b>71.4%</b>
8	How to make REPORTING AND INVESTIGATIVE REPORTING	<b>71.4%</b>
9	Using MOBILE TELEPHONY TO COVER newsy events	<b>70.8%</b>

	through text, audio and video	
10	How to understand what's going on in the MEDIA INDUSTRY.	<b>70.8%</b>
11	How to WRITE FOR THE WEB	<b>70.6%</b>
12	How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	<b>70.2%</b>
13	How to organize information in a website/INFORMATION ARCHITECTURE	<b>70.0%</b>
14	COMPUTER-ASSISTED REPORTING	<b>69.4%</b>
15	How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	<b>68.0%</b>
16	ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	<b>67.3%</b>
17	How to develop CONTENT FOR MOBILE DEVICES	<b>67.3</b>
18	How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet.	<b>66.7%</b>
19	How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience	<b>66.0%</b>
20	How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	<b>65.3%</b>
21	How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	<b>64.7%</b>
22	How to promote and run USER-GENERATED CONTENT as well as user participation in websites	<b>64.0%</b>
23	How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	<b>64.0%</b>
24	How to create, commercialize WEB ADVERTISING	<b>60.0%</b>
25	OPEN SOURCE SOFTWARE that may be used in the operation of my website.	<b>58.3%</b>
26	How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	<b>55.1%</b>
27	How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	<b>55.1%</b>
28	How to identify and solve ethical conflicts / ONLINE ETHICS	<b>55.1%</b>
29	How to create, publish, maintain and attract audiences to BLOGS.	<b>53.2%</b>
30	How to ORGANIZE THE ONLINE OPERATION.	<b>50.0%</b>
31	How to use CONTENT MANAGEMENT SYSTEMS	<b>49.0%</b>
32	How to understand and manage relations with the IT and engineering area regarding online operations	<b>46.8%</b>
33	How to create E-COMMERCE operations in websites	<b>46.0%</b>