

Annexes:

Here you will find interest in seminars and workshops on different skills and knowledge compared by country, type of website, medium origin (native vs. non-native) and size of operation. Reading must be done horizontally. For instance, when observing the results by country or region, horizontal reading of the item 'How to tell stories by using VIDEO / How to capture it / Edit it / Produce it / Publish it', should reveal that Ecuador is the country where there is the most interest in workshops and seminars on this topic (94.1%)

Results by country or region:

Skill or knowledge	Total sample	Argentina	Brasil	Central America and the Caribbean	Colombia	Chile	Ecuador	México	Perú	Venezuela
How to tell stories through VIDEO/How to capture / edit / produce /publish it	80.0%	76.7%	70.0%	82.1%	81.7%	64.0%	94.1%	84.6%	75.0%	75.0%
How to tell stories through AUDIO/How to capture / edit / produce /publish it	75.0%	66.7%	65.0%	76.8%	75.7%	62.5%	87.9%	76.6%	75.9%	75.0%
How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	74.9%	66.1%	60.0%	82.1%	73.9%	52.0%	75.8%	78.5%	85.5%	76.3%
How to WRITE FOR THE WEB	77.0%	71.7%	55.0%	76.8%	77.8%	56.0%	84.4%	80.0%	90.9%	71.8%
How to use DATABASES for storytelling	79.2%	81.4%	85.0%	80.4%	79.8%	64.0%	85.3%	78.5%	81.8%	75.0%
How to design and run DATABASES (to create city and entertainment guides)	75.3%	70.2%	85.0%	77.8%	80.0%	44.0%	82.4%	73.4%	74.5%	71.1%
ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	69.5%	65.5%	50.0%	72.7%	75.1%	64.0%	72.7%	69.2%	58.2%	66.7%
How to create MULTIMEDIA PRODUCTS (animated infographics)	79.7%	75.9%	70.0%	86.5%	82.0%	64.0%	84.4%	78.1%	85.5%	71.8%
How to develop CONTENT FOR MOBILE DEVICES	70.7%	60.3%	55.0%	74.5%	75.9%	69.6%	69.7%	73.4%	66.7%	71.8%
How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience.	77.2%	56.9%	73.7%	77.8%	79.9%	69.6%	76.5%	78.7%	81.8%	79.5%
How to organize information in a website/INFORMATION ARCHITECTURE	75.1%	67.8%	68.4%	81.8%	77.6%	64.0%	68.8%	76.2%	74.1%	70.0%
How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	77.4%	75.4%	84.2%	85.5%	78.7%	52.0%	69.7%	81.0%	77.8%	71.8%
How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	68.8%	60.3%	65.0%	68.5%	69.8%	56.0%	67.6%	79.4%	70.9%	57.5%
How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	67.2%	68.4%	55.0%	66.1%	70.7%	45.8%	67.6%	76.9%	60.0%	55.0%
How to create, commercialize WEB ADVERTISING	69.5%	62.5%	65.0%	64.9%	75.1%	40.0%	79.4%	75.4%	72.7%	57.5%
How to create E-	57.8%	41.4%	42.1%	58.9%	67.2%	28.0%	60.6%	64.5%	62.5%	46.2%

COMMERCE operations in websites										
How to promote and run USER-GENERATED CONTENT as well as user participation in websites	69.4%	62.1%	63.2%	72.2%	71.2%	44.0%	82.4%	75.0%	70.9%	59.0%
How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	75.5%	64.9%	70.0%	82.7%	76.3%	66.7%	82.4%	81.7%	78.2%	64.1%
How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	77.0%	68.4%	65.0%	78.2%	79.4%	45.8%	88.2%	81.0%	80.0%	75.7%
Cómo ORGANIZAR LA OPERACIÓN ONLINE.	67.4%	57.9%	57.9%	74.5%	69.4%	34.8%	82.4%	75.0%	66.0%	59.0%
How to understand and manage relations with the IT and engineering area regarding online operations	61.5%	41.8%	52.6%	64.7%	65.7%	37.5%	66.7%	69.4%	70.9%	55.0%
How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	72.0%	59.6%	55.0%	85.2%	73.6%	58.3%	79.4%	74.6%	75.0%	69.2%
How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	76.9%	63.2%	70.0%	83.3%	80.3%	52.0%	85.3%	82.8%	81.8%	67.5%
How to make REPORTING AND INVESTIGATIVE REPORTING	70.7%	70.2%	55.0%	72.2%	71.8%	32.0%	61.8%	83.1%	85.5%	67.5%
COMPUTER-ASSISTED REPORTING	73.8%	63.6%	75.0%	80.0%	76.9%	33.3%	75.8%	80.0%	86.8%	65.0%
Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	67.7%	66.1%	60.0%	64.2%	73.1%	37.5%	68.8%	71.4%	70.4%	67.5%
How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	63.3%	54.4%	45.0%	70.9%	69.1%	16.0%	57.6%	65.1%	75.9%	66.7%
How to identify and solve ethical conflicts / ONLINE ETHICS	65.0%	54.4%	50.0%	72.7%	64.4%	28.0%	69.7%	78.1%	69.1%	66.7%
How to use CONTENT MANAGEMENT SYSTEMS	65.4%	59.6%	50.0%	79.2%	69.0%	52.0%	65.6%	66.7%	63.0%	62.5%
OPEN SOURCE SOFTWARE that may be used in the operation of my website	67.7%	65.5%	55.0%	75.9%	71.2%	47.8%	64.7%	72.3%	66.0%	62.5%
How to create, publish, maintain and attract audiences to BLOGS	75.7%	69.6%	65.0%	79.6%	77.2%	48.0%	76.5%	79.7%	86.8%	75.0%
How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	73.5%	60.3%	55.6%	75.9%	79.1%	52.0%	78.8%	76.6%	79.6%	67.5%
How to understand what's going on in the MEDIA INDUSTRY	75.0%	62.1%	60.0%	80.0%	79.4%	60.0%	82.4%	84.4%	66.7%	67.5%

Results by website type

Skill or knowledge	Total sample	Individually operated blog	Group operated blog	Individually operated website	Group operated website
How to tell stories through VIDEO/How to capture / edit / produce /publish it	80.0%	78.0%	74.4%	87.0%	79.9%
How to tell stories through AUDIO/How to capture / edit / produce /publish it	75.0%	71.3%	64.3%	78.2%	76.8%
How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	74.9%	75.6%	66.7%	81.1%	74.3%
How to WRITE FOR THE	77.0%	72.1%	83.7%	76.8%	77.7%

WEB					
How to use DATABASES for storytelling	79.2%	78.0%	73.8%	75.0%	80.2%
How to design and run DATABASES (to create city and entertainment guides)	75.3%	74.2%	73.2%	72.7%	75.6%
ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	69.5%	62.3%	68.3%	75.0%	70.4%
How to create MULTIMEDIA PRODUCTS (animated infographics)	79.7%	76.0%	70.0%	83.6%	81.1%
How to develop CONTENT FOR MOBILE DEVICES	70.7%	64.2%	66.7%	66.7%	73.2%
How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience.	77.2%	79.5%	70.0%	75.9%	77.2%
How to organize information in a website/INFORMATION ARCHITECTURE	75.1%	75.2%	72.1%	73.2%	75.2%
How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	77.4%	75.8%	78.6%	74.1%	78.4%
How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	68.8%	65.9%	58.5%	67.3%	70.5%
How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	67.2%	69.1%	69.8%	67.3	65.5%
How to create, commercialize WEB ADVERTISING	69.5%	69.9%	73.2%	72.7%	68.0%
How to create E-COMMERCE operations in websites	57.8%	56.7%	61.9%	58.9%	56.9%
How to promote and run USER-GENERATED CONTENT as well as user participation in websites	69.4%	68.6%	60.5%	70.4%	69.8%
How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	75.5%	72.7%	77.5%	73.6%	76.3%
How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	77.0%	75.6%	75.0%	72.7%	77.9%
Cómo ORGANIZAR LA OPERACIÓN ONLINE.	67.4%	63.6%	67.5%	58.2%	69.9%
How to understand and manage relations with the IT and engineering area regarding online operations	61.5%	57.0%	62.5%	61.8%	62.7%
How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	72.0%	63.0%	68.3%	67.3%	75.4%
How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	76.9%	74.0%	72.5%	71.4%	78.6%
How to make REPORTING AND INVESTIGATIVE REPORTING	70.7%	69.7%	73.2%	64.3%	71.2%
COMPUTER-ASSISTED REPORTING	73.8%	72.5%	68.3%	67.9%	75.6%
Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	67.7%	65.8%	57.5%	57.4%	70.6%
How to improve GRAMMAR AND STYLE	63.3%	59.2%	72.5%	64.3%	62.6%

on writing (Punctuation, spelling, syntax)					
How to identify and solve ethical conflicts / ONLINE ETHICS	65.0%	64.8%	65.0%	66.1%	64.5%
How to use CONTENT MANAGEMENT SYSTEMS	65.4%	61.3%	60.0%	67.9%	66.3%
OPEN SOURCE SOFTWARE that may be used in the operation of my website	67.7%	69.2%	56.4%	75.5%	66.8%
How to create, publish, maintain and attract audiences to BLOGS	75.7%	81.7%	82.9%	79.2%	71.8%
How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	73.5%	77.5%	78.6%	69.6%	71.7%
How to understand what's going on in the MEDIA INDUSTRY	75.0%	70.7%	83.3%	80.4%	73.9%

Results by media origin: native vs. non-native

Skill or knowledge	Total sample	Internet native	Internet non-native
How to tell stories through VIDEO/How to capture / edit / produce /publish it	80.0%	79.3%	82.9%
How to tell stories through AUDIO/How to capture / edit / produce /publish it	75.0%	74.3%	77.8%
How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	74.9%	75.5%	72.5%
How to WRITE FOR THE WEB	77.0%	78.9%	73.6%
How to use DATABASES for storytelling	79.2%	77.4%	83.9%
How to design and run DATABASES (to create city and entertainment guides)	75.3%	73.4%	78.9%
ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	69.5%	67.4%	72.4%
How to create MULTIMEDIA PRODUCTS (animated infographics)	79.7%	77.8%	82.8%
How to develop CONTENT FOR MOBILE DEVICES	70.7%	70.2%	72.5%
How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience.	77.2%	80.3%	71.2%
How to organize information in a website/INFORMATION ARCHITECTURE	75.1%	78.1%	71.8%
How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	77.4%	79.1%	75.3%
How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	68.8%	67.9%	71.2%
How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	67.2%	67.9%	67.4%
How to create, commercialize WEB ADVERTISING	69.5%	70.0%	70.0%
How to create E-COMMERCE operations in websites	57.8%	57.6%	59.3%
How to promote and run USER-GENERATED CONTENT as well as user participation in websites	69.4%	70.5%	70.9%
How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	75.5%	74.8%	77.4%
How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	77.0%	77.2%	78.0%
Cómo ORGANIZAR LA OPERACIÓN ONLINE.	67.4%	68.3%	66.9%
How to understand and manage relations with the IT and engineering area regarding online operations	61.5%	61.2%	62.3%
How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	72.0%	69.6%	74.7%
How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	76.9%	74.0%	85.4%
How to make REPORTING AND INVESTIGATIVE REPORTING	70.7%	71.2%	70.9%
COMPUTER-ASSISTED REPORTING	73.8%	72.5%	79.2%
Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	67.7%	66.2%	71.3%
How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	63.3%	66.1%	57.9%

How to identify and solve ethical conflicts / ONLINE ETHICS	65.0%	65.8%	65.2%
How to use CONTENT MANAGEMENT SYSTEMS	65.4%	67.9%	62.9%
OPEN SOURCE SOFTWARE that may be used in the operation of my website	67.7%	69.4%	64.6%
How to create, publish, maintain and attract audiences to BLOGS	75.7%	79.7%	69.7%
How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	73.5%	75.1%	69.5%
How to understand what's going on in the MEDIA INDUSTRY	75.0%	75.7%	73.6%

Results by website's affiliation

Skill or knowledge	Total sample	Public platform blog	Online medium blog	Site associated to preceding medium	Site associated to social media (unions, political)
How to tell stories through VIDEO/How to capture / edit / produce /publish it	80.0%	80.0%	86.2%	82.7%	80.3%
How to tell stories through AUDIO/How to capture / edit / produce /publish it	75.0%	71.3%	82.8%	75.0%	72.6%
How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	74.9%	73.9%	79.3%	72.0%	72.1%
How to WRITE FOR THE WEB	77.0%	76.8%	75.9%	74.7%	71.0%
How to use DATABASES for storytelling	79.2%	77.3%	82.1%	82.4%	72.6%
How to design and run DATABASES (to create city and entertainment guides)	75.3%	75.5%	82.8%	80.5%	73.3%
ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	69.5%	65.9%	79.3%	73.0%	73.8%
How to create MULTIMEDIA PRODUCTS (animated infographics)	79.7%	77.5%	71.4%	83.2%	83.1%
How to develop CONTENT FOR MOBILE DEVICES	70.7%	67.3%	62.1%	73.8%	63.3%
How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience.	77.2%	79.2%	72.4%	72.1%	82.5%
How to organize information in a website/INFORMATION ARCHITECTURE	75.1%	76.5%	79.3%	75.5%	75.4%
How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	77.4%	78.3%	75.9%	78.8%	78.0%
How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	68.8%	65.0%	73.3%	75.3%	60.7%
How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	67.2%	71.8%	75.0%	70.9%	63.9%
How to create, commercialize WEB ADVERTISING	69.5%	72.6%	79.3%	73.0%	60.7%
How to create E-COMMERCE operations in websites	57.8%	61.5%	55.2%	57.4%	45.9%
How to promote and run USER-GENERATED CONTENT as well as user participation in websites	69.4%	69.2%	60.7%	70.9%	72.1%
How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	75.5%	74.2%	72.4%	75.9%	76.7%
How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	77.0%	77.8%	72.4%	78.2%	80.0%
Cómo ORGANIZAR LA OPERACIÓN ONLINE.	67.4%	66.5%	57.1%	66.9%	70.5%
How to understand and manage relations with the IT and engineering area regarding online operations	61.5%	60.6%	60.7%	64.8%	54.5%
How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	72.0%	67.5%	64.3%	75.0%	69.4%
How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	76.9%	77.3%	67.9%	84.4%	68.9%
How to make REPORTING AND INVESTIGATIVE REPORTING	70.7%	72.4%	86.2%	72.1%	62.3%
COMPUTER-ASSISTED REPORTING	73.8%	73.9%	82.8%	77.6%	76.7%
Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	67.7%	64.4%	71.4%	71.5%	62.7%
How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	63.3%	63.1%	72.4%	59.9%	57.4%
How to identify and solve ethical conflicts / ONLINE ETHICS	65.0%	67.3%	79.3%	68.2%	65.6%
How to use CONTENT MANAGEMENT SYSTEMS	65.4%	62.7%	70.4%	63.3%	73.8%
OPEN SOURCE SOFTWARE that may be used in the operation of my website	67.7%	66.9%	82.8%	68.5%	72.4%
How to create, publish, maintain and attract audiences to BLOGS	75.7%	83.2%	85.7%	71.2%	75.0%

How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	73.5%	78.4%	89.7%	68.2%	72.9%
How to understand what's going on in the MEDIA INDUSTRY	75.0%	74.2%	79.3%	74.3%	64.5%

Results by operation size:

Skill or knowledge	Integrated operations by between 2 and 5 people	Integrated operations by between 6 and 11 people	Integrated operations by between 12 and 15 people	Integrated operations by between 16 and 20 people	Integrated operations by more than 20 people
How to tell stories through VIDEO/How to capture / edit / produce /publish it	79.0%	77.9%	89.7%	79.2%	80.4%
How to tell stories through AUDIO/How to capture / edit / produce /publish it	78.0%	67.4%	76.9%	75.0%	76.0%
How to tell stories through PHOTOS (either individual or galleries, with or without audio)/How to capture / edit / produce /publish them	78.0%	66.0%	76.3%	83.3%	64.7%
How to WRITE FOR THE WEB	79.0%	81.9%	76.3%	75.0%	70.6%
How to use DATABASES for storytelling	74.1%	82.1%	87.2%	82.6%	84.0%
How to design and run DATABASES (to create city and entertainment guides)	71.0%	81.3%	81.6%	79.2%	74.0%
ALTERNATE WAYS for storytelling: quizzes, questions and answers, gaming	69.1%	72.6%	68.4%	87.5%	67.3%
How to create MULTIMEDIA PRODUCTS (animated infographics)	78.6%	79.3%	81.6%	87.5%	82.0%
How to develop CONTENT FOR MOBILE DEVICES	69.0%	73.7%	86.8%	69.6%	67.3%
How to design and create EASY-TO-USE WEBSITES (usability)/How to improve user experience.	76.3%	79.6%	75.7%	86.4%	66.0%
How to organize information in a website/INFORMATION ARCHITECTURE	77.7%	75.3%	76.3%	58.3%	70.0%
How to improve the location of a website or content in a search engine /'Search Engine Optimization' (SEO)	76.5%	83.9%	76.9%	65.2%	71.4%
How to analyze a WEBSITES' TRAFFIC MEASUREMENTS (pageviews, unique users, etc.) for content-related decision making (Metrics)	69.5%	72.3%	67.6%	62.5%	68.0%
How to design and assess BUSINESS MODELS (cost structure, sustainability, profitability)	69.0%	73.4%	59.0%	62.5%	55.1%
How to create, commercialize WEB ADVERTISING	71.4%	76.0%	66.7%	54.2%	60.0%
How to create E-COMMERCE operations in websites	63.5%	58.3%	53.8%	43.5%	46.0%
How to promote and run USER-GENERATED CONTENT as well as user participation in websites	64.9%	79.2%	76.9%	60.9%	64.0%
How to use SOCIAL NETWORKS to promote websites and content and to perform marketing and/or advertising campaigns	76.8%	80.9%	76.3%	79.2%	64.0%
How to create, promote and maintain PARTICIPATORY JOURNALISM projects in the Web	79.5%	80.9%	76.9%	75.0%	65.3%
Cómo ORGANIZAR LA OPERACIÓN ONLINE.	70.9%	72.3%	74.4%	58.3%	50.0%
How to understand and manage relations with the IT and engineering area regarding online operations	61.1%	68.5%	71.8%	59.1%	46.8%
How to train and teach other members of the team new skills or concepts (KNOWLEDGE TRANSFER)	75.2%	74.5%	74.4%	75.0%	70.2%
How to integrate operations/print newsrooms, TV, radio, Internet / CONVERGENCE	75.8%	82.3%	79.5%	83.3%	71.4%
How to make REPORTING AND INVESTIGATIVE REPORTING	69.8%	70.8%	78.4%	75.0%	71.4%
COMPUTER-ASSISTED REPORTING	73.7%	74.2%	89.7%	70.8%	69.4%
Using MOBILE TELEPHONY TO COVER newsy events through text, audio and video.	64.6%	70.2%	74.4%	70.8%	70.8%
How to improve GRAMMAR AND STYLE on writing (Punctuation, spelling, syntax)	65.3%	66.3%	66.7%	66.7%	55.1%
How to identify and solve ethical conflicts / ONLINE ETHICS	60.4%	71.3%	79.5%	75.0%	55.1%
How to use CONTENT MANAGEMENT SYSTEMS	65.6%	73.4%	71.8%	70.8%	49.0%
OPEN SOURCE SOFTWARE that may be used in the operation of my website	69.4%	63.2%	61.5%	87.0%	58.3%
How to create, publish, maintain and attract audiences to BLOGS	75.6%	74.2%	81.6%	75.0%	53.2%
How COPYRIGHT AND INTELLECTUAL PROPERTY rule on the Internet	74.4%	69.9%	81.6%	73.9%	66.7%
How to understand what's going on in the MEDIA INDUSTRY	77.7%	74.0%	84.6%	79.2%	70.8%

