



Press Release

First European study on Social Media use has started: Revolution in the internet – one or 27 different revolutions?

Berlin, 28 November 2011: The Quadriga University of Applied Sciences in cooperation with ECCO International Communications Network, one of the largest owner-managed PR agencies networks in the world, and their German representative Advice Partners, starts a survey which aims to examine the Social Media usage in enterprises of all 27 European Union member states.

More than 40 000 communications professionals were invited to participate in the survey "European Institution Social Media Landscape: The use of Web 2.0 in companies and organizations" which will be carried out in the next few weeks. The focus of this company and organization survey, which is conducted for the first time in all EU countries, is the potential, infrastructure, competence, knowledge, as well as the attitude towards Social Media and their use in the day to day work of European businesses.

Are businesses actively seeking out opportunities present in Web 2.0? Or are they merely trying to keep pace with the dynamics of the internet? How do companies in the different EU member states experience the revolution in the internet? What opportunities arise with regard to stakeholder communication?

The Quadriga University, the ECCO International Communications Network and Advice Partners follow up on this and other questions within the survey.

The findings of the study are expected to be published in February 2012. All those who are interested find information in German and English language at this point.

For further questions please contact Dr. Thorsten Hofman (thorsten.hofmann[at]quadriga.eu).

Quadriga University of Applied Sciences

Quadriga University of Applied Sciences Berlin educates managers in communication management as well as in public affairs in business and politics. Through its cross-subject structure, Quadriga University offers an education that meets the requirements in management, communications and public affairs. The Quadriga University of Applied Sciences Berlin is a fully accredited college, by the Senate for Education, Science and Research of the State of Berlin. For further information, see: <http://en.quadriga.eu/quadriga/>

About ECCO International Communications Network

ECCO is one of the largest networks of owner-managed agencies: a network of worldwide partners with established uniform standards and capabilities of a large multinational group, coupled with the passion and commitment of an owner-operated agency.

For more information, see: <http://www.ecco-network.com/ecco>