

## Germany's Blogger – The Underrates Journalists –

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**Summary:** When journalists write about blogs or are asked about them, a light-hearted view prevails generally. The field of communications science shares this perspective, where bloggers are labelled as amateur journalists. A categorical distinction is drawn between professional journalists on the one hand and journalistic bloggers on the other, which means that the elements of divergence are highlighted. This is why this study contrasts this perspective of difference with one of uniformity: professional journalism and journalistic blogs are both viewed as journalistic offerings. This functional commonality is the starting point for looking at similarities and differences between the two sides. The study also follows an integrated perspective, as it is concerned with both the communicator perspective and the audience perspective. For this purpose, professional journalists and journalistic bloggers were asked to complete an online survey, or questioned in expert interviews, as were the public in a supplementary user survey.

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