

Responsible blogging is...

Survey Results

We surveyed 175 bloggers on responsible blogging at this year's BlogHer conference. We found out:

- 98% of surveyed bloggers believe it is acceptable to receive a free product.
- 87% believe it is okay to write company-sponsored posts.
- A majority of bloggers mentioned transparency, disclosure and honesty as key caveats to receiving free product and writing sponsored posts.
- 84% said honesty is a key trait of a responsible blogger, followed by transparency (66%) and reliable sources (56%).
- Outside of blogging, respondents defined personal responsibility using words like honesty, accountability and integrity.

Liberty Mutual's Responsibility Project began in 2008 as an open forum for ongoing discussions about personal responsibility. The subjects of responsible blogging and the proposed revisions to the FTC Guidelines for Endorsements & Testimonials are timely and important topics.

To initiate a conversation, The Responsibility Project participated in the BlogHer 2009 conference in Chicago, July 24-25, and asked the opinions of influential bloggers.

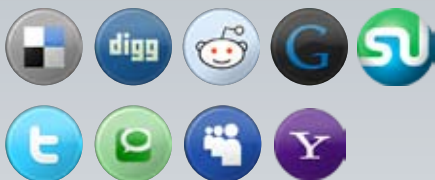
Video Interviews from BlogHer

Watch four compelling video interviews from the conference to see what bloggers had to say about online responsibility



- [Click here to view over 40 other blogger interviews](#)
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Kathy's Blog



The resident blogger for The Responsibility Project, Kathy McManus, gives an overview of what is happening in the blogosphere right now and asks readers for their opinion on what is considered responsible.

Follow the Marlowe Family

The latest advertising campaign from Liberty Mutual follows a fictional family that faces real-life situations that challenge their definition of personal responsibility and what it means to "do the right thing."

Viewers are encouraged to share their opinions at www.ResponsibilityProject.com.



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