The media should gauge public opinion on breaking news and big issues more frequently, says Cint

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Stockholm, Sweden (RPRN) 03/29/12 — As proven by myriad social media platforms, the general public love to give their opinions, as well as hear the opinion of others, on news stories big or small, and according to global provider of smart solutions for gaining market intelligence, Cint, to encourage following, loyalty and online engagement, other media platforms should follow suit and gauge public opinion more frequently.

Portraying public opinion makes readers feel more aligned with the news story at hand and as a result they will be more likely to remain loyal to the publication. A further advantage for online titles in particular is that it will also encourage user generated content, with readers more likely to leave comments giving their opinion and feedback – which in some cases could start an online debate.

Despite the many advantages, certainly with breaking news stories, many media platforms don't obtain insight from the public as traditionally doing so has simply taken too long. However, advances in survey technology now mean that opinion can be gauged quickly, easily and cost-effectively.

Cint Access is a DIY market research tool which allows users to perform consumer research and deploy an online survey in less than seven minutes. Cint Access also provides the ability to reach out to industry-defined panels which comprise of over seven million people in more than 50 countries.

Bo Mattsson, CEO of Cint, commented: "Public opinion plays a vital and powerful role in many circumstances such as during the general elections for example, but in others, despite the additional impact it creates on the reader, it seems to get overlooked. Gathering opinion is now quicker than ever before with snap-polls being able to be untaken and the results published in a matter of hours. Furthermore, as well as Cint Access, advances in smartphone technology now allow users to have quick and accurate access to real opinions wherever the recipient may be meaning that even with breaking news stories, the media can add a new dimension to their stories."

Cint empowers access to opinions by innovating the way market insight is gathered. For more information, please visit www.cint.com.

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