

PewResearchCenter

# **Social Media and News: Key Trends in Networked Information**

**Jesse Holcomb**

*Associate Director, Journalism Research*

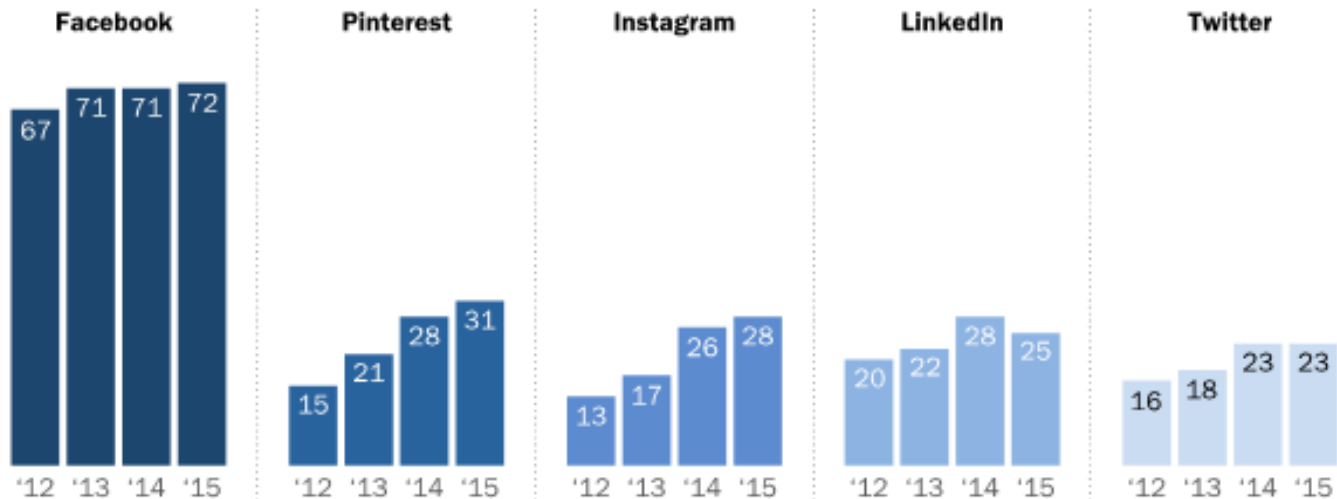
*Pew Research Center*

*@jessholcomb*

# The online experience is also a social experience

## Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms Slower

*% of online adults who say they use the following social media platform, by year*



Pew Research Center Survey, March 17-April 12, 2015.

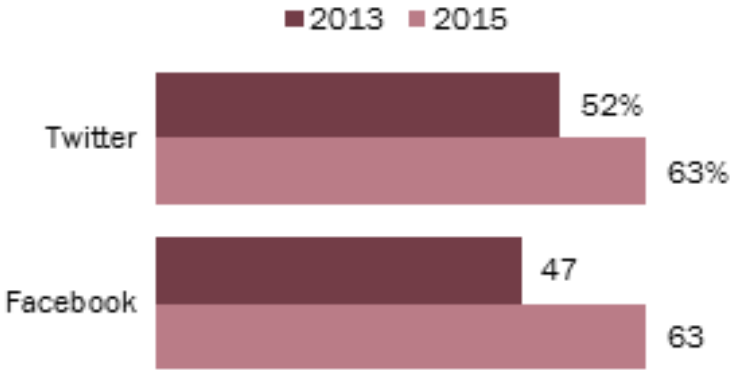
PEW RESEARCH CENTER

# News is a growing part of the social web

---

## On Facebook and Twitter, More Users Are Getting News

*% of users of each platform who get news there*



Social Media and News Survey, March 13-15 & 20-22, 2015. Q2, Q4. Facebook News Survey, Aug. 21-Sept. 2, 2013. Q9.

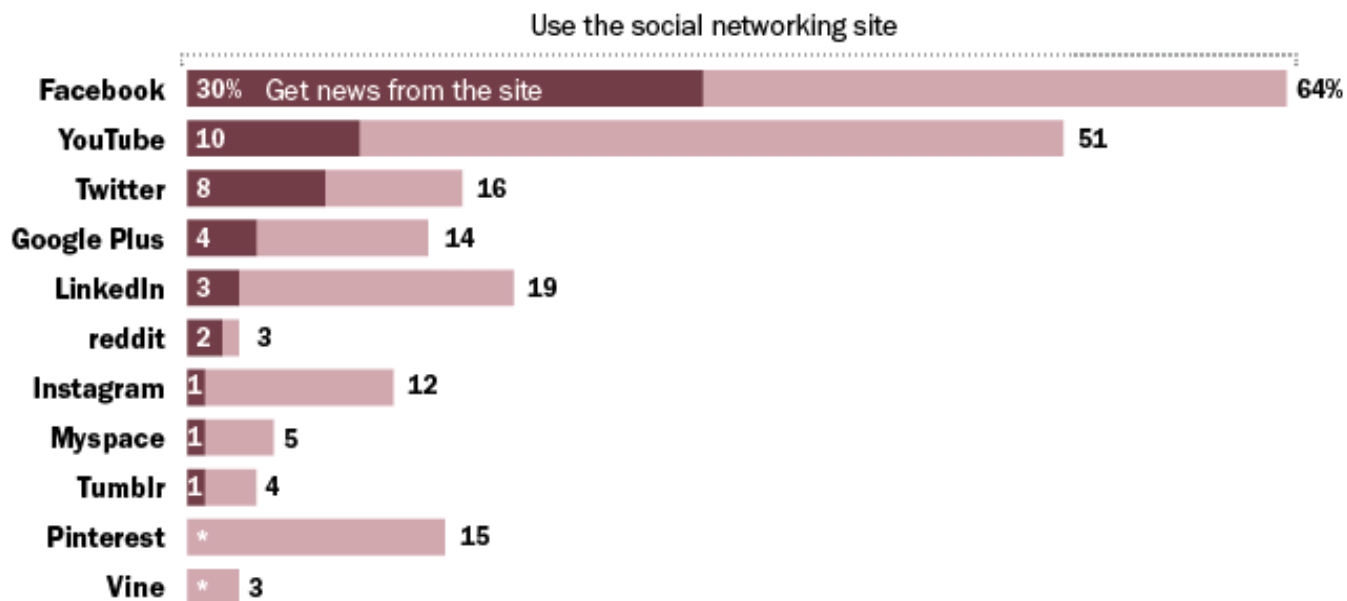
Note: News is defined as "information about events & issues beyond just your friends and family."

**PEW RESEARCH CENTER**

---

# Not all social networks are alike for news

*Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site*



Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent. Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

PEW RESEARCH CENTER

# Facebook

- Ambient
- Less of a discovery platform
- Family and friends

# An ambient news experience

- **78%** of Facebook news users mostly see news when on Facebook for other reasons
- **34%** of Facebook news consumers “like” a news organization or individual journalist



# News you would have seen elsewhere

“I believe Facebook is a good way to find out news without actually looking for it.”

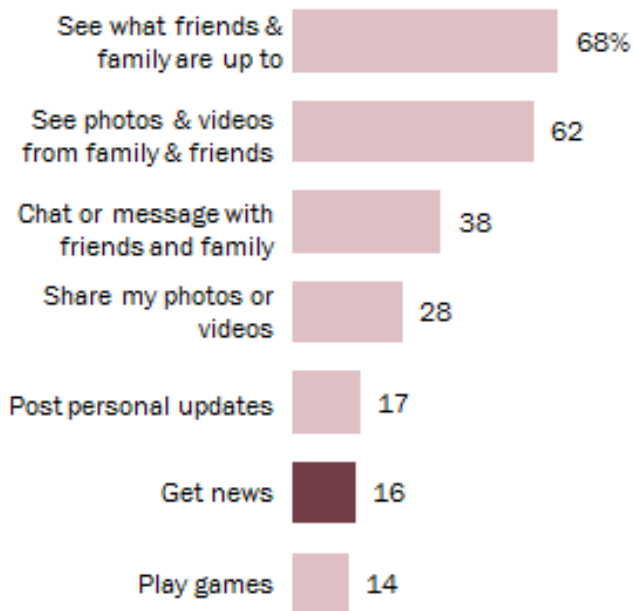
75% of Facebook news consumers say the news they see there is mostly news they also see in other places

# Close ties – not strangers – are key influencers

---

## Reasons People Go to Facebook

*Percent of Facebook Users Who Say Each is a Major Reason They Use Facebook...*



Based on Facebook Users N=3,268  
Facebook News Survey Aug. 21-Sept. 2, 2013.

**PEW RESEARCH CENTER**

---



# Twitter

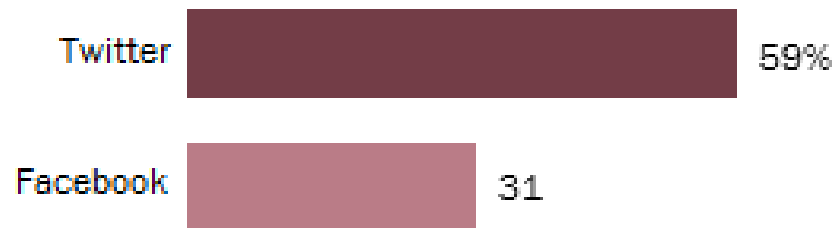
- Breaking news events
- Wide range of exposure
- Narrow/enthusiast

# Twitter users more likely to use service for breaking news

---

## Twitter Is Used More Than Facebook for Breaking News

*% of each service's news users who have used Twitter or Facebook to keep up with a news event as it is happening*



Social Media and News Survey, March 13-15 & 20-22, 2015. Q7, Q11.

PEW RESEARCH CENTER

---

# Wide range of exposure

---

## Twitter News Users See a Variety of Topics

*% of each service's news users who regularly see \_\_\_\_ on...*

	<b>Twitter</b>	<b>Facebook</b>
	<b>%</b>	<b>%</b>
5 or fewer topics	33	43
6 or more topics	67	57

Social Media and News Survey, March 13-15 & 20-22, 2015. Q5, Q9.

**PEW RESEARCH CENTER**

---

# Limited adoption

- Just one-in-ten U.S. adults gets news on Twitter (vs. four-in-ten on Facebook).
- Case study: found local news on Twitter is needle in a haystack. In Denver, top local story appeared 327 times out of 3+ million tweets.

# Other social networks display different news patterns, too

---

## #Ferguson Used Differently on Twitter and Instagram

*March 3-25, 2015*

	<b>Twitter</b> % of conversation	<b>Instagram</b> % of posts
% that were directly related to Ferguson saga	86	38
% that were not directly related to Ferguson saga	14	62
.....		
% that conveyed information about a specific event	71	36
% that were about a theme or idea	29	64

Source: Pew Research Center analysis.

**PEW RESEARCH CENTER**

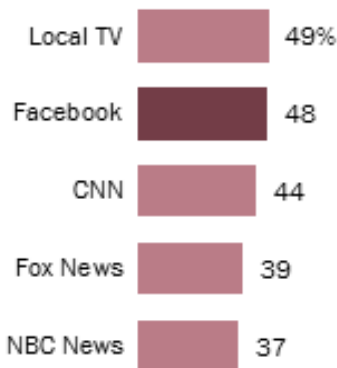
---

# Beyond Ferguson: Social media is key venue for the national political conversation

---

## Facebook a Top Source of Political News Among Web Users

*% of web users saying they got news about gov't & politics from each in past week...*



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q16a-e, Q24, Q24a. Based on web respondents.

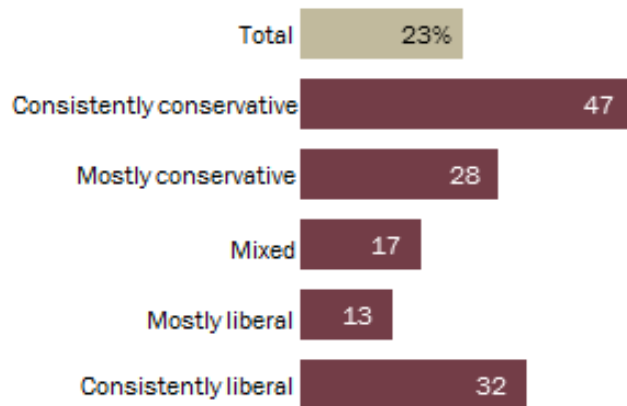
**PEW RESEARCH CENTER**

---

# Are social media creating a filter effect?

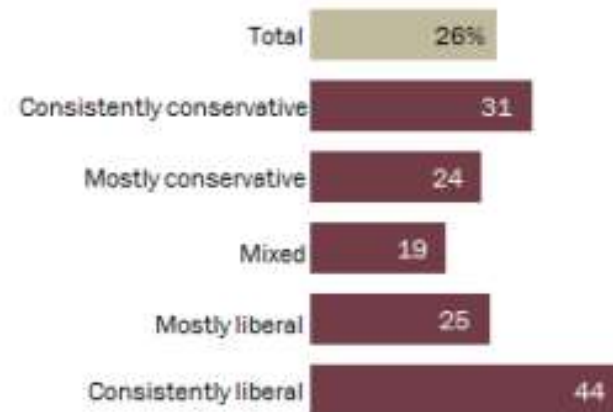
## Consistent Conservatives See More Facebook Posts in Line With Their Views

*% who say posts about politics on Facebook are mostly or always in line with their own views...*

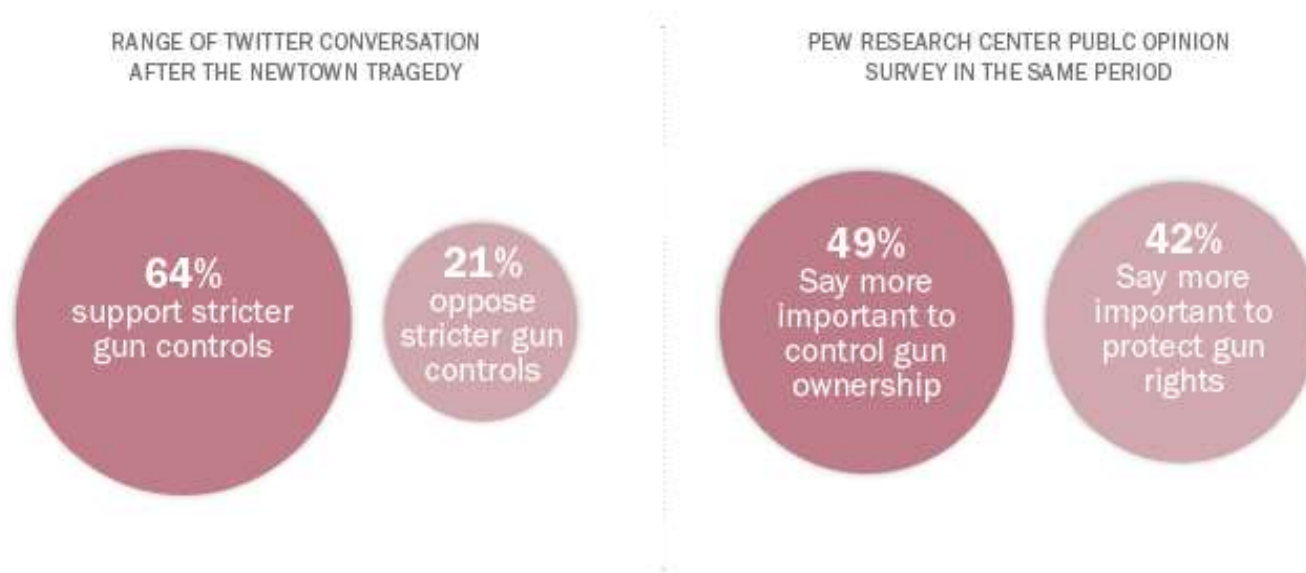


## Consistent Liberals More Likely to Block Others Because of Politics

*% of Facebook users who have hidden, blocked, defriended or stopped following someone because they disagreed with something that person posted about politics ...*



# Opinions expressed on Twitter often differ from broad public opinion



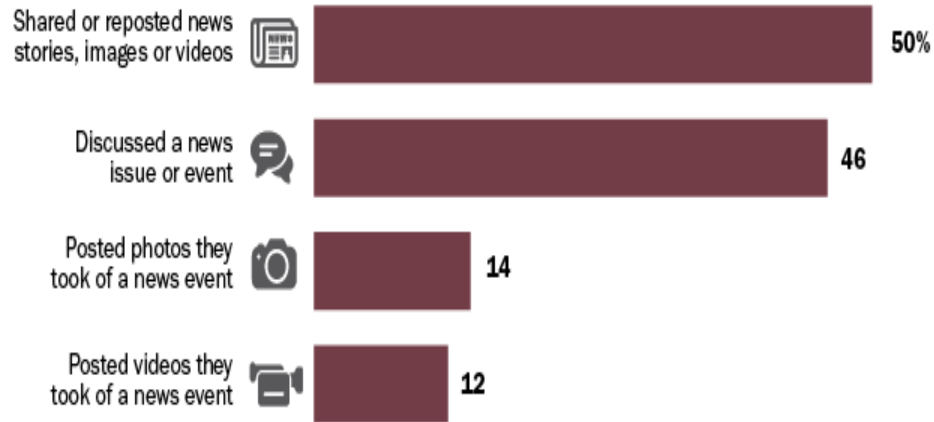
Note: Pew Research analysis of Twitter conversation using Crimson Hexagon technology; Dec. 14 (10 a.m. ET)–Dec. 17 (noon ET), 2012. Public opinion survey; Dec. 17-19, 2012.

PEW RESEARCH CENTER



# Yet, social media creates new pathways to participation

*Percent of social networking site users who have...*

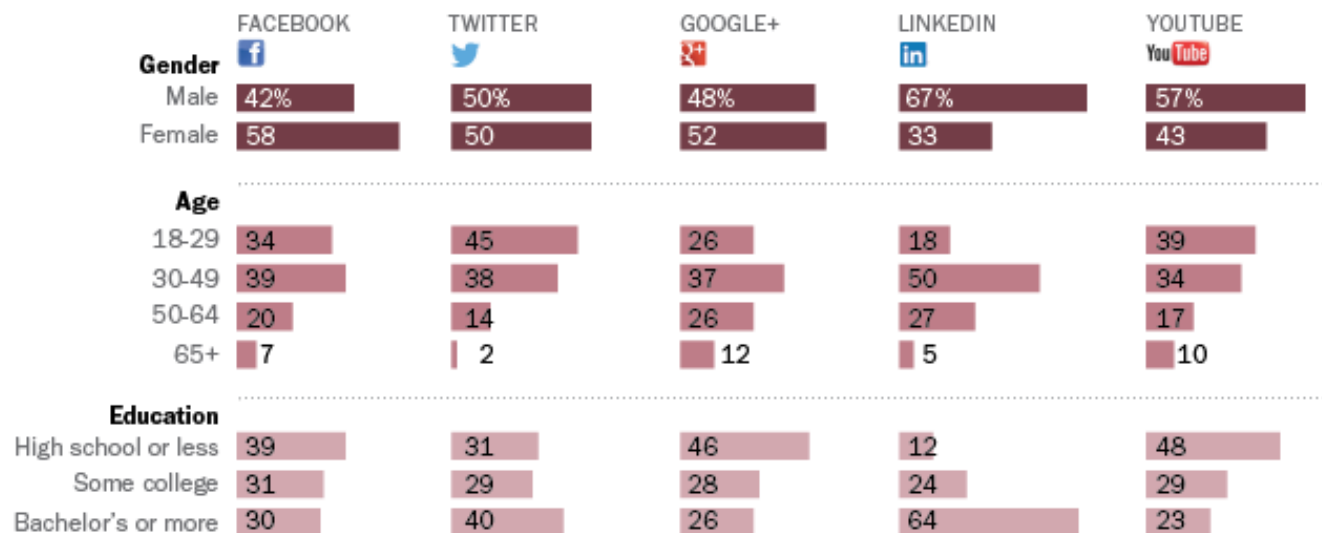


Note: This question was asked of social networking site users who also get news online.  
Source: Pew Research Center, phone survey Feb. 27-Mar. 2, 2014.

PEW RESEARCH CENTER

# Audiences for News on Each Social Platform Differ

*Percent of news consumers for each site*



Note: Based on Facebook news consumers (N=1,429); Twitter news consumers (N=359); Google Plus news consumers (N=194); LinkedIn news consumers (N=144); YouTube news consumers (N=456). Aug. 21-Sept. 2, 2013.

PEW RESEARCH CENTER

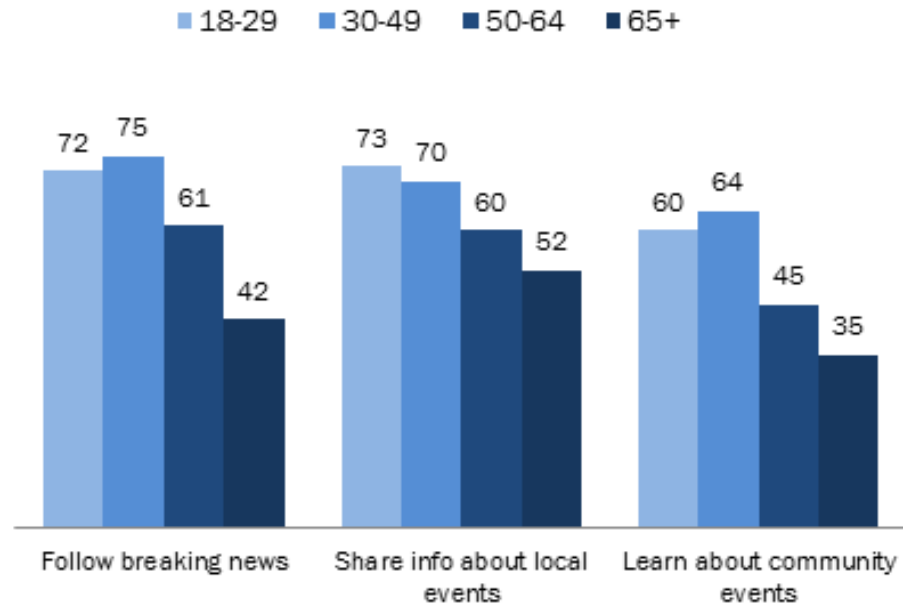
## **Can bridge the gap with less connected populations**

- Case study: In Macon, twice as many blacks (12%) as whites (6%) say social media is the most important way they keep up with local news.

# If social media is a key pathway to news, what's our pathway to social?

## Using One's Phone for News and Community Info is Popular Across a Range of Ages

*% of smartphone owners in each age group who use their phone frequently/occasionally to...*

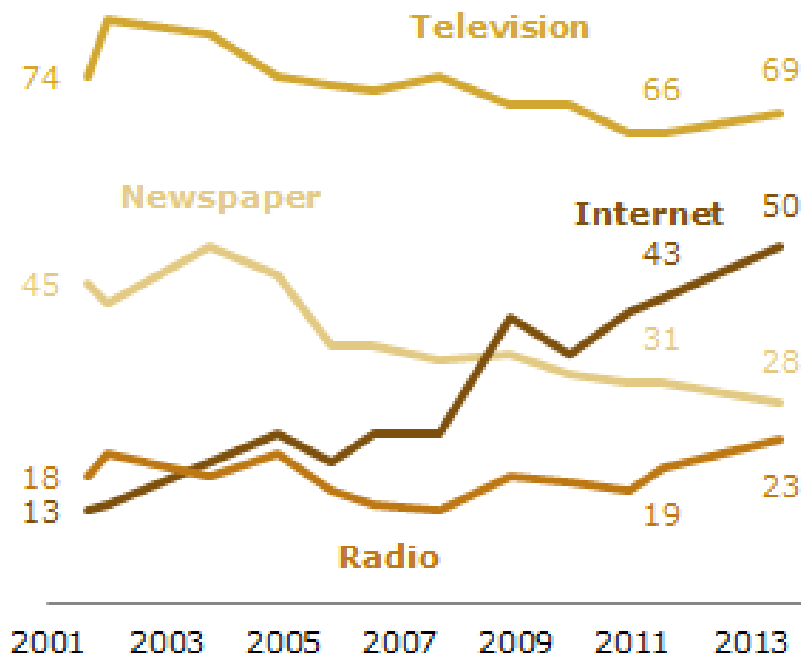


Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

# An additive effect: What has become of legacy platforms?

## Main Source for News



PEW RESEARCH CENTER July 17-21, 2013. Q46.  
Respondents were allowed to name up to two sources.

# Biggest challenge is generational

---

## Media Consumption

*% of U.S. adults who often/sometimes consume news on...*

	<b>Total</b>	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>	<b>65+</b>
Newspapers	54%	33%	46%	63%	77%
Radio	55	41	56	62	60
Magazines	39	29	38	41	49
Local TV	72	53	68	82	88
Network Evening TV	59	42	50	70	77
Cable TV	52	41	46	58	70

Source: Facebook News Survey Aug. 21-Sept.2, 2013

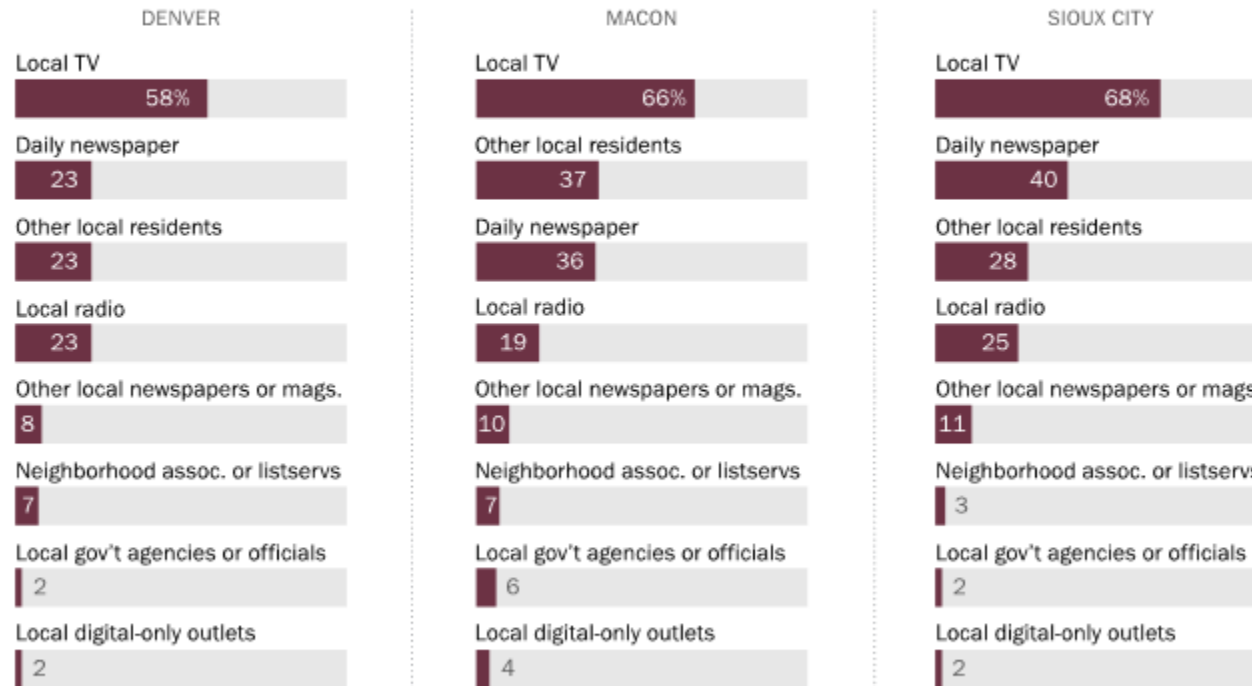
**PEW RESEARCH CENTER**

---

# Digital revolution is uneven

## Local TV Dominant Source of News; Newspaper, Friends and Neighbors Come in Second

*% of residents who often use each source*



Local News Ecosystem Survey. July 8-August 18, 2014. Q6, Q7.

PEW RESEARCH CENTER

PewResearchCenter

# **Social Media and News: Key Trends in Networked Information**

**Jesse Holcomb**

*Associate Director, Journalism Research*

*Pew Research Center*

*@jessholcomb*