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# **News in a Digital Age: Social, Mobile & the Young**

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# I. A Mobile Majority



**39** out of 50 news sites

get more traffic from mobile devices than from desktop computers

BUT



For only **10** out of 50 news sites

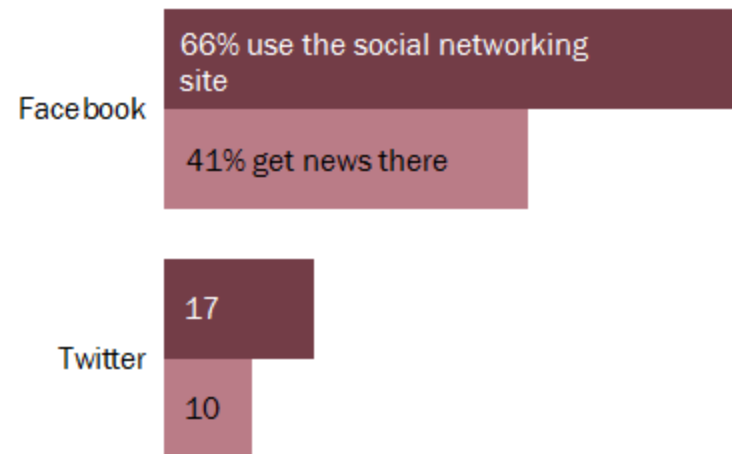
mobile visitors spend more time per visit on the site than desktop visitors

# Tandem to mobile is social

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## News consumption and social media

*% of U.S. adults who...*



Source: Survey conducted March 13-15 & 20-22, 2015

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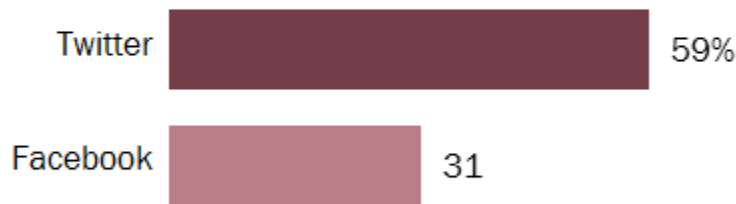
## II. Each Social Network Functions Differently



# The role of news functions differently as well

## 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*

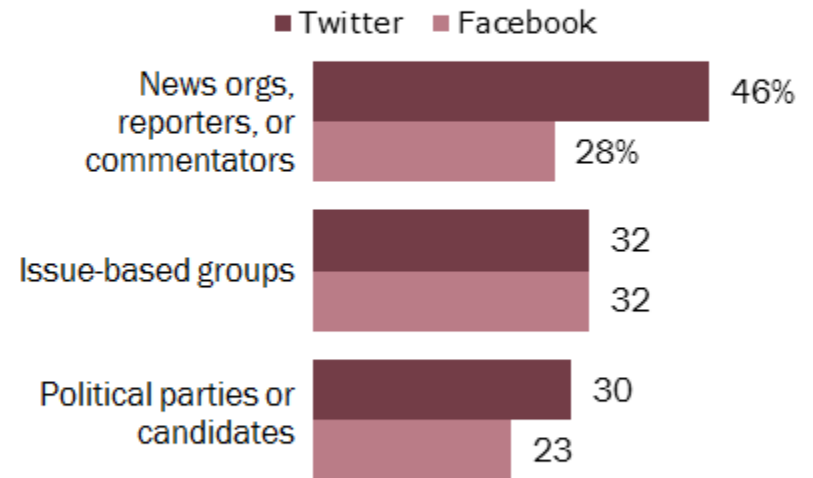


Social Media and News Survey, March 13-15 & 20-22, 2015. Q7, Q11.

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## Twitter Users More Likely to Follow News Outlets

*% of \_\_\_ users who follow...*



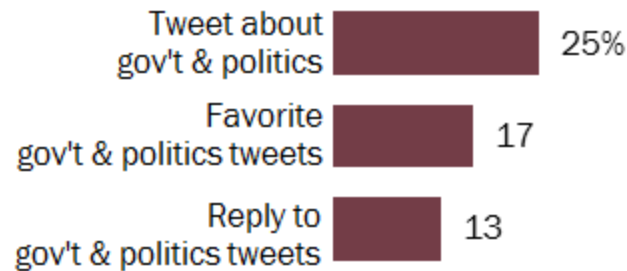
American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q33d, Q34d.

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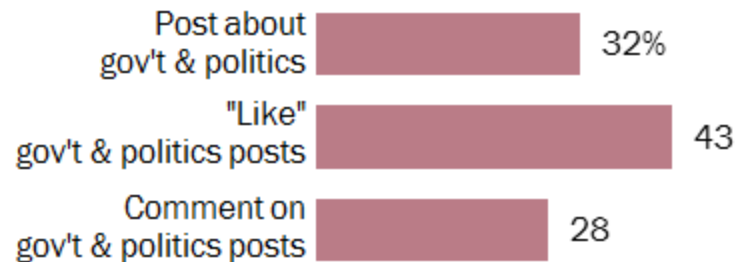
# Facebook users more likely to post political content on the site

*% of \_\_\_ users who...*

## Twitter



## Facebook

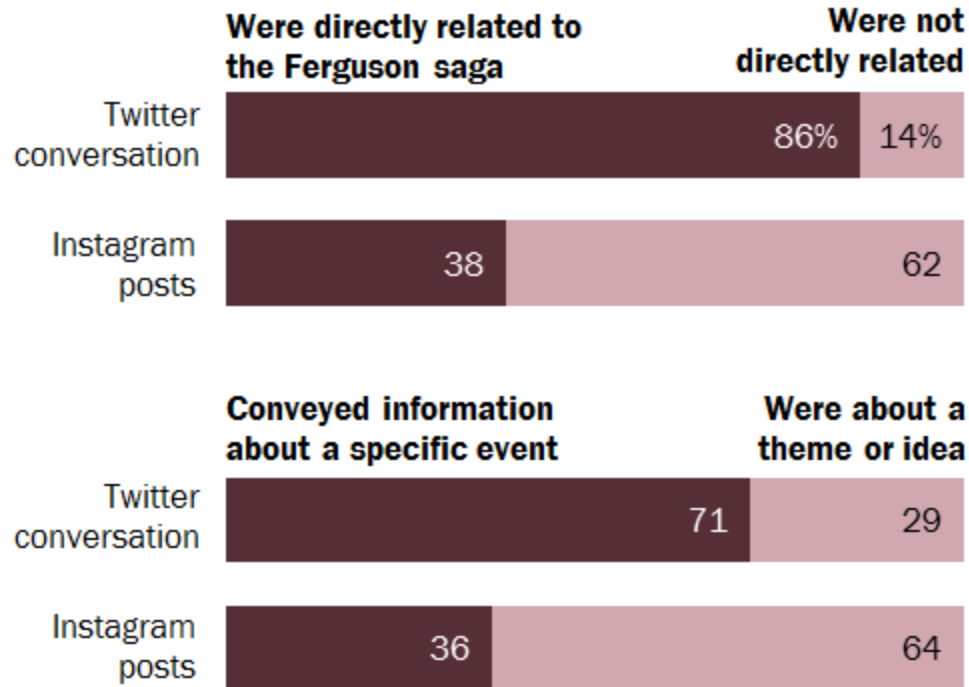


American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q33c, Q34c.

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# Hashtag culture differs too

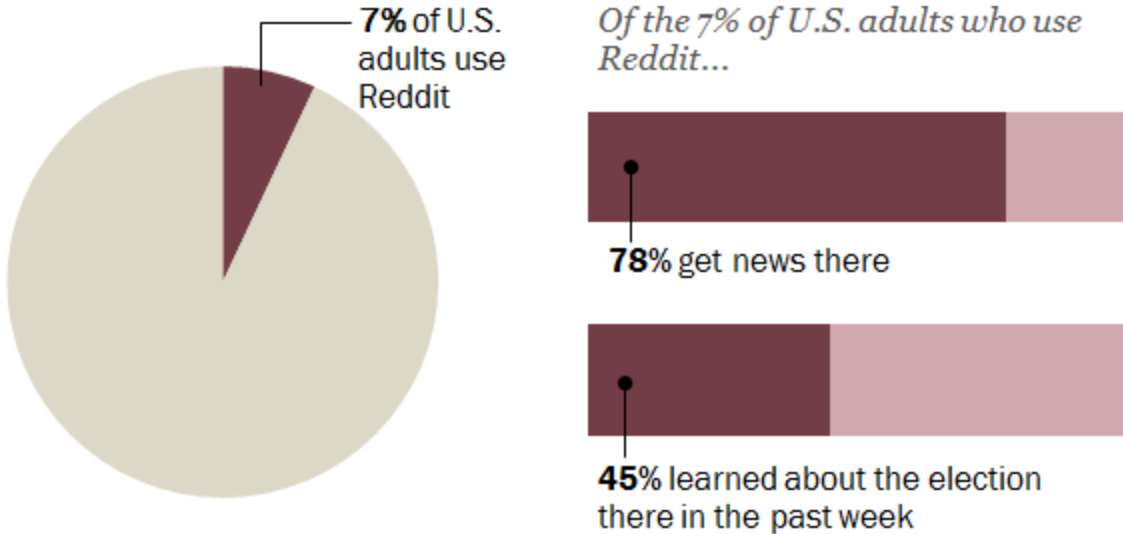
*% of conversation/posts including the #Ferguson hashtag that...*



Source: Pew Research Center analysis of Twitter and Instagram data March 3-25, 2015

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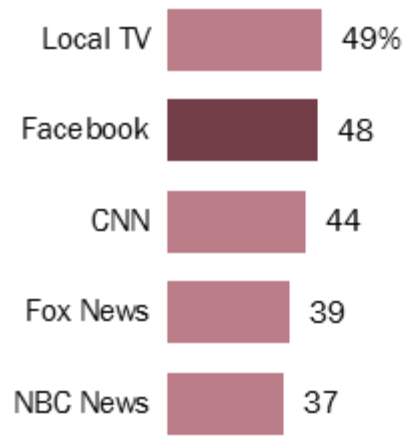
# Reddit attracts a small but news-oriented set of users





# Facebook is now rivaling legacy news sources

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

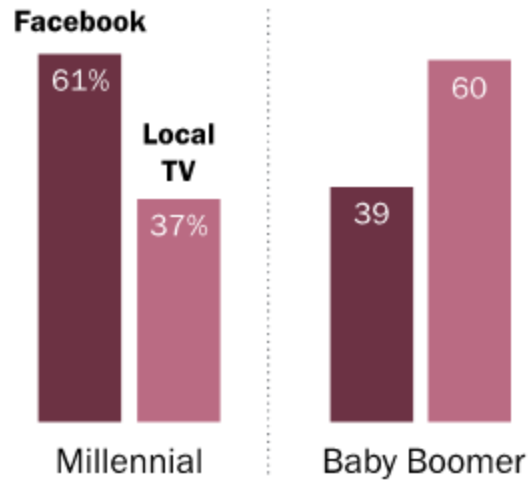


American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q16a-e, Q24, Q24a. Based on web respondents.

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# III. A Clear Generational Divide

*% who got news about politics and government in the previous week from...*

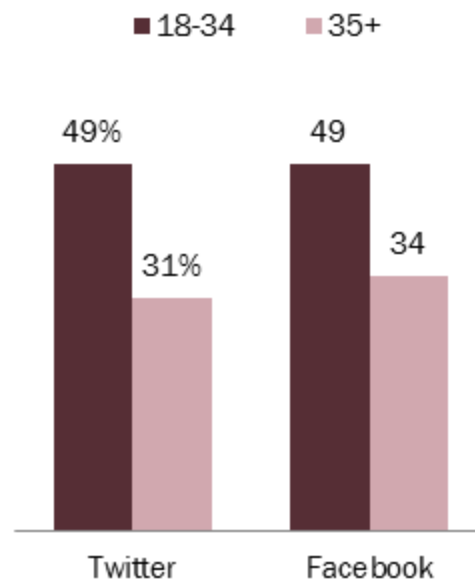


American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22, Q24A. Based on online adults.

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# Even among social media users, younger news users rely more on social media sites for news

*% of each service's news users who say the site is the most or an important way they get news*

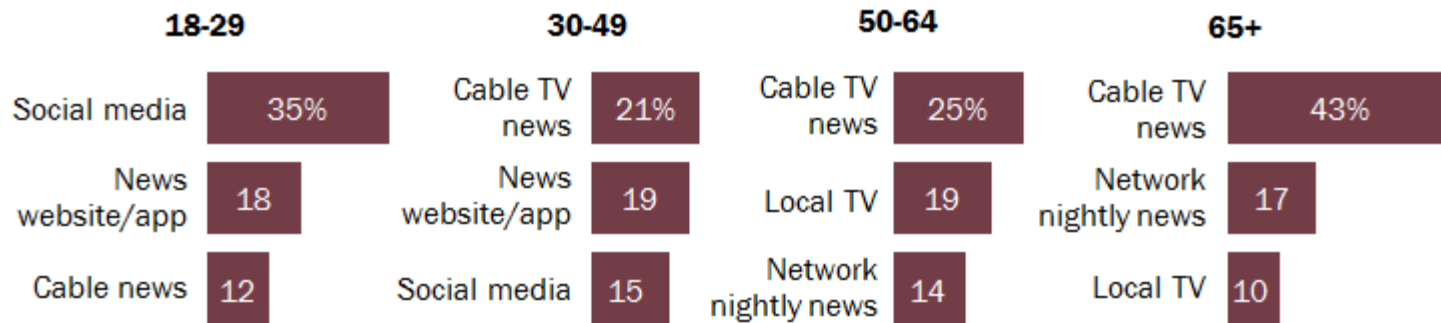


Social Media and News Survey, March 13-15 & 20-22, 2015. Q6, Q10.

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# Among 18-29 year olds, social media named most helpful source for news about 2016 presidential election

*Among those who learned about the 2016 presidential election in the past week, % who say the most helpful type of source is...*



Source: Survey conducted Jan. 12-27, 2016

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# Young adults less likely to use traditional media

*% of U.S. adults who at least sometimes consume news from...*

	<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: Survey conducted Aug. 21-Sept. 2, 2013

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# Not the case for digital

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## Digital news consumption by age group

*% of respondents who...*

	<b>Get news on mobile device</b>	<b>Get pol. news on Facebook</b>	<b>Get pol. news on Twitter</b>	<b>Get pol. news on YouTube</b>	<b>Watch online news video</b>
18-29	58%	61%	15%	24%	48%
30-49	54	53	9	12	49
50-64	28	40	6	10	27
65+	13	25	1	5	11

Source: Facebook News survey; American Trends Panel (wave 1); 2013 Digital Video Survey (omnibus)

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# IV. Traditional Platforms Do Still Matter



**Network News**

↑ **5%**

evening audience growth;  
2% morning audience growth



**Cable News**

↓ **8%**

primetime median viewership



**Newspapers**

↓ **3%**

daily and Sunday print  
circulation

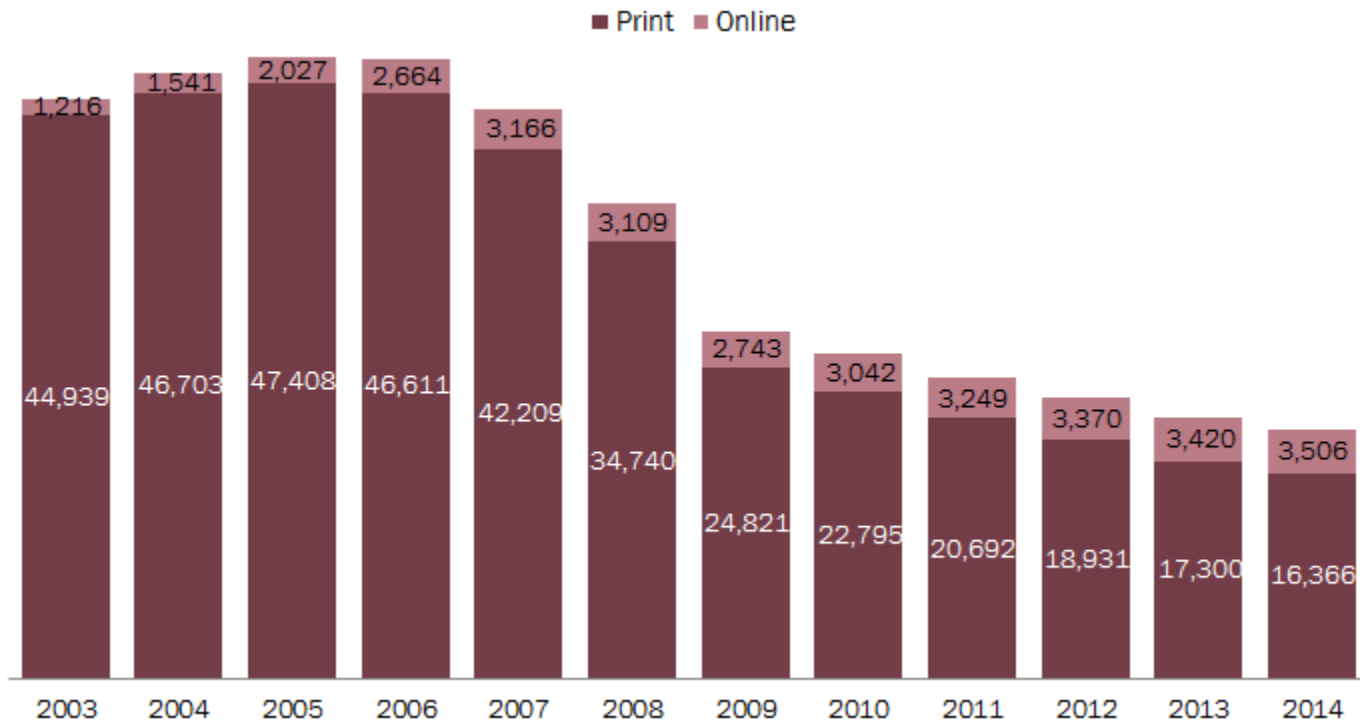


**Local News**

↑ **3%**

Average evening news  
viewership

# Newspaper ad revenue declines

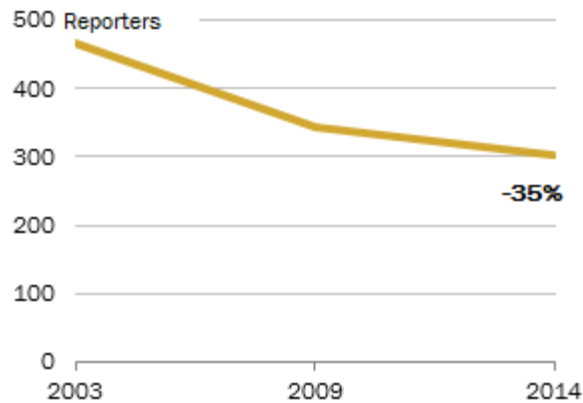




# Decline in statehouse coverage

## Newspaper Statehouse Reporters Decline

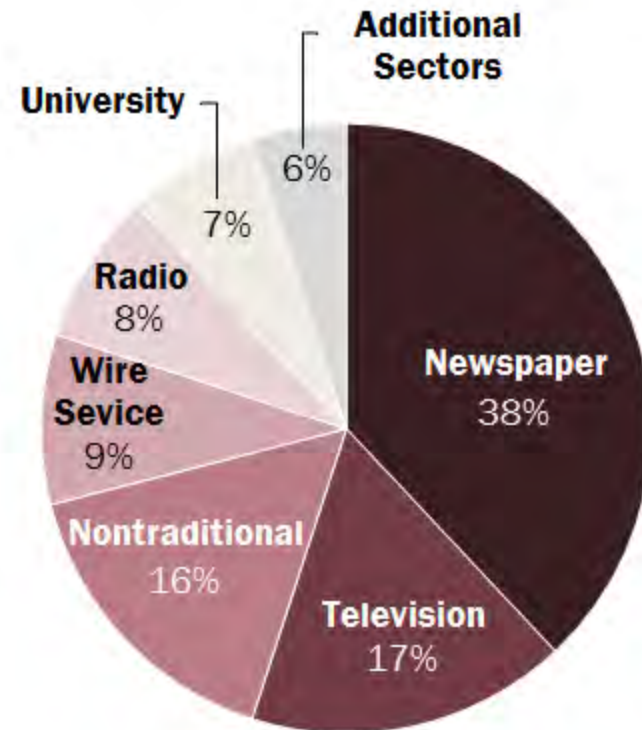
# of full-time newspaper statehouse reporters



Note: Figures are based on a subset of newspapers, identified in the AJR studies and the current Pew study.

Source: Pew Research Data Aug. 2013 to March 2014 and American Journalism Review.

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# V. Consumers Are a Part of the Process

## Sharing much more common than posting

- **Half** of SNS users have ever shared or reported news stories, images, or videos
- About **one-quarter** of Facebook and Twitter news users frequently post news
- **18%** of SNS users shared news or information about the election in a given week



Sources: Surveys conducted Feb. 27-March. 2, 2014, March 13-15 & 20-22, 2015, Jan. 12-27, 2016

# This remains true at the local level

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## Sharing local news much more common than contributing content on

*% of residents who did each of the following in the past year*

	Denver	Macon	Sioux City
	%	%	%
Shared a local news story digitally	54	36	40
Posted or submitted own local news content to a group newsletter, listserv or online forum	9	10	7
Submitted a letter to the editor	5	7	7
Submitted own local news to a news outlet or website	5	10	6

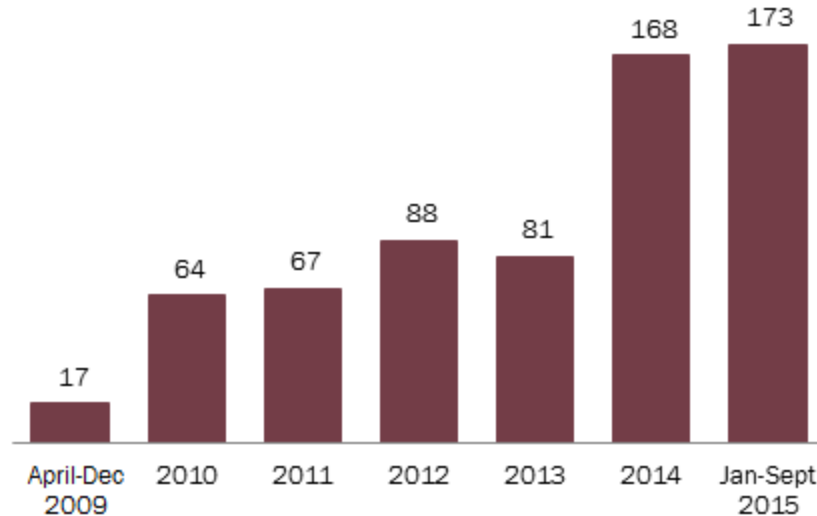
Local News Ecosystem Survey. July 8-August 18, 2014. Q19.

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# Crowdfunded journalism – Another way to get involved

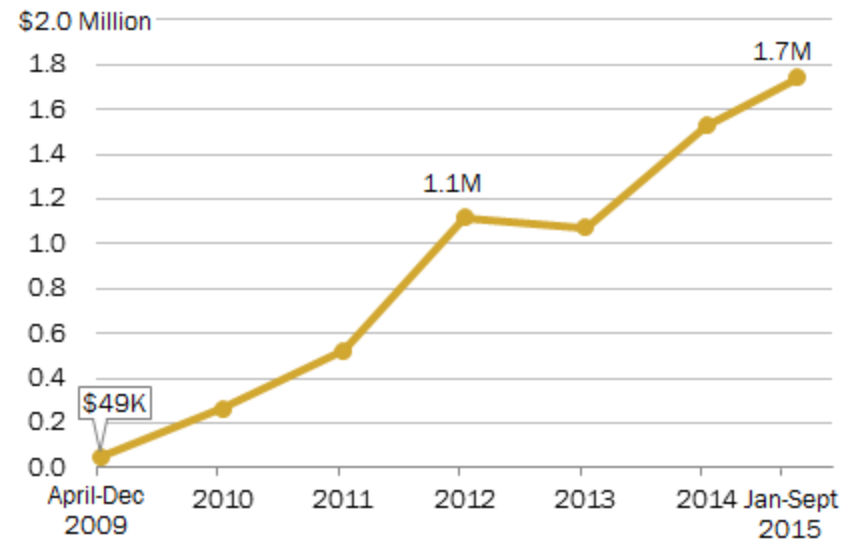
Number of funded journalism projects by year



Source: Pew Research Center analysis of publicly available Kickstarter data April 28 2009-September 15 2015

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Total funds raised for funded journalism projects by year



Source: Pew Research Center analysis of publicly available Kickstarter data April 28 2009-September 15 2015

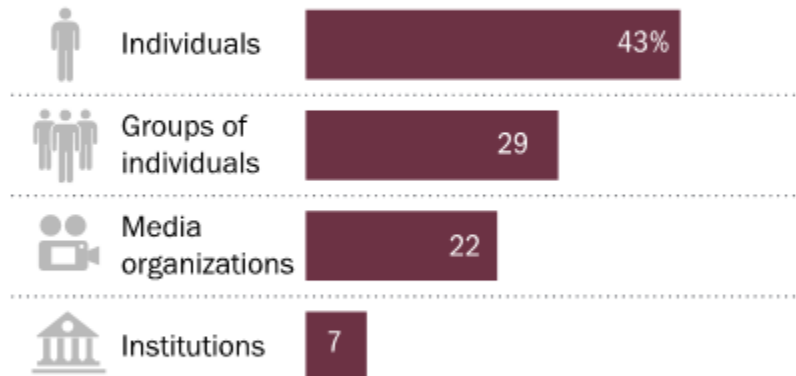
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# Individuals are creating most of what gets funded

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## Individuals produce 43% of journalism projects on Kickstarter

*% of funded journalism projects produced by...*



Source: Pew Research Center analysis of publicly available Kickstarter data April 28 2009-September 15 2015.

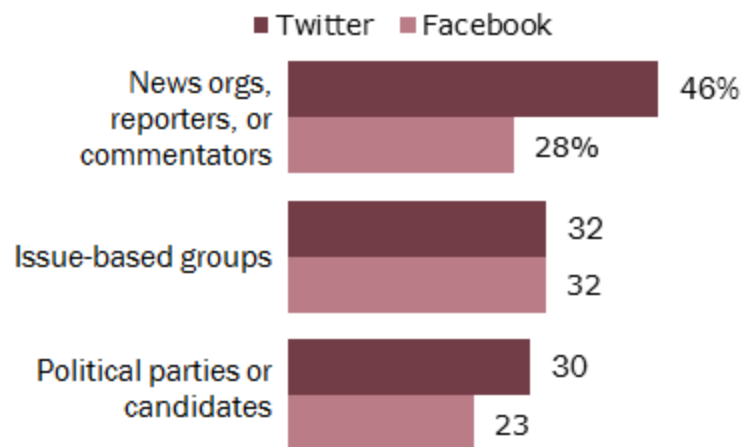
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# Citizens also connect with non-traditional news providers digitally

## Twitter Users More Likely to Follow News Outlets

*% of \_\_\_ users who follow...*



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q33d, Q34d.

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## Even airports 😊

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### Most popular Denver news sources on Facebook

*News and information sources with the most “likes”*

	Likes (page)	Posts	Comments
9NEWS (KUSA)	331,285	190	3,066
The Denver Post	310,878	198	6,783
Fox31 KDVR.com	186,649	229	11,580
Westword	78,661	228	1,993
CBS Denver	78,308	230	5,678
303 Magazine	59,004	80	216
Denver International Airport	57,466	53	524
5280 Magazine	41,363	107	253
9NEWS Weather	38,619	166	132
Newsradio 850KOA	18,494	84	273

Source: Public Facebook API. Likes represent total likes for page at time of pull. Posts and comments represent total for each page across the sample period. Denver: June 11-June 25, 2014.

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# EXTRA

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## Most Popular Sioux City News Sources on Facebook

*News and information sources with the most “likes”*

	<b>Likes (page)</b>	<b>Posts</b>	<b>Comments</b>
KTIV NBC4	46,584	208	527
Rep. Kristi Noem	23,870	239	738
Rep. Steve King	18,281	13	406
Sioux City Journal	14,880	244	639
ABC9 News	11,737	237	411
Siouxland News	10,181	152	34
City of Sioux City Police Department	9,220	37	71
Rep. Adrian Smith	5,615	6	118
Sioux City Community School District	3,091	8	9
Sioux City, Iowa Government	3,080	16	6

Source: Public Facebook API. Likes represent total likes for page at time of pull. Sioux City: June 18-July 2, 2014

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