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# Americans Are Wary of the Role Social Media Sites Play in Delivering the News

*Getting news from social media is an increasingly common experience; nearly three-in-ten U.S. adults do so often*

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## Americans Are Wary of the Role Social Media Sites Play in Delivering the News

*Getting news from social media is an increasingly common experience; nearly three-in-ten U.S. adults do so often*

As heated debate continues over how social media sites can improve the quality of news on their platforms while enforcing rules fairly, most Americans are pessimistic about these efforts and are highly concerned about several issues when it comes to social media and news.

Majorities say that social media companies have too much control over the news on their sites, and that the role social media companies play in delivering the news on their sites results in a worse mix of news for users. At the same time, social media is now a part of the news diet of an increasingly large share of the U.S. population.

These findings are based on a survey conducted July 8-21, 2019, among 5,107 U.S. adults who are members of Pew Research Center's American Trends Panel. The study also examines Americans' perceptions of the biggest problems when it comes to social media and news, the political slant of news posts they see on social media, and which sites they go to for news.

Almost all Americans – about nine-in-ten (88%) – recognize that social media companies have at least some control over the mix of news people see. And most Americans feel this is a problem: About six-in-ten (62%) say social media companies have too much control over the mix of news

that people see on their sites, roughly four times as many as say that they don't have enough

### Many say social media companies have too much control over the news people see ...

*% of U.S. adults who say social media companies have \_\_\_ over the mix of news that people see*



### ... And that these companies' efforts result in a worse mix of news for users

*% of U.S. adults who say that social media companies' role in what people see on their sites results in ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted July 8-21, 2019.

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control (15%). Just 21% say that social media companies have the right amount of control over the news people see.

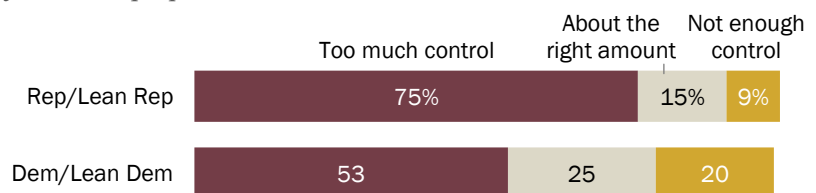
The largest social media platforms control the content on their feeds using [computer algorithms](#) that [rank and prioritize posts and other content](#) tailored to the interests of each user. These sites allow users to [customize these settings](#), though previous research has found that many Americans [feel uncertain](#) about why certain posts appear in their news feed on Facebook specifically. Social media companies have also been public about their efforts to [fight](#) both false information and [fake accounts](#) on their sites.

While social media companies [say these efforts](#) are meant to make the news experience on their sites better for everyone, most Americans think they just make things worse. A majority (55%) say that the role social media companies play in delivering the news on their sites results in a worse mix of news. Only a small share (15%) say it results in a better mix of news, while about three-in-ten (28%) think their efforts make no real difference.

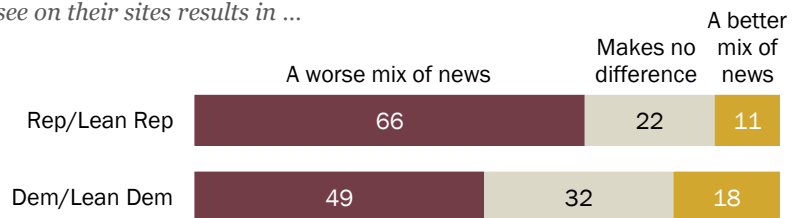
While most Americans are pessimistic about the control social media companies have over the news people see, Republicans tend to be more negative than Democrats. Three-quarters of Republicans and Republican-leaning independents say social media companies have too much control over the mix of news that people see, compared with about half (53%) of Democrats and Democratic leaners. More Republicans (66%) than Democrats (49%) also say that these efforts result in a worse mix of news for users.

### Republicans more skeptical about social media companies' role in the mix of news on their sites

*% of U.S. adults who say social media companies have \_\_\_ over the mix of news that people see*



*% of U.S. adults who say that social media companies' role in what people see on their sites results in ...*



Note: Respondents who did not give an answer are not shown.

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## Most say that social media companies favor certain types of news organizations

A large majority of Americans believe that social media companies favor some news organizations over others. About eight-in-ten U.S. adults (82%) say social media sites treat some news organizations differently than others, about five times the share saying all news organizations are treated the same (16%).

Social media companies do have established policies when it comes to publishers, including prioritizing [certain news sources](#), banning or [limiting](#) others that produce lower-quality content, and using their monetization policies to discourage [particular behaviors](#).

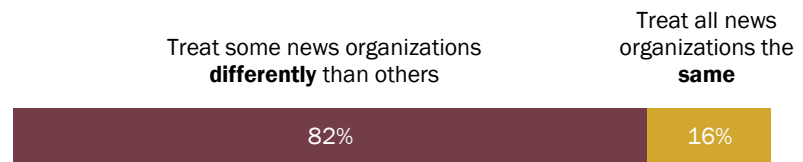
Among those U.S. adults who say social media companies treat some news organizations

differently than others, there is broad agreement that they favor three types: those that produce attention-grabbing articles (88%), those with a high number of social media followers (84%) and those whose coverage has a certain political stance (79%).

While large social media companies have [announced initiatives](#) to [favor high-quality news publishers](#) in an effort to improve the news on their sites, fewer who say some news organizations are treated differently believe social media companies favor organizations that are well-established (56%), have high reporting standards (34%) or have politically neutral coverage (18%).

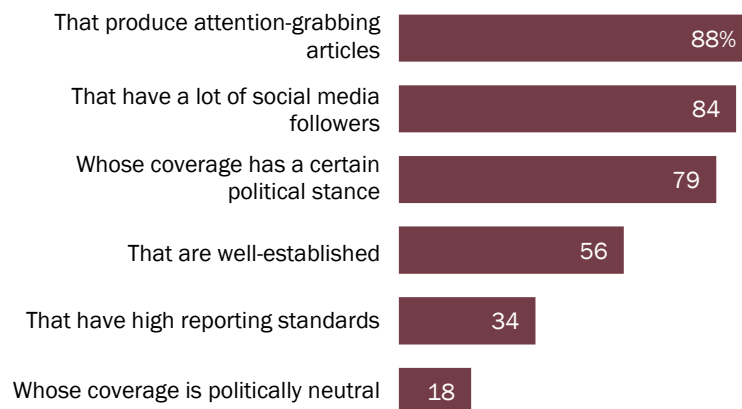
## About eight-in-ten say social media companies treat some news organizations differently than others ...

*% of U.S. adults who say that social media companies ...*



## ... And many say these companies favor news organizations with sensational content, a lot of social media followers or partisan coverage

*Of those who say that social media companies treat some news organizations differently, % who say they favor news organizations ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted July 8-21, 2019.

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## Americans are most concerned about biased and inaccurate news on social media; many say the news content they see leans left

Many people – [including President Donald Trump](#) – have voiced concerns about social media companies potentially censoring the news that people see, whether by [hiding posts](#) or by [banning specific users](#).

But in spite of the [public discussion](#) around potential censorship and [efforts to monitor](#) it, Americans are more concerned with the overall low quality of news available on social media sites. Of the seven issues asked about, about half of U.S. adults say that one-sided news (53%) and inaccurate news (51%) are very big problems when it comes to news on social media. Fewer say that censorship of the news (35%) or news organizations or personalities being banned (24%) are very big problems.

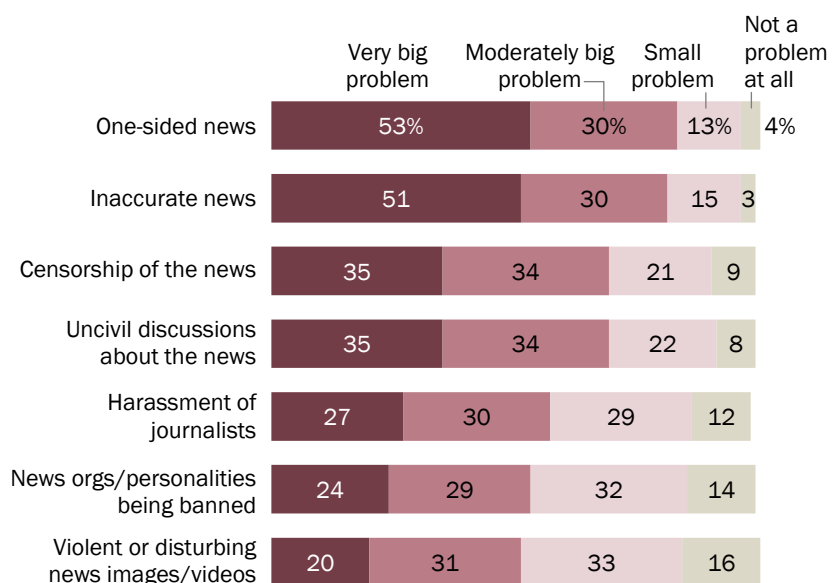
As large majorities say that the [tone of American political debate has become more negative in recent years](#), about

a third of U.S. adults (35%) say that uncivil discussions about the news are a very big problem when it comes to news on social media. Additionally, about a quarter (27%) say that the harassment of journalists is a very big problem associated with news on social media.

Republicans and Democrats disagree somewhat about which issues on social media are very big problems, especially when it comes to censorship and harassment. Republicans and Republican leaners are more likely to see censorship of the news as a very big problem on social media (43%) than Democrats and Democratic leaners (30%). Democrats, on the other hand, are about twice as

### One-sided and inaccurate news seen as the biggest problems with news on social media

% of U.S. adults who say each is a \_\_\_ when it comes to news on social media



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted July 8-21, 2019.

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likely as Republicans to say that harassment of journalists is a very big problem (36% vs. 17%). Despite these differences, one-sided news and inaccurate news top the list among both Republicans and Democrats.

Many Americans also say that the news posts they see on social media tend to lean to the left ideologically. Nearly half of social media news consumers (48%) describe the posts about news they see there as liberal or very liberal. A much smaller share – 14% – say the news posts they see are conservative or very conservative, while 36% say the news they see is moderate.

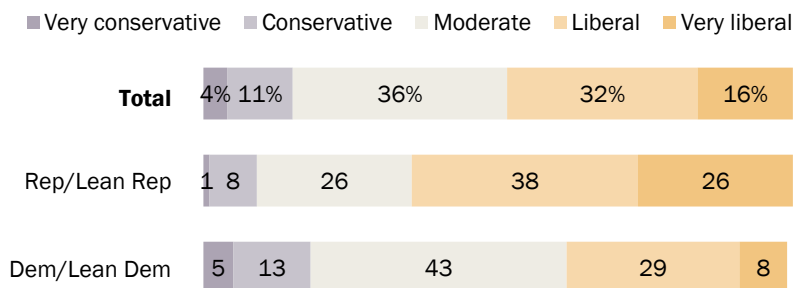
Republicans are more likely to see a liberal lean than Democrats, a plurality of

whom describe the news on social media as moderate. Among social media news consumers, Republicans are more likely to say that the news they see leans liberal or very liberal (64%) than are Democrats (37%). And social media news consumers who are conservative Republicans are especially likely to say that the news leans left: 73% describe the news posts they see as liberal or very liberal.

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### Social media news consumers say the news posts they see generally lean more liberal than conservative

*% of social media news consumers who say that the posts about news they see on social media are generally ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 8-21, 2019.

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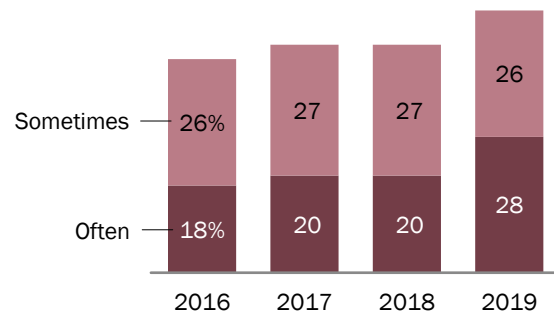
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## Share of Americans who get news on social media has recently increased

Getting news from social media sites is an increasingly common experience. About three-in-ten Americans now get news on social media often (28%), up from 20% in 2018. More than half of U.S. adults get news from social media often or sometimes (55%), up from 47% in 2018. About two-in-ten (18%) say they hardly ever get news from social media, and 27% never get news from social media.

### Getting news from social media sites is an increasingly common experience

*% of U.S. adults who get news on social media sites ...*



Source: Survey conducted July 8-21, 2019.

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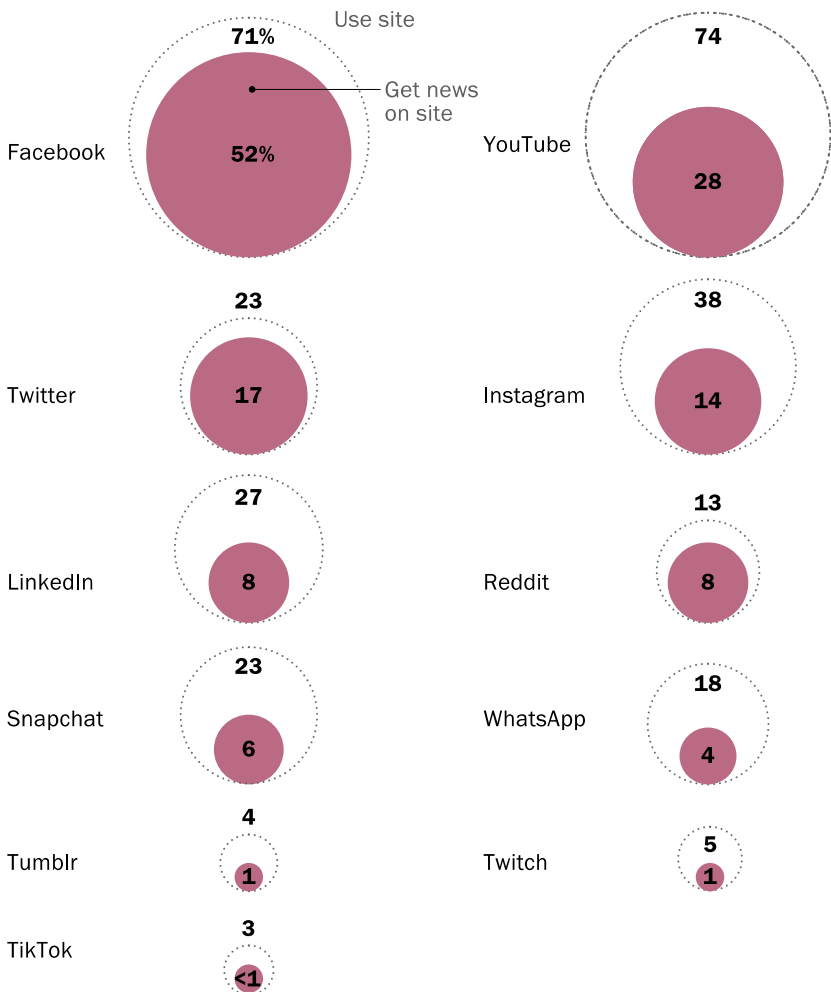
## Facebook is the dominant social media news source

Facebook is far and away the social media site Americans use most commonly for news. About half (52%) of all U.S. adults get news there.

The next most popular social media site for news is YouTube (28% of adults get news there), followed by Twitter (17%) and Instagram (14%). A number of other social media platforms (including LinkedIn, Reddit and Snapchat) have smaller news audiences.

## Social media sites as pathways to news

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



Source: Survey conducted July 8-21, 2019.

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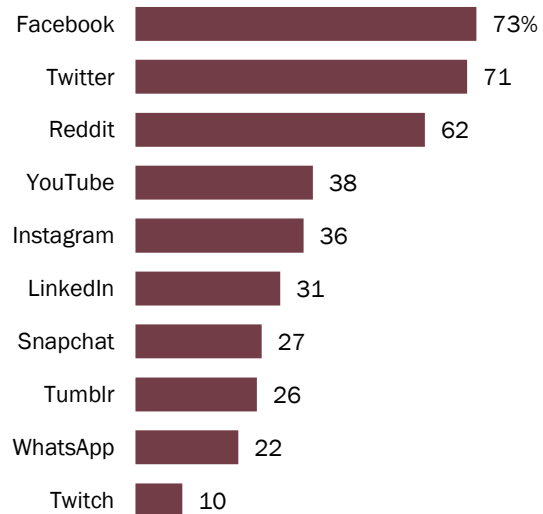
Even though news on Facebook reaches the most Americans, other sites have similarly large portions of their users getting news on their platforms.

Along with Facebook, Twitter and Reddit stand out as the sites where the highest proportion of users get news – 73% of Facebook’s users do so, as do 71% of Twitter’s and 62% of Reddit’s users. However, because Facebook’s overall pool of users is much larger than those of Twitter or Reddit, far more Americans overall get news on Facebook than on the other two sites.

The other sites studied – including YouTube, Instagram, LinkedIn, Snapchat, Tumblr, WhatsApp and Twitch – have less of a news focus among their users. Fewer than half of the users on each of these sites use the site for news. Only a small share of users of Twitch – [a livestreaming website](#) – say they get news on this platform (10%).

## Facebook, Twitter, Reddit are the sites with the most news-focused users

*% of each social media site’s users who get news there*



Note: TikTok not shown.

Source: Survey of U.S. adults conducted July 8-21, 2019.  
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## Demographics of American social media news consumers

The makeup of social media sites' news users differs considerably from one site to the next. For example, white adults make up more than half of news users on Reddit (65%), Facebook (61%), Twitter (58%) and LinkedIn (58%), while there are more nonwhite news users on Snapchat and Instagram. (For most sites, black and Hispanic adults are about equally likely to get news there, but Hispanic adults are twice as likely as black adults to use Snapchat – 36% vs. 18% – and three times as likely to use Reddit, 15% vs. 5%.) Facebook, Snapchat and Instagram have a higher proportion of women among their news users, while YouTube and Reddit news users are more likely to be men. And about seven-in-ten (69%) of Snapchat's news consumers are ages 18 to 29, more than any other site.

## Profiles of social media news consumers in the U.S.

% of each social media site's news consumers who are ...

|                     | Facebook | YouTube | Twitter | Instagram | LinkedIn | Snapchat | Reddit |
|---------------------|----------|---------|---------|-----------|----------|----------|--------|
| Male                | 39%      | 57%     | 52%     | 38%       | 54%      | 35%      | 70%    |
| Female              | 61       | 43      | 48      | 62        | 46       | 65       | 30     |
| Ages 18-29          | 23       | 30      | 32      | 40        | 20       | 69       | 54     |
| 30-49               | 39       | 37      | 42      | 41        | 50       | 26       | 36     |
| 50-64               | 24       | 21      | 18      | 14        | 24       | 5        | 7      |
| 65+                 | 15       | 12      | 8       | 5         | 6        | 1        | 2      |
| High school or less | 38       | 40      | 28      | 36        | 16       | 44       | 26     |
| Some college        | 34       | 33      | 31      | 36        | 23       | 41       | 35     |
| College+            | 28       | 27      | 41      | 28        | 61       | 15       | 40     |
| White               | 61       | 48      | 58      | 39        | 58       | 34       | 65     |
| Nonwhite            | 38       | 51      | 40      | 60        | 41       | 65       | 34     |

Note: Tumblr, WhatsApp, TikTok and Twitch not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey of U.S. adults conducted July 8-21, 2019.

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## Methodology

### The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is being managed by Ipsos.

Data in this report are drawn from the panel wave conducted July 8 to July 21, 2019. A total of 5,107 panelists responded out of 7,031 who were sampled, for a response rate of 73%. This does not include four panelists who were removed from the data due to extremely high rates of refusal or straightlining. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 5.1%. The break-off rate among panelists who logged onto the survey and completed at least one item is 0.8%. The margin of sampling error for the full sample of 5,107 respondents is plus or minus 1.7 percentage points.

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#### American Trends Panel recruitment surveys

| Recruitment dates         | Mode                  | Invited       | Joined        | Active panelists remaining |
|---------------------------|-----------------------|---------------|---------------|----------------------------|
| Jan. 23 to March 16, 2014 | Landline/<br>cell RDD | 9,809         | 5,338         | 2,500                      |
| Aug. 27 to Oct. 4, 2015   | Landline/<br>cell RDD | 6,004         | 2,976         | 1,463                      |
| April 25 to June 4, 2017  | Landline/<br>cell RDD | 3,905         | 1,628         | 800                        |
| Aug. 8 to Oct. 31, 2018   | ABS/web               | 9,396         | 8,778         | 8,679                      |
|                           | <b>Total</b>          | <b>29,114</b> | <b>18,720</b> | <b>13,442</b>              |

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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The subsample from the ATP was selected by grouping panelists into five strata so demographic groups that are underrepresented in the panel had a higher probability of selection than overrepresented groups:

- Stratum A consists of panelists who are non-internet users. They were sampled at a rate of 100%.
- Stratum B consists of panelists with a high school education or less. They were sampled at a rate of 100%.
- Stratum C consists of panelists that are Hispanic, unregistered to vote or non-volunteers. They were sampled at a rate of 60.3%.

- Stratum D consists of panelists that are black or 18-34 years old. They were sampled at a rate of 26%.
- Stratum E consists of the remaining panelists. They were sampled at a rate of 18.9%.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of which 9,942 agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample (ABS) of households selected from the U.S. Postal Service’s Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel, and 8,778 agreed to join the panel and completed an initial profile survey. Of the 18,720 individuals who have ever joined the ATP, 13,442 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service’s Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.<sup>1</sup>

## Weighting

The ATP data were weighted in a multistep process that begins with a base weight incorporating the respondents’ original survey selection probability and the fact that in 2014 and 2017 some respondents were subsampled for invitation to the panel.

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## Weighting dimensions

| Variable                     | Benchmark source  |
|------------------------------|---|
| Gender                       | 2017 American Community Survey  |
| Age                          |   |
| Education                    |   |
| Race/Hispanic origin         | 2018 CPS March Supplement   |
| Hispanic nativity            |   |
| Home internet access         |   |
| Region x Metropolitan status | 2017 CPS Volunteer Supplement   |
| Volunteerism                 | 2016 CPS Voting and Registration Supplement                             |
| Voter registration           | Average of the three most recent Pew Research Center telephone surveys. |

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total US adult population.

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<sup>1</sup> AAPOR Task Force on Address-based Sampling. 2016. “AAPOR Report: Address-based Sampling.”

The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table.

Sampling errors and test of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the American Trends Panel's Hispanic sample is predominantly U.S. born and English speaking.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

| <b>Group</b>                | <b>Unweighted sample size</b> | <b>Plus or minus ...</b> |
|-----------------------------|-------------------------------|--------------------------|
| Total sample                | 5,107                         | 1.7 percentage points    |
| Social media news consumers | 3,684                         | 2.0 percentage points    |
| Rep/Rep lean                | 2,130                         | 2.7 percentage points    |
| Dem/Dem lean                | 2,812                         | 2.3 percentage points    |

Sample sizes and sampling errors for other subgroups are available upon request.

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**2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 51 JULY 2019  
TOPLINE  
JULY 8 – JULY 21, 2019  
TOTAL N=5,107**

**ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**

**ASK ALL:**

NEWS\_PLATFORM      And how often do you... **[RANDOMIZE]**

**[NO ITEMS A-F]**

|   | <u>Often</u> | <u>Sometimes</u> | <u>Hardly<br/>ever</u> | <u>Never<sup>2</sup></u> | <u>No<br/>Answer</u> |
|---|--------------|------------------|------------------------|--------------------------|----------------------|
| g. Get news from a social media site<br>(such as Facebook, Twitter, or<br>Snapchat) |              |                  |                        |                          |                      |
| July 8–July 21, 2019  | 28           | 26               | 18                     | 27                       | *                    |
| Jul 30-Aug 12, 2018   | 20           | 27               | 21                     | 32                       | 0                    |
| Aug 8-Aug 21, 2017  | 20           | 27               | 20                     | 33                       | 0                    |
| Jan 12-Feb 8, 2016 <sup>3</sup>   | 18           | 26               | 18                     | 38                       | *                    |
| h. Get news from a news website or<br>app   |              |                  |                        |                          |                      |
| July 8–July 21, 2019  | 35           | 35               | 16                     | 14                       | *                    |
| Jul 30-Aug 12, 2018   | 33           | 31               | 18                     | 18                       | *                    |
| Aug 8-Aug 21, 2017  | 33           | 31               | 19                     | 17                       | *                    |
| Jan 12-Feb 8, 2016  | 28           | 28               | 18                     | 26                       | *                    |

<sup>2</sup> In 2016-2018, respondents who do not have internet access at home were asked this question and their responses were included. In 2019, the 4% of respondents who do not have internet access at home were excluded from the question; they are included here with those who said "Never."

<sup>3</sup> In the Wave 14 January 2016 survey, this question item read "Get news from a social networking site (such as Facebook or Twitter)?".



**ASK ALL:**

GROUP\_TRUST

How much, if at all, do you trust the information you get from...

|   | <u>A lot</u> | <u>Some</u> | <u>Not too much</u> | <u>Not at all</u> | <u>No Answer</u> |
|---|--------------|-------------|---------------------|-------------------|------------------|
| a. National news organizations  |              |             |                     |                   |                  |
| July 8–July 21, 2019  | 21           | 54          | 19                  | 5                 | *                |
| Feb 22–March 4, 2018  | 21           | 49          | 20                  | 9                 | *                |
| Mar 13–Mar 27, 2017   | 20           | 52          | 22                  | 6                 | *                |
| Jan 12–Feb 8, 2016  | 18           | 59          | 18                  | 6                 | *                |
| b. Local news organizations   |              |             |                     |                   |                  |
| July 8–July 21, 2019  | 29           | 57          | 12                  | 3                 | *                |
| Feb 22–March 4, 2018  | 28           | 55          | 12                  | 5                 | 1                |
| Mar 13–Mar 27, 2017   | 25           | 60          | 12                  | 2                 | *                |
| Jan 12–Feb 8, 2016  | 22           | 60          | 14                  | 3                 | 1                |
| c. Friends, family, and acquaintances                                     |              |             |                     |                   |                  |
| July 8–July 21, 2019  | 11           | 62          | 24                  | 3                 | *                |
| Feb 22–March 4, 2018  | 13           | 58          | 23                  | 5                 | 1                |
| Mar 13–Mar 27, 2017   | 15           | 61          | 21                  | 3                 | 1                |
| Jan 12–Feb 8, 2016  | 14           | 63          | 19                  | 3                 | 1                |
| d. Social media sites, such as Facebook, Twitter or Snapchat <sup>4</sup> |              |             |                     |                   |                  |
| July 8–July 21, 2019  | 6            | 33          | 35                  | 26                | *                |
| Feb 22–March 4, 2018  | 4            | 29          | 36                  | 30                | 1                |
| Mar 13–Mar 27, 2017   | 5            | 30          | 40                  | 25                | *                |
| Jan 12–Feb 8, 2016  | 4            | 30          | 33                  | 32                | 1                |

<sup>4</sup> For the January 2016 and March 2017 surveys, GROUP\_TRUSTd read “Social networking sites, such as Facebook and Twitter”. For the January 2016 survey, GROUP\_TRUSTd was asked only of web respondents.

**ASK ALL:**

WEB1

Do you use any of the following social media sites? **[RANDOMIZE]**

|    |                                   | Yes, use<br><u>this</u> | No, do not<br><u>use this</u> <sup>5</sup> | No<br><u>Answer</u> |
|----|-----------------------------------|-------------------------|--|---------------------|
| a. | Twitter<br>July 8–July 21, 2019   | 23                      | 76   | 1                   |
| b. | Instagram<br>July 8–July 21, 2019 | 38                      | 61   | 1                   |
| c. | Facebook<br>July 8–July 21, 2019  | 71                      | 29   | *                   |
| d. | Snapchat<br>July 8–July 21, 2019  | 23                      | 76   | 1                   |
| e. | YouTube<br>July 8–July 21, 2019   | 74                      | 25   | *                   |
| f. | LinkedIn<br>July 8–July 21, 2019  | 27                      | 72   | 1                   |
| g. | Reddit<br>July 8–July 21, 2019    | 13                      | 86   | 1                   |
| h. | Tumblr<br>July 8–July 21, 2019    | 4                       | 94   | 1                   |
| i. | WhatsApp<br>July 8–July 21, 2019  | 18                      | 81   | 1                   |
| j. | TikTok<br>July 8–July 21, 2019    | 3                       | 95   | 2                   |
| k. | Twitch<br>July 8–July 21, 2019    | 5                       | 93   | 1                   |

<sup>5</sup> In 2016-2018, respondents who do not have internet access at home were asked this question and their responses were included. In 2019, the 4% of respondents who do not have internet access at home were excluded from the question; they are included here with those who said "Never."

**ASK IF AT LEAST YES TO 1 ITEM WEB1; SHOW ONLY THOSE SITES USED (WEB1A-K=1):**

SMNEWS Do you ever get news or news headlines on any of the following sites? By news we mean information about events and issues that involve more than just your friends or family.<sup>6</sup>  
**[RANDOMIZE IN SAME ORDER AS WEB1]**

|                                  |   | <u>Yes, get<br/>news on<br/>this</u> | <u>No, don't<br/>get news<br/>on this</u> | <u>No<br/>Answer</u> |
|----------------------------------|---|--------------------------------------|---|----------------------|
| <b>BASED ON TWITTER USERS:</b>   |   |                                      |   |                      |
| a.                               | Twitter<br>July 8–July 21, 2019 [N=1,207]   | 71                                   | 28  | *                    |
| <b>BASED ON INSTAGRAM USERS:</b> |   |                                      |   |                      |
| b.                               | Instagram<br>July 8–July 21, 2019 [N=1,895] | 36                                   | 64  | *                    |
| <b>BASED ON FACEBOOK USERS:</b>  |   |                                      |   |                      |
| c.                               | Facebook<br>July 8–July 21, 2019 [N=3,647]  | 73                                   | 26  | *                    |
| <b>BASED ON SNAPCHAT USERS:</b>  |   |                                      |   |                      |
| d.                               | Snapchat<br>July 8–July 21, 2019 [N=1,101]  | 27                                   | 72  | 1                    |
| <b>BASED ON YOUTUBE USERS:</b>   |   |                                      |   |                      |
| e.                               | YouTube<br>July 8–July 21, 2019 [N=3,794]   | 38                                   | 62  | *                    |
| <b>BASED ON LINKEDIN USERS:</b>  |   |                                      |   |                      |
| f.                               | LinkedIn<br>July 8–July 21, 2019 [N=1,558]  | 31                                   | 68  | 1                    |
| <b>BASED ON REDDIT USERS:</b>    |   |                                      |   |                      |
| g.                               | Reddit<br>July 8–July 21, 2019 [N=594]      | 62                                   | 38  | 1                    |
| <b>BASED ON TUMBLR USERS:</b>    |   |                                      |   |                      |
| h.                               | Tumblr<br>July 8–July 21, 2019 [N=197]      | 26                                   | 73  | *                    |
| <b>BASED ON WHATSAPP USERS:</b>  |   |                                      |   |                      |
| i.                               | WhatsApp<br>July 8–July 21, 2019 [N=894]    | 22                                   | 77  | 1                    |
| <b>BASED ON TIKTOK USERS:</b>    |   |                                      |   |                      |
| j.                               | TikTok<br>July 8–July 21, 2019 [N=138]      | 15                                   | 85  | -                    |
| <b>BASED ON TWITCH USERS:</b>    |   |                                      |   |                      |
| k.                               | Twitch<br>July 8–July 21, 2019 [N=202]      | 10                                   | 89  | 1                    |

<sup>6</sup> In this survey, the usage of social media platforms both overall and for news was measured using questions that are different from and incompatible with the questions used prior to 2019. Consequently, these items should not be trended with similar items from earlier years.

**ASK IF GETS NEWS FROM MORE THAN ONE SITE IN SMNEWS; SHOW ONLY THOSE SITES USED FOR NEWS (SMNEWSa-k=1):**

SMNEWSPREF Which site would you say you prefer to get news from?

|                            |           |
|----------------------------|-----------|
| July 8–July<br>21,<br>2019 |           |
| 8                          | Twitter   |
| 3                          | Instagram |
| 37                         | Facebook  |
| 1                          | Snapchat  |
| 13                         | YouTube   |
| 3                          | LinkedIn  |
| 5                          | Reddit    |
| *                          | Tumblr    |
| 1                          | WhatsApp  |
| *                          | TikTok    |
| *                          | Twitch    |
| *                          | No Answer |

**ASK IF SOCIAL MEDIA NEWS CONSUMER (NEWS\_PLATFORMg=1-3) [N=3,684]:**

SNSINFORM Overall, would you say news on social media has... **[RANDOMIZE FIRST TWO RESPONSES]**

|   |   |  |
|---|---|--|
| July 8–July<br>21,<br>2019<br>[N=3,684] |   | Jul 30–<br>Aug 12<br>2018<br>Form 1-3<br>[N=2,377] |
| 35                                      | Helped you better understand current events | 36   |
| 15                                      | Made you more confused about current events | 15   |
| 49                                      | Not made much of a difference               | 48   |
| *                                       | No Answer                                   | 1  |

**ASK IF SOCIAL MEDIA NEWS CONSUMER (NEWS\_PLATFORMg=1-3) [N=3,684]:**

SNSSKEP Which of the following best describes how you approach news stories from social media sites, even if neither is exactly right?

I expect the news I see on social media will... **[RANDOMIZE]**

| Jul 8–July 21, 2019<br>[N=3,717] |                       | Jul 30–Aug 12, 2018<br>Form 1-3<br>[N=2,377] |
|----------------------------------|-----------------------|--|
| 40                               | Largely be accurate   | 42   |
| 59                               | Largely be inaccurate | 57   |
| 1                                | No Answer             | 1  |

**ASK IF SOCIAL MEDIA NEWS CONSUMER (NEWS\_PLATFORMg=1-3) [N=3,717]:**

SNSINLINE How often is the news you see on social media in line with your political views?

| Jul 8–July 21, 2019 |             |
|---------------------|-------------|
| 12                  | Often       |
| 62                  | Sometimes   |
| 19                  | Hardly Ever |
| 3                   | Never       |
| 3                   | No Answer   |

**ASK ALL:**

FRIENDSINLINE When you talk about the news with your friends, how often do you find that their views are in line with your political views?

| Jul 8–July 21, 2019 |             |
|---------------------|-------------|
| 26                  | Often       |
| 61                  | Sometimes   |
| 9                   | Hardly Ever |
| 3                   | Never       |
| 2                   | No Answer   |

**ASK ALL:**

SNSPROBS

How much of a problem, if at all, do you think each of the following are when it comes to news on social media?

|   | <u>A very big problem</u> | <u>A moderately big problem</u> | <u>A small problem</u> | <u>Not a problem at all</u> | <u>No Answer</u> |
|---|---------------------------|---------------------------------|------------------------|-----------------------------|------------------|
| a. Censorship of the news that people see<br>July 8–July 21, 2019           | 35                        | 34                              | 21                     | 9                           | 1                |
| b. Harassment of journalists<br>July 8–July 21, 2019                        | 27                        | 30                              | 29                     | 12                          | 2                |
| c. News organizations or personalities being banned<br>July 8–July 21, 2019 | 24                        | 29                              | 32                     | 14                          | 2                |
| d. Inaccurate news<br>July 8–July 21, 2019                                  | 51                        | 30                              | 15                     | 3                           | 1                |
| e. Violent or disturbing news images or videos<br>July 8–July 21, 2019      | 20                        | 31                              | 33                     | 16                          | 1                |
| f. One-sided news<br>July 8–July 21, 2019                                   | 53                        | 30                              | 13                     | 4                           | 1                |
| g. Impolite or uncivil discussions about the news<br>July 8–July 21, 2019   | 35                        | 34                              | 22                     | 8                           | 1                |

**ASK ALL:**

SNSCONTROL

How much, if at all, do you think social media companies control the mix of news stories that people see on social media?

July 8–July 21,  
2019

|    |            |
|----|------------|
| 52 | A lot      |
| 37 | Some       |
| 9  | Not much   |
| 2  | Not at all |
| 1  | No Answer  |

**ASK ALL:**

SNSNEWSROLE

Would you say the role social media companies play in delivering the news on their sites results in...

July 8–July 21,

2019

|    |                      |
|----|----------------------|
| 15 | A better mix of news |
| 55 | A worse mix of news  |
| 28 | Makes no difference  |
| 1  | No Answer            |

**ASK ALL:**

SNSCONTROL2

Would you say social media companies have...

July 8–July 21,

2019

|    |   |
|----|---|
| 62 | Too much control over the mix of the news that people see |
| 15 | Not enough control over the mix of news that people see   |
| 21 | About the right amount of control                         |
| 2  | No Answer   |

**ASK ALL:**

SNSFAIR

When it comes to the news that people see on social media, do you think social media companies...

July 8–July 21,

2019

|    |   |
|----|---|
| 16 | Treat all news organizations the same                 |
| 82 | Treat some news organizations differently than others |
| 2  | No Answer   |

**ASK IF THINKS NEWS ORGANIZATIONS TREATED DIFFERENTLY (SNSFAIR=2) [N=4,192]:**

SNSFAVOR

What type of news organizations do you think social media companies tend to favor?

Would you say social media companies tend to favor news organizations... **[RANDOMIZE ITEMS A-G]**

|  | <u>Yes</u> | <u>No</u> | <u>No Answer</u> |
|--|------------|-----------|------------------|
| a. Whose coverage has a certain political stance |            |           |                  |
| July 8–July 21, 2019                             | 79         | 19        | 2                |
| b. Whose coverage is politically neutral         |            |           |                  |
| July 8–July 21, 2019                             | 18         | 80        | 2                |
| c. That are well-established                     |            |           |                  |
| July 8–July 21, 2019                             | 56         | 41        | 3                |
| d. That produce attention-grabbing articles      |            |           |                  |
| July 8–July 21, 2019                             | 88         | 11        | 2                |

| <b>SNSFAVOR CONTINUED</b> |   | <u>Yes</u> | <u>No</u> | <u>No Answer</u> |
|---------------------------|---|------------|-----------|------------------|
| e.                        | That have a lot of social media followers |            |           |                  |
|                           | July 8–July 21, 2019                      | 84         | 14        | 2                |
| f.                        | That have high reporting standards        |            |           |                  |
|                           | July 8–July 21, 2019                      | 34         | 63        | 3                |
| g.                        | Other, please specify:                    |            |           |                  |
|                           | July 8–July 21, 2019                      | 11         | 36        | 54               |

**ASK IF SOCIAL MEDIA NEWS CONSUMER (NEWS\_PLATFORMg=1-3) [N=3,717]:**

SNSIDEO In general, would you describe the posts about news that you see on social media as...  
**[ROTATE]**

|                 |                   |
|-----------------|-------------------|
| July 8–July 21, |                   |
| <u>2019</u>     |                   |
| 4               | Very conservative |
| 11              | Conservative      |
| 36              | Moderate          |
| 32              | Liberal           |
| 16              | Very liberal      |
| 2               | No Answer         |