

FOR RELEASE SEPTEMBER 10, 2018

News Use Across Social Media Platforms 2018

Most Americans continue to get news on social media, even though many have concerns about its accuracy

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RECOMMENDED CITATION

Pew Research Center, September, 2018, "News Use Across Social Media Platforms 2018"

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News Use Across Social Media Platforms 2018

Most Americans continue to get news on social media, even though many have concerns about its accuracy

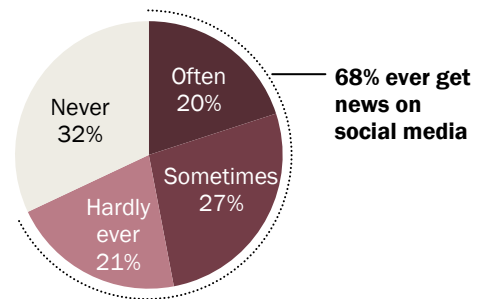
About two-thirds of American adults (68%) say they at least occasionally get news on social media, about the same share as at this time in 2017, according to a new Pew Research Center survey. Many of these consumers, however, are skeptical of the information they see there: A majority (57%) say they expect the news they see on social media to be largely inaccurate. Still, most social media news consumers say getting news this way has made little difference in their understanding of current events, and more say it has helped than confused them (36% compared with 15%).

Republicans are more negative about the news they see on social media than Democrats. Among Republican social media news consumers, 72% say they expect the news they see there to be inaccurate, compared with 46% of Democrats and 52% of independents. And while 42% of those Democrats who get news on social media say it has helped their understanding of current events, fewer Republicans (24%) say the same.¹ Even among those Americans who say they *prefer* to get news on social media over other platforms (such as print, TV or radio), a substantial portion (42%) express this skepticism.

Asked what they like about the news experience on social media, more Americans mention ease of use than content. “Convenience” is by far the most commonly mentioned benefit, (21%), while 8% say they most enjoy the interactions with other people. Fewer social media news consumers say

About two-thirds of Americans get news on social media

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



But most social media news consumers expect news there to be inaccurate

% of social media news consumers who say they expect the news they see on social media to be ...



Note: No answer responses not shown.

Source: Survey conducted July 30-Aug. 12, 2018. “News Use Across Social Media Platforms 2018”

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¹ The difference by party support remains even when accounting for the fact that Republicans are less likely to prefer social media as a platform for news.

they most like the diversity of the sources available (3%), or the ability to tailor the content they see (2%).

This study is based on a survey conducted July 30-Aug. 12, 2018, among 4,581 U.S. adults who are members of Pew Research Center's nationally representative American Trends Panel.

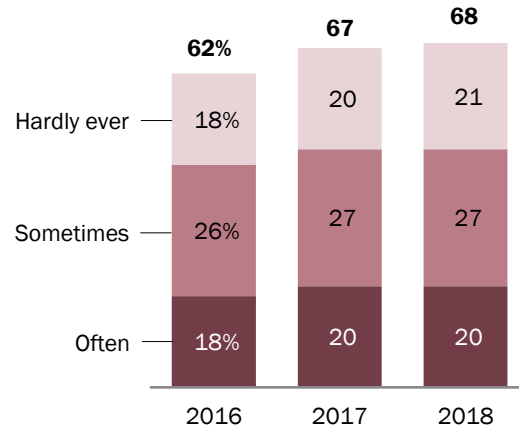
Growth in social media news consumption slows down

About two-thirds of U.S. adults (68%) get news on social media sites, about the same as the portion that did so in 2017 (67%). One-in-five get news there often.

Facebook is still far and away the site Americans most commonly use for news, with [little change since 2017](#). About four-in-ten Americans (43%) get news on Facebook. The next most commonly used site for news is YouTube, with 21% getting news there, followed by Twitter at 12%. Smaller portions of Americans (8% or fewer) get news from other social networks like Instagram, LinkedIn or Snapchat.

No change in share getting news on social media in 2018

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

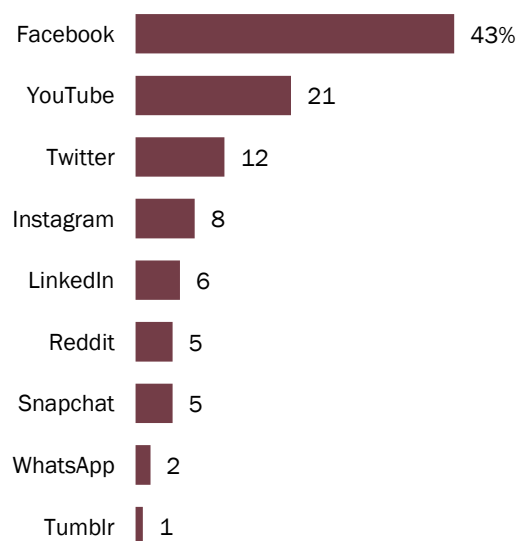


Source: Survey conducted July 30-Aug. 12, 2018.
"News Use Across Social Media Platforms 2018"

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Social media sites as pathways to news

% of U.S. adults who get news on each social media site



Source: Survey conducted July 30-Aug. 12, 2018.
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The prominence of each social media site in the news ecosystem depends on two factors: its overall popularity and the extent to which people see news on the site.

Reddit, Twitter and Facebook stand out as the sites where the highest portion of users are exposed to news – 67% of Facebook’s users get news there, as do 71% of Twitter’s users and 73% of Reddit users. However, because Facebook’s overall user base is much larger than those of Twitter or Reddit, far more Americans overall get news on Facebook than on the other two sites.

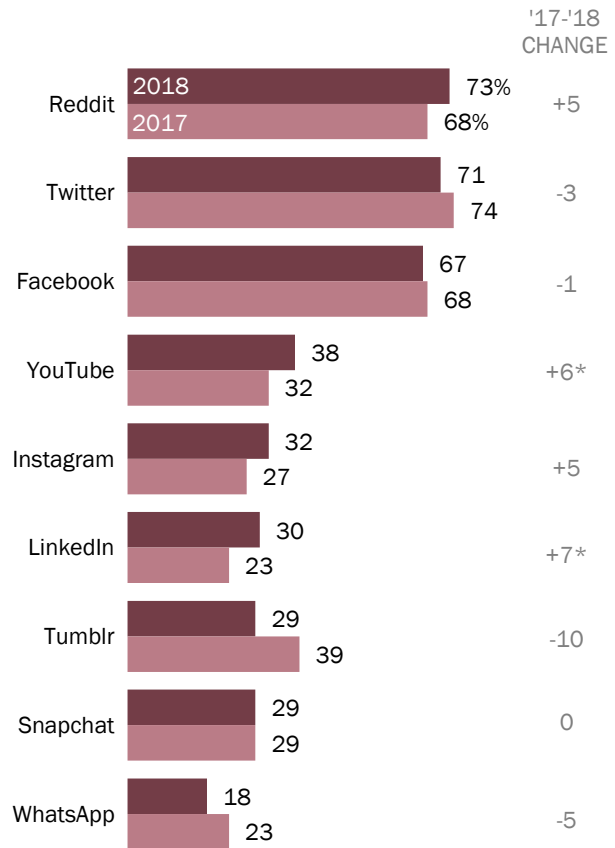
The other sites studied – including YouTube, Tumblr, Instagram, LinkedIn, Snapchat and WhatsApp – have less of a news focus among their user base. Fewer than half of each site’s users get news on each platform. Still both YouTube and LinkedIn saw these portions rise over the past year.

Nearly four-in-ten YouTube users (38%) say they get news on YouTube, slightly higher than the 32% of users who did so last year. And 30% of LinkedIn users get news there, up from 23% in 2017.

The percentage of U.S. adults who get news on two or more social media sites is 28%, little changed from 2017 (26%).

Reddit, Twitter, Facebook stand out as sites with the most news-focused users

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



*Change from 2017 to 2018 is statistically significant.
Source: Survey conducted July 30-Aug. 12, 2018.
“News Use Across Social Media Platforms 2018”

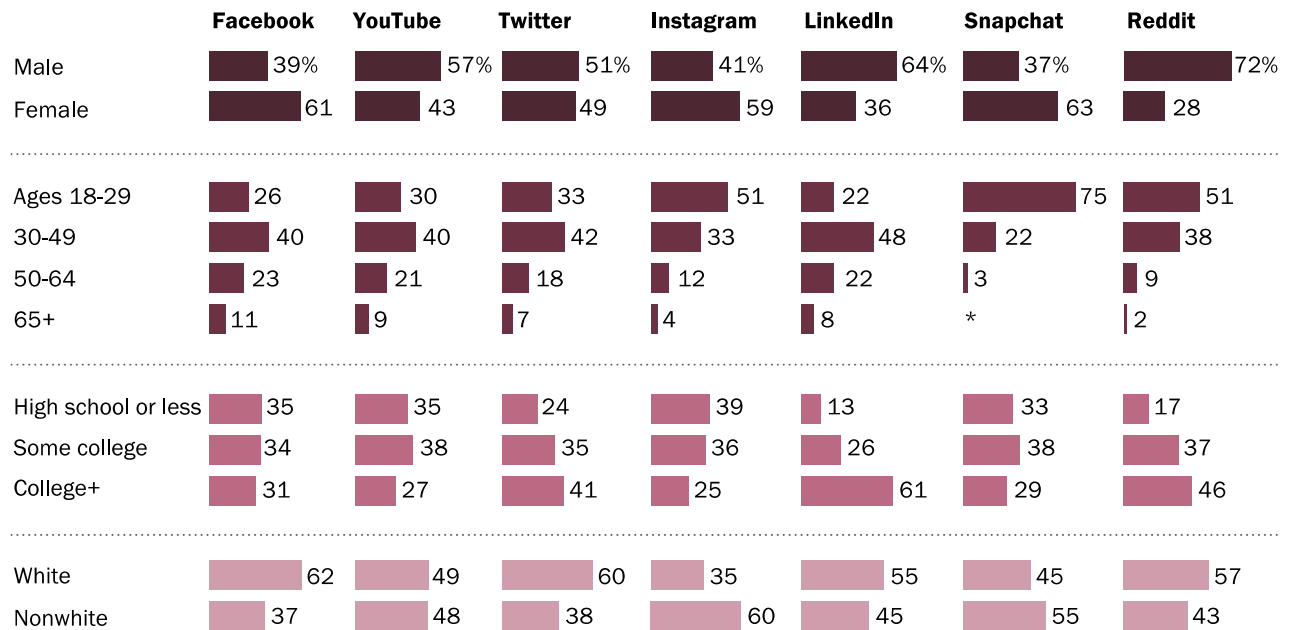
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Demographics of social media news consumers

Social media sites' news consumers can look vastly different in terms of their demographic makeup. For example, the majority of news consumers on Instagram are nonwhite. Three-quarters of Snapchat's news consumers are ages 18 to 29, more than any other site. And LinkedIn, Twitter and Reddit's news consumers are more likely to have bachelor's degrees – 61% of LinkedIn's news consumers do, as do 46% of Reddit's news consumers and 41% of Twitter's news consumers.

Profiles of social media news consumers

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



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

Source: Survey conducted July 30-Aug. 12, 2018.

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Most social media news consumers are concerned about inaccuracy, but many still see benefits

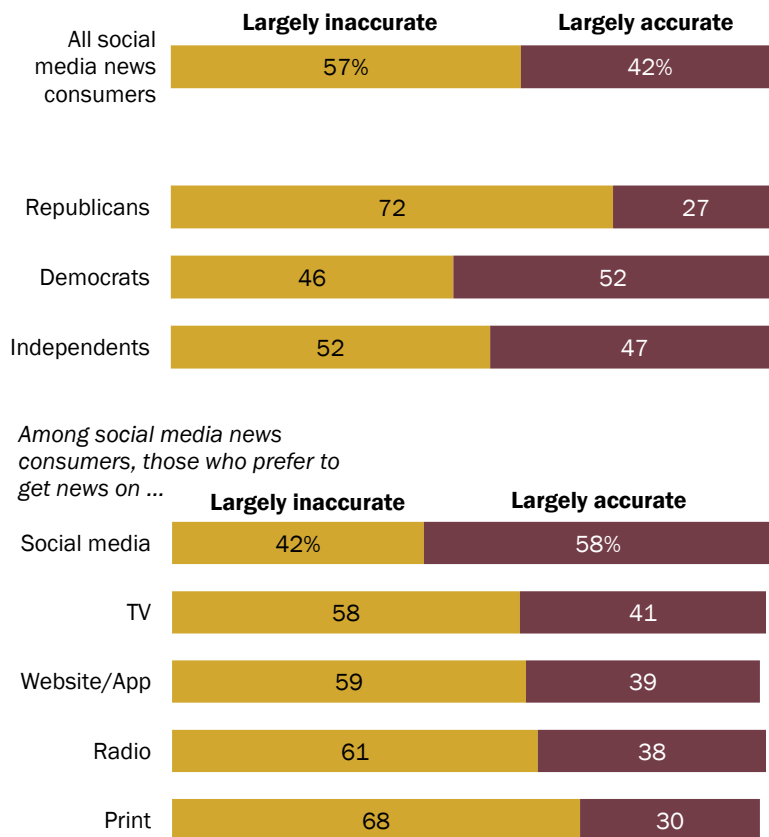
Even though a substantial portion of U.S. adults at least occasionally get news on social media, over half (57%) of these news consumers say they *expect* the news they see on social media to be largely inaccurate. This is consistent with [the low trust in news from social media](#) seen in past surveys. About four-in-ten (42%) expect the news they see on social media to be largely accurate.

Republicans are more likely than Democrats and independents to be concerned with the inaccuracy of the news they see on social media. Among social media news consumers, about three-quarters of Republicans say this (72%), compared with 46% of Democrats and about half of independents (52%). And, while there are some age differences in expectations of the accuracy of social media news, this party divide persists regardless of age.

Concerns about the inaccuracies in news on social media are prevalent even among those who say they *prefer* to get their news there – among this group, 42% say that they expect the news they see to be largely inaccurate. Still, those social media news consumers who prefer other platforms such as print or television for news are even more likely to say they expect the news on social media to be largely inaccurate.

More than half of social media news consumers expect the news there to largely be inaccurate

% of social media news consumers who say they expect the news they see on social media to be ...



Note: No answer responses not shown.

Source: Survey conducted July 30-Aug. 12, 2018.

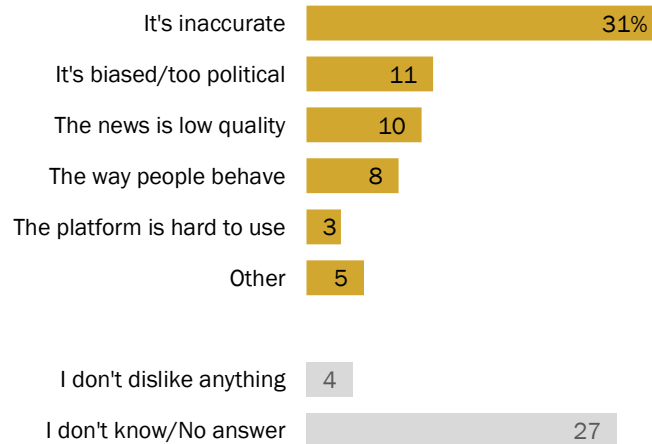
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Not only do social media news consumers expect the news they see there to be inaccurate, but inaccuracy is the *top* concern they bring up about information on social media. When asked an open-ended question about what they dislike most about getting news on social media, concerns about inaccuracy top the list, outstripping concerns about political bias and the bad behavior of others.² Specifically, about three-in-ten (31%) social media news consumers say that inaccuracy is what they dislike most about the experience. Included in the responses about inaccuracy were concerns about unreliable sources, lack of fact checking, and “fake news.”

Inaccuracy tops people’s concerns about social media

% of social media news consumers who say the thing they dislike most about getting news on social media is ...



Note: Numbers may not add up to 100% because of rounding.

Source: Survey conducted July 30-Aug. 12, 2018.

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Politics surface as another negative aspect of social media, though at a lower rate – 11% who at least occasionally get news there say there is too much bias or political opinion, either on the part of the news organizations or the people on the platform. About the same share of social media news consumers (10%) say they dislike the low quality of news – such as lack of in-depth coverage, or clickbait-style headlines.

² Respondents were asked to list the things they like and dislike most about news on social media before being asked if they expected the news there to be accurate or inaccurate.

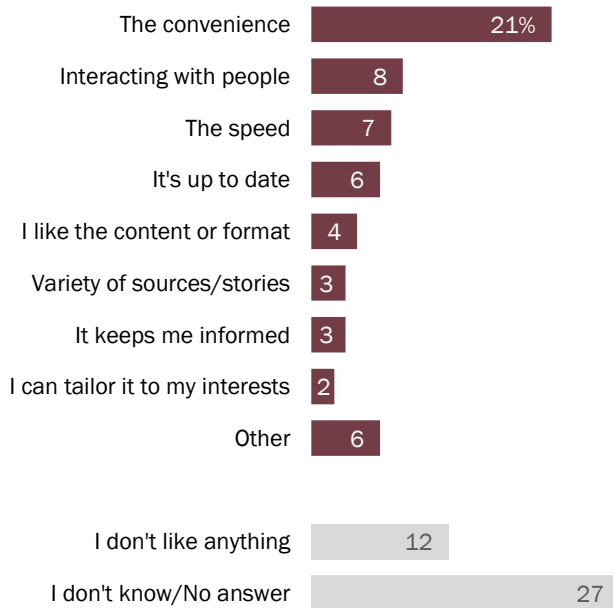
Convenience and ease seen as most enjoyable part of getting news on social media

Even though social media news consumers have concerns about the accuracy of the information there, they also cite some benefits of getting news on social media, which may help explain why getting news on the platform is still so common.

The most commonly named positive thing about getting news on social media is convenience – 21% say this is what they liked most, with responses such as “It’s very accessible,” “It’s available at the touch of a button” and “I don’t have to go looking for it.”

Social media news consumers like convenience, speed and social interaction

% of social media news consumers who say the thing they like most about getting news on social media is ...



Note: Numbers may not add up to 100% because of rounding.

Source: Survey conducted July 30-Aug. 12, 2018.

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Respondents also say they like the interpersonal element: 8% of social media news consumers say they enjoy interacting with others – whether through discussing the news, sharing news with friends and family, or seeing what others’ opinions are. Speed and timeliness are also mentioned as positive aspects of getting news on social media – 7% say they like how quick it is to get news on social media, and 6% say they like that news there is up to date, with descriptions like “up to the minute” or “the most current.”

A fair share of respondents (12%) say they do not like *anything* about getting news on social media. This is higher than the percentage who volunteered that they do not *dislike* anything about news on social media in the previous question (only 4% say this).

About a third say social media positively affects their understanding of current events

About a third (36%) of the people who get news on social media say it has helped them better understand current events. Nearly half (48%) say it doesn't have much of an effect on their understanding, and 15% say that news on social media has made them *more* confused about current events.

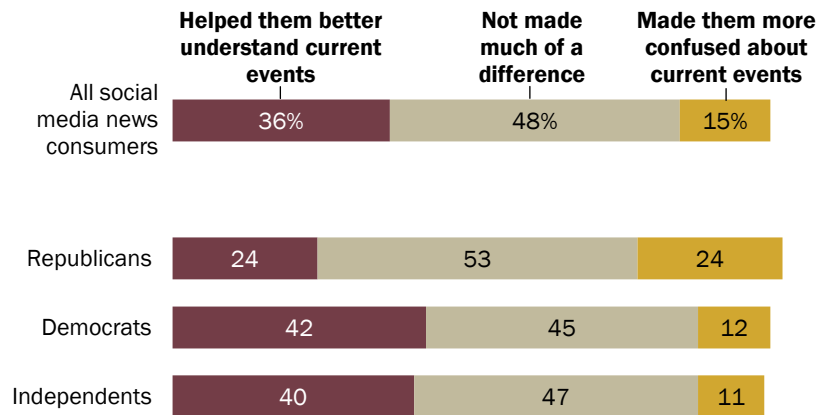
Among those who get news on social media, Republicans are less positive than

Democrats and independents about how news there influences their understanding of the world around them: About a quarter (24%) say that social media news helps them better understand current events, compared with 42% of Democrats and 40% of independents.

Age is also a factor in the way people view the role of social media. Younger social media news consumers are more likely to say it has impacted their learning for the better. About half of social media news consumers ages 18 to 29 (48%) say news on social media makes them better informed, compared with 37% of those 30 to 49, 28% of those 50 to 64, and 27% of those 65 and older.

Majority says social media news does not improve their understanding of current events

% of social media news consumers who say that news on social media has ...



Note: No answer responses not shown.

Source: Survey conducted July 30-Aug. 12, 2018.

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Acknowledgments

This report was made possible by The Pew Charitable Trusts. Pew Research Center is a subsidiary of the Pew Charitable Trusts, its primary funder. This report is a collaborative effort based on the input and analysis of the following individuals.

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Methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults recruited from landline and cellphone random-digit-dial (RDD) surveys. Panelists participate via monthly self-administered web surveys. Panelists who do not have internet access are provided with a tablet and wireless internet connection. The panel is being managed by GfK.

Data in this report are drawn from the panel wave conducted July 30-Aug. 12, 2018 among 4,581 respondents. The margin of sampling error for the full sample of 4,581 respondents is plus or minus 2.5 percentage points.

Members of the American Trends Panel were recruited from several large, national landline and cellphone RDD surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.³ The second group of panelists was recruited from the 2015 Pew Research Center Survey on Government, conducted Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.⁴ The third group of panelists was recruited from a survey conducted April 25 to June 4, 2017. Of the 5,012 adults interviewed in the survey or pretest, 3,905 were invited to take part in the panel and a total of 1,628 agreed to participate.⁵

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 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that aligns the sample to population benchmarks on a number of dimensions. Gender, age, education, race, Hispanic origin and region parameters come from the U.S. Census Bureau's 2016 American Community Survey. The county-level population density parameter (deciles) comes from the 2010 U.S. decennial census. The telephone service benchmark comes from the July-December 2016 National Health Interview Survey and is projected to 2017. The volunteerism benchmark comes from the 2015 Current Population Survey Volunteer Supplement. The party affiliation benchmark is the average

³ When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

⁴ Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail, but were no longer permitted to join the panel after Feb. 6, 2014. Internet users from the 2015 Pew Research Center Survey on Government who refused to provide an email address were not permitted to join the panel.

⁵ White, non-Hispanic college graduates were subsampled at a rate of 50%.

of the three most recent Pew Research Center general public telephone surveys. The internet access benchmark comes from the 2017 ATP Panel Refresh Survey. Respondents who did not previously have internet access are treated as not having internet access for weighting purposes. Respondents were also weighted according to their previously reported usage of nine different social networks for news consumption. Panelists were weighted using their previous responses to these questions from Wave 28 (August 2017). For panelists who did not respond to Wave 28, values for these items were imputed using chained equations and classification and regression trees (CART). These variables were then weighted so that respondents' past social media news usage matched the distribution that was observed in Wave 28. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

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:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,581	2.5 percentage points
Social media news consumers	2,377	3.5 percentage points

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

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 July 2018 wave had a response rate of 84% (4,581 responses among 5,475 individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.1%) and attrition from panel members who were removed at their request or for inactivity, the cumulative response rate for the wave is 2.5%.⁶

Measuring social media usage

Like many survey organizations, Pew Research Center has been transitioning from conducting mainly traditional telephone polling to surveying more online. We have measured social media usage both ways, and on occasion results from telephone and online polling differ. Several potential factors contribute to this including different question wording online versus by phone, the presence of an interviewer on the phone but not online, and more. This report provides

⁶ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

estimates from our August 2018 online poll. For questions about our telephone measure, please contact info@pewresearch.org.

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**2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 37 JULY
SOCIAL MEDIA UPDATE TOPLINE
JULY 30 – AUGUST 12, 2018
TOTAL N=4,581**

ASK FORM 1-3 [N=3,425]:

Now, thinking about your news habits...

NEWS_PLATFORM How often do you... **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
a. Read any newspapers in print?					
Jul 30-Aug 12, 2018 [N=3,425]	16	25	30	29	*
Aug 8-Aug 21, 2017 [N=4,971]	18	25	32	25	*
Jan 12-Feb 8, 2016 [N=4,654]	20	28	31	21	*
Aug 21-Sep 2, 2013 [N=5,173]	27	27	27	19	*
b. Listen to news on the radio?					
Jul 30-Aug 12, 2018 [N=3,425]	26	31	23	20	*
Aug 8-Aug 21, 2017 [N=4,971]	25	31	22	21	*
Jan 12-Feb 8, 2016 [N=4,654]	25	34	24	17	*
Aug 21-Sep 2, 2013 [N=5,173]	26	30	27	18	*
NO ITEM C					
d. Watch local television news?					
Jul 30-Aug 12, 2018 [N=3,425]	37	27	22	14	0
Aug 8-Aug 21, 2017 [N=4,971]	37	27	21	15	*
Jan 12-Feb 8, 2016 [N=4,654]	46 ¹	27	17	10	*
Aug 21-Sep 2, 2013 [N=5,173]	46	26	17	11	*
e. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)?					
Jul 30-Aug 12, 2018 [N=3,425]	25	25	24	26	*
Aug 8-Aug 21, 2017 [N=4,971]	26	25	25	25	*
Jan 12-Feb 8, 2016 [N=4,654]	30	27	25	17	*
Aug 21-Sep 2, 2013 [N=5,173]	31	28	24	18	*
f. Watch cable television news (such as CNN, The Fox News cable channel, or MSNBC)?					
Jul 30-Aug 12, 2018 [N=3,425]	30	23	23	24	0
Aug 8-Aug 21, 2017 [N=4,971]	28	27	23	22	*
Jan 12-Feb 8, 2016 [N=4,654]	31	27	24	18	*
Aug 21-Sep 2, 2013 [N=5,173]	24	28	26	21	*

¹ In the Spanish language version of the questionnaire, "local television news" was mistranslated as "television news" for NEWS_PLATFORM item D. This affected the 66 respondents who took the survey in Spanish (4% of the sample after weighting). The effects of this mistranslation were minimal and do not affect the report's substantive conclusions.

NEWS_PLATFORM CONTINUED...	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
g. Get news from a social media site (such as Facebook, Twitter, or Snapchat)?					
Jul 30-Aug 12, 2018 [N=3,425]	20	27	21	32	0
Aug 8-Aug 21, 2017 [N=4,971]	20	27	20	33	0
Jan 12-Feb 8, 2016 ² [N=4,654]	18	26	18	38	*
h. Get news from a news website or app?					
Jul 30-Aug 12, 2018 [N=3,425]	33	31	18	18	*
Aug 8-Aug 21, 2017 [N=4,971]	33	31	19	17	*
Jan 12-Feb 8, 2016 [N=4,654]	28	28	18	26	*

ASK IF GETS NEWS FROM MORE THAN ONE PLATFORM IN NEWS_PLATFORM (NEWS_PLATFORMa-h=1-3). DO NOT ASK IF ONLY GETS NEWS ON TV AND NO OTHERS (IF ONLY NEWS_PLATFORMd-f=1-3) [N=3,416]

NEWS_PREFER Which of the following would you say you prefer for getting news?

[SHOW THOSE THAT WERE AT LEAST "HARDLY EVER" IN NEWS_PLATFORM NEWS_PLATFORMa-h=1-3]; SHOW "Watch news on television" if NEWS_PLATFORMd=1-3 OR NEWS_PLATFORMe=1-3 OR NEWS_PLATFORMf=1-3] If only one option selected in NEWS_PLATFORM, autopunch here and do not show respondent this question. If only selected the television items NEWSPLATFORMd-f and no other platform, skip question and autopunch into NEWS_PREFER=3

<u>2018</u>		<u>2016</u>
7	Reading news in a print newspaper	11
14	Listening to news on the radio	12
44	Watching news on television	46
10	Getting news from a social media site (such as Facebook or Twitter)	9
24	Getting news from a news website or app	20
1	No Answer	1
1	Did not get news on any platform	1

² In the Wave 14 January 2016 survey, this question item read "Get news from a social networking site (such as Facebook or Twitter)?".

5 QUESTIONS HELD FOR FUTURE RELEASE**ASK ALL INTERNET USERS (F_INTUSER_FINAL=1) [N=4,387]:**

SNS Do you use any of the following social media sites?

[Check all that apply] **[RANDOMIZE WITH "OTHER" ALWAYS LAST]**

BASED ON TOTAL	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
a. Facebook			
Jul 30- Aug 12, 2018 [N=4,581]	64	36	-
Aug 8- Aug 21, 2017 [N=4,971]	66	34	-
Jan 12-Feb 8, 2016 [N=4,654]	67	33	-
Mar 13-15, 20-22, 2015 [N=2,035]	66	34	1
Aug 21-Sep 2, 2013 [N=5,173]	64	36	*

SNS CONTINUED...	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
b. Twitter			
Jul 30- Aug 12, 2018 [N=4,581]	17	83	-
Aug 8- Aug 21, 2017 [N=4,971]	15	85	-
Jan 12-Feb 8, 2016 [N=4,654]	16	84	-
Mar 13-15, 20-22, 2015 [N=2,035]	17	83	1
Aug 21-Sep 2, 2013 [N=5,173]	16	84	*

NO ITEM C

d. LinkedIn			
Jul 30- Aug 12, 2018 [N=4,581]	20	80	-
Aug 8- Aug 21, 2017 [N=4,971]	21	79	-
Jan 12-Feb 8, 2016 [N=4,654]	20	80	-
Aug 21-Sep 2, 2013 [N=5,173]	19	80	*
e. Instagram			
Jul 30- Aug 12, 2018 [N=4,581]	27	73	-
Aug 8- Aug 21, 2017 [N=4,971]	26	74	-
Jan 12-Feb 8, 2016 [N=4,654]	19	81	-
Aug 21-Sep 2, 2013 [N=5,173]	12	88	*

NO ITEM F

g. Tumblr			
Jul 30- Aug 12, 2018 [N=4,581]	4	96	-
Aug 8- Aug 21, 2017 [N=4,971]	4	96	-
Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
Aug 21-Sep 2, 2013 [N=5,173]	4	96	*
h. YouTube			
Jul 30- Aug 12, 2018 [N=4,581]	54	46	-
Aug 8- Aug 21, 2017 [N=4,971]	58	42	-
Jan 12-Feb 8, 2016 [N=4,654]	48	52	-

	Aug 21-Sep 2, 2013 [N=5,173]	51	49	*
i.	Reddit			
	Jul 30- Aug 12, 2018 [N=4,581]	7	93	-
	Aug 8- Aug 21, 2017 [N=4,971]	6	94	-
	Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*
j.	Snapchat			
	Jul 30- Aug 12, 2018 [N=4,581]	17	83	-
	Aug 8- Aug 21, 2017 [N=4,971]	18	82	-
	Jan 12-Feb 8, 2016 [N=4,654]	10	90	-
k.	WhatsApp			
	Jul 30- Aug 12, 2018 [N=4,581]	11	89	-
	Aug 8- Aug 21, 2017 [N=4,971]	11	89	-

		<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
SNS CONTINUED...				

l.	Other			
	Jul 30- Aug 12, 2018 [N=4,581]	6	94	-
	Aug 8- Aug 21, 2017 [N=4,971]	5	95	-
	Jan 12-Feb 8, 2016 [N=4,654]	11	89	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*

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

SNSNEWS 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.
[RANDOMIZE]

		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
BASED ON FACEBOOK USERS:				
a.	Facebook			
	Jul 30- Aug 12, 2018 [N=3,196]	67	33	*
	Aug 8- Aug 21, 2017 [N=3,635]	68	32	1
	Jan 12-Feb 8, 2016 [N=3,210]	66	34	*
	Mar 13-15, 20-22, 2015 [N=1,343]	63	37	*
	Aug 21-Sep 2, 2013 [N=3,268]	47	53	0
BASED ON TWITTER USERS:				
b.	Twitter			
	Jul 30- Aug 12, 2018 [N=1,018]	71	28	1
	Aug 8- Aug 21, 2017 [N=1,088]	74	25	1
	Jan 12-Feb 8, 2016 [N=908]	59	41	1
	Mar 13-15, 20-22, 2015 [N=347]	63	37	0
	Aug 21-Sep 2, 2013 [N=736]	52	48	0

NO ITEM C

BASED ON LINKEDIN USERS:

d.	LinkedIn			
	Jul 30- Aug 12, 2018 [N=1,309]	30	69	1
	Aug 8- Aug 21, 2017 [N=1,540]	23	76	1
	Jan 12-Feb 8, 2016 [N=1,348]	19	81	*
	Aug 21-Sep 2, 2013 [N=1,107]	13	87	0

BASED ON INSTAGRAM USERS:

e.	Instagram			
	Jul 30- Aug 12, 2018 [N=1,301]	32	68	1
	Aug 8- Aug 21, 2017 [N=1,390]	27	71	2
	Jan 12-Feb 8, 2016 [N=933]	23	76	1
	Aug 21-Sep 2, 2013 [N=467]	13	87	0

NO ITEM F

		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
SNSNEWS CONTINUED...				
BASED ON TUMBLR USERS:				
g.	Tumblr			
	Jul 30- Aug 12, 2018 [N=161]	29	70	*
	Aug 8- Aug 21, 2017 [N=226]	39	60	1
	Jan 12-Feb 8, 2016 [N=198]	31	69	-
	Aug 21-Sep 2, 2013 [N=159]	29	71	0
BASED ON YOUTUBE USERS:				
h.	YouTube			
	Jul 30- Aug 12, 2018 [N=2,648]	38	61	1
	Aug 8- Aug 21, 2017 [N=3,180]	32	67	1
	Jan 12-Feb 8, 2016 [N=2,542]	21	77	1
	Aug 21-Sep 2, 2013 [N=2,506]	20	80	0
BASED ON REDDIT USERS:				
i.	Reddit			
	Jul 30- Aug 12, 2018 [N=357]	73	26	*
	Aug 8- Aug 21, 2017 [N=369]	68	32	*
	Jan 12-Feb 8, 2016 [N=288]	70	30	*
	Aug 21-Sep 2, 2013 [N=114]	62	38	0
BASED ON SNAPCHAT USERS:				
j.	Snapchat			
	Jul 30- Aug 12, 2018 [N=655]	29	70	1
	Aug 8- Aug 21, 2017 [N=787]	29	70	2
	Jan 12-Feb 8, 2016 [N=439]	17	82	1
BASED ON WHATSAPP USERS:				
k.	WhatsApp			
	Jul 30- Aug 12, 2018 [N=574]	18	78	3
	Aug 8- Aug 21, 2017 [N=585]	23	74	3

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSLIKE What do you LIKE most about getting news on social media?

[OPEN-END RESPONSES NOT SHOWN]

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSDISLIKE What do you DISLIKE most about getting news on social media?

[OPEN-END RESPONSES NOT SHOWN]

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSINFORM Overall, would you say news on social media has... **[RANDOMIZE OPTIONS 1 AND 2]**

Jul 30-
Aug 12
2018
Form 1-3
[N=2,377]

36	Helped you better understand current events
15	Made you more confused about current events
48	Not made much of a difference
1	No Answer

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

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 30-
Aug 12
2018
Form 1-3
[N=2,377]

42	Largely be accurate
57	Largely be inaccurate
1	No Answer