



PEW-KNIGHT
INITIATIVE

America's Media Landscape

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The Pew-Knight Initiative supports new research on how Americans absorb civic information, form beliefs and identities, and engage in their communities.

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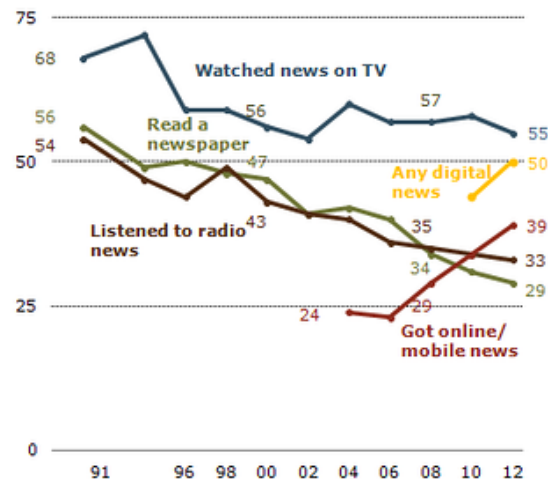


SOCIAL MEDIA AND NEWS

Long term changes in where people get news

*% of U.S. adults who **prefer** ____ for getting news*

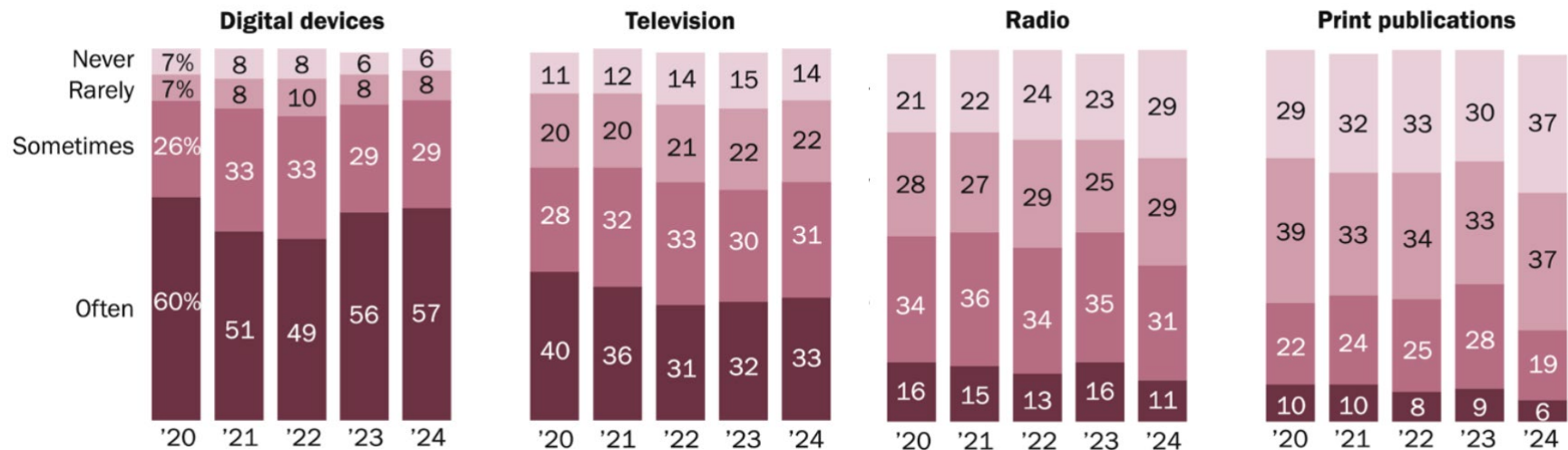
Where People Got News Yesterday



PEW RESEARCH CENTER 2012 News Consumption Survey.
Q9, Q11, Q13, Q17, Q20 Q21, Q70, Q75, Q82, Q87.

News consumption across platforms 2020-24

% of U.S. adults who ____ get news from ...



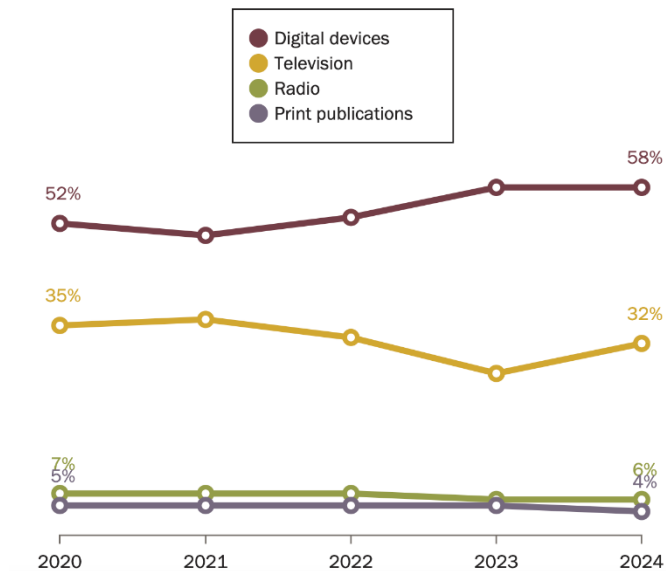
Note: Figures may not add up to 100% due to rounding. Respondents who did not answer are not shown. "Digital devices" include smartphones, computers, and tablets.

Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.



Americans increasingly *prefer* getting news online

% of U.S. adults who *prefer* ____ for getting news



Note: "Digital devices" include smartphones, computers and tablets.

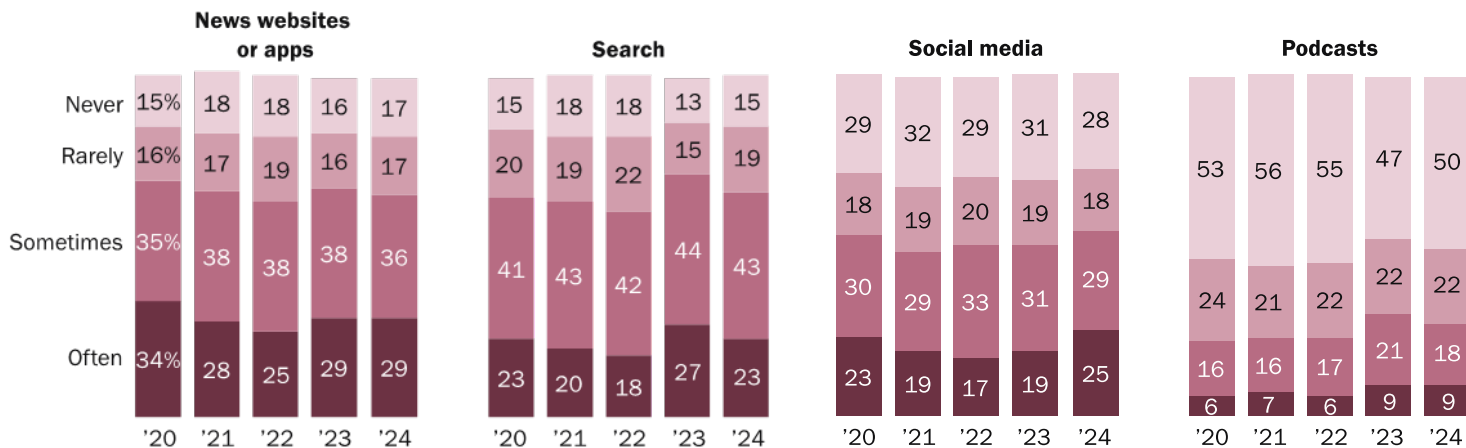
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

PEW RESEARCH CENTER



Within digital, Americans use an array of digital pathways

% of U.S. adults who ____ get news from ...



Note: Figures may not add up to 100% due to rounding. Respondents who do not have internet access at home did not receive these questions; they are included with those who said "Never," along with those who say they do not get news from digital devices.

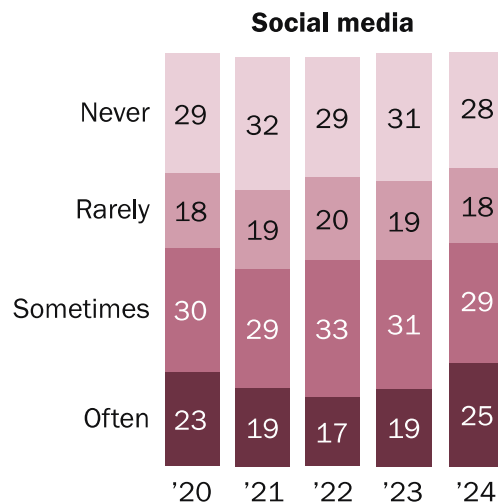
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

PEW RESEARCH CENTER



54% get news from social media

% of U.S. adults who ____ get news from ...



Note: Figures may not add up to 100% due to rounding. Respondents who do not have internet access at home did not receive these questions; they are included with those who said "Never," along with those who say they do not get news from digital devices.

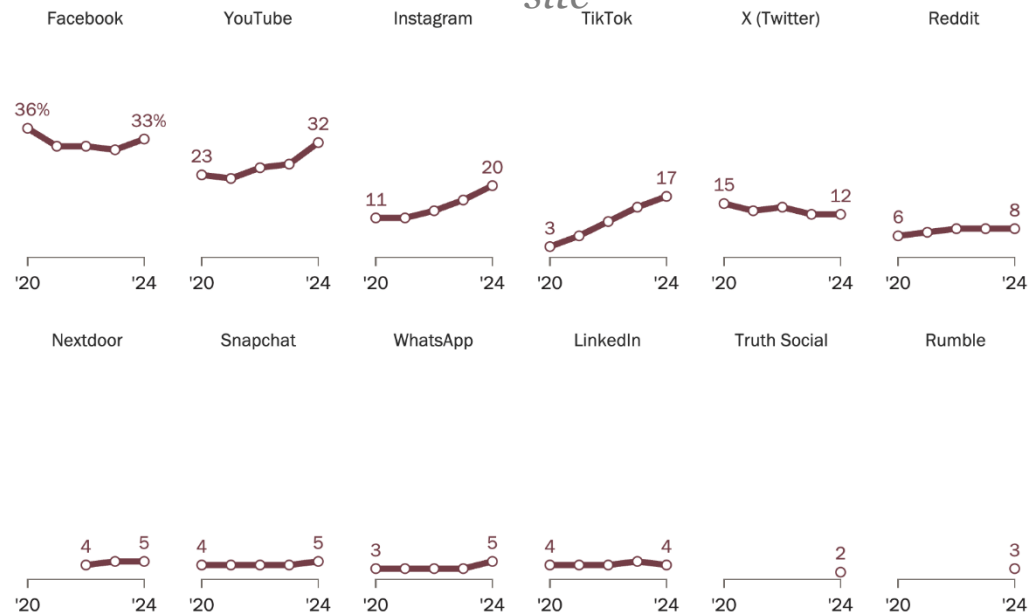
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

PEW RESEARCH CENTER



News consumption by social media site

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

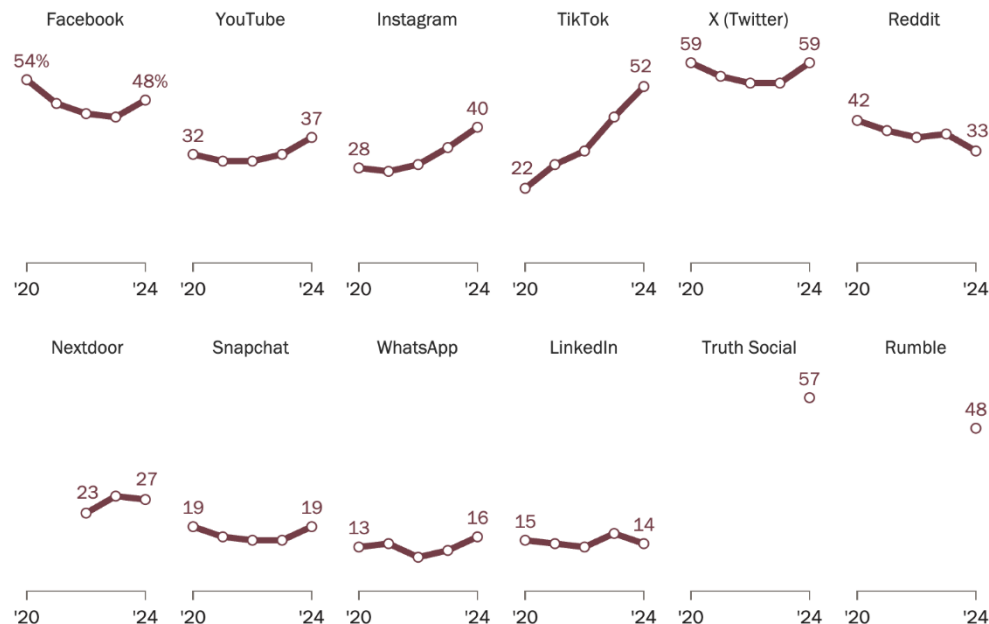


Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.



Social media sites by portion of users who regularly get news there

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

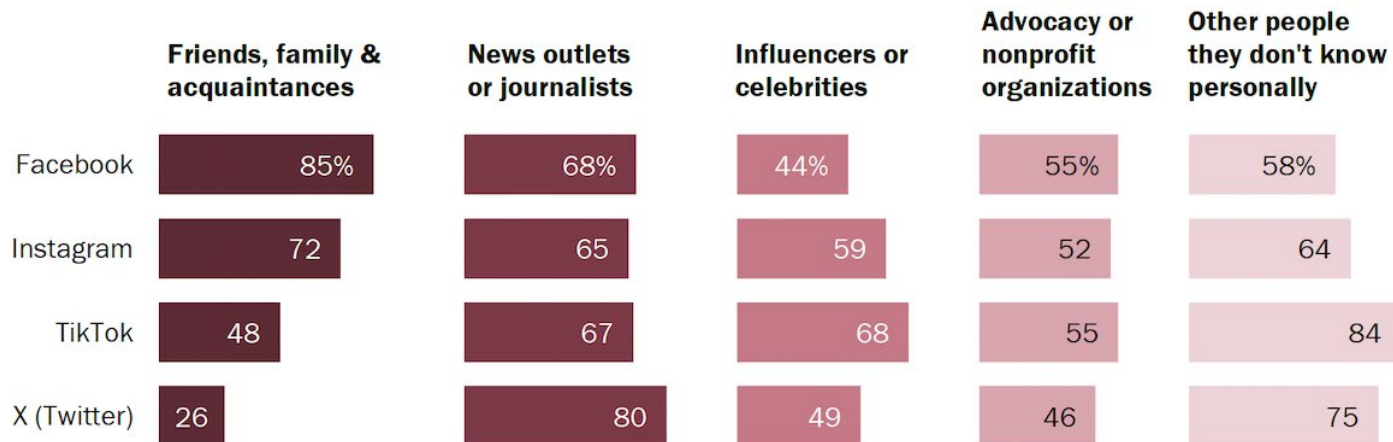


Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.



Who people get news from on social media depends on the site

% of each platform's U.S. news consumers who say they ever get news there from ...



Note: News consumers are those who say they regularly get news on each site.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.



NEWS INFLUENCERS

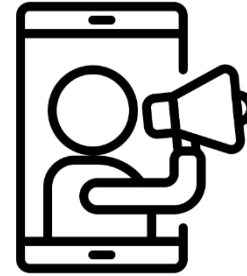
What we did

Survey



- Pew's American Trends Panel
- N = 10,658 U.S. adults
- Conducted July 15 – Aug. 4, 2024

Study of News Influencers



- Sample of 500 news influencers
- Five social media sites: Facebook, Instagram, TikTok, X and YouTube
- Analyzed summer 2024

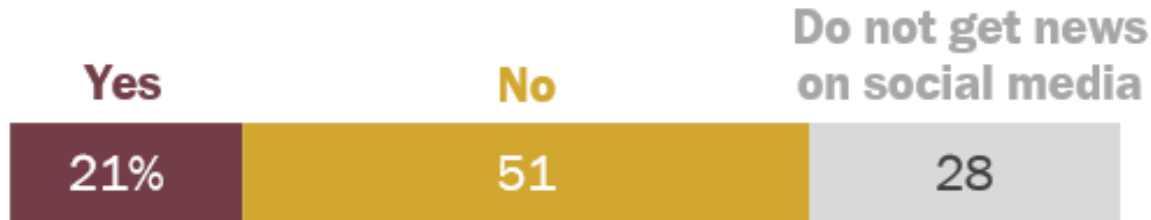
News influencers are...

Individuals who regularly post about **current events and civic issues** on social media and have at least **100,000 followers** on any of Facebook, Instagram, TikTok, X (formerly Twitter) or YouTube.



About 1 in 5 Americans regularly get news from news influencers

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



Note: Respondents who did not answer are not shown.

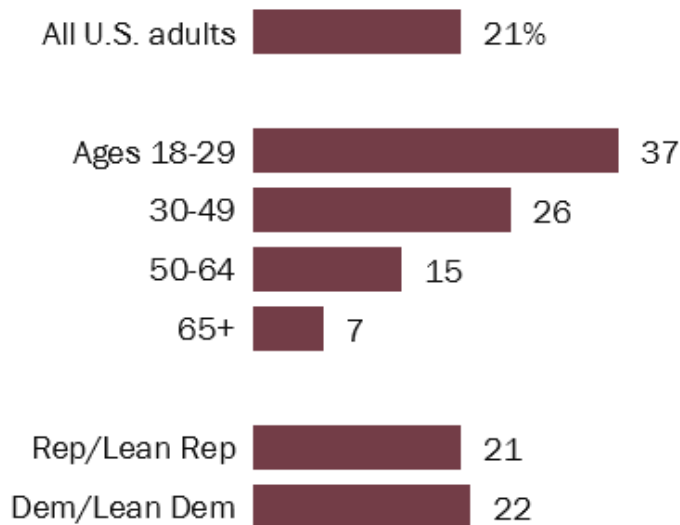
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

"America's News Influencers"



Almost 4 in 10 U.S. adults under 30 get news from news influencers

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



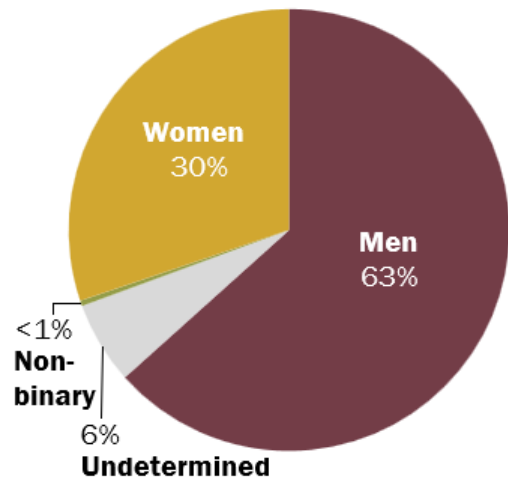
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.
"America's News Influencers"



PROFILE OF NEWS INFLUENCERS

Nearly two-thirds of news influencers are men

% of news influencers who are ...



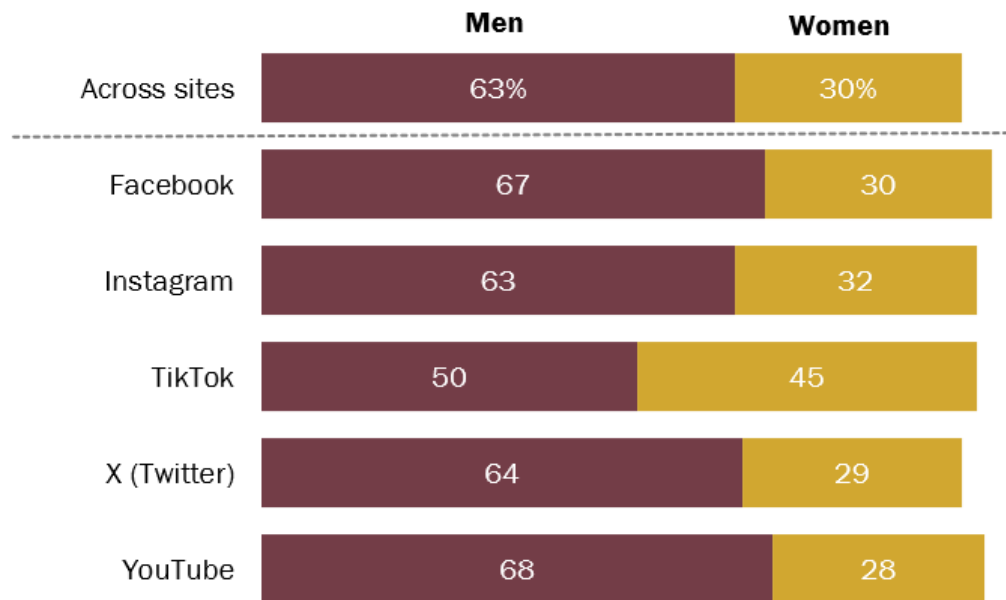
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



Minimal gender gap among news influencers on TikTok compared with other sites

% of news influencers on each site who are ...



Note: News influencers who are nonbinary or whose gender could not be determined are not shown.

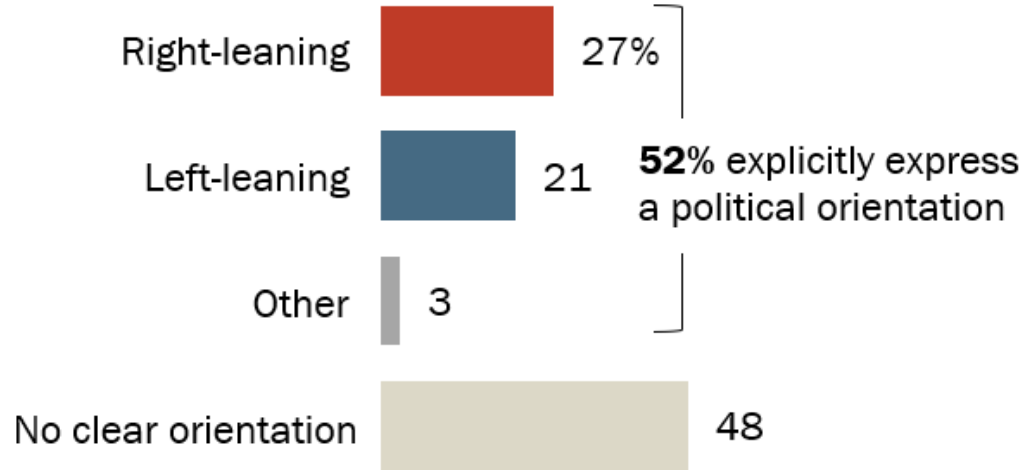
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



More news influencers explicitly identify as right-leaning than left-leaning

% of news influencers who explicitly identify as ...



Note: Right-leaning includes people who explicitly identify as conservative, Republican or express support for Donald Trump. Left-leaning includes liberals, Democrats and people who have explicitly expressed support for Joe Biden or Kamala Harris. "Other" includes independent or moderate, libertarian, or other ideologies. Political orientation could be expressed in account bios, recent social media posts, personal and professional websites and news coverage.

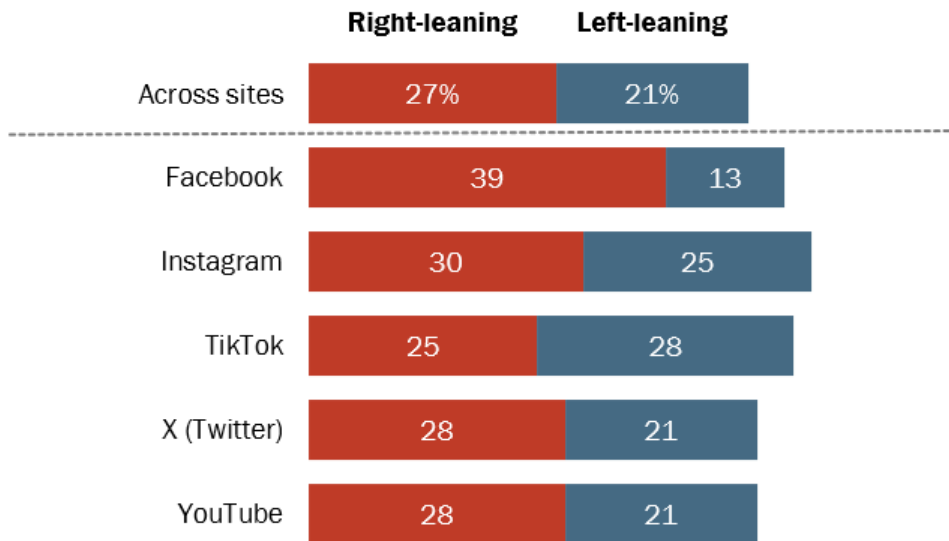
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



News influencers who explicitly lean right outpace those who publicly identify with the left across social media sites, except on TikTok

% of news influencers on each site who explicitly identify as ...



Note: Right-leaning includes people who explicitly identify as conservative, Republican or express support for Donald Trump. Left-leaning includes liberals, Democrats and people who have explicitly expressed support for Joe Biden or Kamala Harris. "Other" and "No clear orientation" not shown. Political orientation could be expressed in account bios, recent social media posts, personal and professional websites and news coverage.

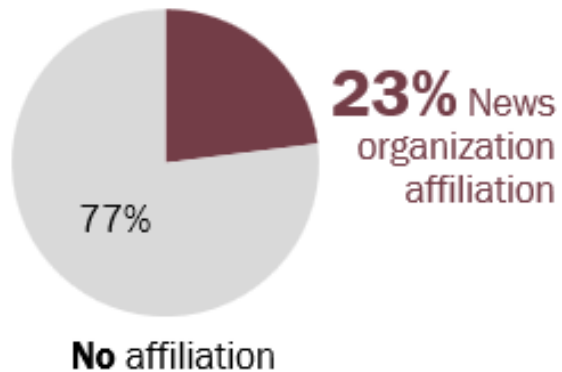
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



About a quarter of news influencers have worked for a news organization

% of news influencers who have or had ...

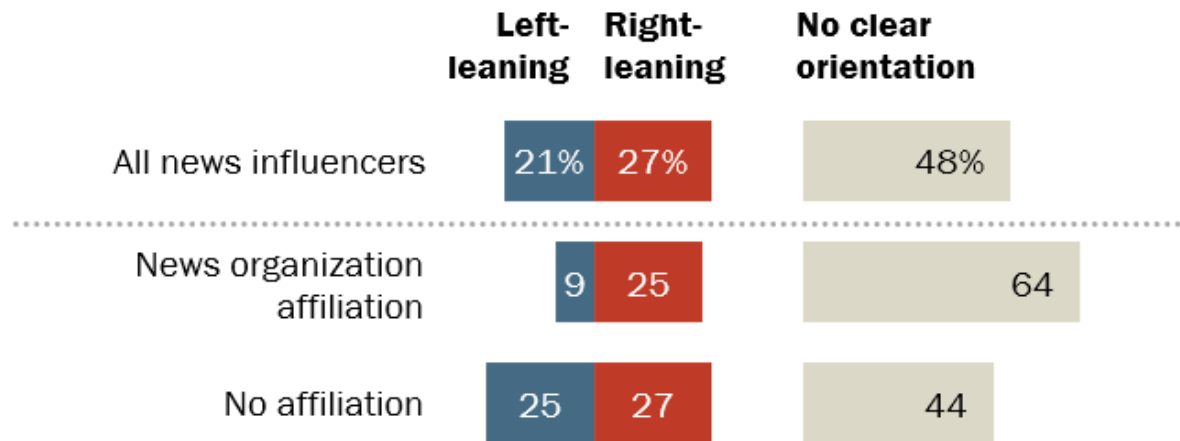


Note: News influencers who are affiliated with a news organization are those who either currently are or previously were employed by a news organization.
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.
"America's News Influencers"



News influencers with a news industry affiliation are less likely to explicitly express a political lean

% of news influencers who explicitly identify as ...



Note: News influencers who are affiliated with a news organization are those who either currently are or previously were employed by a news organization. Right-leaning includes people who explicitly identify as conservative, Republican or express support for Donald Trump. Left-leaning includes liberals, Democrats and people who have explicitly expressed support for Joe Biden or Kamala Harris. "Other" orientation not shown. Political orientation could be expressed in account bios, recent social media posts, personal and professional websites and news coverage.

Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

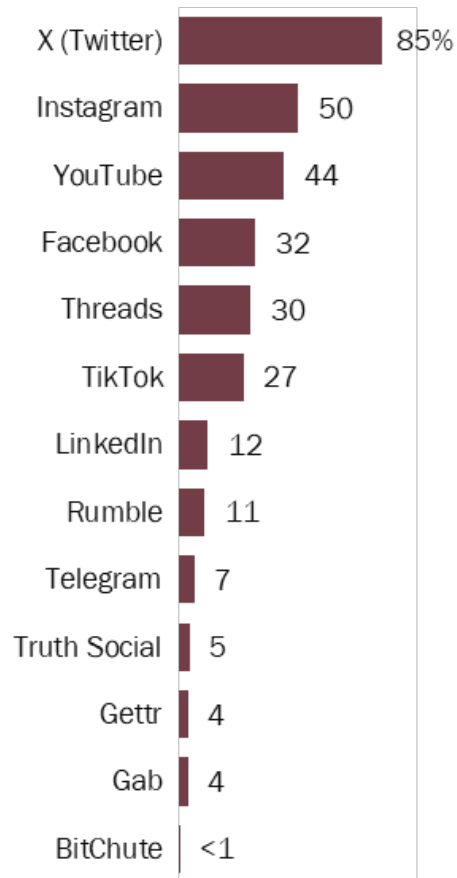
"America's News Influencers"



More news influencers are on X than any other site

% of news influencers who are on each site

Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.
"America's News Influencers"



AMERICANS' EXPERIENCES WITH NEWS INFLUENCERS

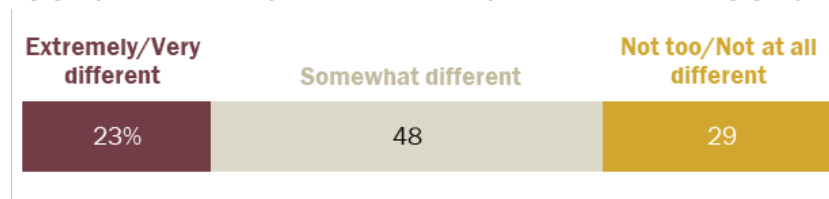
Majorities of Americans who get news from news influencers say the information they share is helpful ...

Among U.S. adults who regularly get news from news influencers on social media, % who say news influencers on social media have ...



... and say the news from news influencers is at least somewhat different from news from other sources

Among U.S. adults who regularly get news from news influencers on social media, % who say the news they get from news influencers is ____ from the news they get from other sources



Note: Respondents who did not answer are not shown.

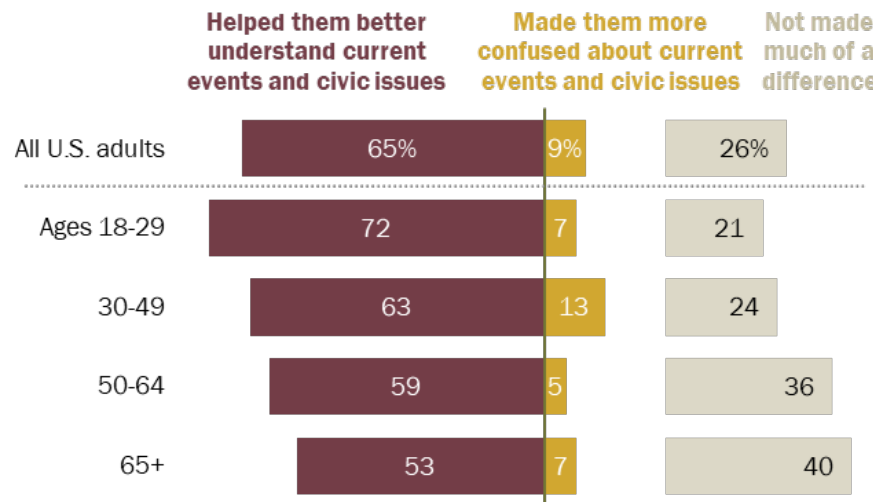
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

"America's News Influencers"



Younger adults are more likely to say news influencers help them understand current events

Among U.S. adults who regularly get news from news influencers on social media, % who say news influencers on social media have ...



Note: Respondents who did not answer are not shown.

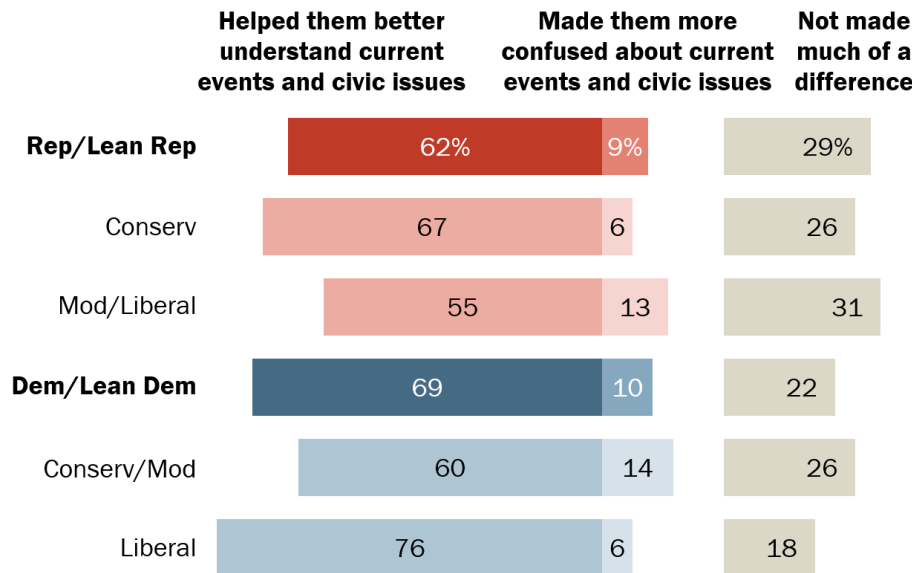
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

"America's News Influencers"



Conservative Republicans, liberal Democrats are more likely to say news influencers help them understand current events and civic issues

Among U.S. adults who regularly get news from news influencers on social media, % who say news influencers on social media have ...



Note: Respondents who did not answer are not shown.

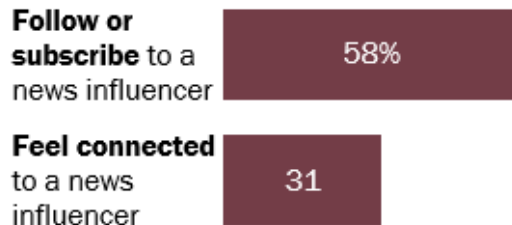
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

"America's News Influencers"



About 3 in 10 of those who get news from news influencers feel a personal connection to one

Among U.S. adults who regularly get news from news influencers on social media, % who say they ...



Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.
"America's News Influencers"



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How do you use our data? Let us know.

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QUESTIONS?

EXTRA



How we identified news influencers

What we studied



Sample of 500 news influencers across **five** social media sites
Facebook, Instagram, TikTok, X (formerly Twitter) and YouTube

How we sampled

Searched for accounts using **keywords across 45 topics** about current events and civic issues in early 2024



Collected **all** accounts that used these keywords on the five sites
Each account had **at least 100,000 followers**
28,266 accounts met these criteria

Selected news influencers



Reviewed each account to identify those that regularly posted about news and were run by individuals
Found **2,058 news influencers**
Sampled **500** of them

Analysis

From those 500 news influencers:



Identified where they post and who they are



Used GPT-4 to code **104,786 posts** during three one-week periods in July-August 2024 to identify what they talk about

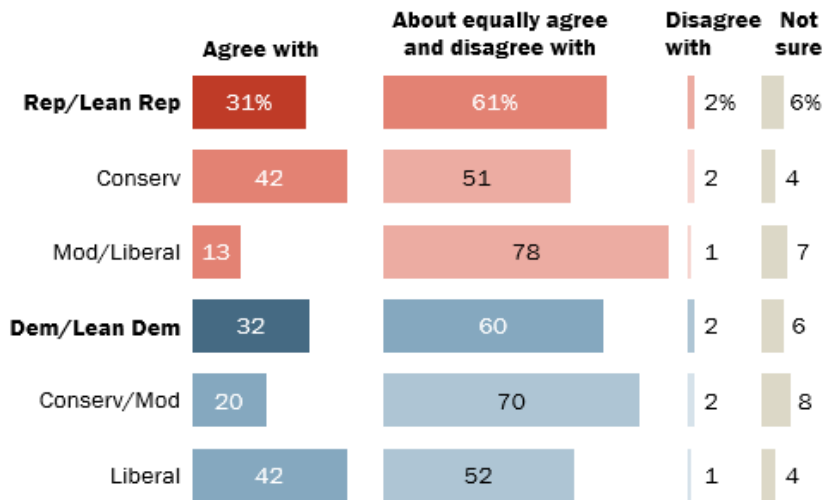
Researchers reviewed a subset of GPT's analysis to ensure coding was correct

"America's News Influencers"



Conservative Republicans, liberal Democrats are more likely to say they mostly see news influencers share opinions they agree with

*Among U.S. adults who regularly get news from news influencers on social media and also get **opinions**, % who say they mostly see opinions they ...*



Note: Respondents who did not answer are not shown.

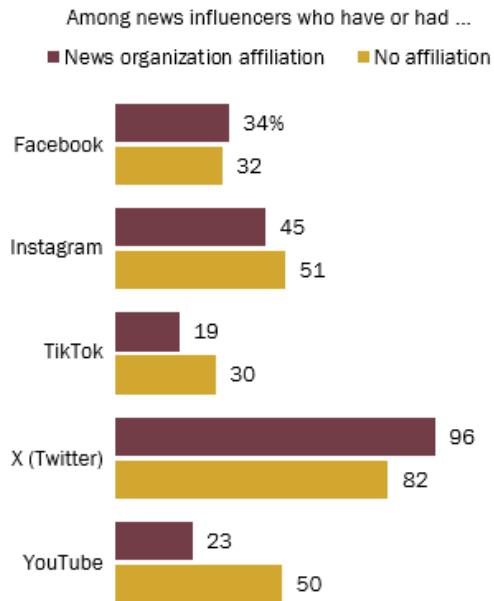
Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

"America's News Influencers"

NEWS INFLUENCERS WITH VS. WITHOUT NEWS ORG AFFILIATION

News influencers who have not worked for a news organization are more likely to be on YouTube, TikTok

% of news influencers who are on ...



Note: News influencers who are affiliated with a news organization are those who either currently are or previously were employed by a news organization.

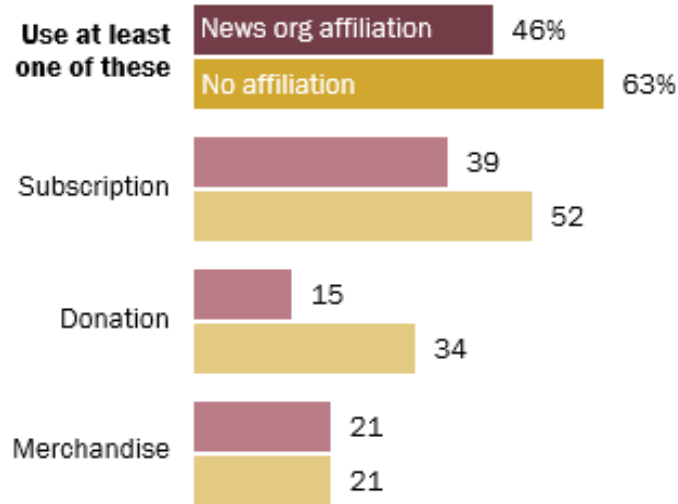
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



News influencers without news industry experience are more likely to monetize, especially via donations

% of news influencers who use each monetization method



Note: News influencers who are affiliated with a news organization are those who either currently are or previously were employed by a news organization.

Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



WHAT DO NEWS INFLUENCERS POST ABOUT

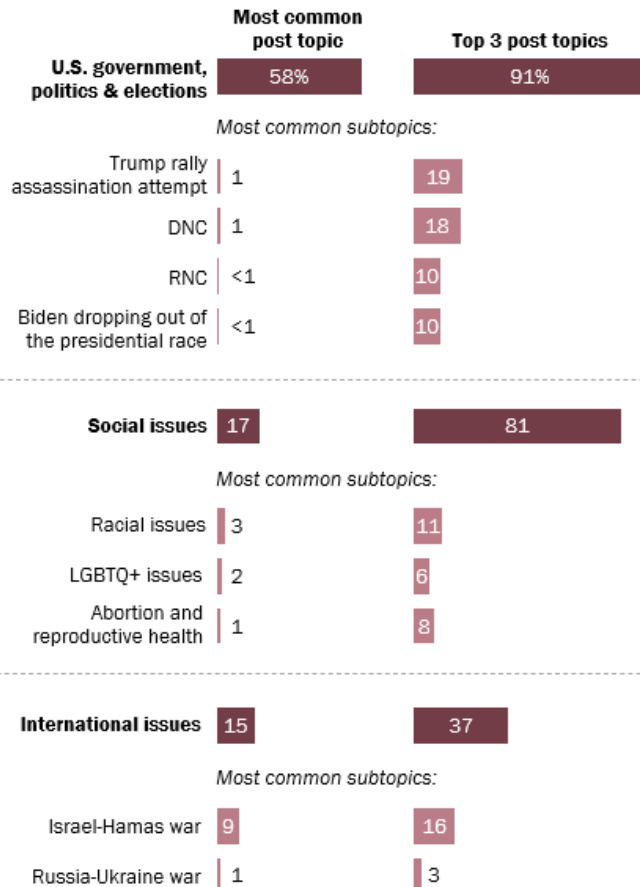
Politics is a common topic for most news influencers

% of news influencers whose most common topic and top 3 topics of posts during July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, included ...

Note: Other topics and topics that could not be validated are not shown. DNC is the Democratic National Convention; RNC is the Republican National Convention.

Source: Pew Research Center analysis of 104,786 posts July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, by 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



A majority of accounts followed by U.S. adult TikTok users post about pop culture and entertainment, far fewer post about news and politics

Share of accounts followed by U.S. adult TikTok users ...

That are ...

- 46%** Mid-tier individual influencers & creators
- 38** Small accounts
- 6** Mega influencers & internet celebrities
- 2** Entertainers, celebrities & other pop culture personalities
- 2** Brand officials or company spokespersons
- 0.4** Journalists, pundits & media outlets
- 0.3** Industry professionals or experts
- 0.2** Nonprofit organizations
- 0.1** Politicians, officials & government agencies

Who post about ...

- 59%** Pop culture & entertainment
- 37** Viral music, dance or lip-sync performances
- 36** Humor & comedy
- 36** Stories, vlogs, & personal updates
- 30** Promotional & sponsored content
- 15** Beauty & fashion
- 14** Reviews & product recommendations
- 10** Politics
- 9** Food & beverage
- 5** News

Note: Based on machine learning classification of each account's profile information and five most recent videos, if available. "Mega influencers & internet celebrities" are accounts with 1 million or more TikTok followers, "mid-tier individual influencers & creators" have between 5,000 and 1 million followers, while "small accounts" are accounts belonging to individuals with fewer than 5,000 followers. Totals may exceed 100% because multiple categories may apply to any given account. Accounts with fewer than 5,000 followers not included in post content analysis.

Source: Survey of U.S. adult TikTok users conducted Aug. 7-27, 2023. Data on respondents' followed accounts (n=227,946) collected April 8-16 and June 14-20, 2024.

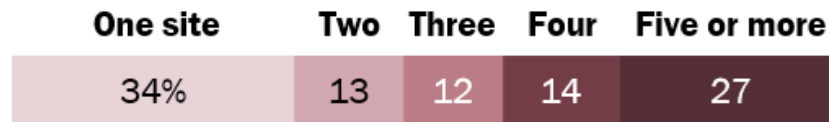
"Who U.S. Adults Follow on TikTok"



NEWS INFLUENCER OUTREACH

About two-thirds of news influencers are on more than one site

% of news influencers who are on ...



Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

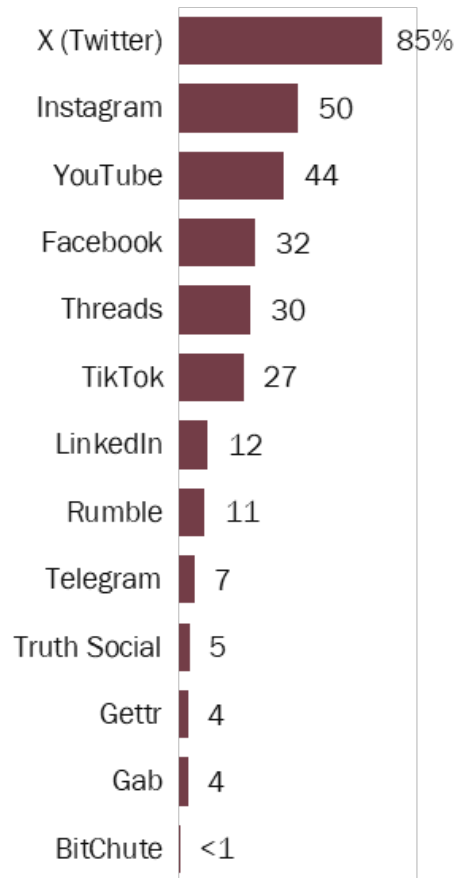
"America's News Influencers"



More news influencers are on X than any other site

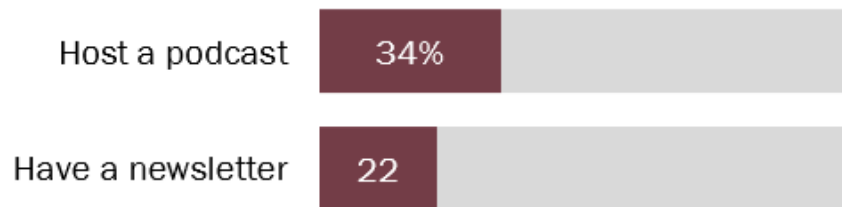
% of news influencers who are on each site

Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.
"America's News Influencers"



About a third of social media news influencers host a podcast

% of news influencers who ...



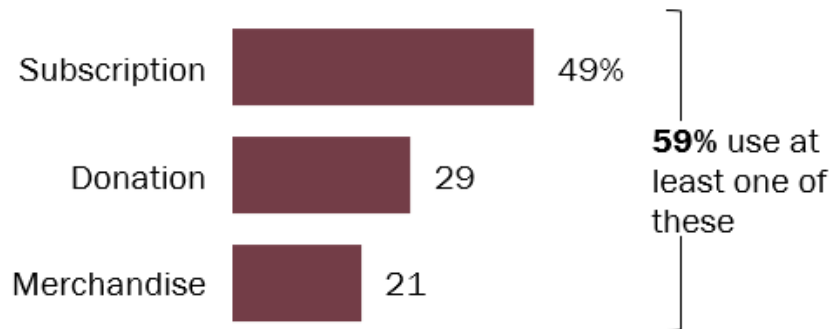
Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



Most news influencers seek to monetize their content in some way

% of news influencers who use each monetization method



Source: Pew Research Center analysis of 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



WHAT DO NEWS INFLUENCERS POST ABOUT

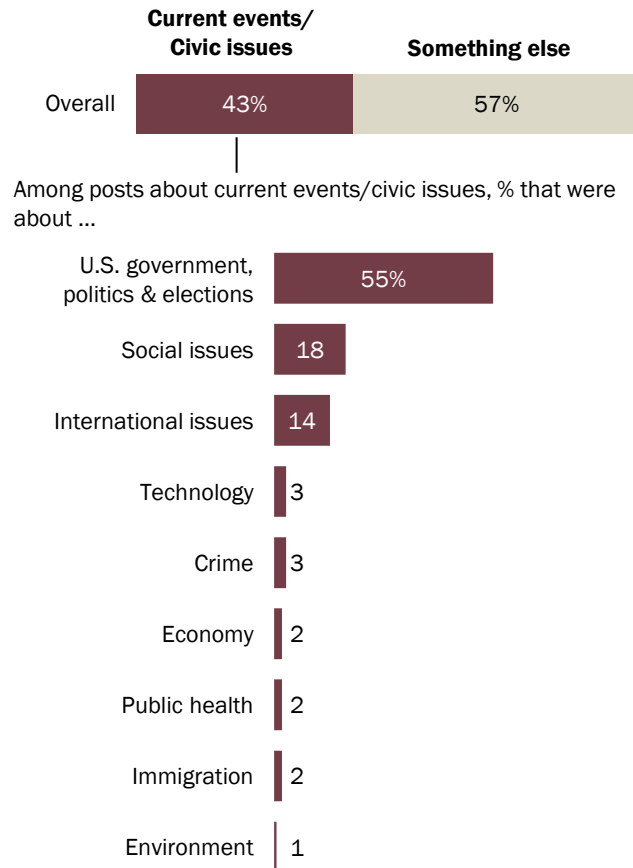
Most posts about current events by news influencers across three weeks in summer 2024 focused on politics

% of posts by news influencers July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, that were about ...

Note: Other topics and topics that could not be validated are not shown.

Source: Pew Research Center analysis of 104,786 posts July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, by 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.

"America's News Influencers"



News influencers post more about politics on YouTube but less on Instagram

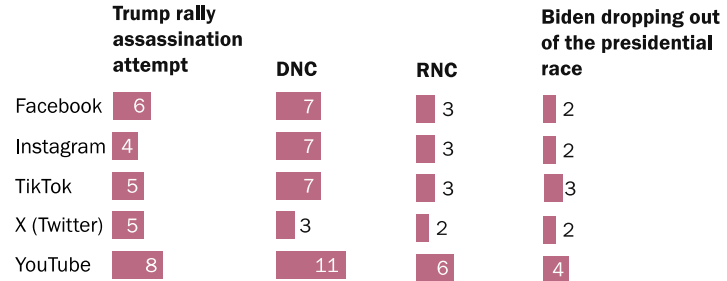
% of posts by news influencers July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, on each social media site that were about ...

Note: Other topics and topics that could not be validated are not shown. DNC is the Democratic National Convention; RNC is the Republican National Convention.
Source: Pew Research Center analysis of 104,786 posts July 15-21, July 29-Aug. 4 and Aug. 19-25, 2024, by 500 influencers with over 100,000 followers who regularly posted about news on Facebook, Instagram, TikTok, X or YouTube in early 2024. Refer to methodology for details.
"America's News Influencers"

U.S. government, politics & elections



Most common subtopics:



International issues

Most common subtopics:

