



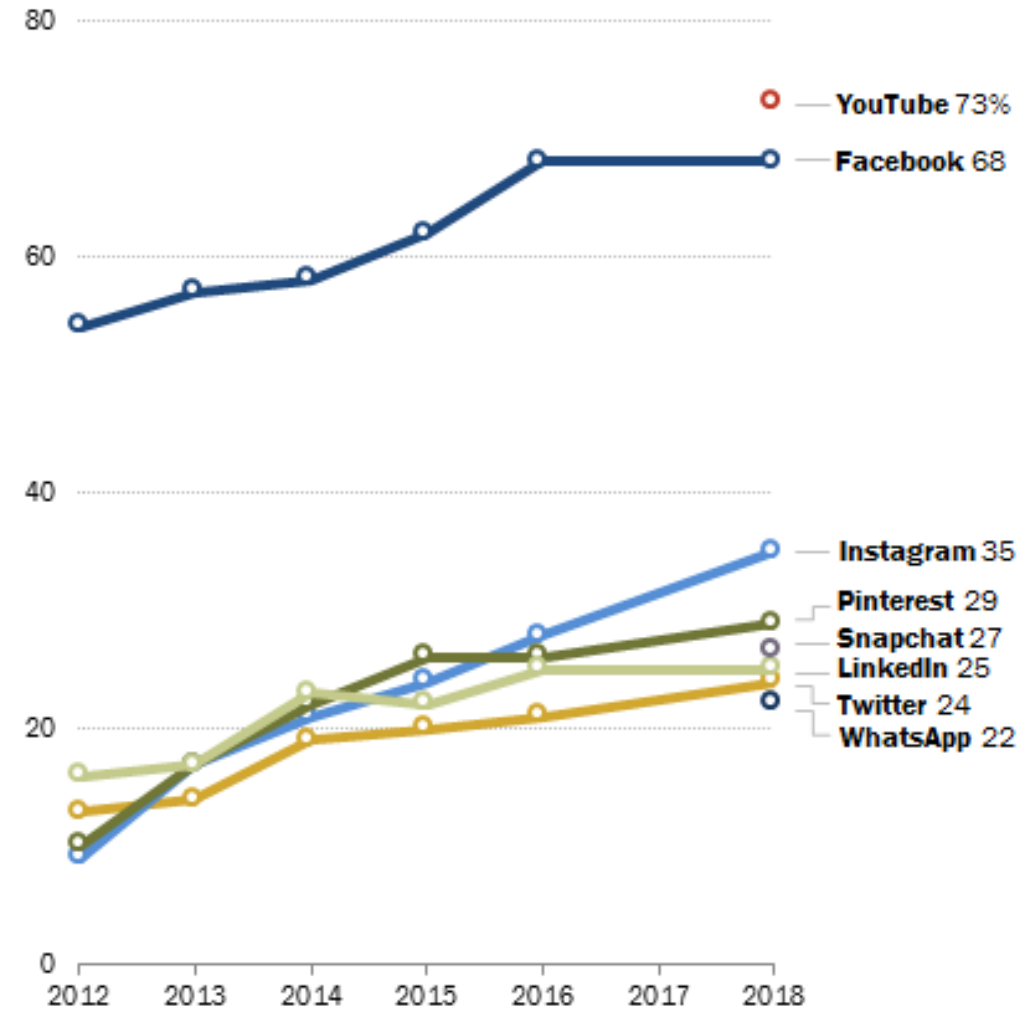
# SCALE MEETING

June 8, 2018

From  
“alternative”  
to mainstream  
media choice

## Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use the following social media sites online or on their cellphone*



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

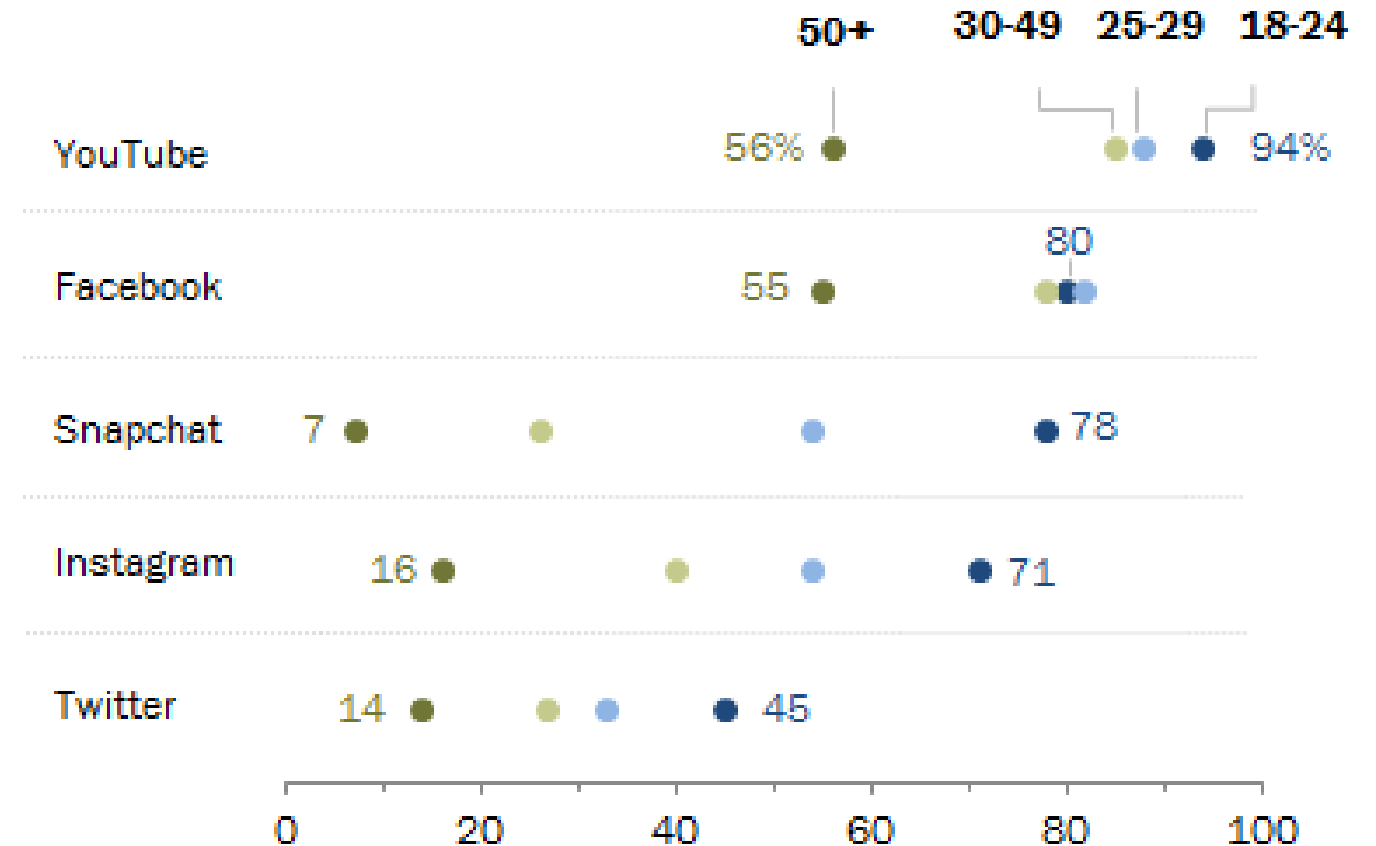
“Social Media Use in 2018”

PEW RESEARCH CENTER

Youth must  
be served –  
but their  
parents, too

## Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

*% of U.S. adults in each age group who say they use ...*



Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

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Facebook:  
universal  
Twitter:  
influential, but  
less ubiquitous

## Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

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Significant use  
of multiple  
social media  
sites per  
person

## Substantial 'reciprocity' across major social media platforms

% of \_\_ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

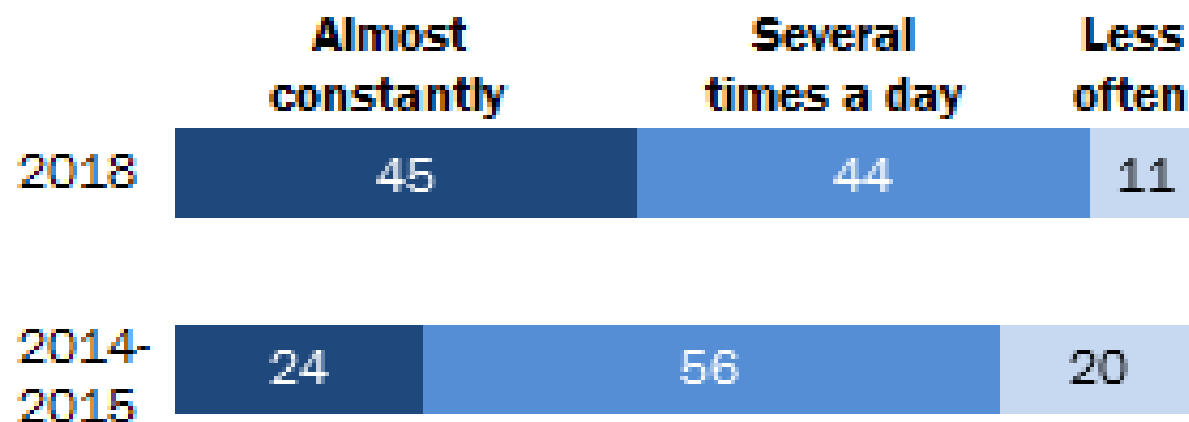
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90% of LinkedIn users  
also use Facebook

Not news to parents, but important to note for future constituents

## 45% of teens say they're online almost constantly

*% of U.S. teens who say they use the internet, either on a computer or a cellphone ...*



Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."

Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015.

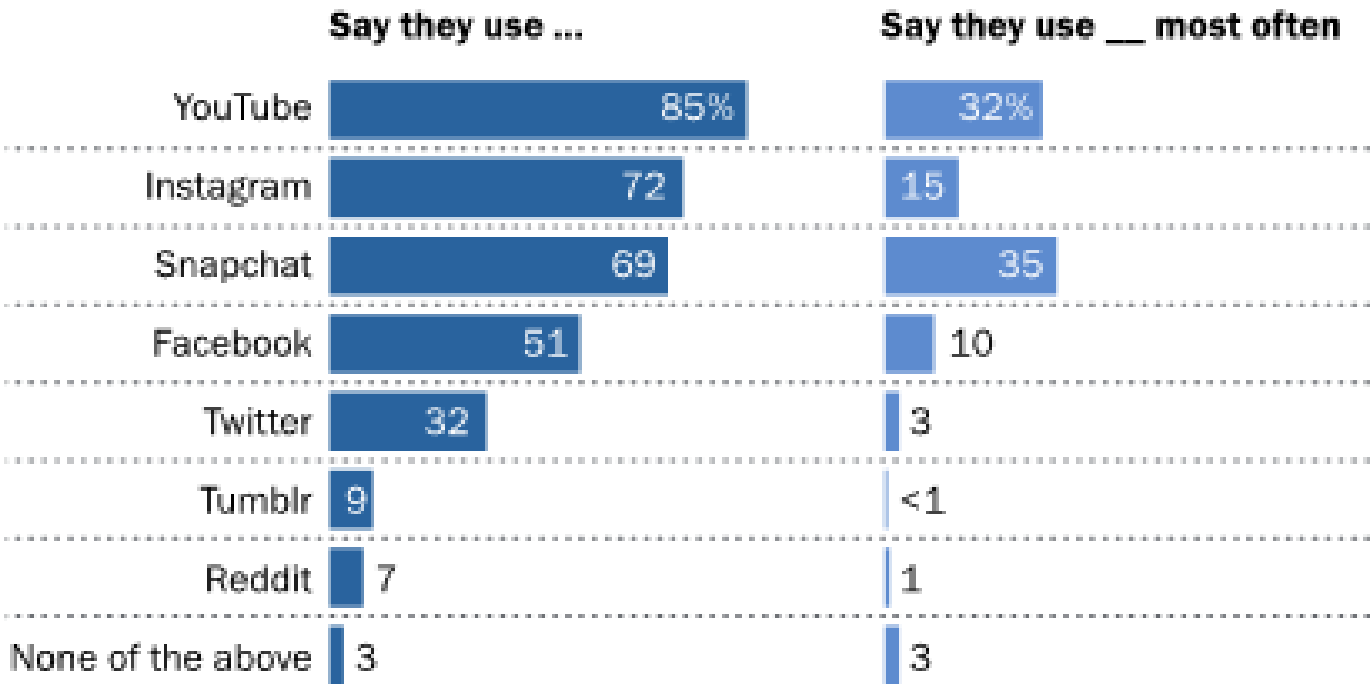
"Teens, Social Media & Technology 2018"

**PEW RESEARCH CENTER**

Facebook faces upstarts; is it 'mature media?'

# YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

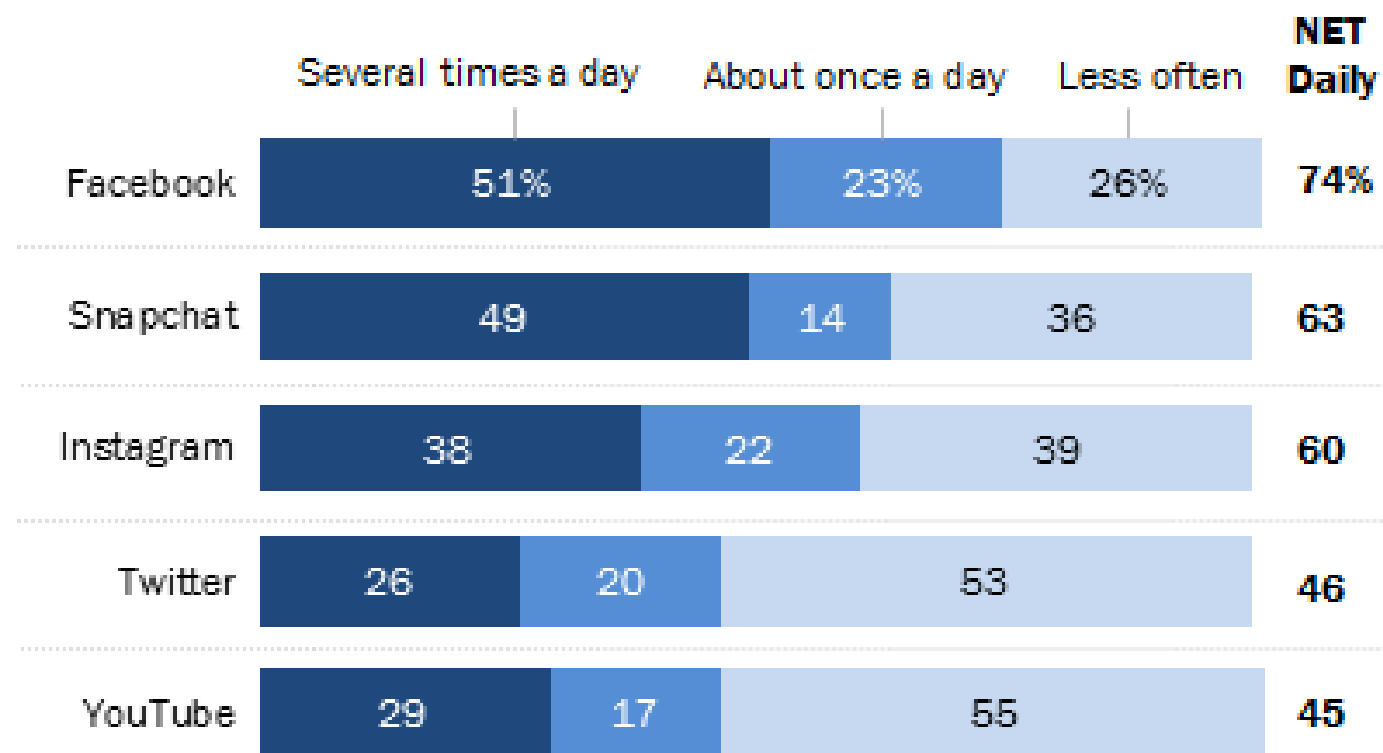
Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

Facebook's  
ubiquitous  
usage

## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

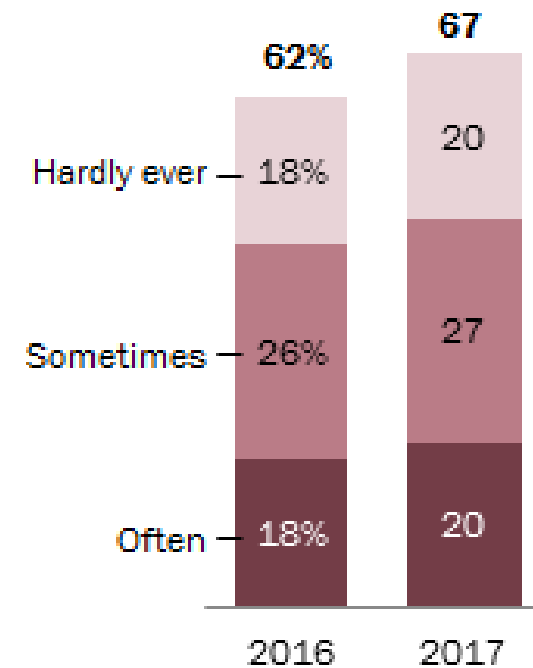
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Most get –  
or will get –  
news from  
social media

## In 2017, two-thirds of U.S. adults get news from social media

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



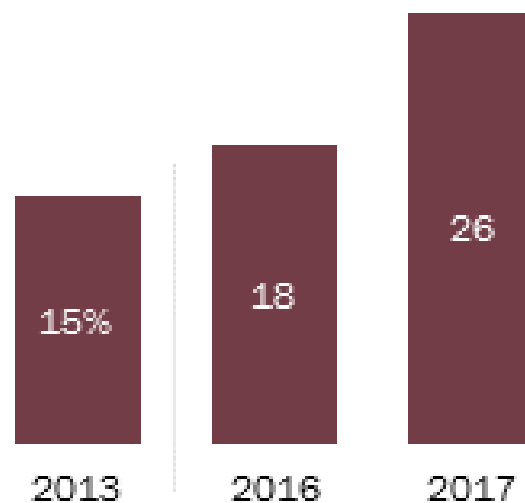
Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms  
2017"

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Social media  
is also news  
media

## About one-in-four now get news from multiple social media sites

*% of U.S. adults who get news on two or more different social media sites*



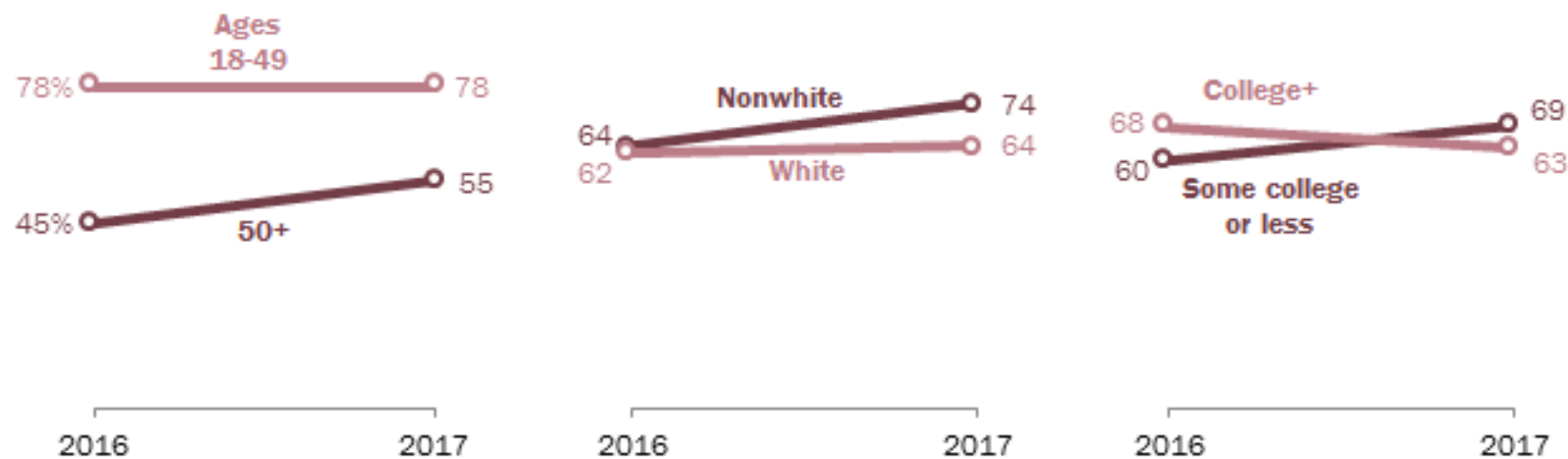
Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

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Generation  
gap  
narrowing;  
other gaps  
nonexistent

## Social media news use increases among older, nonwhite and less educated Americans

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



Note: Nonwhite includes all race and ethnic groups other than non-Hispanic whites.

Source: Survey conducted Aug. 8-21, 2017.

"News Use Across Social Media Platforms 2017"

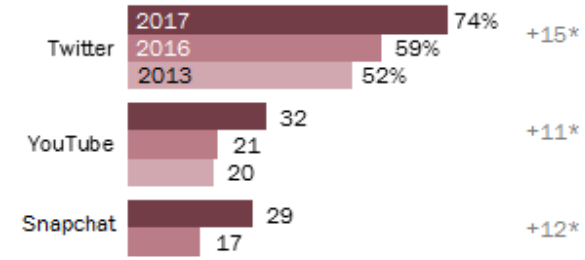
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Twitter spikes  
as a news site  
for users;  
Facebook still  
highly ranked

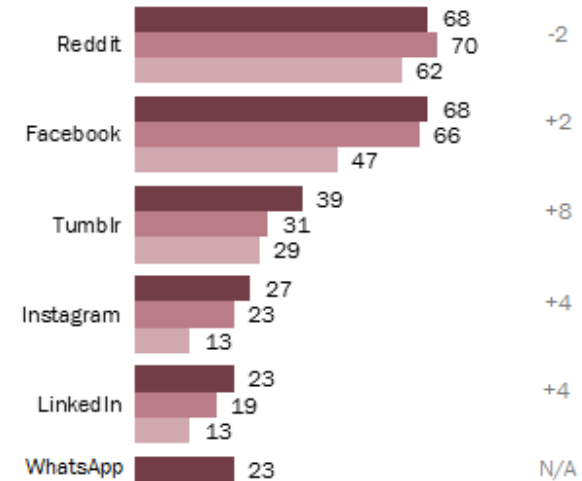
## Twitter, YouTube and Snapchat have grown since 2016 in portion of users who get news on each site

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

**Sites where news usership increased since 2016** '16-'17 CHANGE



**Sites where news usership did not change since 2016**



\*Change from 2016 to 2017 is statistically significant.  
Note: Snapchat not asked about in 2013. WhatsApp not asked about in 2013 or 2016.

Source: Survey conducted Aug. 8-21, 2017.

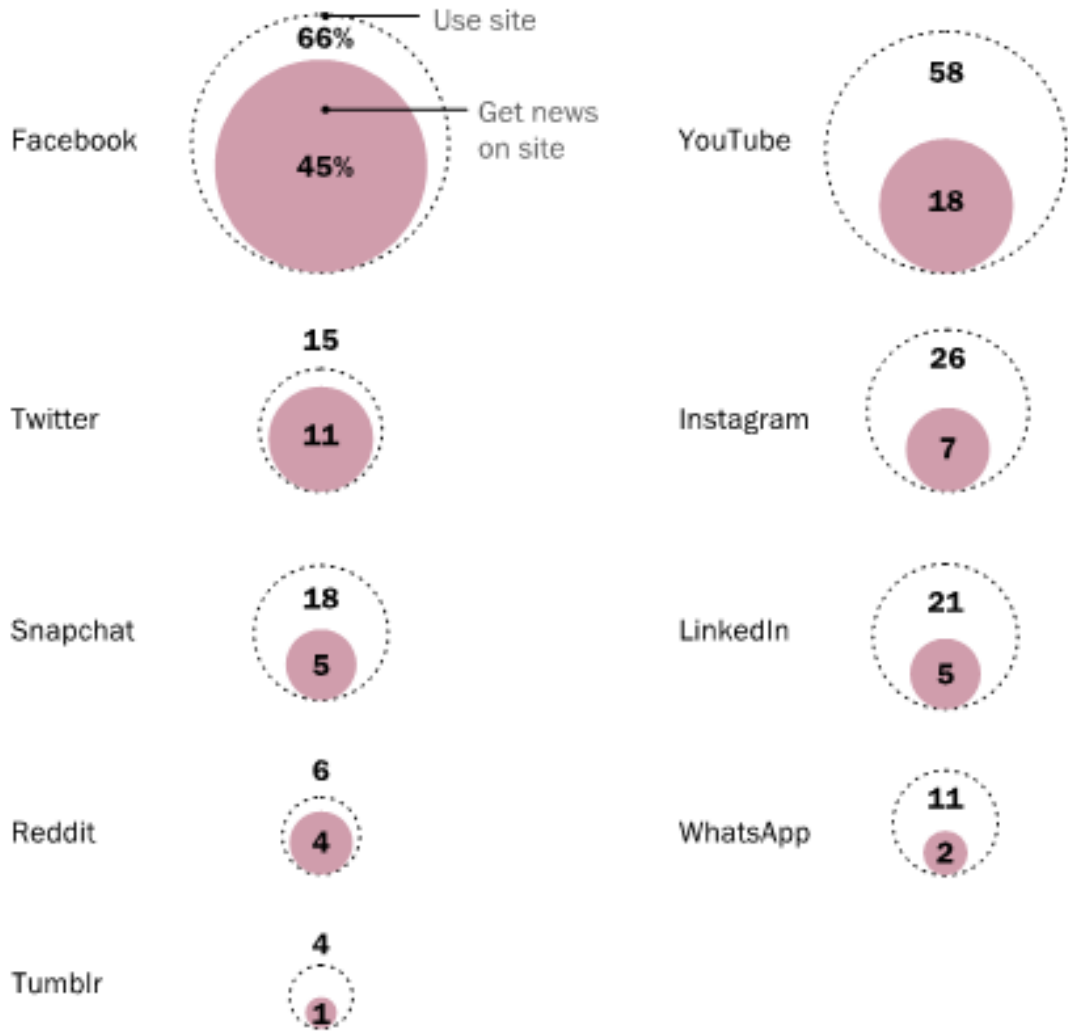
"News Use Across Social Media Platforms 2017"

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Most who use  
FB, Twitter get  
news; growth  
potential on  
other sites  
(especially  
YouTube)

### Social media sites as pathways to news

*% of U.S. adults who use each social media site and % of U.S. adults who get news from each site*

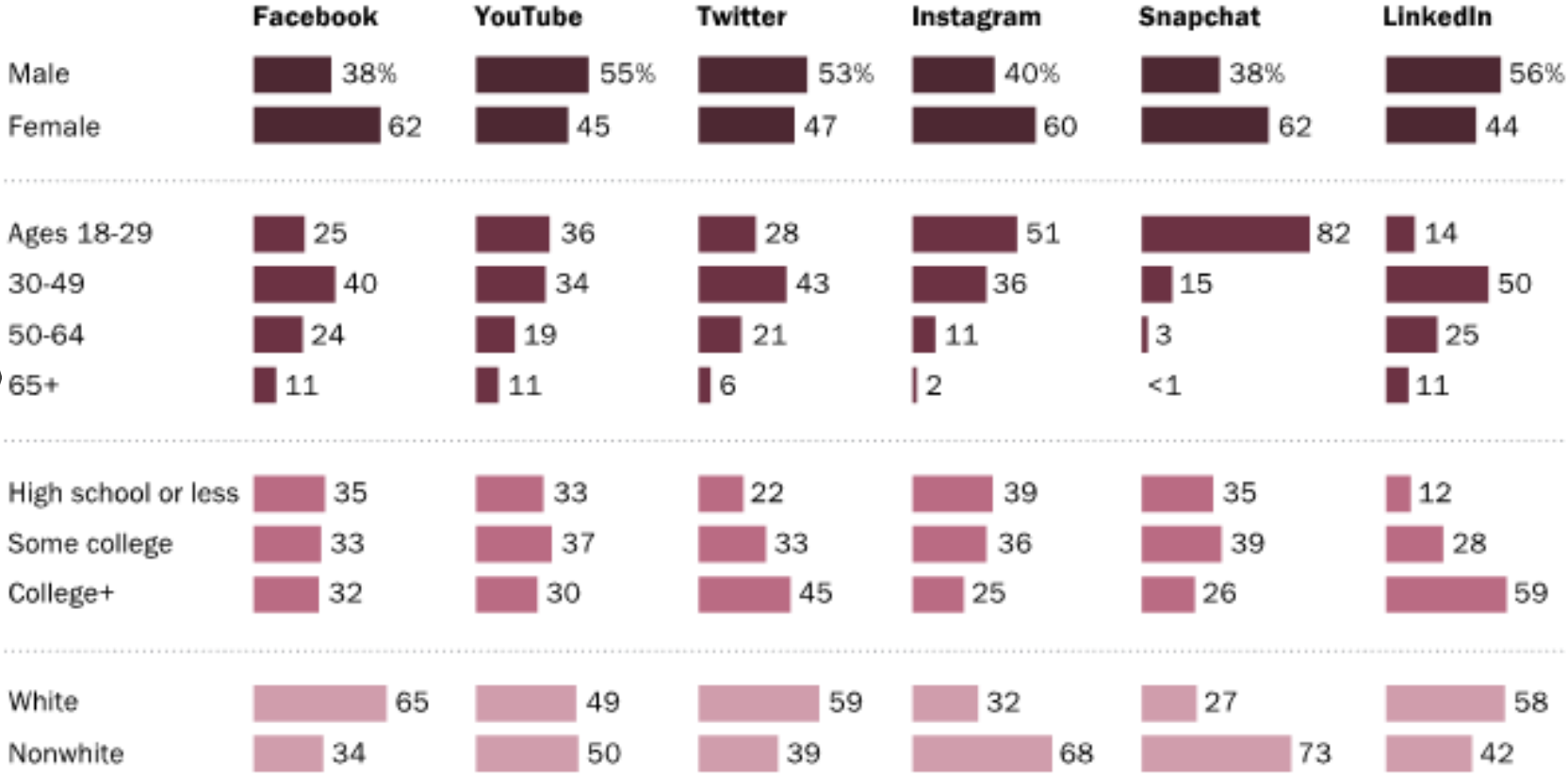


Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

Demography is destiny – for your message, too

### Social media news user profiles

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



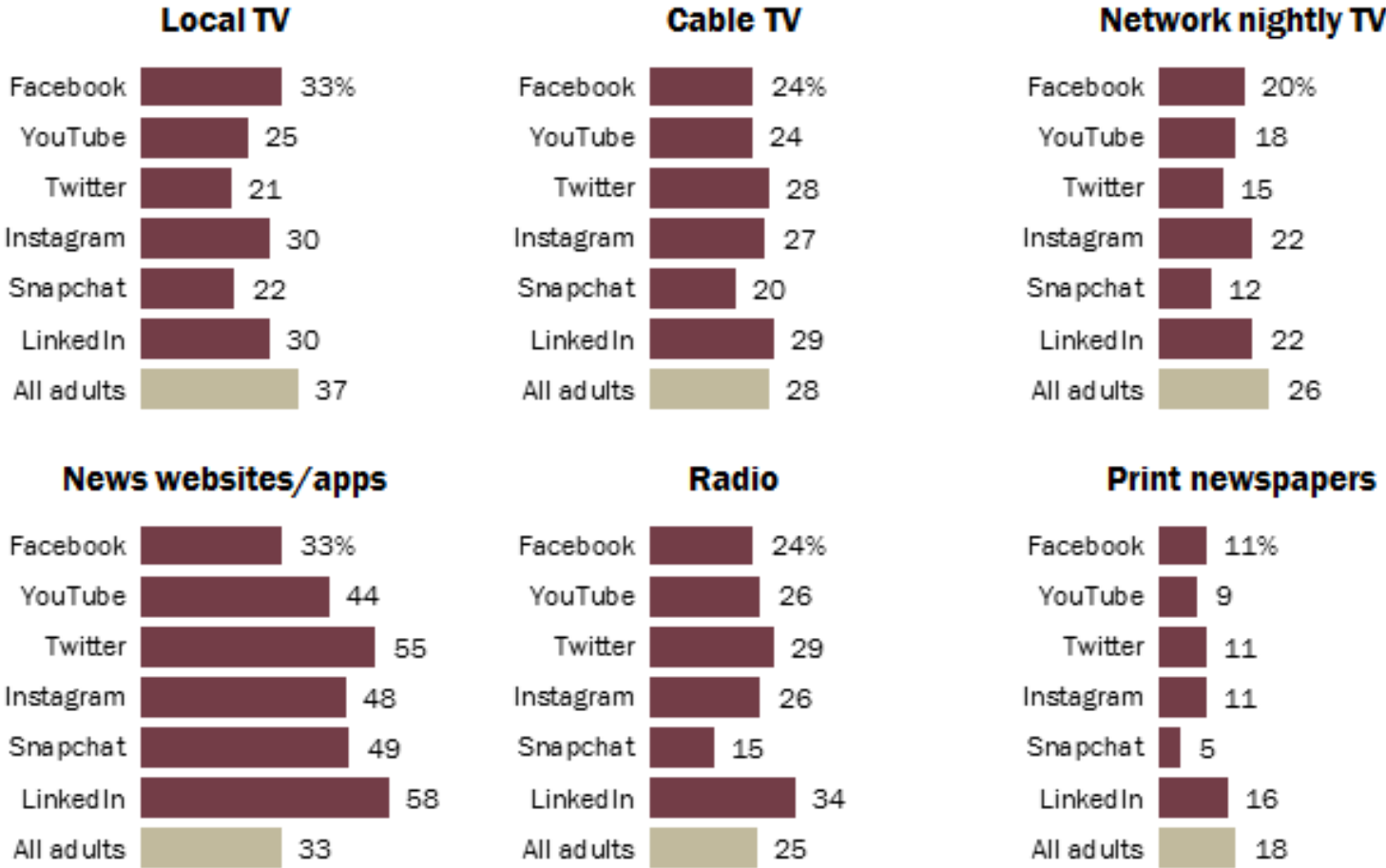
Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted Aug. 8-21, 2017.  
 "News Use Across Social Media Platforms 2017"

News sites/apps and local TV news top traditional sources for social media news users

### Use of traditional news platforms by social media news users

% of each social media site's news users who often get news from ...



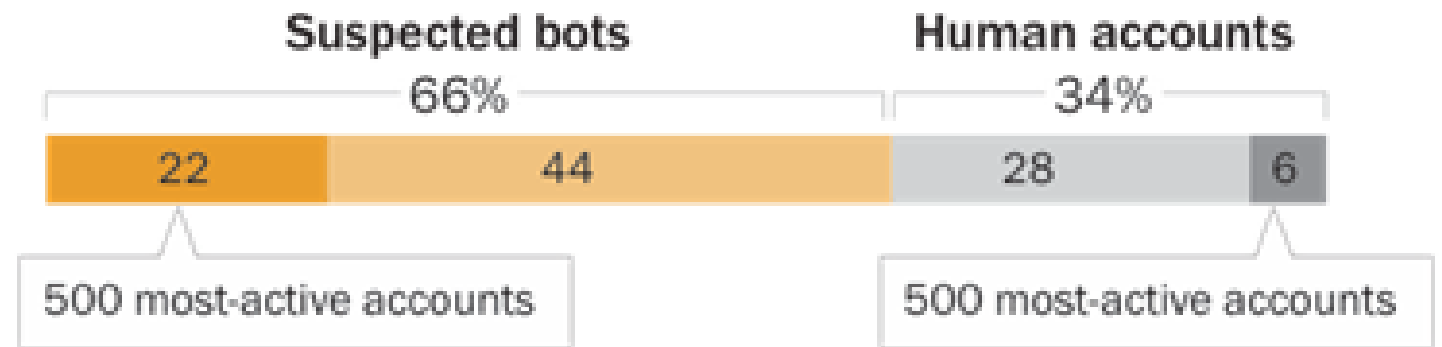
Note: Reddit, Tumblr, and WhatsApp not shown.  
 Source: Survey conducted Aug. 8-21, 2017 among U.S. adults.  
 "News Use Across Social Media Platforms 2017"

Beware of  
bots

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## The most-active Twitter bots produce a large share of the links to popular news and current events websites

*Share of tweeted links to popular news and current events websites posted by ...*



Source: Analysis of 379,841 tweeted links to 925 popular news and current events websites collected over the time period July 27–Sept. 11, 2017.

“Bots in the Twittersphere”

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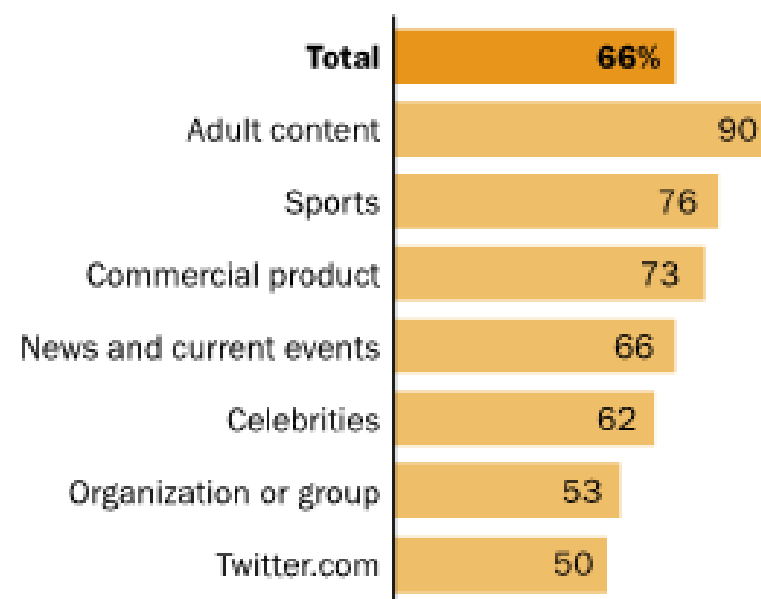
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Automated  
accounts  
automatic for  
some  
categories

## Automated accounts post the majority of tweeted links to popular websites across a range of domains

*Share of tweeted links to popular websites in the following domains that are posted by automated accounts*



Based on an analysis of 1,220,015 tweeted links to 2,315 popular websites collected over the time period of July 27 to Sept. 11, 2017. For comparison, links that redirect internally to Twitter.com are shown as a separate category.

"Bots in the Twittersphere"

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Mobile lapping  
laptops among  
some younger  
people; sign of  
near future?

## One-in-five Americans own a smartphone, but do not have traditional broadband service

*% of U.S. adults who indicate that they have ...*

	<b>Broadband at home</b>	<b>Smartphone, no broadband</b>	<b>No broadband, no smartphone</b>
Total	65%	20%	15%
Ages 18-29	67	28	5
30-49	70	24	7
50-64	68	16	17
65+	50	10	40
White	72	14	14
Black	57	24	19
Hispanic	47	35	18
HS or less	48	26	25
Some college	68	21	12
College+	85	10	5
<\$30,000	45	31	23
\$30,000-\$74,999	72	18	9
\$75,000+	87	9	3
Urban	67	22	12
Suburban	70	17	13
Rural	58	17	25

Note: Whites and blacks include only non-Hispanics.

Source: Survey conducted Jan. 3-10, 2018.

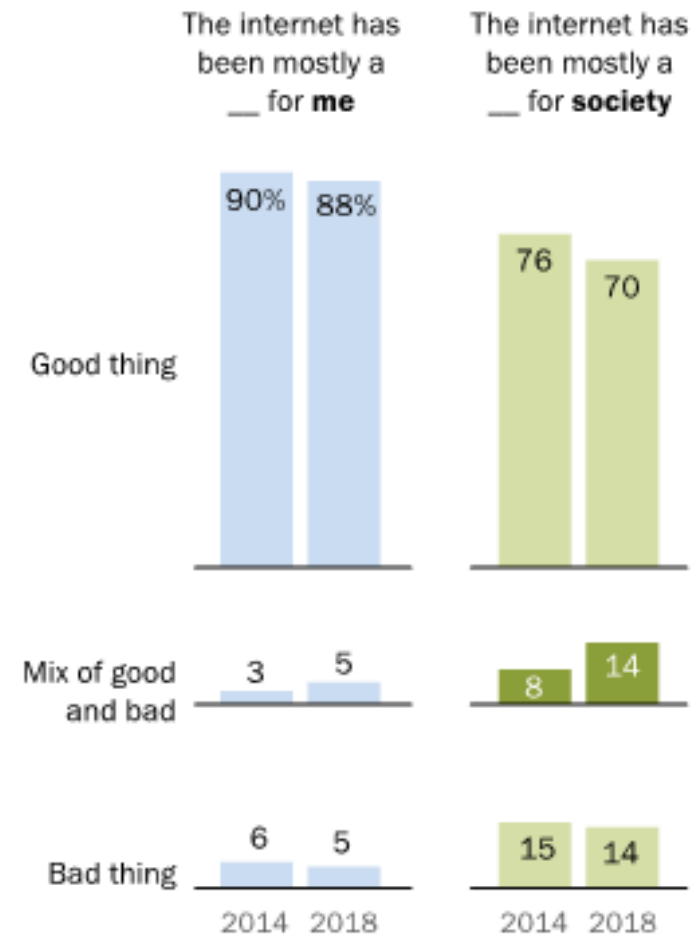
"Declining Majority of Online Adults Say the Internet Has Been Good for Society"

PEW RESEARCH CENTER

Increasing  
internet  
ambivalence

## Growing share of online adults say the internet has been a mixed blessing for society

*% of online U.S. adults who say the following ...*



Source: Survey conducted Jan. 3-10, 2018.

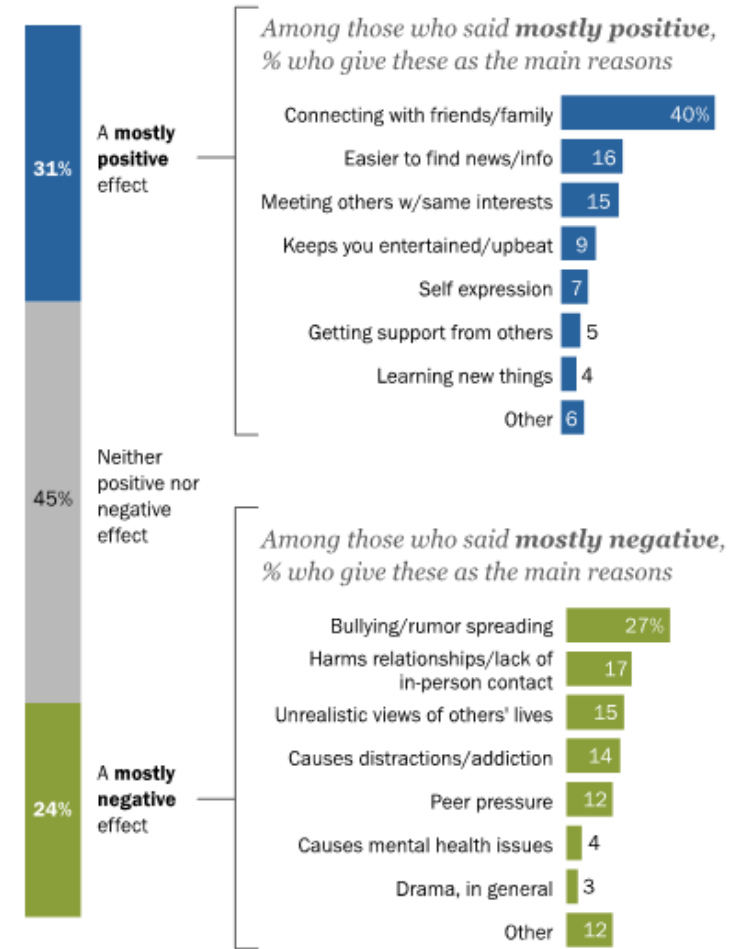
"Declining Majority of Online Adults Say the Internet Has Been Good for Society"

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...even  
among  
teens...

## Teens have mixed views on social media's effect on people their age; many say it helps them connect with others, some express concerns about bullying

% of U.S. teens who say social media has had \_\_\_ on people their own age



Note: Respondents who did not give an answer are not shown. Verbatim responses have been coded into categories, and figures may add up to more than 100% because multiple responses were allowed.

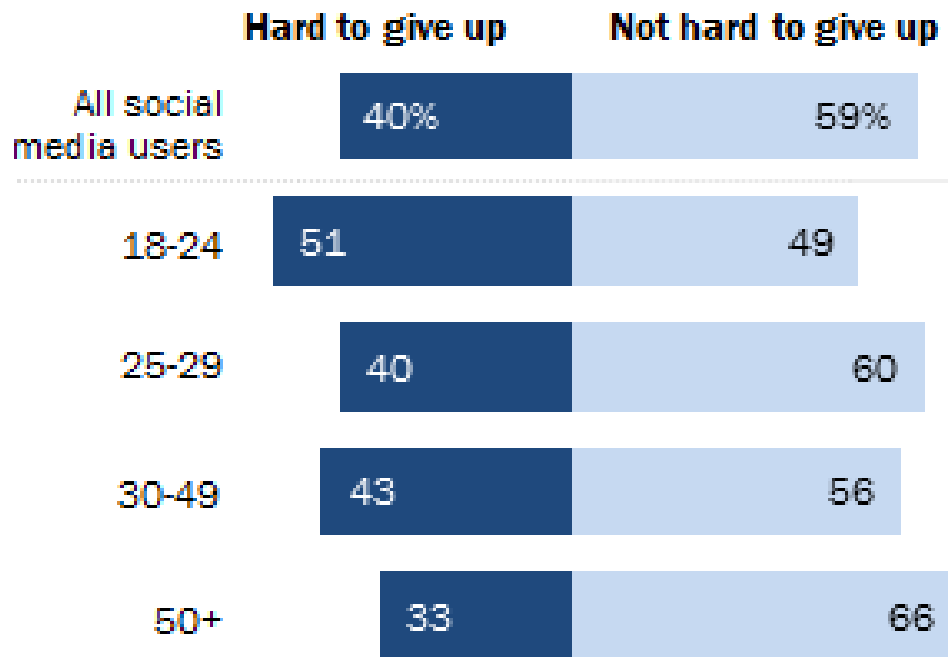
Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

Users claim they can quit; but will they ever try?

## Majority of users say it would *not* be hard to give up social media

*Among U.S. social media users, the % of who say it would be \_\_\_ to give up social media*



Note: Respondents who did not give answer are not shown. "Hard to give up" include those saying it would be very or somewhat hard. "Not hard to give up" include those saying it would be not too hard or not hard at all.

Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

# Key questions

- When/how to use social media as a government entity?
- What to, and what not to, respond to?
- Trolls
- Other questions/conversation