



News in a networked world

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a project of the
PewResearchCenter

PewInternet.org



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12 insights about news in a networked world

1 – Newspapers are critical to civic life

Most important source

- Community events
- Crime
- Tax info
- Local govt
- Arts/culture
- Social services
- Zoning /
development

Tied with internet

- Housing
- Schools
- Jobs

Tied with TV

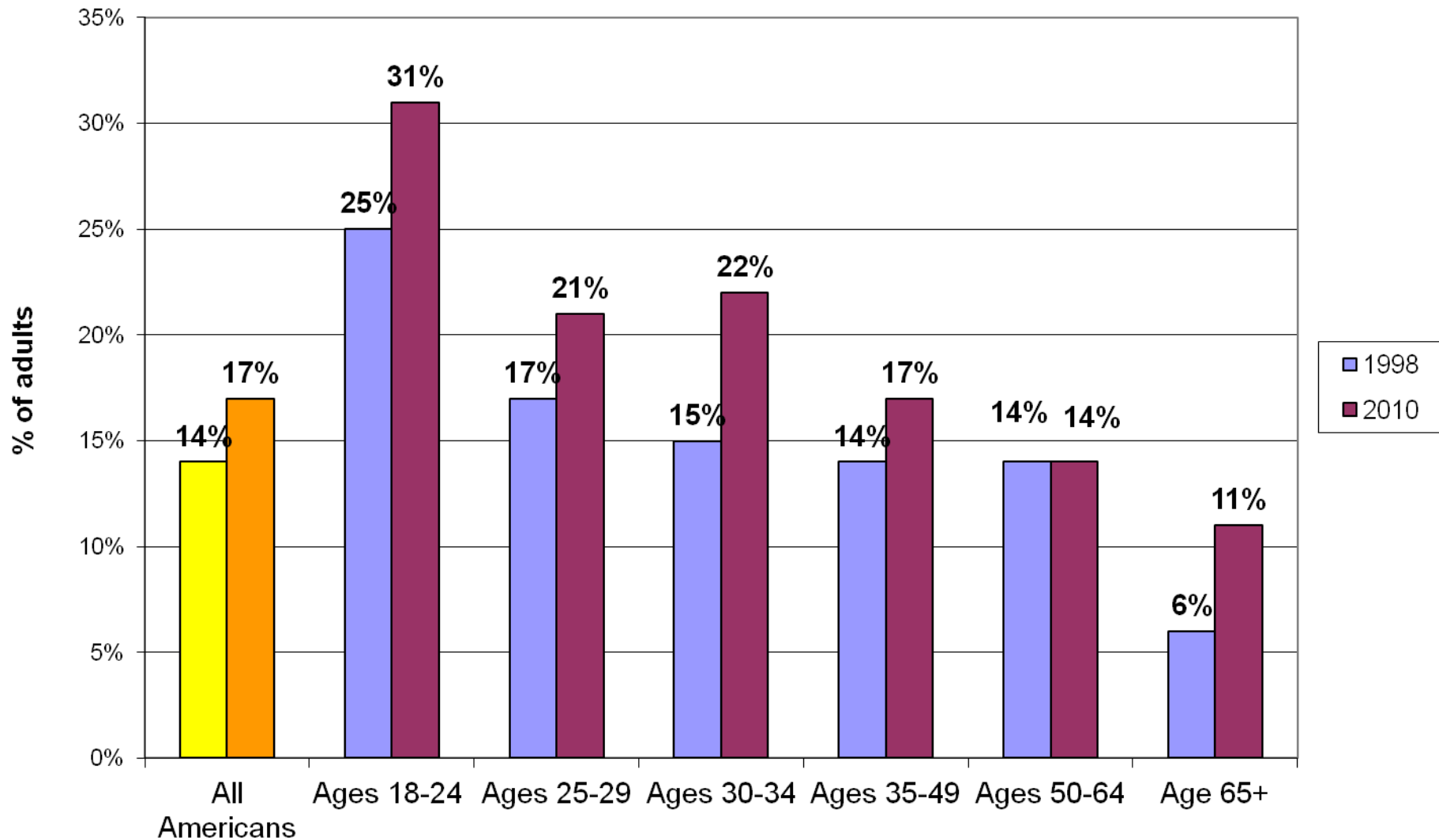
- Political news



2 – People’s experience of news is being re-shaped by tech change

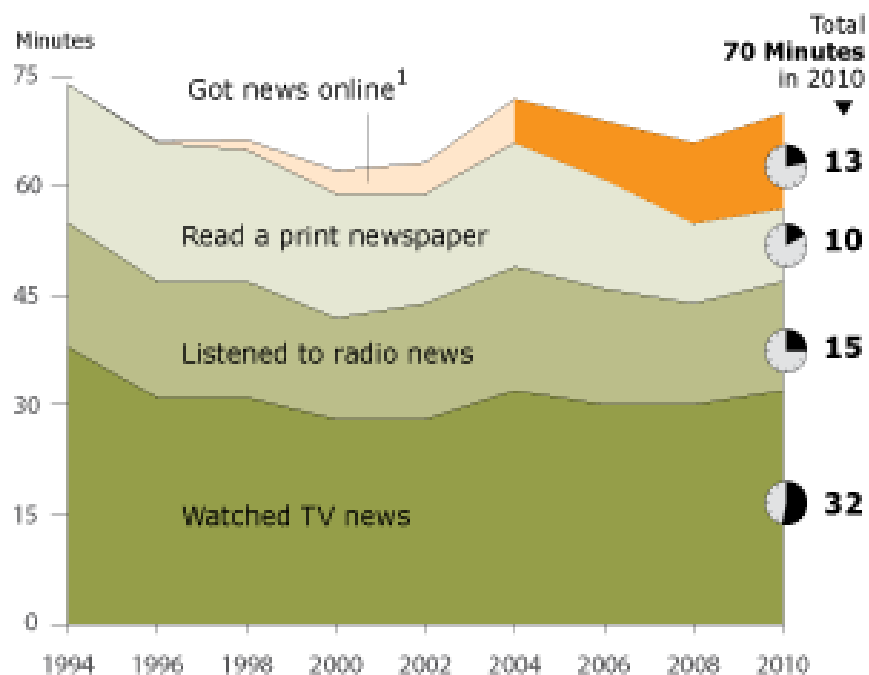
- Portable – half of cell owners get news on phone – 2/3 of smartphone owners
- Participatory – 20%-40% of consumers contribute to news
- Personal – half of consumers customize
- Social – “news as conversation”

3 – The audience is shrinking a bit: 17% get **no** news on average day



4 – People are reallocating their time using news platforms/sources

Minutes Spent With News Yesterday



PEW RESEARCH CENTER June 8-28, 2010.
 Estimated time getting news from each source. Online news includes newspapers read online. Online news "yesterday" not asked prior to 2004. Pre-2004 figures estimated from other data.

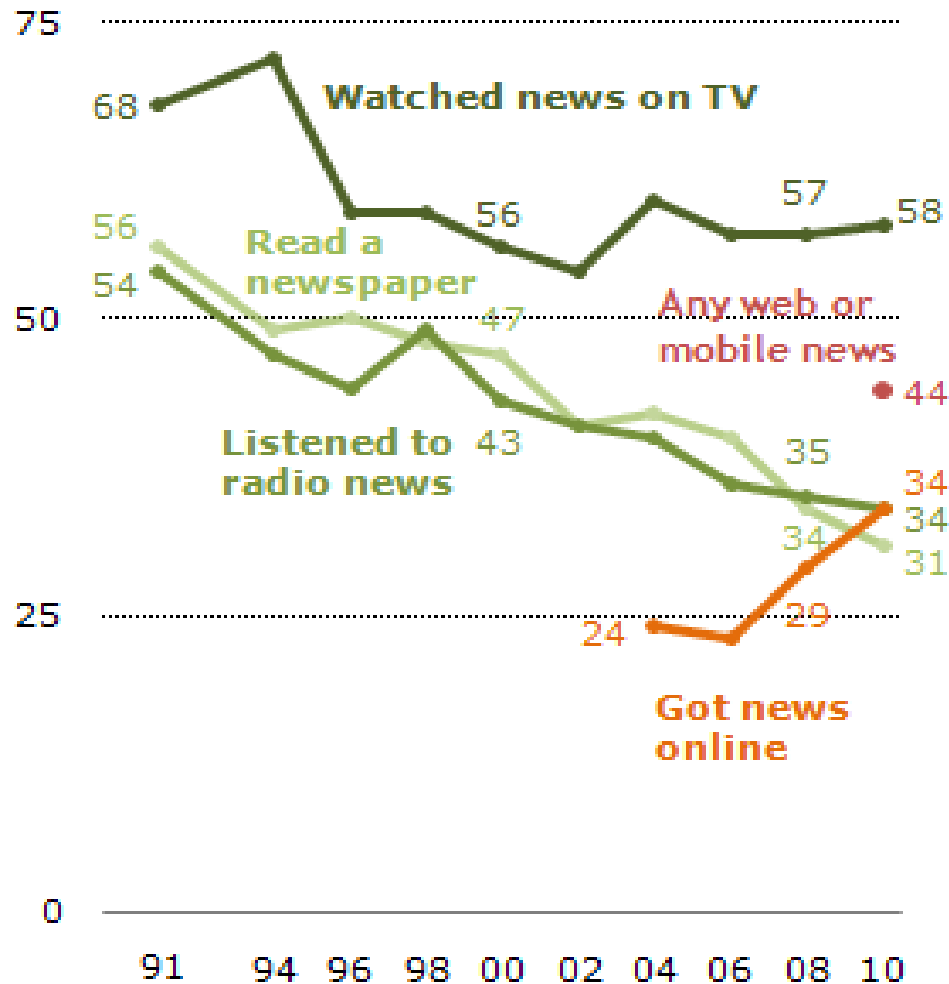
Increase in Time Spent with News Driven by the Highly Educated and Middle-Aged

	2006-2008 Average	2010	Change
Total minutes with news	67 mins	70 mins	+3
18-29	47	45	-2
30-39	64	68	+4
40-49	66	74	+8
50-64	75	81	+6
65+	82	83	+1
Post graduate	81	96	+15
BA/BS	79	80	+1
Some college	68	71	+3
HS or less	58	58	0

PEW RESEARCH CENTER June 8-28, 2010.
 Estimated time yesterday, in minutes, watching, listening to or reading news in newspapers, on radio, on television, or online. (Online news time added in 2004.)

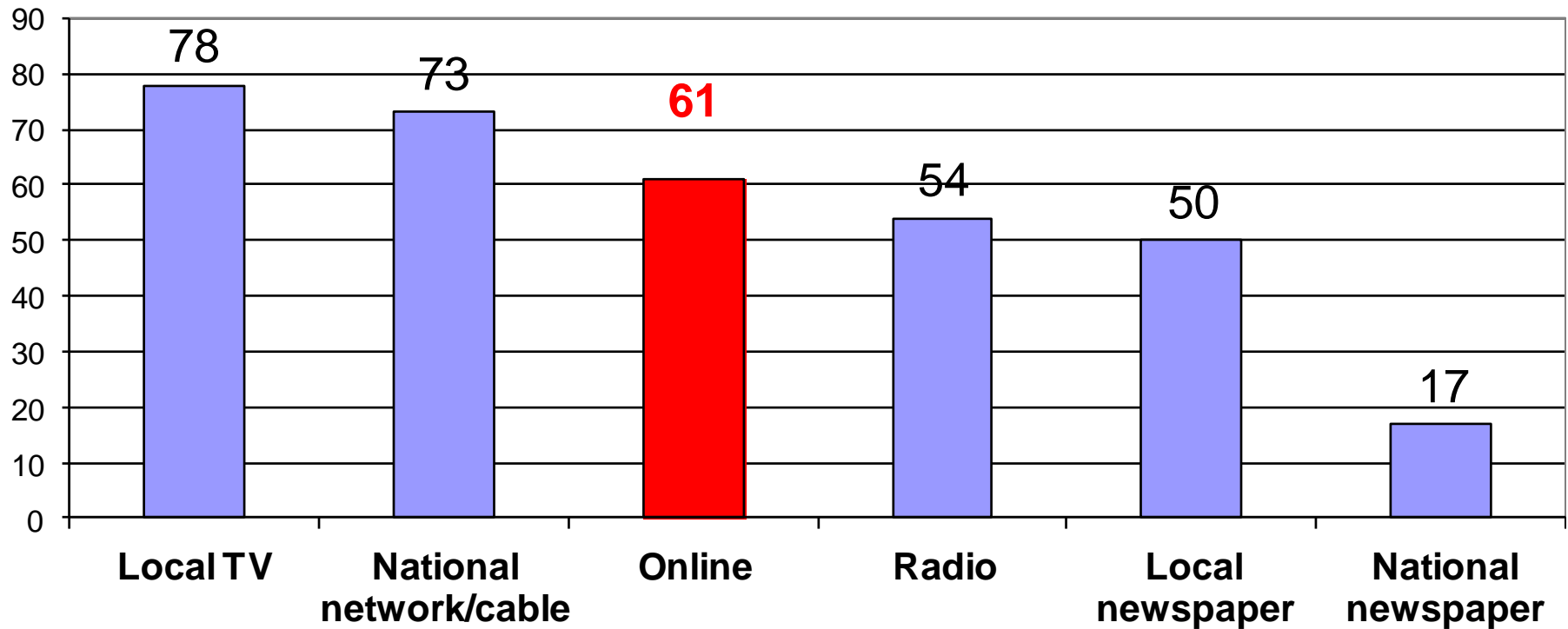
5 – People are shifting platforms

Where People Got News Yesterday



6 – Users exploit multiple platforms (1)

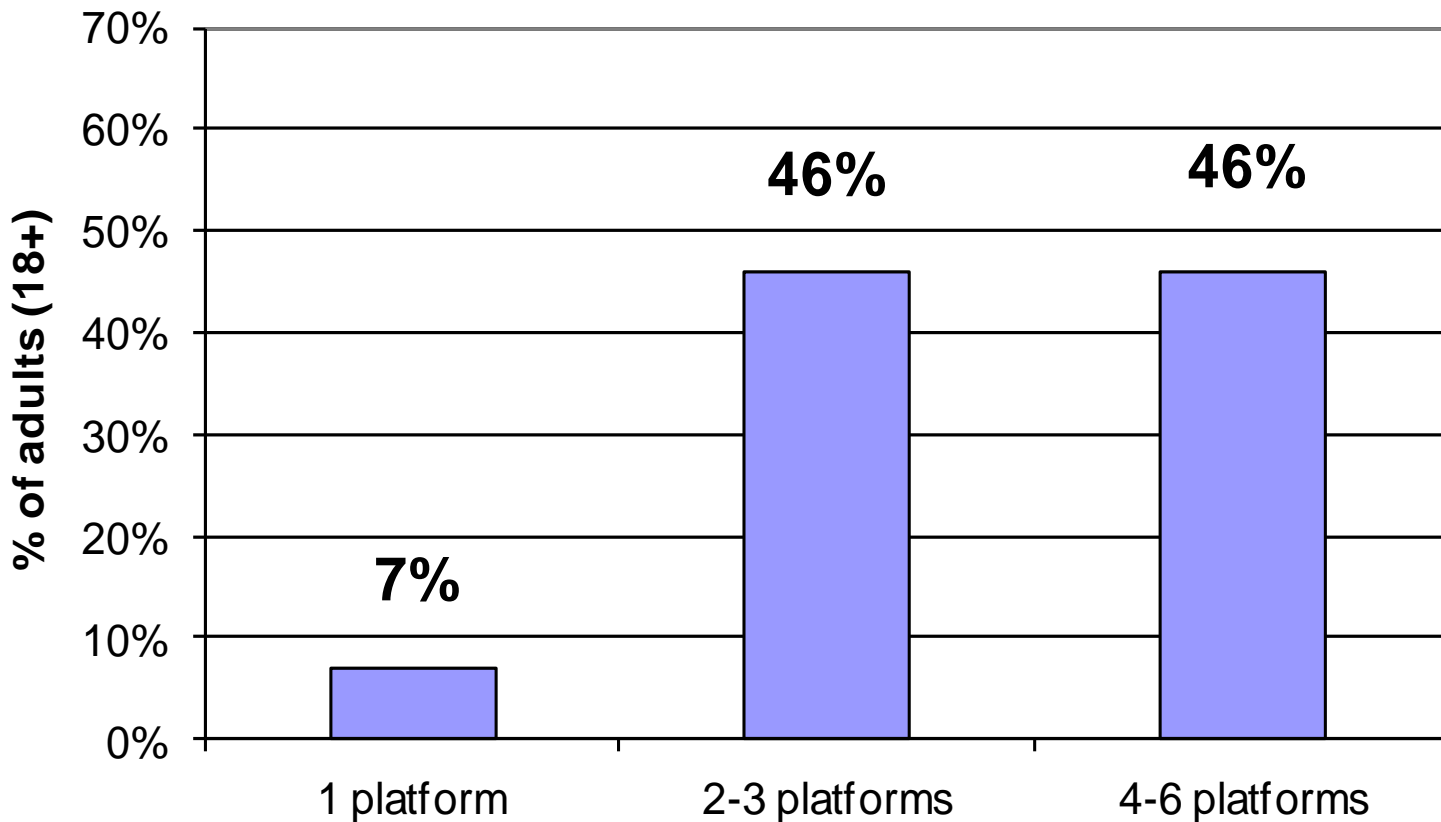
News platforms Americans use on typical day



6 – Users exploit multiple platforms (2)

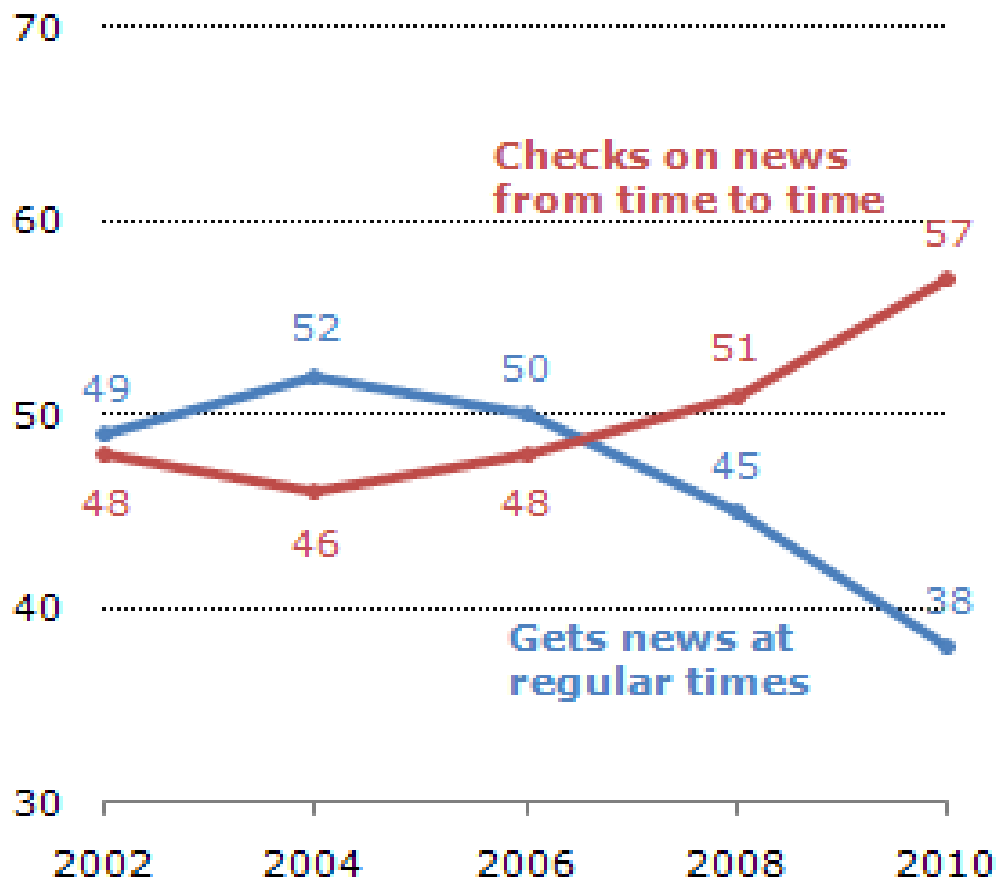
59% use online and offline sources on typical day

of news platforms Americans use typical day



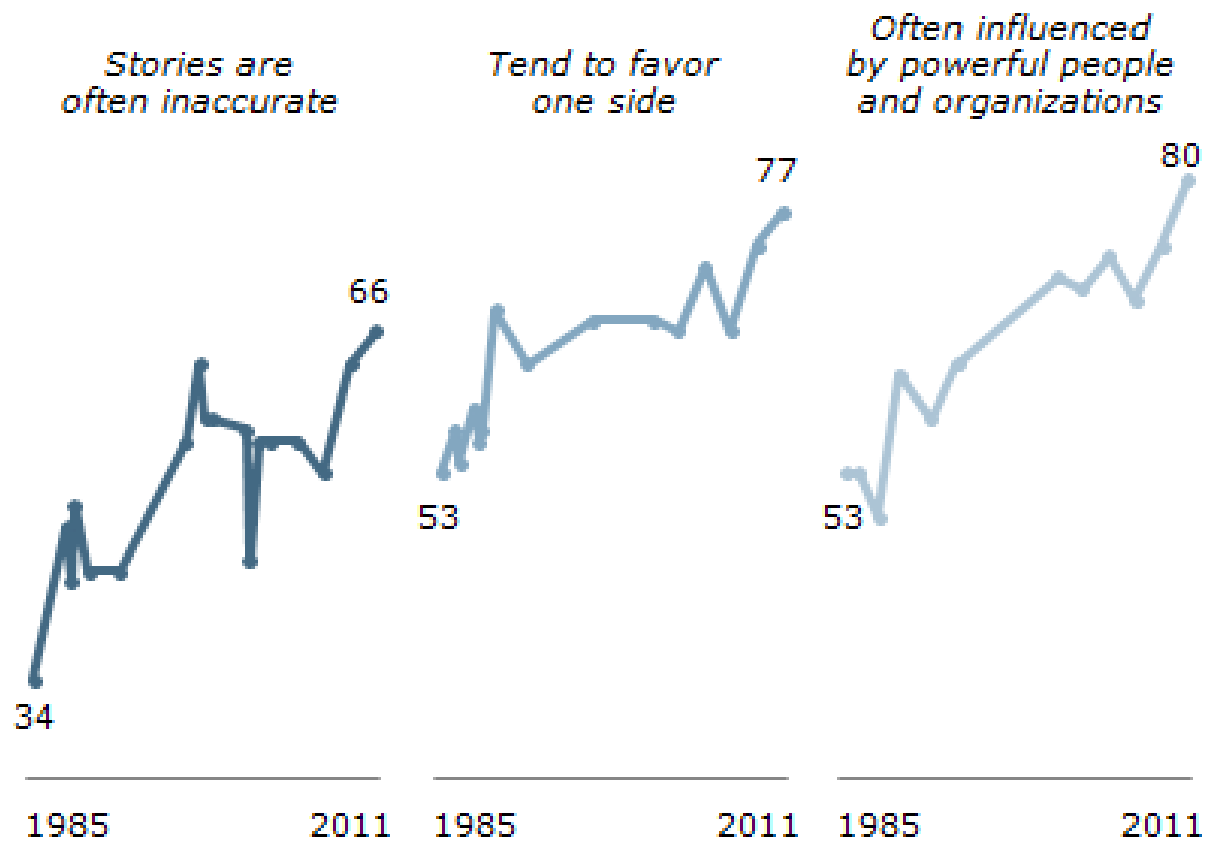
7 – People graze for news all day long

More Say They Graze for News



8) Users' perceptions of news media bias grow

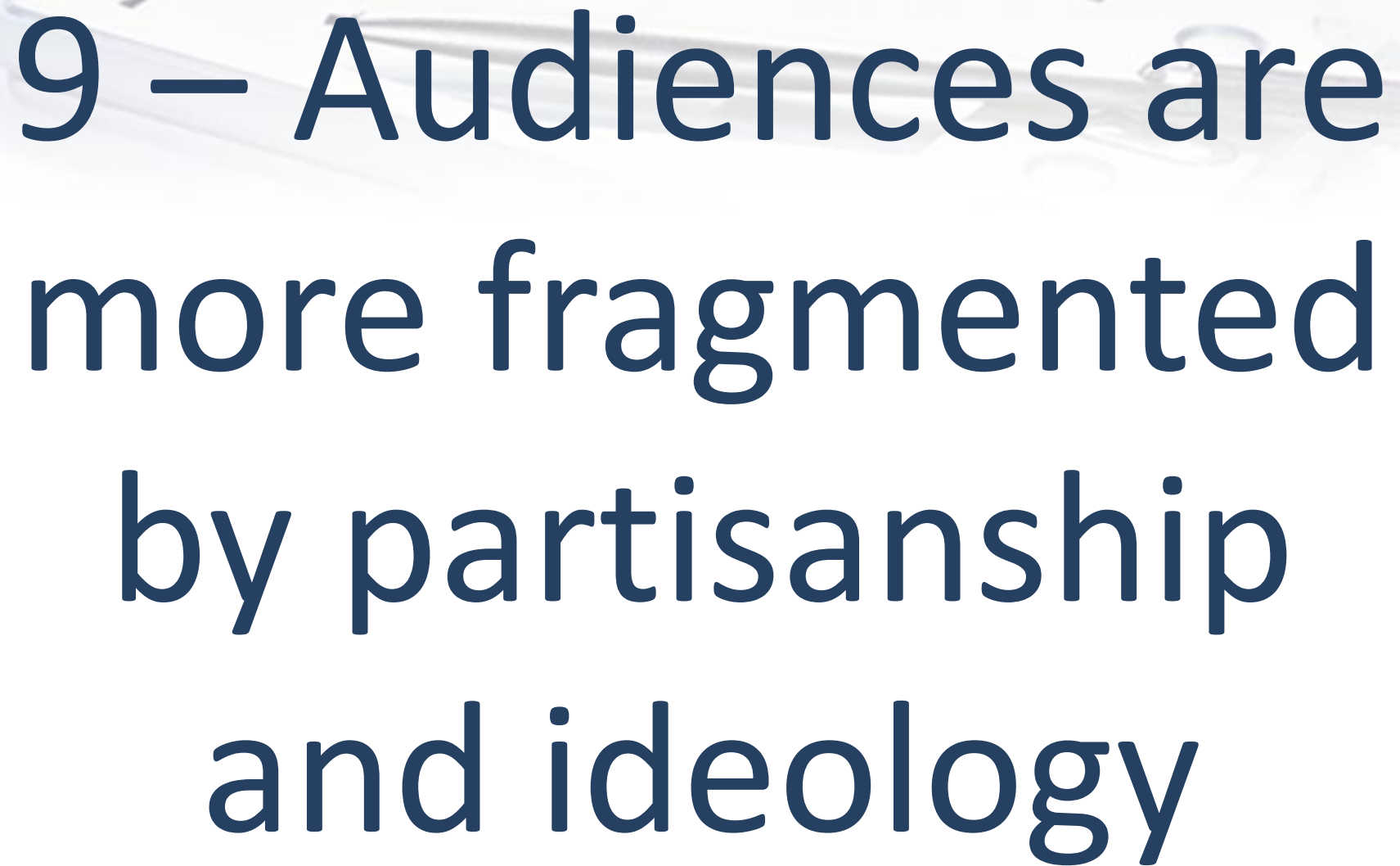
Evaluations of Overall Press Performance Grow Even More Negative



Press is politically biased
45% - 1985
63%- 2011

Republicans and Independents drive the trend

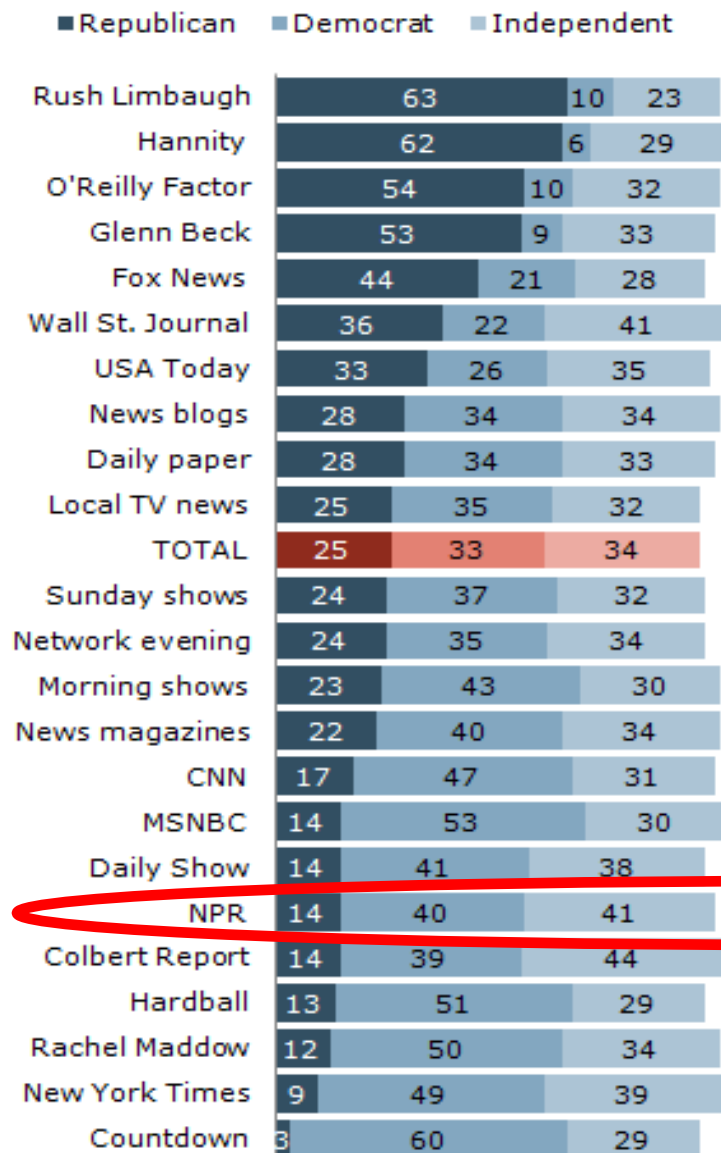
PEW RESEARCH CENTER July 20-24, 2011.

A background image showing a white laptop and a silver pen resting on a surface. The laptop is open, and the pen is lying horizontally across it. The image is slightly blurred and has a light blue tint.

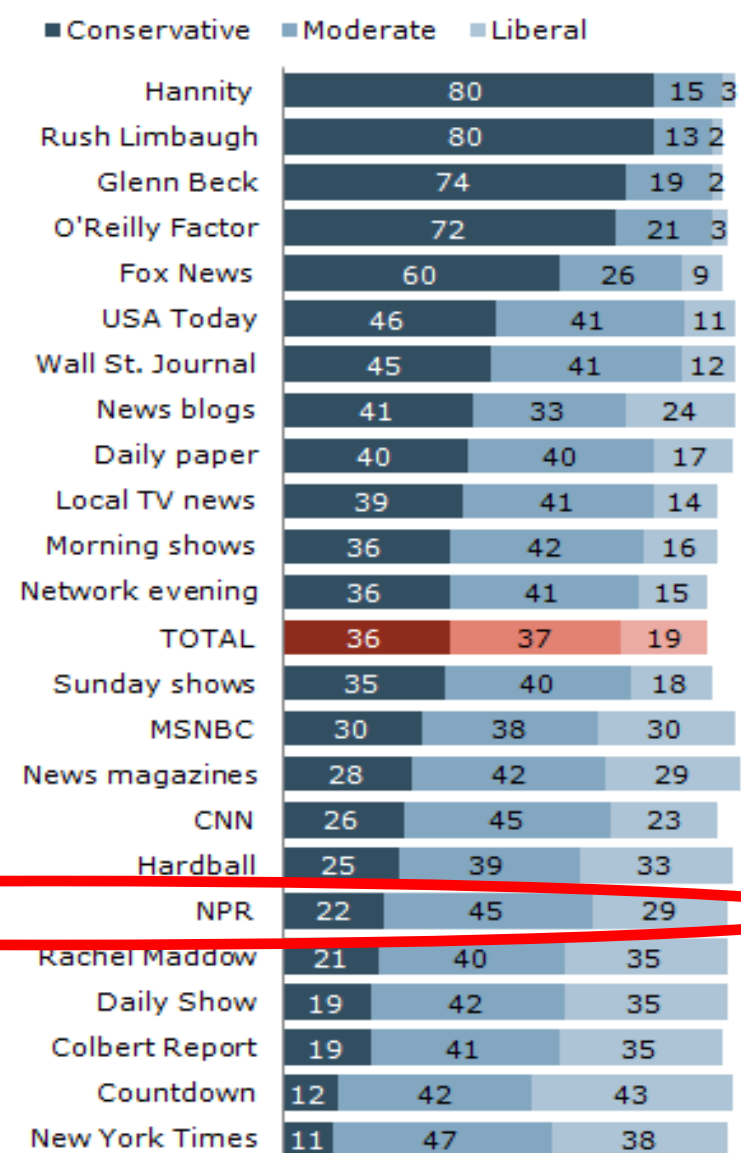
9 – Audiences are
more fragmented
by partisanship
and ideology

Audience Profiles: Party and Ideology

Percent of each audience who are ...



Percent of each audience who are ...

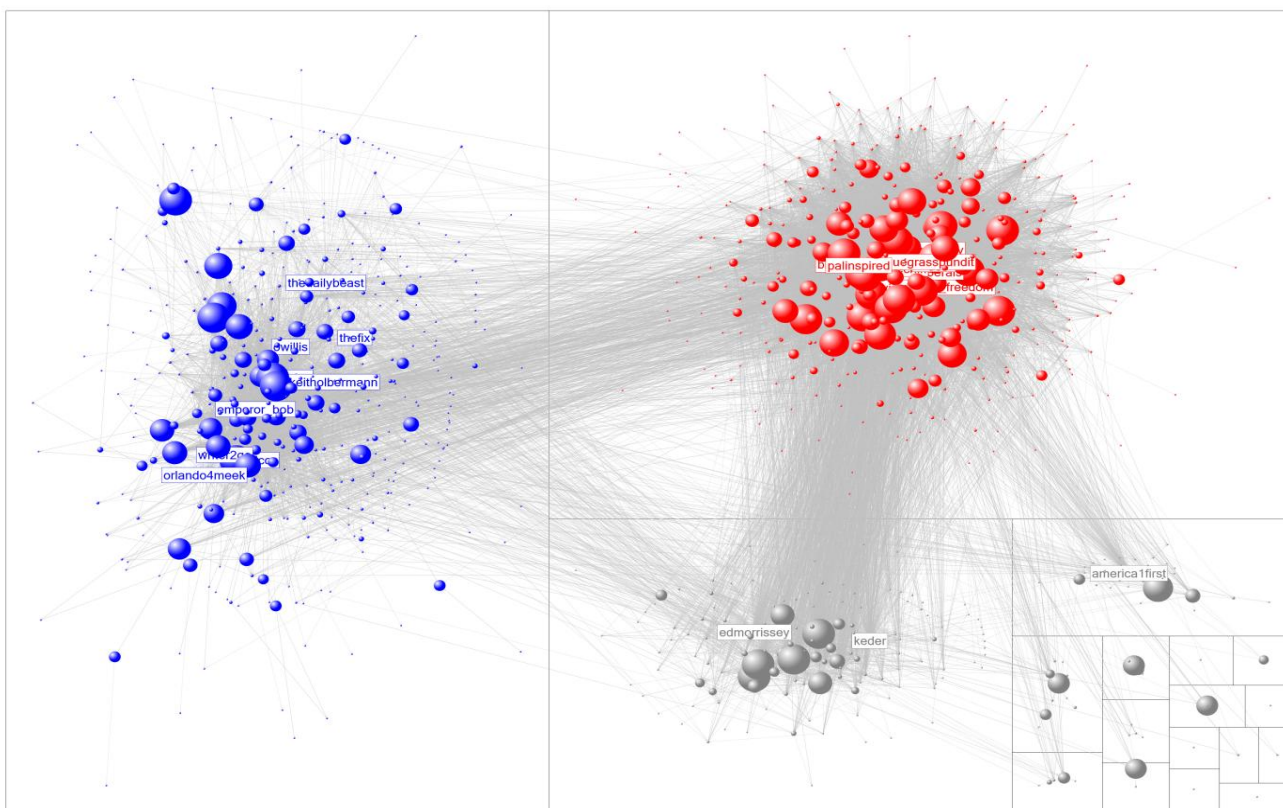


PEW RESEARCH CENTER June 8-28, 2010. Figures may not add to 100% because of rounding and because those who did not answer party affiliation or ideology questions are not shown. Based on regular readers/viewers/listeners of each source.

9 -more) Red crowds and blue crowds discuss news – segregated with different sources and conversations

Analysis of 2011 SOTU conversations on Twitter

Social Media Network Map of Connections Among Twitter Users



09/13/2011
10:00 AM
10:00 AM

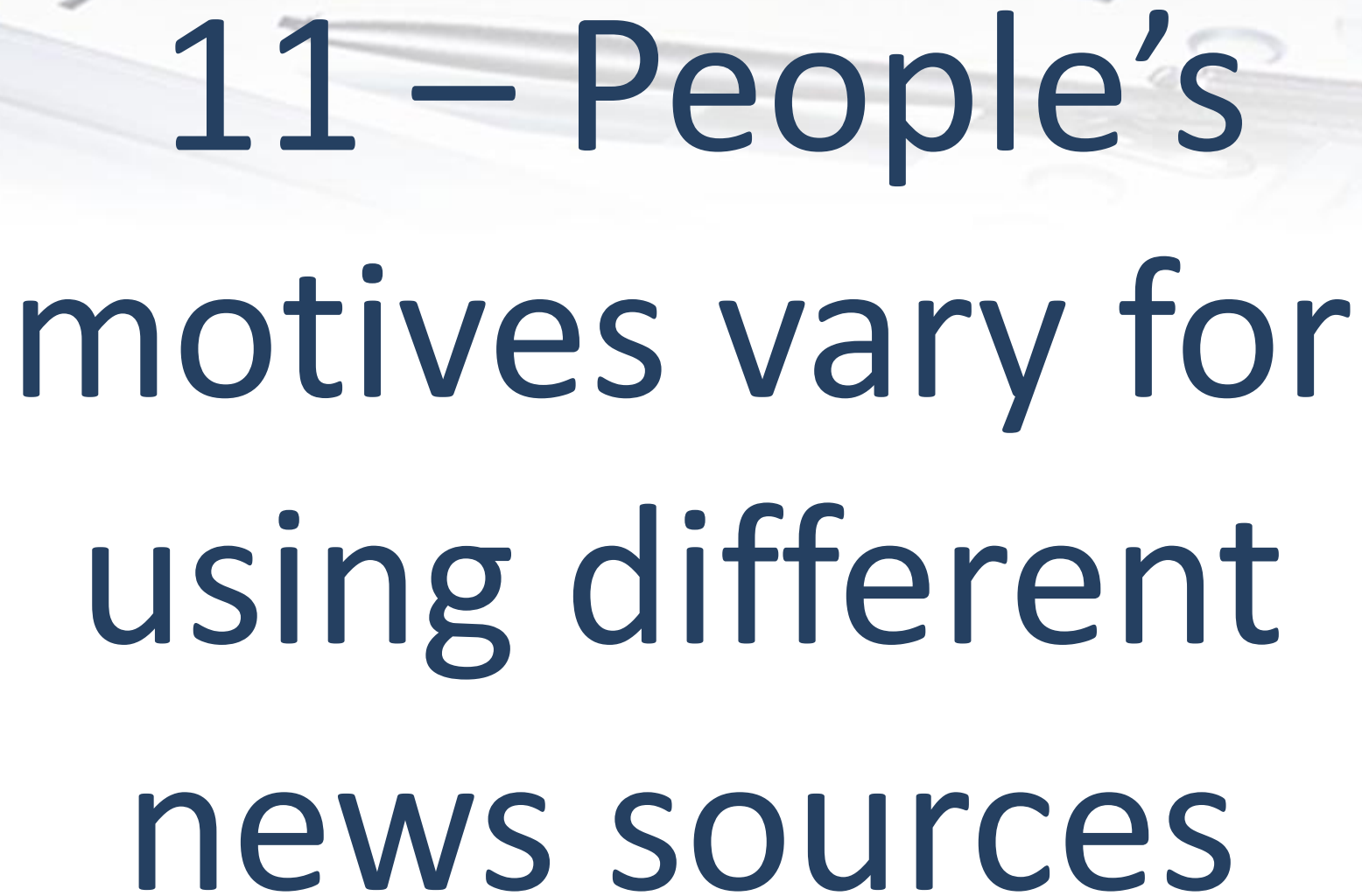
09/13/2011
10:00 AM
10:00 AM

10 – People are losing its faith in news organizations (with exceptions)

Believability Trends

<i>Believe "all or most" of what organization says...</i>	1998	2000	2002	2004	2006	2008	2010
	%	%	%	%	%	%	%
60 Minutes	35	34	34	33	27	29	33
Local TV news	34	33	27	25	23	28	29
CNN	42	39	37	32	28	30	29
NPR	19	25	23	23	22	27	28
Fox News	--	26	24	25	25	23	27
Wall Street Journal	41	41	33	24	26	25	25
C-SPAN	32	33	30	27	25	26	23
MSNBC	--	28	28	22	21	24	22
ABC News	30	30	24	24	22	24	21
CBS News	28	29	26	24	22	22	21
Your daily newspaper	29	25	21	19	19	22	21
NBC News	30	29	25	24	23	24	20
New York Times	--	--	--	21	20	18	20
USA Today	23	23	19	19	18	16	17

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-l, n-o. Percentages based on those who could rate each organization.



11 – People's
motives vary for
using different
news sources

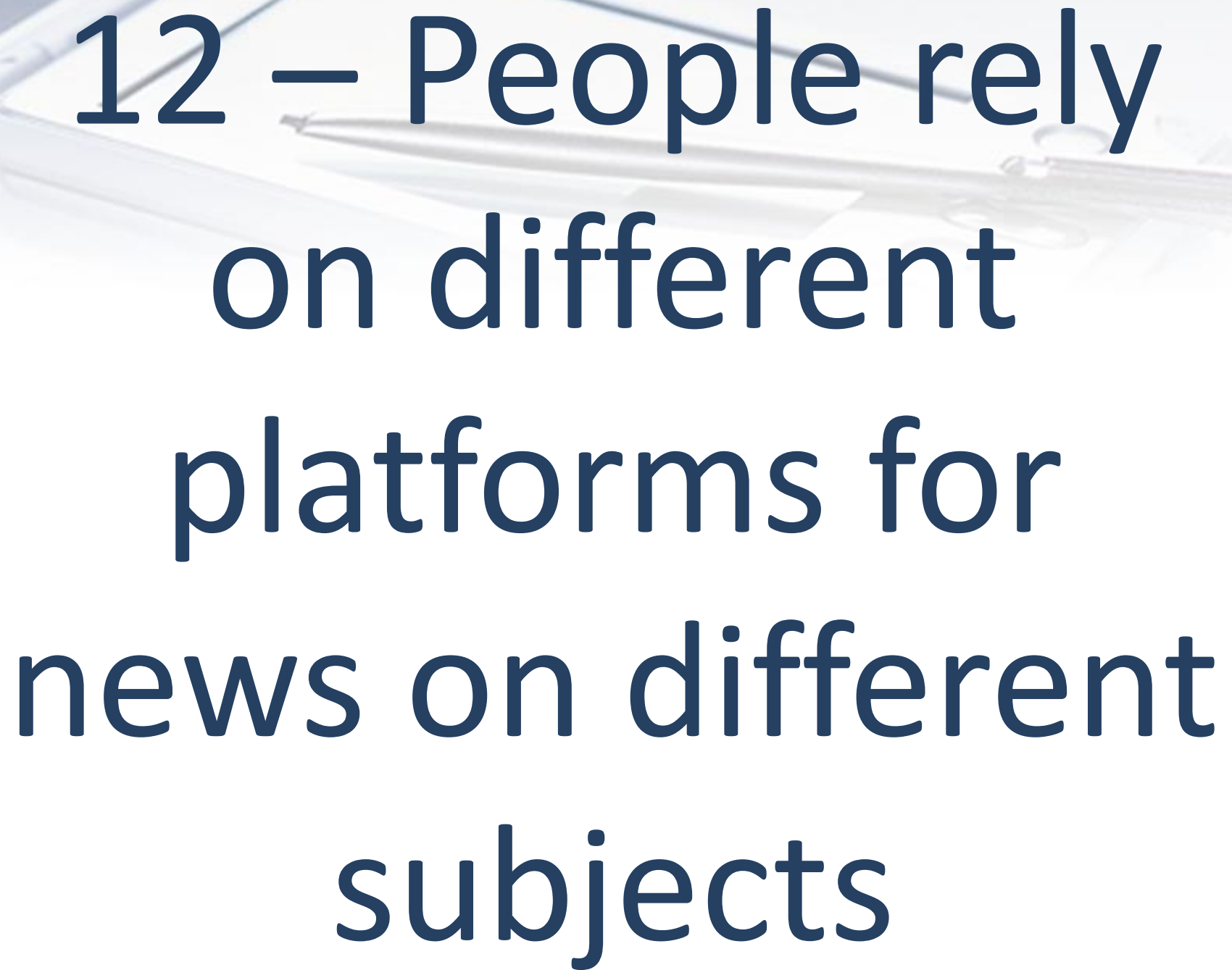
What Regular Audiences Like About Sources

Turn to source mostly for...

<i>Regularly watch, read or listen to...</i>	Latest headlines %	In depth reporting %	Views and opinions %	Entertainment %	(Vol.) Mix/All %	(Vol.) Oth/DK %	N
CNN	64	10	6	4	14	2	274
Network evening	59	13	8	6	9	5	470
Daily newspaper	53	7	8	8	18	4	690
USA Today	52	9	9	16	9	5	144
Fox News	44	11	11	5	22	6	386
MSNBC	43	12	15	13	13	2	167
Morning news	39	4	13	18	19	7	318
News magazines	31	23	20	6	16	5	275
Wall St. Journal	30	37	11	2	16	4	132
New York Times	30	33	11	4	18	4	153
Political blogs	27	10	29	10	11	12	307
Sunday talk shows	24	19	37	6	9	6	403
NPR	21	20	18	12	28	2	371
Hardball	19	19	42	7	10	3	120
Rachel Maddow	18	14	33	10	15	11	93
Sean Hannity	14	21	39	6	18	2	225
Keith Olbermann	14	16	39	11	14	6	90
O'Reilly Factor	11	20	44	6	18	2	341
Glenn Beck	10	24	32	6	23	4	223
Rush Limbaugh	10	15	37	7	28	4	185
Daily Show	10	2	24	43	20	1	194
Colbert Report	3	2	18	53	19	5	151

PEW RESEARCH CENTER June 8-28, 2010. Q82a-x.

Figures read across and are based on regular readers/viewers/listeners of each source.

The background of the slide features a soft-focus image of a workspace. On the left, a portion of a silver laptop is visible. In the center, a silver pen lies horizontally. To the right, a white notebook with a metal fastener is partially shown. The overall lighting is bright and even, creating a clean, professional aesthetic.

12 – People rely
on different
platforms for
news on different
subjects

Which Sources Top the List for 16 Different Local Topics?

Newspapers



- Top source for news on community events, crime, taxes, local government, arts and culture, social services, zoning and development
- Ties with internet as top source for news on housing, schools, and jobs
- Ties with TV as top source for local political news

Television



- Top source for weather and breaking news
- Ties with radio as top source for traffic news
- Ties with newspaper as top source for local political news

Internet



- Top source for information about restaurants and other local businesses
- Ties with newspaper as top source for news about housing, schools and jobs

Radio



- Ties with TV as top source for traffic news

The Top Sources for Local News and Information Vary by Age

Percentage of adults in each age group who rely on source for each topic

	Weather	Restaurants/ Clubs	Politics	Community Events	Schools
Age 18-39	Television 44% Internet 41%	Internet 41%	Internet 26% Television 19% Newspaper 16%	Internet 19% Word of mouth 17%	Internet 24% Newspaper 12%
Age 40+	Television 67% Internet 26%	Newspaper 22% Internet 21%	Newspaper 34% Television 34% Internet 12%	Newspaper 32%	Newspaper 27% Internet 15% Television 12%

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.



Thank you!