Social networks & news distribution

J201 Introduction to Mass Communication
Nov 2 -2015

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#sjmc201
① Short writing assignment due in discussion sections this week.

② Final version of your media analysis essay due Friday Nov 6 (11.59 p.m.) via turnitin

③ I am traveling to Mexico on Wednesday so no regular office hour this week (can meet by appointment tomorrow).
Social networks & news distribution - today’s class plan

① Diffusion of innovations
② Current news trends
③ Social networks
④ Online social networks
⑤ Social networks and news distribution (Takeaways)
Diffusion of innovations

![Graph showing the growth of smartphones, tablets, and other devices among U.S. adults.](image)

**Smartphones, Tablets Grew in Recent Years; Other Devices Declined or Stayed Flat**

% of U.S. adults who own the following devices

- **Smartphone**: 35% in '04, 68% in '15
- **Tablet computer**: 3% in '04, 45% in '15
- **MP3 player**: 14% in '04, 40% in '15
- **Portable gaming device**: 18% in '04, 14% in '15
- **Desktop or laptop**: 71% in '04, 73% in '15
- **Cellphone**: 55% in '04, 82% in '15


PEW RESEARCH CENTER
84% of American Adults Use the Internet

% of all American adults who use the internet


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Diffusion of innovations

Young Adults Are Most Likely to Use The Internet

Among all American adults, the % who use the internet, by age

News trends

Main Source for News

- Television
  - 2001: 74
  - 2003: 66
  - 2005: 69
  - 2007: 66
  - 2009: 66
  - 2011: 69
  - 2013: 74

- Newspaper
  - 2001: 45
  - 2003: 45
  - 2005: 43
  - 2007: 31
  - 2009: 31
  - 2011: 28
  - 2013: 28

- Internet
  - 2001: 18
  - 2003: 31
  - 2005: 28
  - 2007: 28
  - 2009: 23
  - 2011: 23
  - 2013: 28

- Radio
  - 2001: 13
  - 2003: 19
  - 2005: 23
  - 2007: 23
  - 2009: 23
  - 2011: 23
  - 2013: 28

PEW RESEARCH CENTER July 17-21, 2013. Q46. Respondents were allowed to name up to two sources.
## Key Audience Trends

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Change</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network News</td>
<td>↑ 5%</td>
<td>evening audience growth; 2% morning audience growth</td>
</tr>
<tr>
<td>Cable News</td>
<td>↓ 8%</td>
<td>prime-time median viewership</td>
</tr>
<tr>
<td>Newspapers</td>
<td>↓ 3%</td>
<td>daily and Sunday circulation</td>
</tr>
<tr>
<td>Local News</td>
<td>↑ 3%</td>
<td>average evening broadcast TV news viewership</td>
</tr>
</tbody>
</table>

Source: Nielsen Media Research and Alliance for Audited Media

PEW RESEARCH CENTER
### Key Economic Trends

<table>
<thead>
<tr>
<th>Medium</th>
<th>Change</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>↓ 4%</td>
<td>Ad revenues declined year over year to $19.9B</td>
</tr>
<tr>
<td>Local TV</td>
<td>↑ 7%</td>
<td>On-air ad revenue grew to $20B</td>
</tr>
<tr>
<td>Network TV</td>
<td>↑</td>
<td>ABC, CBS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NBC</td>
</tr>
<tr>
<td>Cable TV</td>
<td>↑</td>
<td>CNN, Fox</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MSNBC</td>
</tr>
<tr>
<td>Digital Ad Revenue</td>
<td>↑ 18%</td>
<td>Grew to $50.7B</td>
</tr>
</tbody>
</table>

Source: BIA/Kelsey, Kantar Media and eMarketer

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Network concepts
Network concepts - size
Network concepts - density

LOW DENSITY

HIGH DENSITY
Network concepts - heterogeneity
“Networked communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-provided data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with streams of user generated content provided by their connections on the site” (Ellison & boyd, 2013).
Online Social Networks

Social Networking Use Has Shot Up in Past Decade

% of all American adults and internet-using adults who use at least one social networking site


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Young Adults Still Are the Most Likely to Use Social Media

Among all American adults, % who use social networking sites, by age


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Online news

**Top Digital News Entities**

*Total number of unique visitors for January 2015 (in thousands)*

<table>
<thead>
<tr>
<th>Entity</th>
<th>Total digital population</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo-ABC News</td>
<td>127,995</td>
<td>69,090</td>
<td>93,160</td>
</tr>
<tr>
<td>CNN Network</td>
<td>101,540</td>
<td>64,632</td>
<td>36,908</td>
</tr>
<tr>
<td>NBC News Digital</td>
<td>101,145</td>
<td>69,810</td>
<td>31,335</td>
</tr>
<tr>
<td>Huffington Post</td>
<td>100,000</td>
<td>67,095</td>
<td>32,905</td>
</tr>
<tr>
<td>CBS News</td>
<td>84,153</td>
<td>56,303</td>
<td>27,850</td>
</tr>
<tr>
<td>USA Today Sites</td>
<td>78,804</td>
<td>50,106</td>
<td>28,698</td>
</tr>
<tr>
<td>BuzzFeed</td>
<td>77,992</td>
<td>57,724</td>
<td>20,268</td>
</tr>
<tr>
<td>The New York Times Brand</td>
<td>77,132</td>
<td>57,132</td>
<td>19,990</td>
</tr>
<tr>
<td>Fox News Digital Network</td>
<td>56,887</td>
<td>35,406</td>
<td>21,481</td>
</tr>
<tr>
<td>Mail Online/Daily Mail</td>
<td>51,181</td>
<td>33,844</td>
<td>17,337</td>
</tr>
</tbody>
</table>

**Source:** comScore Media Metrix, January 2015, U.S.

Note: Total digital population is the unduplicated combination of the desktop (Web browsing and video) and mobile (websites and apps) traffic figures. For that reason, desktop and mobile figures combined may exceed the total digital population number.

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**Top Digital-Native News Entities**

*Total number of unique visitors for January 2015 (in thousands)*

<table>
<thead>
<tr>
<th>Entity</th>
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<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>HuffingtonPost.com</td>
<td>100,000</td>
<td>67,095</td>
<td>32,905</td>
</tr>
<tr>
<td>BuzzFeed.com</td>
<td>77,992</td>
<td>57,724</td>
<td>20,268</td>
</tr>
<tr>
<td>BleacherReport.com</td>
<td>44,429</td>
<td>32,938</td>
<td>11,491</td>
</tr>
<tr>
<td>BusinessInsider.com</td>
<td>37,309</td>
<td>24,101</td>
<td>13,208</td>
</tr>
<tr>
<td>CNET.com</td>
<td>30,482</td>
<td>11,307</td>
<td>19,175</td>
</tr>
<tr>
<td>Mashable.com</td>
<td>20,851</td>
<td>12,029</td>
<td>8,822</td>
</tr>
<tr>
<td>Slate.com</td>
<td>18,348</td>
<td>11,533</td>
<td>6,815</td>
</tr>
<tr>
<td>Vice.com</td>
<td>15,558</td>
<td>9,375</td>
<td>6,183</td>
</tr>
<tr>
<td>Gawker.com</td>
<td>14,079</td>
<td>9,654</td>
<td>4,425</td>
</tr>
<tr>
<td>Vox.com</td>
<td>13,598</td>
<td>7,862</td>
<td>5,736</td>
</tr>
</tbody>
</table>

**Source:** comScore Media Metrix, January 2015, U.S.

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Mobile Drives Online Traffic

39 out of 50 news sites get more traffic from mobile devices than from desktop computers. But for only 10 out of 50 news sites, mobile visitors spend more time per visit on the site than desktop visitors.

Source: comScore Media Metrix, January 2015, U.S.

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News has a place in social media.

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site.

- Facebook: 30% use, 64% get news.
- YouTube: 10% use, 51% get news.
- Twitter: 8% use, 16% get news.
- Google Plus: 4% use, 14% get news.
- LinkedIn: 3% use, 19% get news.
- reddit: 2% use, 3% get news.
- Instagram: 1% use, 12% get news.
- Myspace: 1% use, 5% get news.
- Tumblr: 1% use, 4% get news.
- Pinterest: * use, 15% get news.
- Vine: * use, 3% get news.

Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)
PEW RESEARCH CENTER
On Facebook and Twitter, More Users Are Getting News

% of users of each platform who get news there

<table>
<thead>
<tr>
<th>Platform</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Note: News is defined as “information about events & issues beyond just your friends and family.”

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Younger News Users Rely More on Social Media Sites for News

% of each service’s news users who say the site is the most or an important way they get news

- Twitter:
  - 18-34: 49%
  - 35+: 31%

- Facebook:
  - 18-34: 49%
  - 35+: 34%

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# Among Millennials, Facebook Far Exceeds Any Other Source for Political News

<table>
<thead>
<tr>
<th>MILLENNIAL</th>
<th>GENERATION X</th>
<th>BABY BOOMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>61%</td>
<td>51%</td>
</tr>
<tr>
<td>CNN</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>Local TV</td>
<td>37</td>
<td>36</td>
</tr>
<tr>
<td>Google News</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>ABC News</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Fox News</td>
<td>30</td>
<td>39</td>
</tr>
<tr>
<td>NBC News</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Yahoo News</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>MSNBC</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>CBS News</td>
<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>


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② Getting news on Facebook is incidental.

Of the 30% of U.S. adults who consume news on Facebook...

- 22% think of Facebook as a useful way to get news
- 78% mostly see news when on Facebook for other reasons
- 34% of Facebook News Consumers “like” a news organization or individual journalist or commentator

Based on Facebook News Consumers (N=1,429)
Facebook News Survey, Aug. 21-Sept. 2, 2013
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To be continued Wednesday...