Social networks & news distribution

J201 Introduction to Mass Communication
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#sjmc201
① News has a place in social media.
② Getting news on Facebook is incidental.
③ Range of news on SM is broad.
④ Engagement goes beyond exposure.
⑤ Online opinion versus general opinion.
⑥ Online sentiment changes rapidly.
⑦ SNS news and time on news websites…
Range of news on SM is broad.
Twitter News Users See Some News Topics at Higher Rates Than Facebook News Users

% of each service’s news users who regularly see posts about...

- **Sports**: Twitter 70%, Facebook 55%, Difference +15%
- **Business**: Twitter 55%, Facebook 42%, Difference +13%
- **Int’l news**: Twitter 63%, Facebook 51%, Difference +12%
- **National govt. and politics**: Twitter 72%, Facebook 61%, Difference +11%
- **Science and tech**: Twitter 56%, Facebook 47%, Difference +9
- **Local weather and traffic**: Twitter 57%, Facebook 49%, Difference +8
- **Entertainment**: Twitter 78%, Facebook 74%, Difference +4
- **Local govt. and politics**: Twitter 52%, Facebook 53%, Difference -1
- **Crime**: Twitter 58%, Facebook 60%, Difference -2
- **People and events in your community**: Twitter 63%, Facebook 69%, Difference -6
- **Health and medicine**: Twitter 47%, Facebook 54%, Difference -7

* Difference between Facebook and Twitter is statistically significant

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Engagement goes beyond exposure.
Facebook Users More Likely to Post Political Content on the Site

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Online opinion versus general opinion

- **RANGE OF TWITTER CONVERSATION**
  - 64% support stricter gun controls
  - 21% oppose stricter gun controls

- **PEW RESEARCH CENTER PUBLIC OPINION SURVEY**
  - 49% Say more important to control gun ownership
  - 42% Say more important to protect gun rights

⑥ Online sentiment “changes” rapidly

Note: Pew Research analysis of Twitter conversations using Crimson Hexagon technology. Same sex marriage analysis: March 18-May 12, 2013; Gov. Christie analysis: Jan. 8 (9 a.m. ET) to Jan. 9 (7 p.m. ET) 2014. The before and after numbers do not include the two hours during the press conference.

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7 SNS news and time on news websites...

Note: Pew Research analysis of comScore data of traffic to 26 top news sites; Aggregation of all sites, average of April, May and June, 2013.

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See you Friday...