

Harnessing the disruptive
force called
social media

Power of networks



Millennials Rack Up 18 Hours of Media Use Per Day

Average time millennials in the U.S. spend interacting with media per day (hh:mm)*



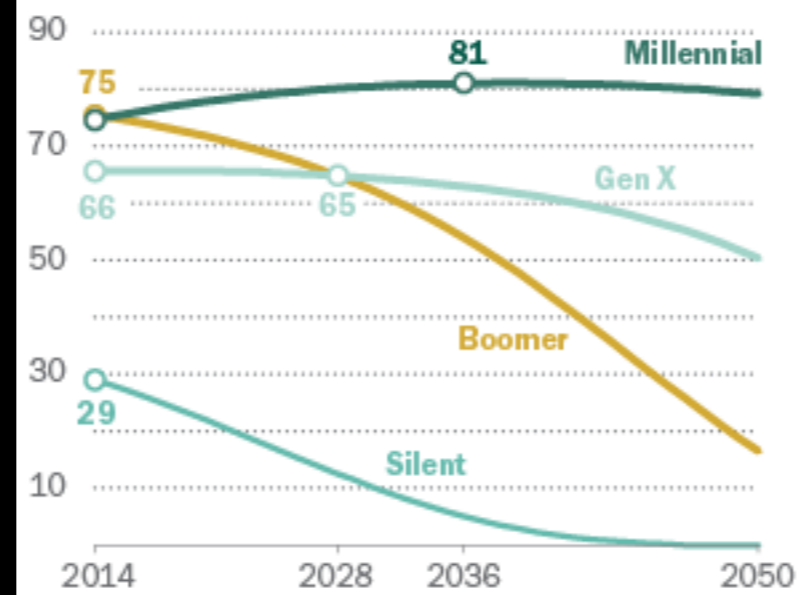
* media activities are not mutually exclusive; based on a 2014 survey among 839 U.S. adults aged 18-36

THE WALL STREET JOURNAL.

Source: Crowdtap, Ipsos MediaCT  **statista** 

Projected Population by Generation

In millions



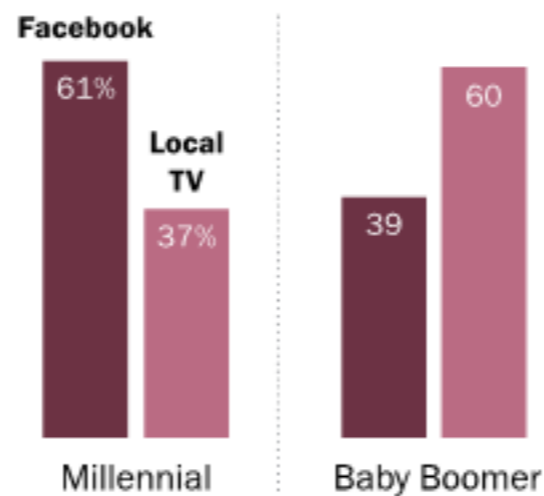
Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER


Millennials and Baby Boomers: A Generational Divide in Sources Relied on for Political News

% who got news about politics and government in the previous week from...



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22, Q24A. Based on online adults.

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More than
350 million
TWEETS ARE SENT
per day



Power of hashtags

Top Hashtags in the conservative-oriented Group 1⁴

#tcot – top conservatives on Twitter

#p2 – progressives 2.0

#obama

#tlot – top libertarians on Twitter

#women

Top Hashtags in the liberal-oriented Group 2

#ows – Occupy Wall Street

#p2 – progressives 2.0

#fb – hashtag for posting tweets to Facebook

#tcot – top conservatives on Twitter

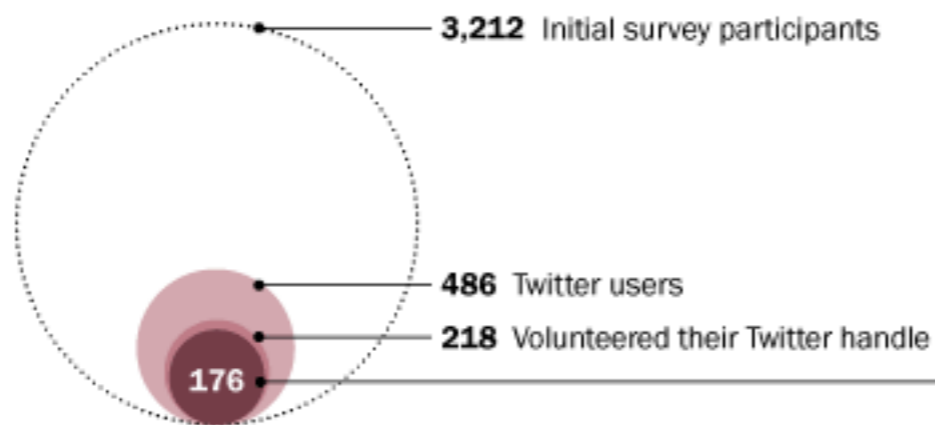
#p2p – peer-to-peer

How Americans Use Twitter for News

A Snapshot of 176 Twitter Users

From a survey of U.S. adults, we recruited a representative sample of 176 Twitter users who gave us permission to analyze their Twitter activity. We examined 6,538 tweets sent from these users in four randomly selected weeks between August 2014 and February 2015, as well as posts from over 10,000 accounts that these users follow. Data were pulled from the Gnip Firehose and Twitter API. News is defined in the same manner as other recent Pew Research Center social media research: information about events and issues beyond one's friends and family. A full methodology is available at <http://pewrsr.ch/1EzUzKk>.

Sample selection:



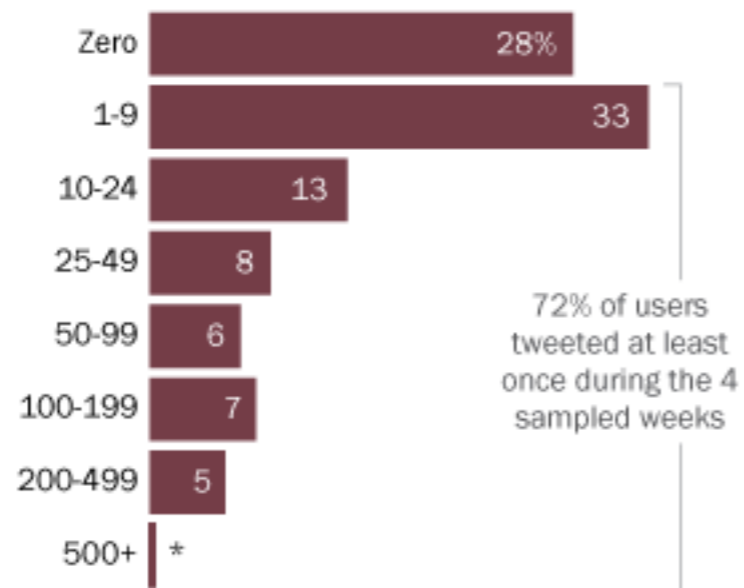
REPRESENTATIVE SAMPLE



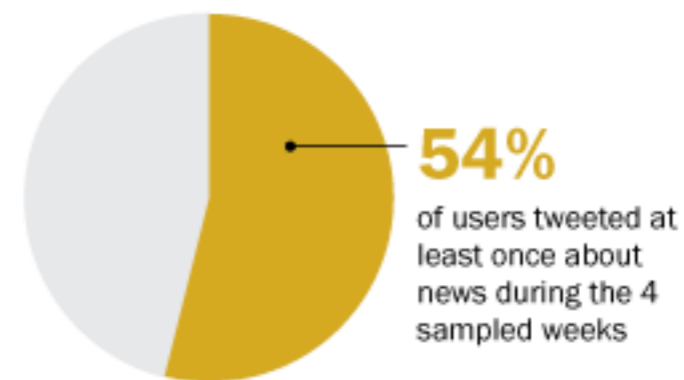
How News Tweets Fit In

In our snapshot, **most users tweeted relatively little**: 72% of users tweeted at least once during the four sampled weeks; only 39% tweeted 10 times or more; and a very small portion (12%) tweeted 100 times or more.

% of users who tweeted ___ times ...



Tweeting about news is fairly common: About half (54%) of our sample tweeted about news during the time studied.



*Among those **Twitter** users who tweeted about news, on average ...*

48% of a user's tweets were about news

How Users Share News

When users tweeted, on average, three-in-ten posts were retweets. But when they tweeted about news, on average, nearly half of their posts were retweets – a significantly higher proportion.

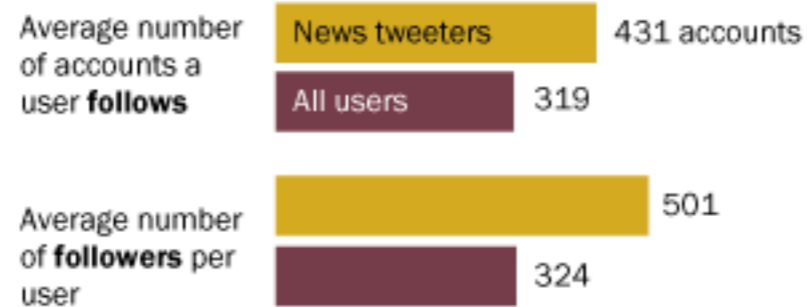
Among the users who tweeted about news, average % of their news tweets that were ...



Among all 176 users, average % of all tweets that were ...

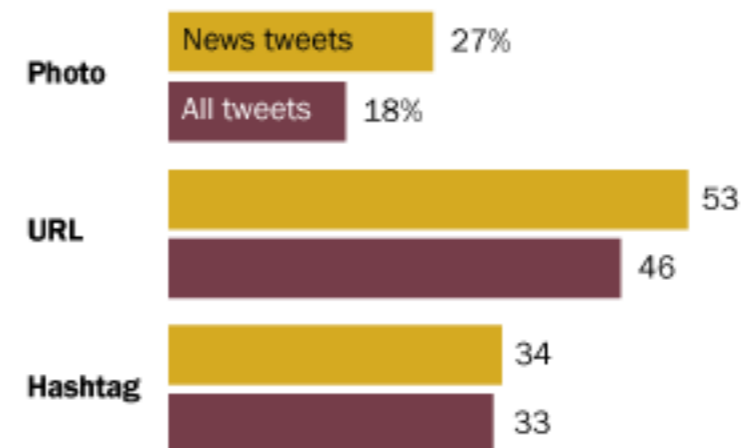


Those who tweeted about news both follow and are followed by a greater number of accounts than the group overall.



News tweets were also more likely to contain photos and include URLs, but were on par when it came to hashtags.

Average % of a user's ___ that contained a ...



Popular News Topics and Opinion Sharing

The **three most common news topics** posted about are entertainment, sports, and government and politics.

Among the users who tweeted about news, average % of a user's news tweets that were about ...



28%

Entertainment news



25%

Sports news



17%

Government & politics news

Note: Based on tweets of users who tweeted about news during the four sampled weeks (N=93). Other topics coded for include weather and traffic, business, science and technology, crime, health, the media, and other, each of which individually made up no more than 6% of users' news tweets on average.

In most cases, the news tweets studied here did not contain the Twitter user's opinion, but simply reported or passed on information.



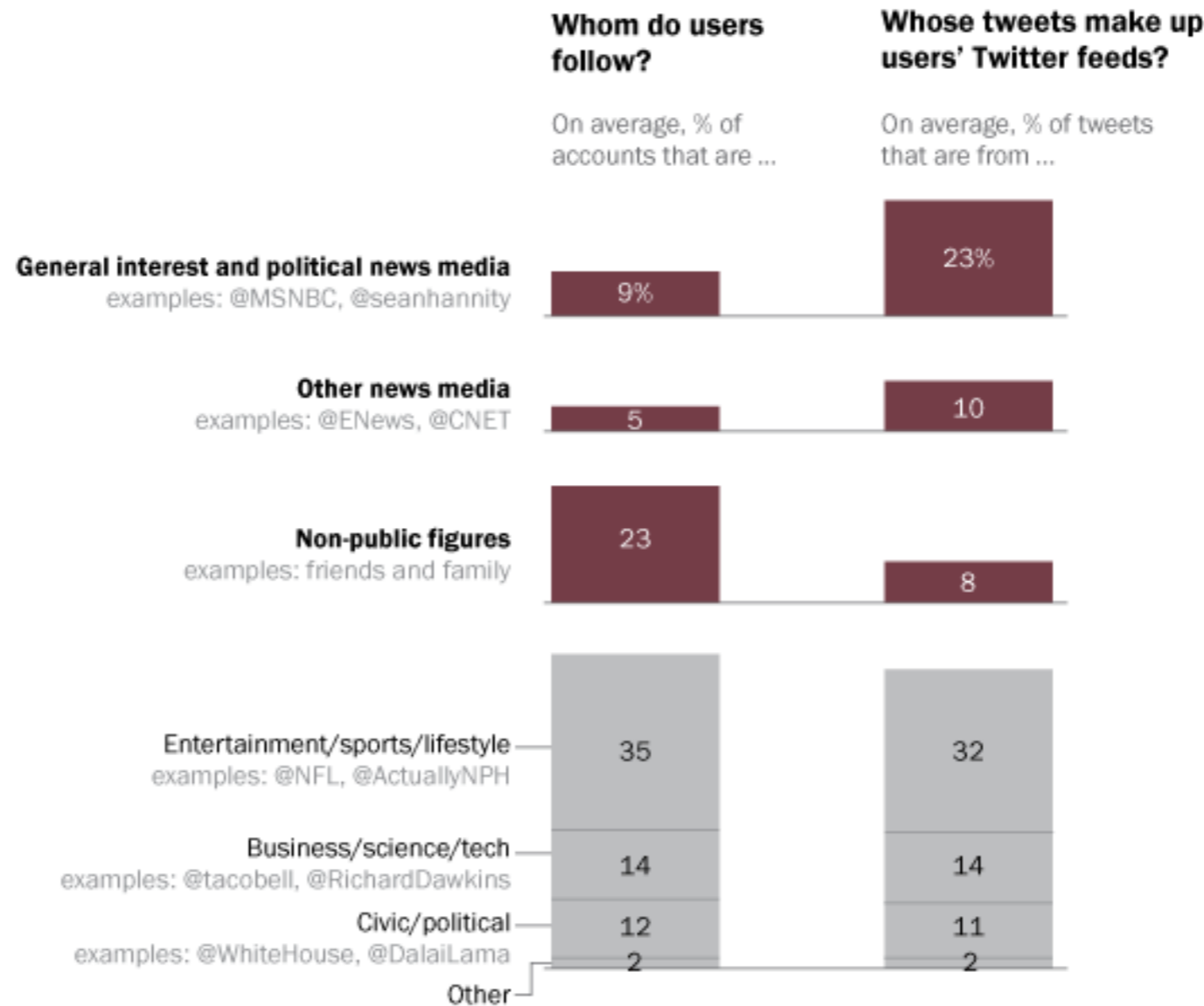
On average,

39%

of a user's news tweets included that user's own opinion

The Accounts These Users Follow

Among these 176 users, relatively few of the accounts they follow are news media organizations or individuals, but **tweets from news media make up a significant portion of a user's feed**, while non-public figures (like friends and family) account for a disproportionately smaller share.

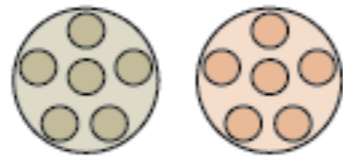


Note: The "Other news media" category includes news media organizations and individuals that cover news about entertainment/sports/lifestyle and business/science/technology categories. Both "news media" categories include the accounts of news organizations and individual reporters. All other categories do not include news media. For more information, see the methodology at <http://pewrsr.ch/1EzUzKk>.

NETWORK TYPE

Divided

1



POLARIZED CROWDS This type illustrates different groups of Twitter users who discuss polarizing topics. They often rely on different sources of information and commonly do not interact with groups that disagree with them.

GROUPS

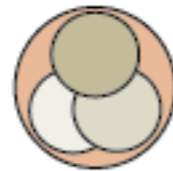
2 large

EXAMPLES

Politics or divisive topics that display separate "echo chamber" structures

Unified

2



TIGHT CROWDS This type captures close communities, such as conferences, professional topics and hobby groups, where participants strongly connect to one another for information, ideas and opinions.

2-6 medium

Hobbies, professional topics, conferences. No outsiders, all participants are members

Fragmented

3



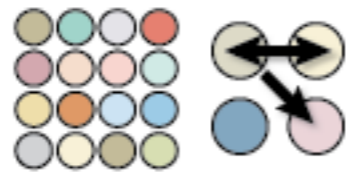
BRAND CLUSTERS This type is formed around products and celebrities. These popular topics attract large fragmented Twitter populations, generating mass interest, but little connectivity.

Many small

Brands, public events, popular subjects

Clustered

4



COMMUNITY CLUSTERS These groups are created around global news events and popular topics. Communities form around multiple news sources. These community clusters are mostly disconnected from one another.

Many small and medium

Global news events

In-Hub & Spoke

5



BROADCAST NETWORK This type is often triggered by news media outlets and pundits who have loyal followers who retweet them. These communities are often star-shaped, as little interaction exists among members of the audience.

1 large, some secondary

News pundits and media outlets, famous individuals

Out-Hub & Spoke

6

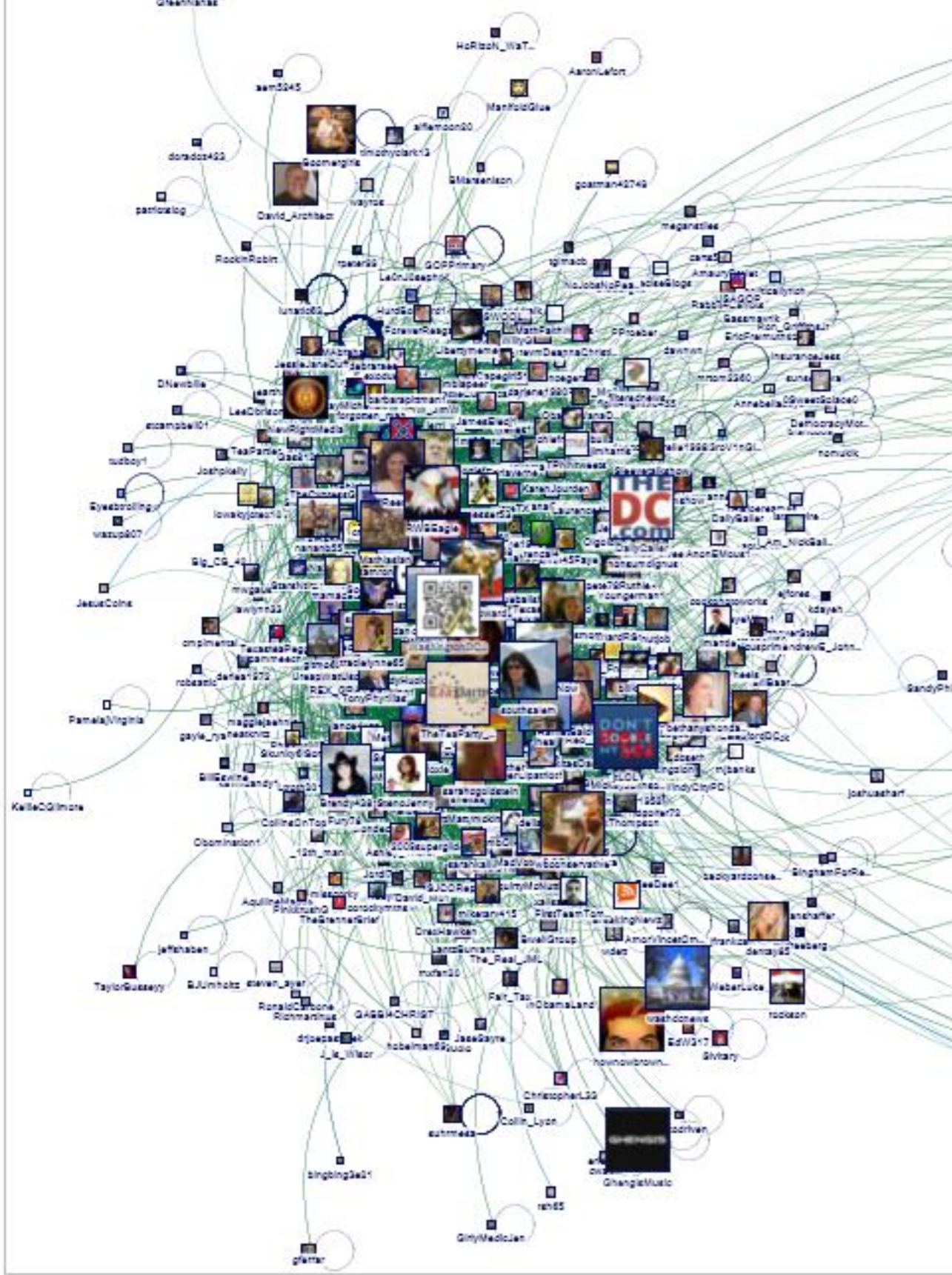


SUPPORT NETWORK This type is created when companies, government agencies or organizations respond to complaints and customer requests. The company, or hub, account replies to many disconnected users, creating outward spokes.

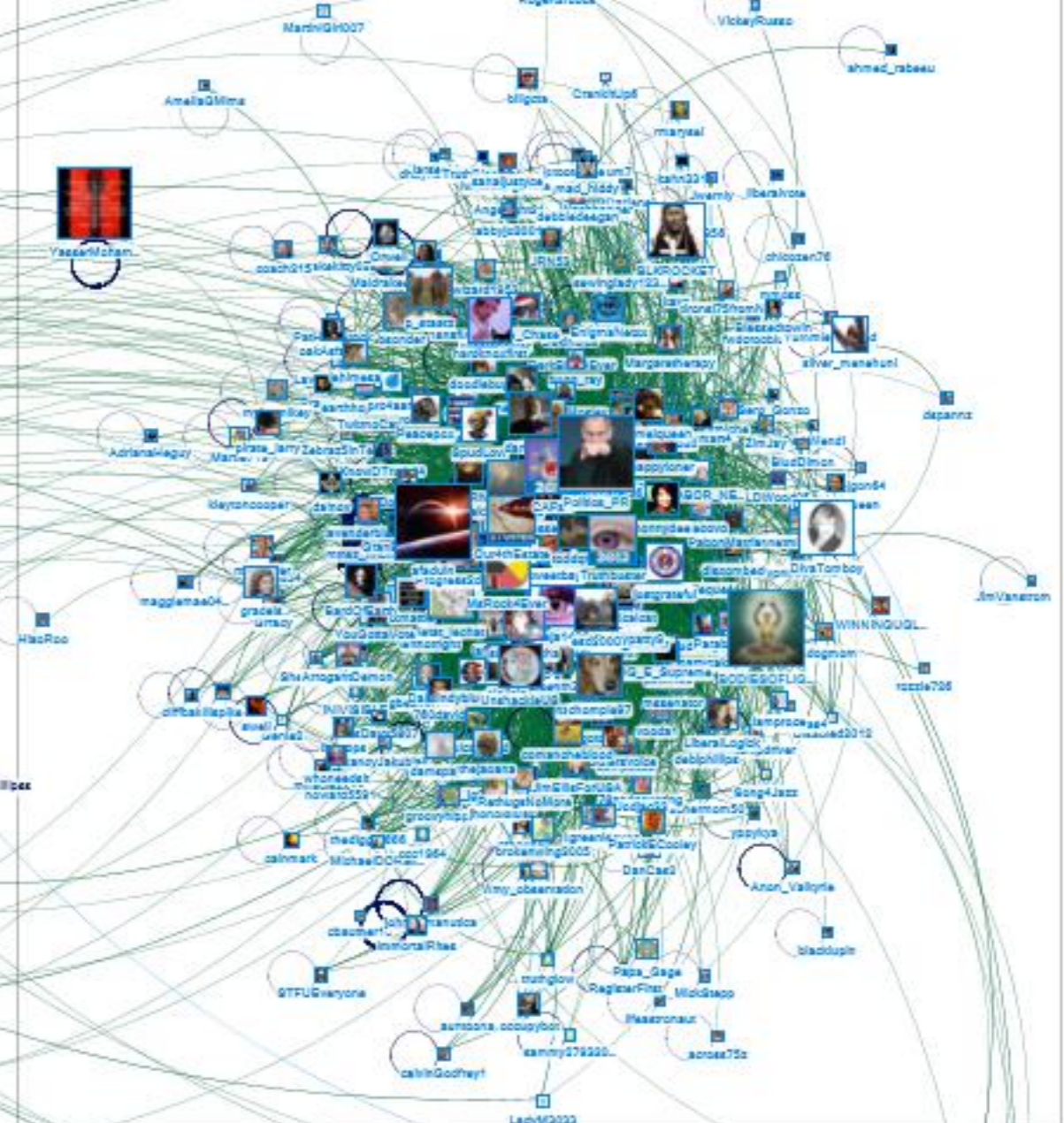
1 large, some secondary

Companies and services with customer support

G1: my2k tcot p2 obama tl0t women college ccot lnyhbt gop



G2: my2k ows p2 fb tcot p2p connecttheleft gopmedicarekillers alec p2b



G3: my2k lolgop family vote mom dad tcot economy parents irony



G4: motorcitylive motorcity yinnova



G5: my2k



G6: my2k obama gunco... drope...

G7: listen... my2k

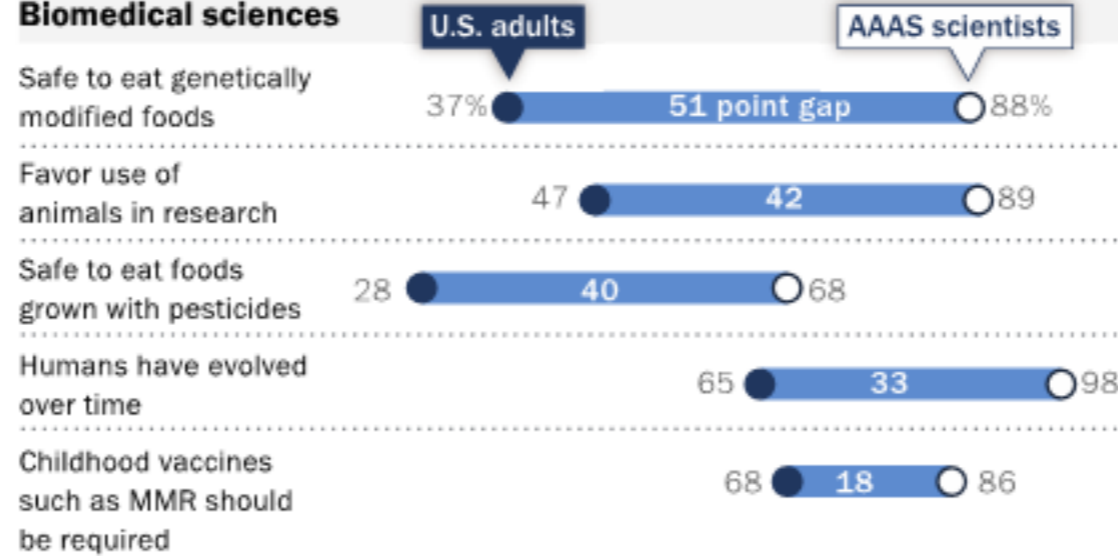


Climate context

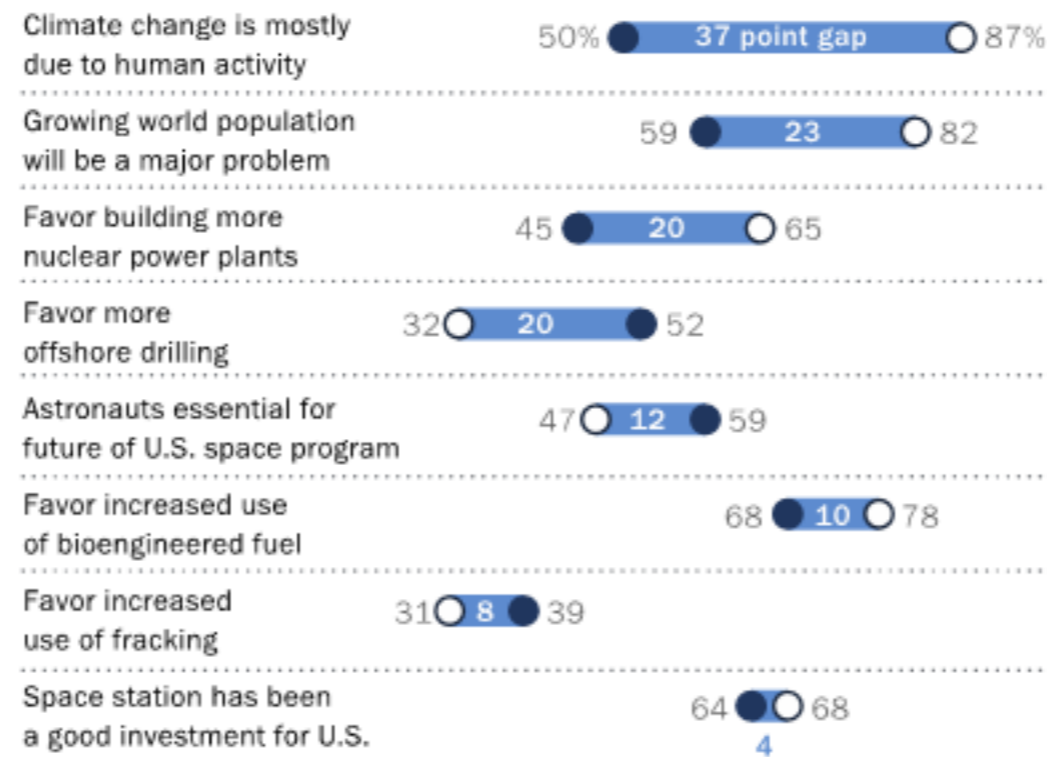
Opinion Differences Between Public and Scientists

% of U.S. adults and AAAS scientists saying each of the following

Biomedical sciences



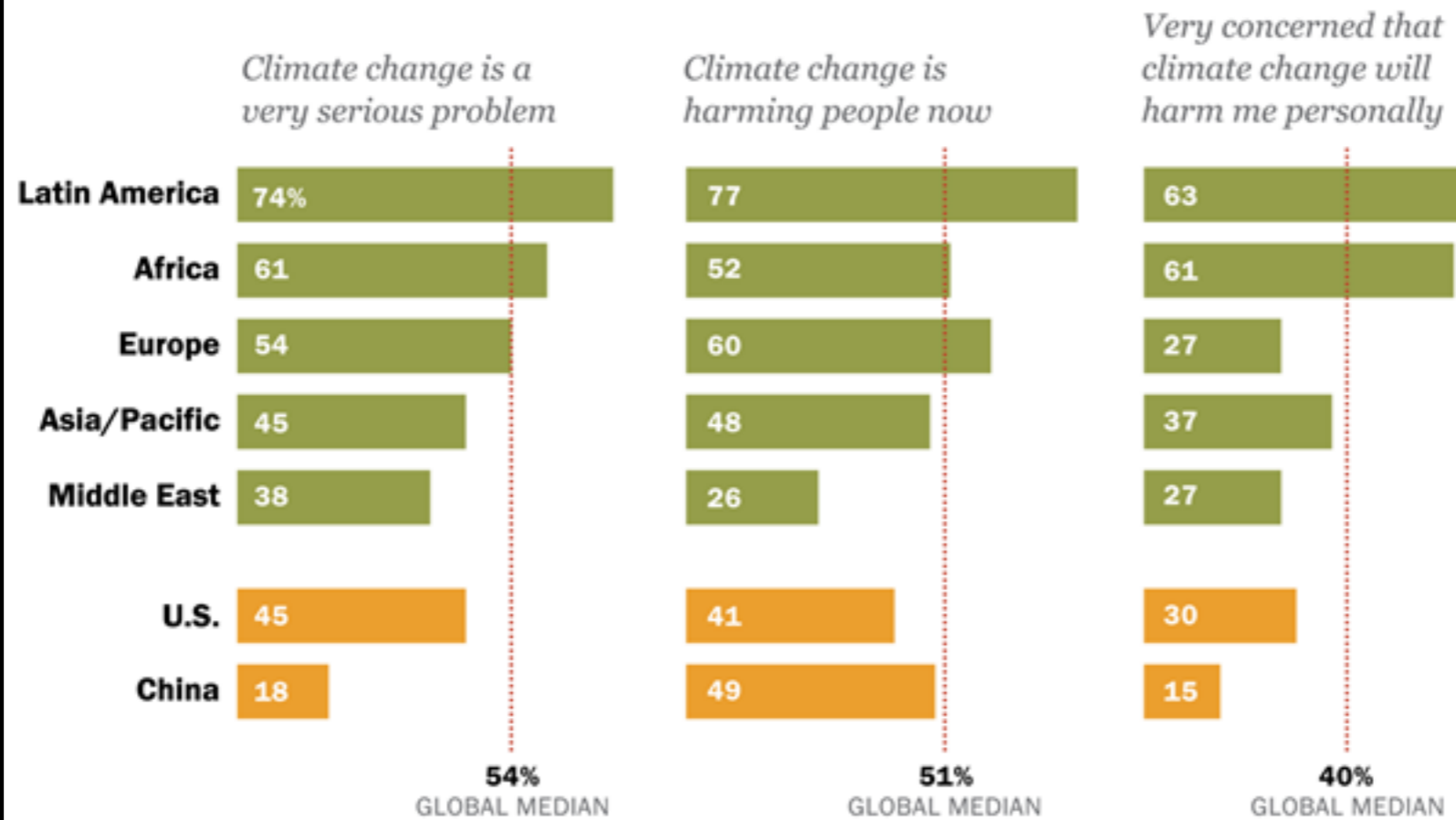
Climate, energy, space sciences



Survey of U.S. adults August 15-25, 2014. AAAS scientists survey Sept. 11-Oct. 13, 2014. Other responses and those saying don't know or giving no answer are not shown.

Latin America, Africa More Concerned about Climate Change Compared with Other Regions

Regional medians



Note: Russia and Ukraine not included in Europe median. Asia-Pacific median includes China.

Source: Spring 2015 Global Attitudes survey. Q32, Q41 & Q42.

PEW RESEARCH CENTER

Build a “climate”
Twitter

Take advantage of
news events

Climate change

Obama administration pays out \$500m to climate change project

The first chunk of a \$3bn commitment made at the Paris climate talks 'shows the US stands squarely behind climate commitments', the State Department said

Suzanne Goldenberg

@suzyji

Monday 7 March 2016 22.15 EST



Shares 404 Comments 70

Save for later



Barack Obama at the Paris climate change talks in late 2015. His administration has pledged \$3bn towards climate change projects. Photograph: Reuters

The [Obama administration](#) has made a first installment on its \$3bn pledge to help

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In reply to Beth #NeverTrump



Joshua Wilson @TheFirstRanger · 20h
@BethAnnDavidson #ThinGreenLine #HonorFirst

↩ ↻ ❤️ 1 ⋮

[View conversation](#)



Serena Larkin @serenalarkin · Mar 2
Northwest #coal exports: what to expect in 2016. bit.ly/1TnJS9g @DericGruen @Eric_deP via @Sightline #ThinGreenLine



Northwest Coal Exports: What to Expect in 2016

What you need to know about the current state of Northwest coal export schemes.

sightline.org

↩ ↻ ❤️ ⋮



Doug Heiken @doug__h · Feb 24
Another reason to Stop LNG export proposals on the west coast! #thingreenline

Gina McCarthy @GinaEPA

New info shows methane emissions from existing sources in oil & gas sector are substantially higher than we previously understood. #CERAWeek

↩ ↻ ❤️ ⋮



The Great Unwashed @GreatUnwashed · Feb 24
Take the #PNW Pledge of Resistance to dirty energy exports Sat 2/27 bit.ly/1p48B5F v @Sightline #ThinGreenLine



Social media must
include diverse voices

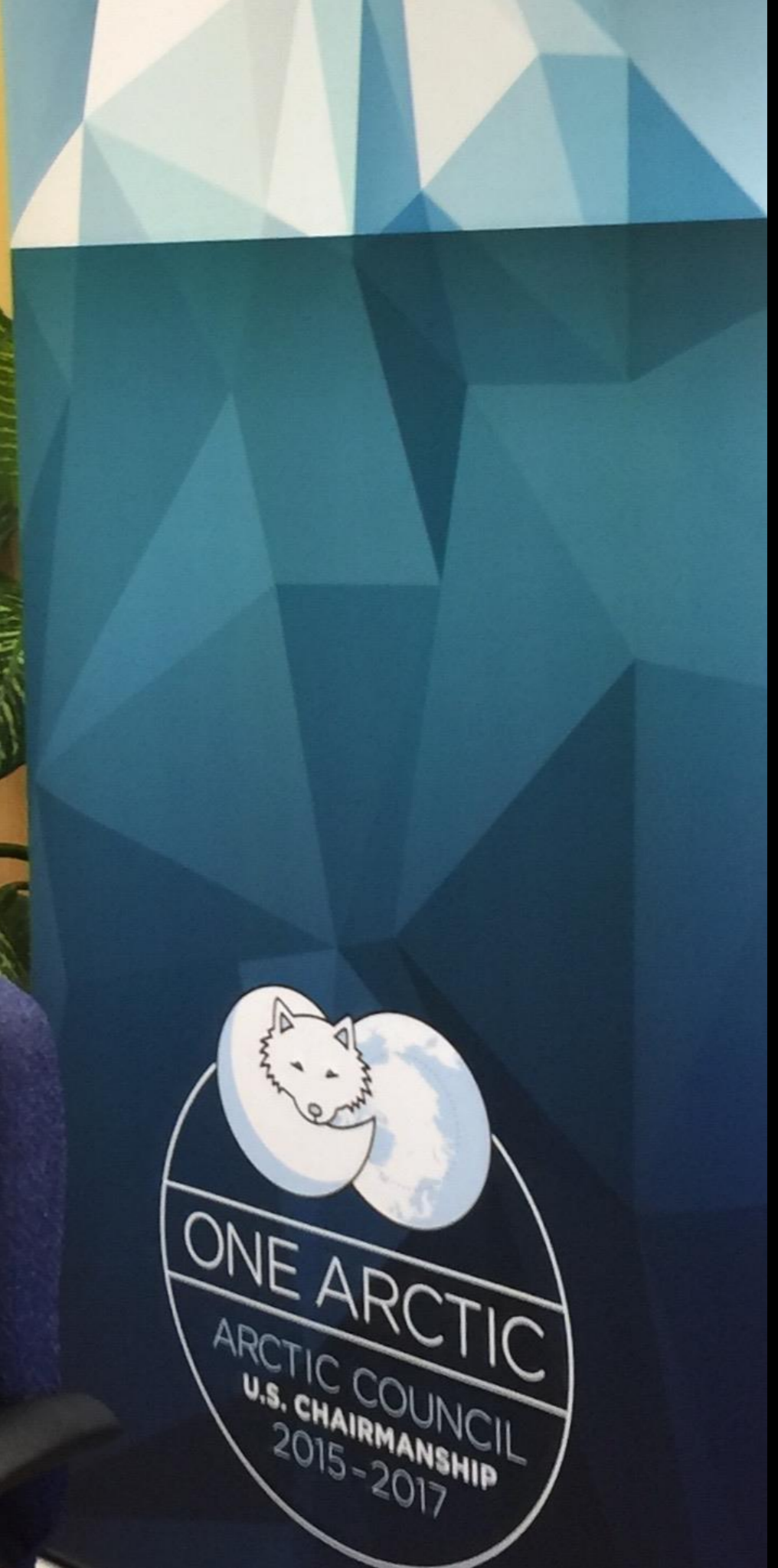
Getting ahead of the
story, changing the
narrative

Debate is between mitigating or adapting

By MARK TRAHANT, P-I EDITORIAL PAGE EDITOR Published 10:00 pm, Saturday, April 14, 2007



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