Americans Believe the News Media Are Responsible for Fixing Made-up News

Based on a survey of 6,127 U.S. adults

% of U.S. adults who say _______ create a lot of made-up news and information

Political leaders/staff | 57%  
Activist groups | 53%  
Journalists | 38%  
Foreign actors | 35%  
The public | 26%  

% of U.S. adults who say _______ have the most responsibility in reducing the amount of made-up news and information

The news media | 53%  
The public | 20%  
The government | 12%  
Tech companies | 9%  
None of these | 5%  

Source: Pew Research Center, survey conducted Feb. 19-Mar. 4, 2019

Average Time Spent With Media in Selected Countries

Based on an analysis of 8,754 metrics from 340 sources

Average HRS: MIN PER DAY AMONG POPULATION

U.S. | 12:09  
Canada | 9:50  
U.K. | 10:06  
France | 9:56  
Germany | 7:36  
South Korea | 7:17  
Japan | 6:39  
India | 4:59  
China* | 2:28

Source: eMarketer, April 2019; results based on adult respondents ages 18 and older; media includes digital (desktop/laptop and mobile nonvoice), print (magazines and newspapers), radio, TV and other; includes all time spent with each medium, regardless of multitasking; *excludes Hong Kong

Top 10,000 Facebook Videos Based on Type

Based on an analysis of 8,754 metrics from 340 sources

Native video | 9,745  
Live video | 213  
Embedded video | 42  

Average HRS: MIN PER DAY AMONG POPULATION

Native video | 142,736  
Live video | 300,256  
Embedded video | 85,374

Average shares by type

Native video | 48,774  
Live video | 24,493  
Embedded video | 10,940

Average comments by type

Native video | 25,410  
Live video | 9,506  
Embedded video | 5,712

Source: NewsWhip Analytics, Jan. 1-April 10, 2019

Declining Trust in Media Among College Students

Based on a survey of 4,407 college students currently enrolled in four-year degree programs

Source: Pew Research Center, survey conducted Feb. 19-Mar. 4, 2019

Media News Consumption Sources by Millennials in the U.S.

Based on an online survey of 546 respondents ages 22-37 years

Social media | 47%  
Radio | 20%  
Online-only news sites | 23%  
Network news | 18%  
Cable news | 16%  
Podcasts | 7%  
Newspapers | 7%

Source: Statista, survey conducted April 17-21, 2019

Declining Trust in Media Among College Students

Based on a survey of 4,407 college students currently enrolled in four-year degree programs

Source: “Free Expression on College Campuses” report, College Pulse/Knight Foundation, May 2019, survey conducted Dec. 22-25, 2018

2018

3%  
11%  
45%  
44%  
39%

2017

14%  
37%  
45%  
11%  
6%