The Rundown (What We’ll Cover)

- Overview: Modern Media Consumption
- Using Your User-generated Content
- Finding Sources
- It’s Time Consuming, But Your Voice Matters
Modern Media Consumption

- More than eight-in-ten Americans get news from digital devices
- Roughly half of Americans prefer to get news on a digital platform; about a third prefer TV (news apps and websites are top)
- Those under 50 turn more frequently to digital devices for news
- Almost all Americans – about nine-in-ten (88%) – recognize that social media companies have at least some control over the mix of news people see

Youth Like Social

- Americans ages 18-29 are most likely to get their news from social media (42%)
Where Are Your News-Focused Users?

Facebook, Twitter, Reddit are the sites with the most news-focused users

% of each social media site's users who get news there

- Facebook: 73%
- Twitter: 71%
- Reddit: 62%
- YouTube: 38%
- Instagram: 36%
- LinkedIn: 31%
- Snapchat: 27%
- Tumblr: 26%
- WhatsApp: 22%
- Twitch: 10%

Note: TikTok not shown.
Source: Survey of U.S. adults conducted July 8-21, 2019. "Americans Are Wary of the Role Social Media Sites Play in Delivering the News"

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Top News Site Traffic Drivers

- Facebook is the social media site Americans use most commonly for news. (52%) of all U.S. adults get news there
- Facebook has the largest pool of users
#AgarArt

- Microbe World
- POTD on social media
- 11K likes and 8.8K shares
Connecting the Dots

- Microbiologists love streaking
- This looks like a Christmas tree...share it a few days before Christmas!
- Wow this went viral!
- Art contest?
- Let’s brand this concept as our own!
- 5 years, and thousands of submissions and media imprints later...

American Society for Microbiology
December 19, 2014

Pic of the Day: Christmas tree 😊

Most of the strains used belong to the #Bacillus genus and the rest are just random #colorful petri dish contaminants. 😳

Author: Rositsa Tashkova, Université de Nantes, #France

This photo was taken from our site #microbeworld.org. Submitted by: Tashkova
Thanks to the author(s): Rositsa Tashkova, Université de Nantes, France

Submit your pics to #ASM via www.microbeworld.org #asm #potd #science #microbiology #laboratory #microbeworld #christmas #craft #culture #cultureplate #happyholidays #merrychristmas See Less
Despite its growing popularity over the past five years, microbial art isn't a recent fad. Alexander Fleming, who discovered the antibiotic properties of penicillin on an agar plate in 1928, created images using live organisms. Yet, this genre of scientific art didn't gather much attention from researchers until the last decade, when the American Society of Microbiology brought agar art into the spotlight in 2015 with an annual contest.
#GilesDoll...?
What’s that?!

- Be curious
- Noticing subgroups on social media
- How I met Tai the “body snatcher”
The Complex Realm Of Cloud Chasers, Coil Builders And Other Vape Modders

• Everyone was focused on children and vaping
• Complex adult vaping community online and very vocal
• A real subculture learning experience
• KHN, NPR, ABC News
Dos & Don’ts

• Don’t be Christopher Columbus
• Privacy doesn’t exist online...but still ask permission
• THE TROLLS...the trolls...
Need Sources Please!

• Same issue, new research
• Finding sources
• Clubhouse networking 🙋‍♂️
• Always identify yourself
• Explore the issues you care about on social media (attend webinars, join discussions, follow researchers)
So What?

• More and more people are getting their news and other important information from social media

• “More than half of U.S. adults get news from social media often or sometimes (55%), up from 47% in 2018. About three-in-ten Americans now get news on social media often (28%), up from 20% in 2018.”

• Be where the information exchanges are happening
We’ve Got Issues!

- Disinformation
- Moves Fast
- Hard to Vet
- Trolls, Bots, and Scammers
- Harassment
- Violent Content
- Mental Health

One-sided and inaccurate news seen as the biggest problems with news on social media

% of U.S. adults who say each is a ___ when it comes to news on social media

<table>
<thead>
<tr>
<th>Problem</th>
<th>Very big problem</th>
<th>Moderately big problem</th>
<th>Small problem</th>
<th>Not a problem at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-sided news</td>
<td>53%</td>
<td>30%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Inaccurate news</td>
<td>51%</td>
<td>30%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Censorship of the news</td>
<td>35%</td>
<td>34%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Uncivil discussions about the news</td>
<td>35%</td>
<td>34%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>Harassment of journalists</td>
<td>27%</td>
<td>30%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>News orgs/personalities being banned</td>
<td>24%</td>
<td>29%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Violent or disturbing news images/videos</td>
<td>20%</td>
<td>31%</td>
<td>33%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted July 8-21, 2019.
“Americans Are Wary of the Role Social Media Sites Play in Delivering the News”

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The OGs
We’re Learning & Defining This Field In Real-Time

- Facebook is a petulant teenager (17 years old)
- Twitter just got its learner’s permit (15 years old)
- Instagram is a narcissistic preteen (9 y’all, just 9)
Your Voice Matters

- “The largest social media platforms control the content on their feeds using computer algorithms that rank and prioritize posts and other content tailored to the interests of each user.” (pewresearch.org)
- We need more subject matter experts
- We need more social media experts teaching media literacy
- We need more researchers, data analysts and journalists etc., dropping the jargon and communicating with the public

Many say social media companies have too much control over the news people see ...

% of U.S. adults who say social media companies have ____ over the mix of news that people see

<table>
<thead>
<tr>
<th></th>
<th>Too much control</th>
<th>About the right amount</th>
<th>Not enough control</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>21%</td>
<td>15%</td>
</tr>
</tbody>
</table>

... And that these companies’ efforts result in a worse mix of news for users

% of U.S. adults who say that social media companies’ role in what people see on their sites results in ...

<table>
<thead>
<tr>
<th></th>
<th>A worse mix of news</th>
<th>Makes no difference</th>
<th>A better mix of news</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>55</td>
<td>28</td>
<td>15</td>
</tr>
</tbody>
</table>

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