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From Timeline to #Headline



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

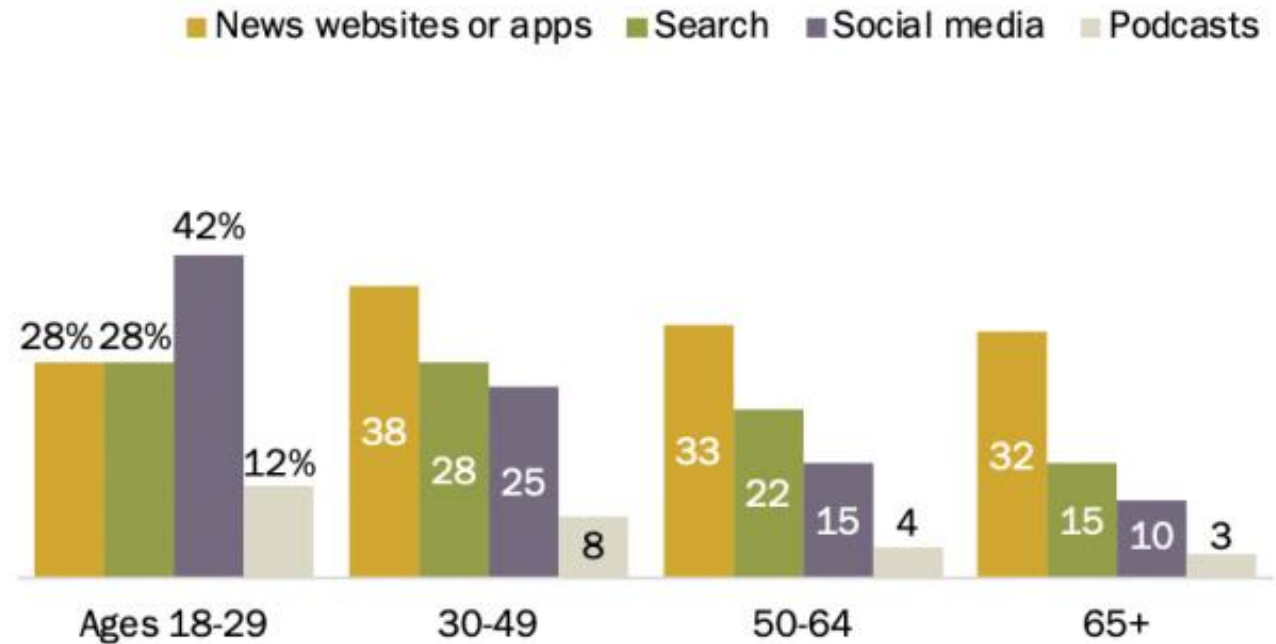
- More than eight-in-ten Americans get news from digital devices
- Roughly half of Americans prefer to get news on a digital platform; about a third prefer TV (news apps and websites are top)
- Those under 50 turn more frequently to digital devices for news
- Almost all Americans – about nine-in-ten (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%)

Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news often from ...



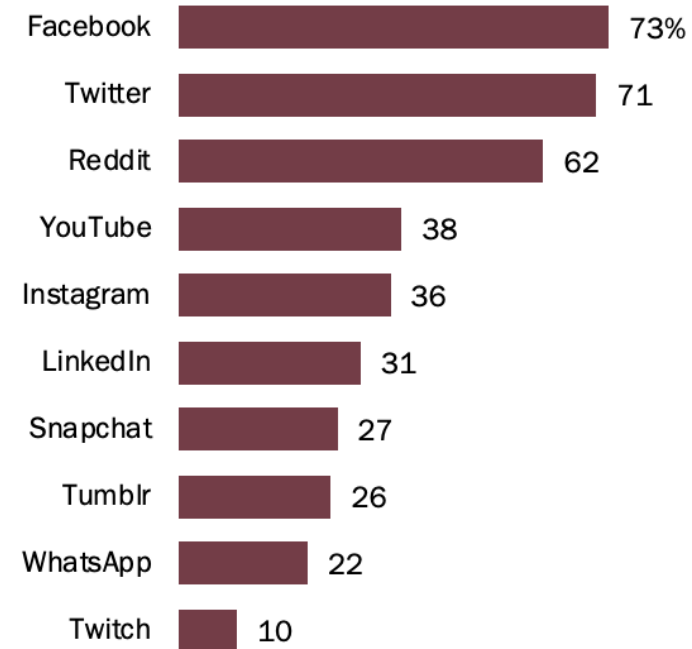
Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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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



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”

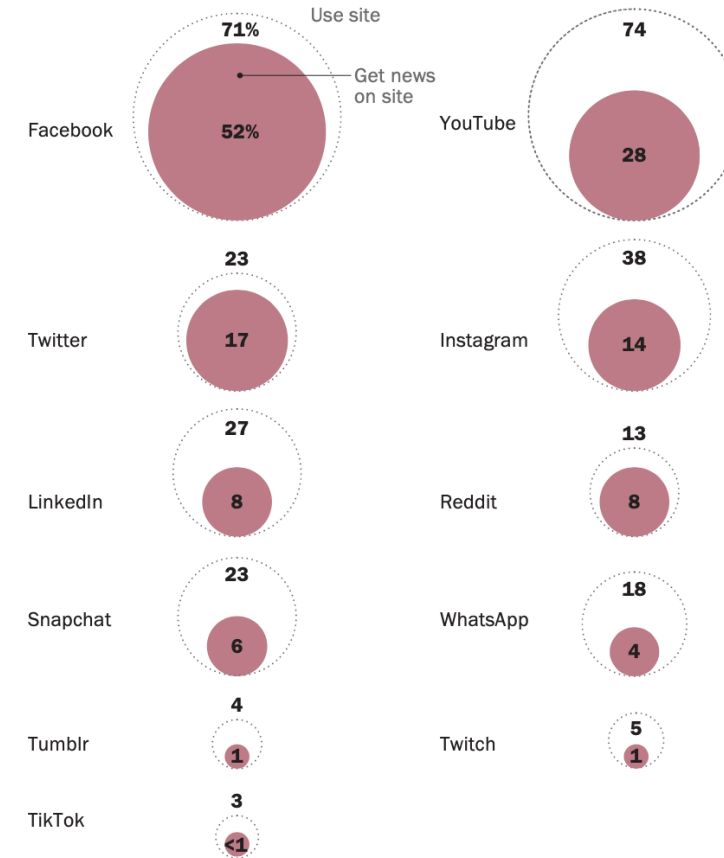
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Top News Site Traffic Drivers

- 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

Social media sites as pathways to news

% of U.S. adults who ...



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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#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](http://www.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](#).

HOW MICROBIOLOGISTS CRAFT STUNNING ART USING PATHOGENS

Scientists mix microorganisms with agar, a jelly-like substance from seaweed, to create amazing illustrations in petri dishes

BY MEENAKSHI J



#GilesDoll...? What's that?!

- Be curious
- Noticing subgroups on social media
- How I met Tai the “body snatcher”



Plastic Surgery and the Secret World of Instagram Dolls

An Instagram community of “doll pages” lets women find valuable information about body-sculpting journeys.



By Chaseadaw Giles

Published Sept. 25, 2019 Updated Aug. 19, 2021



Chaseadaw Giles  @CGOnSocial · Oct 7, 2019

My latest for [@NYTStyles](#) is about **Instagram** pages used to chronicle cosmetic **surgery** journeys and help future “dolls” navigate the vastly unregulated social media world.

 **NYT Styles**   @NYTStyles · Oct 1, 2019

There's only one way to find out what kind of work a plastic surgeon does. nyti.ms/2mEOLUh

The Complex Realm Of Cloud Chasers, Coil Builders And Other Vape Modders

KHN

- 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)

Opioids Like 'Lean' Permeate Hip-Hop Culture, but Dangers Are Downplayed

By [Chaseadaw Giles](#)

MAY 28, 2021



NBCLX

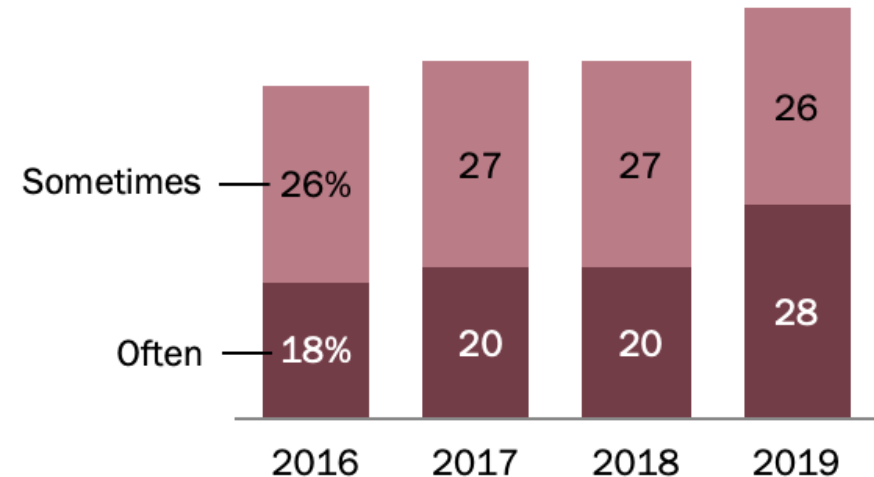


So What?

- 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

Getting news from social media sites is an increasingly common experience

% of U.S. adults who get news on social media sites ...



Source: Survey conducted July 8-21, 2019.

“Americans Are Wary of the Role Social Media Sites Play in Delivering the News”

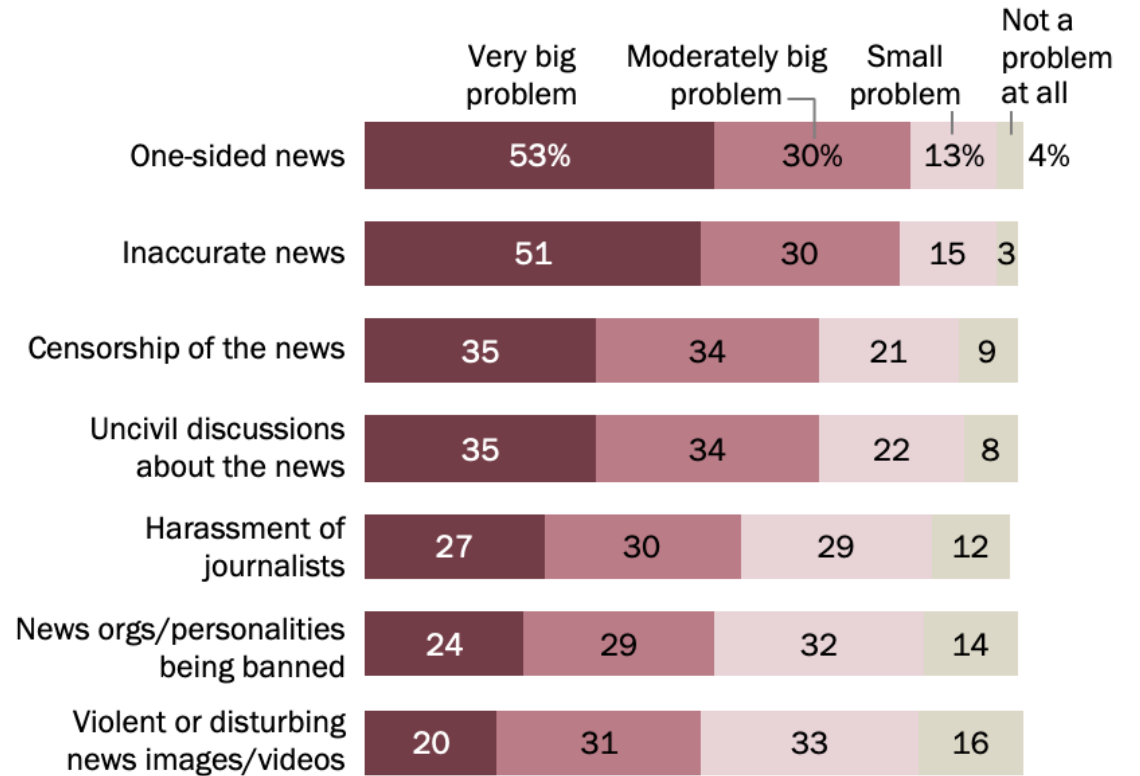
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We've Got Issues!

- 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



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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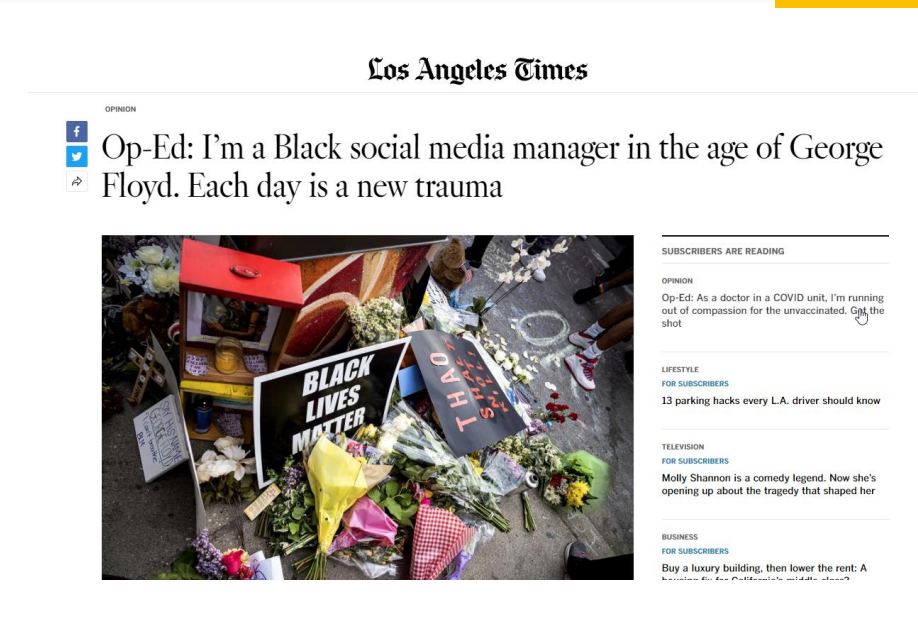
The OGs

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)



The screenshot shows the top of a VICE website article. The navigation bar includes 'VICE', 'Video', 'TV', 'News', 'Tech', 'Rec Room', 'Food', and 'World News'. The article is categorized under 'Health' and has the title 'Jobs in Social Media Require People to Face the Cruellest Parts of the Internet'. A sub-headline reads 'This is how social media editors deal with their high-stress gigs.' The author is 'By Chase Daw Giles, Kaiser Health News'. The date is 'October 5, 2018, 9:00am' and there are social media sharing icons for Facebook, Twitter, Email, and Snap.



The screenshot shows the top of a Los Angeles Times article. The masthead reads 'Los Angeles Times'. The article is labeled 'OPINION' and has the title 'Op-Ed: I'm a Black social media manager in the age of George Floyd. Each day is a new trauma'. There are social media sharing icons for Facebook, Twitter, and Email. Below the title is a photograph of a memorial for George Floyd, featuring a 'BLACK LIVES MATTER' sign, flowers, and a red box. To the right of the photo is a list of 'SUBSCRIBERS ARE READING' with links to other articles: 'Op-Ed: As a doctor in a COVID unit, I'm running out of compassion for the unvaccinated. Get the shot', '13 parking hacks every L.A. driver should know', 'Molly Shannon is a comedy legend. Now she's opening up about the tragedy that shaped her', and 'Buy a luxury building, then lower the rent: A housing fix for California's middle class'.

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



... 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 ...

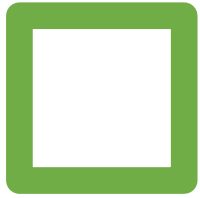


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Source: Survey conducted July 8-21, 2019.

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