

**TEENS AND THE NEWS, 2020**

**THE INFLUENCERS,**

**MANY TEENS LOOK TO SOCIAL MEDIA FOR NEWS.**

77% get news and headlines from social media.

39% "often" get news from personalities, influencers, and celebrities on social media and YouTube.

28% say their "preferred" news source is personalities, influencers, and celebrities on social media and YouTube.

**YouTube and Instagram are growing as top news sources for kids.**

**Most commonly mentioned personalities teens say they trust for news on social media or YouTube:**

- PewDiePie
- CNN
- Trevor Noah
- Donald Trump
- Beyoncé

55% of teens today say they can tell if a news story is fake, compared to 47% in 2017.

Even though teens often get news from personalities, influencers, and celebrities on social media and YouTube, they don’t see these sources as particularly trustworthy.

<table>
<thead>
<tr>
<th>Percent who put &quot;a lot&quot; of trust in:</th>
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</thead>
<tbody>
<tr>
<td><strong>LOCAL NEWS</strong></td>
</tr>
<tr>
<td><strong>TRADITIONAL PRINT/ONLINE NEWSPAPERS</strong></td>
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<tr>
<td><strong>TV NEWS NETWORKS</strong></td>
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**Less trusted news sources:**

- **PERSONALITIES/INFLUENCERS/CELEBRITIES** | 15%
- **DIGITAL MEDIA OUTLETS/BLOGS** | 10%
- **COMEDY SHOWS** | 7%

Common Sense Media engaged SSRS to conduct the online quantitative survey of teens age 13 to 18. The online survey was conducted from January 21 to February 3, 2020, among a sample of 804 teens age 13 to 18, from the SSRS Probability Panel and an opt-in web panel. Black and Hispanic/Latino teens were oversampled using the opt-in panel to secure a readable base among these groups.
Many teens are aware of potential gender or racial bias in news media.

Only about 1/3 of teens agree that the news treats women and men equally fairly. Female teens are less likely than male teens to think so (22% vs. 35%).

Only 30% of teens agree that the news treats people of different racial backgrounds equally fairly.

Black and Hispanic/Latino teens feel most affected by the news.

Percent of teens who agree that "what happens in the news affects my daily life."

<table>
<thead>
<tr>
<th>Race</th>
<th>2020</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>HISPANIC/LATINO</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>BLACK</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>27%</td>
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How do teens feel about the news?

Negative feelings

- FRUSTRATED: 45%
- CONFUSED: 30%
- WORN OUT: 25%

Positive feelings

- INFORMED: 37%
- MOTIVATED: 12%
- ENERGIZED: 7%

42% of teens say that following the news is important to them.

But fewer teens in 2020 feel that the news helps them feel prepared to make a difference in their communities.

75% of teens feel that the news media has no idea about the experiences of people their age, compared to 67% in 2017.

Fewer teens today feel the news covers issues that matter to them.

Many teens have learned news literacy skills in school.

Top skills learned in school:

- Telling the difference between opinion and news: 69%
- How to understand a poll: 55%
- How to fact-check a news story: 48%

How to identify news bias: 45%
Identifying fake news: 39%
Telling the difference between editorial and sponsored content: 34%