

TEENS AND THE NEWS, 2020

THE INFLUENCERS,

MANY TEENS LOOK TO SOCIAL MEDIA FOR NEWS.



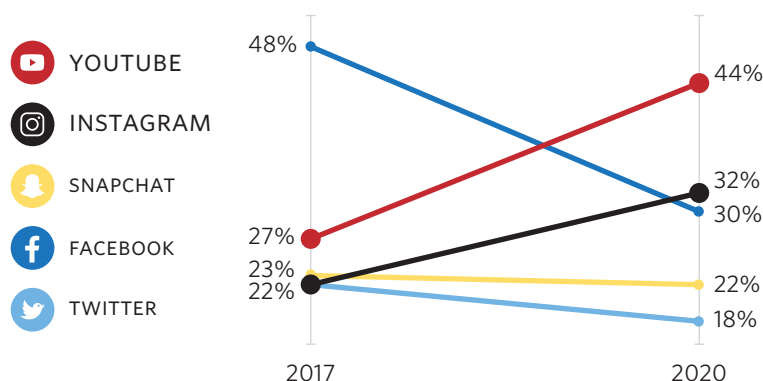
77% get news and headlines from social media.

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

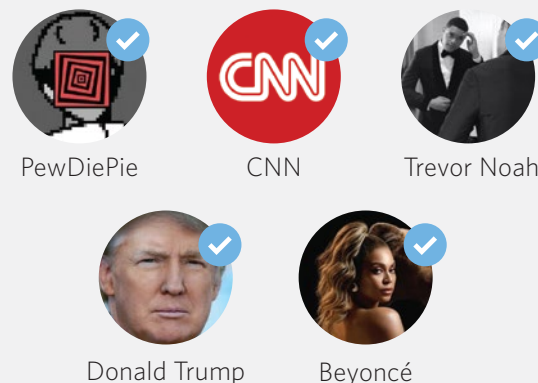
28% say their "preferred" news source is personalities, influencers, and celebrities on social media and YouTube.

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

Percent of teens who get news from each site



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



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.**

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.

Percent who put "a lot" of trust in:

LOCAL NEWS

28%

TRADITIONAL
PRINT/ONLINE
NEWSPAPERS

22%

TV NEWS
NETWORKS

21%

Less trusted news sources:

PERSONALITIES/
INFLUENCERS/
CELEBRITIES

15%

DIGITAL MEDIA
OUTLETS/BLOGS

10%

COMEDY SHOWS

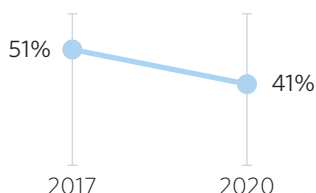
7%

CELEBRITIES, AND PLATFORMS THEY SAY MATTER MOST

THE NEWS IS IMPORTANT TO MANY TEENS ...

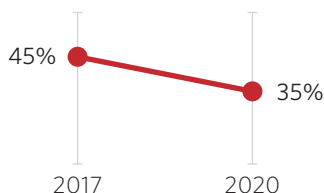
42% of teens say that following the news is important to them.

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.

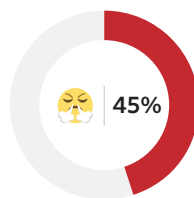
Fewer teens today feel the news covers issues that matter to them.



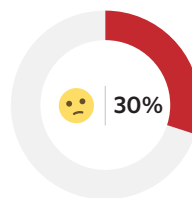
How do teens feel about the news?

Negative feelings

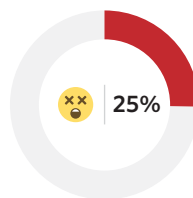
FRUSTRATED



CONFUSED

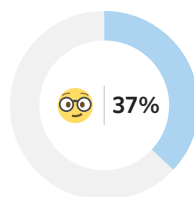


WORN OUT

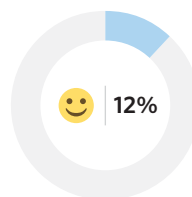


Positive feelings

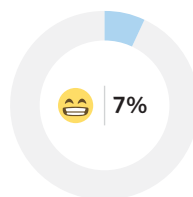
INFORMED



MOTIVATED



ENERGIZED



Many teens are aware of potential gender or racial bias in news media.

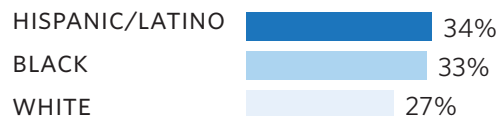


Only about 1/3 of teens agree that the news treats women and men equally fairly. Female teens are less likely than male teens to think so (22% vs. 35%).

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."



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%**