



'Who Shared It?': How Americans Decide What News to Trust on Social Media

**Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research**

*Interviews: 11/9-12/6/2016
1,489 adults*

Margin of error: +/- 3.5 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. How often do you watch, read, or hear news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth. Do you generally watch, read, or hear news...?

	AP-NORC 11/9-12/6/2016
Several times an hour	7
Several times a day	61
Once a day	18
Several times a week	8
Weekly	2
Less often	4
Never	*
SKIPPED ON WEB	*

N=

1,489

Q2. Thinking of the technology platform, not the news organization doing the reporting, in which of the following formats do you receive your news and information in a typical week?

AP-NORC 11/9-12/6/2016	Yes	No	SKP.
In a digital format, such as a website, app, or email	79	16	5
In print, such as a print newspaper or magazine	39	53	9
On television, radio, or from podcasts	88	10	2

N=1,489

Q3. Choose the statement that best describes you, even if it is not exactly right. In general,

	AP-NORC 11/9-12/6/2016
I actively seek out news and information	64
I mostly bump into news and information as I do other things or hear about it from others	36
SKIPPED ON WEB	*

N=

1,489

Q4. When it comes to news and information, in a typical week do you do any of the following?

AP-NORC 11/9-12/6/2016	Yes	No	SKP.
Use a smartphone or tablet computer to get news, either through apps, text alerts, push notifications, or some other way	76	22	2
Get news from an email newsletter or email alerts from a news organization	42	54	4
Get news on social media	64	32	3
Regularly share news content with others	49	46	5
Pay for news through any type of print or digital news purchases	22	73	4

N=1,489

Q5. Thinking about when you get news on digital platforms like the web, how important is it to you that...

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Not at all/ not very important NET	Not at all important	Not very important	Somewhat important	Very/ Extremely important NET	Very important	Extremely important	SKP.
There is good use of visuals such as photos, interactive features, videos, lists, or charts	20	7	14	40	39	29	10	1
The site or app loads fast	11	6	5	26	61	40	21	1
It works well on your mobile device	17	12	6	21	60	38	22	1
The ads do not interfere with getting news and information	13	5	8	22	64	33	31	1

N=1,489

Q6. How interested are you personally in the following topics?

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Extremely/ Very interested NET	Extremely interested	Very interested	Moderately interested	Only a little/ Not at all interested NET	Only a little interested	Not at all interested	SKP.
Sports	30	14	16	25	45	22	23	*
Cooking	37	13	24	32	30	19	11	*
Health and well-being	57	20	37	33	10	8	2	*
Cars	18	6	12	26	55	27	28	1

N=1,489

Q7. When it comes to talking about news and information about health and well-being, how trustworthy do you find each of the following people?

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Very/ Somewhat trust- worthy	Very trust- worthy	Somewhat trust- worthy	Very/ Somewhat untrust- worthy	Somewhat untrust- worthy	Very untrust- worthy	I am not familiar with this person	SKP.
Oprah	54	13	41	40	25	15	6	1
Jillian Michaels	38	6	33	19	13	7	41	1
Lester Holt	38	12	26	19	13	6	42	1
Surgeon General Vivek H. Murthy	34	13	20	12	8	3	54	1
Dr. Sanjay Gupta	44	15	28	12	8	4	43	1
Dr. Oz	53	15	38	37	23	14	10	1
Gwyneth Paltrow	25	3	22	45	26	19	30	1
Kayla Itsines	7	2	6	12	8	4	80	1

N=1,489

Q7_1. When it comes to reporting news and information about health and well-being, how trustworthy do you find...?

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Very/ Somewhat trust- worthy	Very trust- worthy	Somewhat trust- worthy	Very/ Somewhat untrust- worthy	Somewhat untrust- worthy	Very untrust- worthy	I am not familiar with this source	SKP.
The Associated Press	62	16	46	24	19	5	14	*
The New York Times	62	20	42	27	17	10	11	1
CBS News	71	18	53	25	17	8	4	1
Buzzfeed	24	2	22	40	27	13	36	*

N=1,489

START OF SOCIAL MEDIA EXPERIMENT

Respondents saw a mock Facebook post of an article titled, “Don’t let the scale fool you: Why you could still be at risk for diabetes.” The post came from one of the eight people listed in Q7, and the post was identical for each person aside from their name and photo. Based on respondents’ answers to who they did or did not trust in Q7, respondents saw a post from either a person they trusted or someone they did not trust. Respondents were then instructed to click on the post. When they clicked on the post, they saw the article with a banner from either The Associated Press or DailyNewsReview.com, which is not a real news organization. The article was identical for all respondents aside from the news source identified at the top. Examples of the conditions displayed can be found in the appendix.

Frequencies below are of the 97% who provided at least one person whom they trust or do not trust in Q7.

Q14. How well does each of the following statements describe the article shared in this social media post?

[ITEMS RANDOMIZED]

It got the facts right

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Extremely/Very well NET	43	52	32	49	37
Extremely well	10	13	6	11	9
Very well	33	38	26	37	28
Moderately well	43	41	50	41	43
Not very well/Not at all well NET	14	7	18	10	20
Not very well	10	6	13	9	14
Not at all well	3	1	5	1	7
SKIPPED ON WEB	*	*	-	1	-

N=1,454

'WHO SHARED IT?': HOW AMERICANS DECIDE WHAT NEWS TO TRUST ON SOCIAL MEDIA

It provided diverse points of view

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Extremely/Very well NET	27	33	15	30	26
Extremely well	7	9	3	8	7
Very well	20	24	12	22	19
Moderately well	40	37	45	43	33
Not very well/Not at all well NET	33	29	39	26	40
Not very well	24	22	27	21	29
Not at all well	9	7	12	5	11
SKIPPED ON WEB	*	*	-	1	*

N=1,454

It was entertaining

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Extremely/Very well NET	25	32	16	29	21
Extremely well	6	9	3	7	5
Very well	19	23	13	22	16
Moderately well	39	41	40	40	33
Not very well/Not at all well NET	36	27	43	31	46
Not very well	24	17	27	21	30
Not at all well	12	10	15	10	15
SKIPPED ON WEB	*	*	1	*	-

N=1,454

'WHO SHARED IT?': HOW AMERICANS DECIDE WHAT NEWS TO TRUST ON SOCIAL MEDIA

It was easy to find the important information

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Extremely/Very well NET	48	54	36	56	43
Extremely well	13	18	7	14	11
Very well	35	36	30	42	32
Moderately well	38	38	44	34	37
Not very well/Not at all well NET	14	8	19	10	20
Not very well	11	7	16	9	16
Not at all well	2	1	3	2	4
SKIPPED ON WEB	*	-	*	*	-

N=1,454

The information seemed well reported and trustworthy

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Extremely/Very well NET	44	51	29	52	40
Extremely well	12	15	7	13	11
Very well	32	36	22	39	29
Moderately well	41	41	54	36	34
Not very well/Not at all well NET	15	8	18	12	26
Not very well	12	7	11	10	18
Not at all well	4	1	6	2	8
SKIPPED ON WEB	*	*	-	1	-

N=1,454

Q15. Who shared the article in the social media post?

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Recalled correctly	51	57	50	45	53
Did not recall correctly	49	43	50	55	47

N=1,454

Q16. From which news outlet was the article?

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Recalled correctly	19	27	26	12	14
Did not recall correctly	81	73	74	88	86

N=1,454

Q17. Now that you have read the article shared in this social media post, do you think you would do any of the following, or do you think you would not do these things?

Share this article with friends, family, or coworkers

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Yes	32	38	23	39	26
No	68	62	77	61	74
SKIPPED ON WEB	*	-	1	*	-

N=1,454

Sign up for news alerts from [*The Associated Press*/DailyNewsReview.com] on social media

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Yes	10	13	7	12	6
No	90	87	93	88	94
SKIPPED ON WEB	*	*	1	-	-

N=1,454

'WHO SHARED IT?': HOW AMERICANS DECIDE WHAT NEWS TO TRUST ON SOCIAL MEDIA

Follow [*The Associated Press/DailyNewsReview.com*] on social media

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Yes	16	19	12	18	13
No	83	80	86	82	86
SKIPPED ON WEB	1	1	2	*	1

N=1,454

Recommend [*The Associated Press/DailyNewsReview.com*] to friends, family, or coworkers

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Yes	19	26	14	22	15
No	80	74	85	78	85
SKIPPED ON WEB	*	*	1	*	-

N=1,454

Follow [NAME OF PERSON DISPLAYED AS SHARING THE ARTICLE]

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Yes	23	33	7	38	10
No	76	67	92	62	90
SKIPPED ON WEB	*	*	1	-	*

N=1,454

Q18. When you saw [NAME OF PERSON DISPLAYED AS SHARING THE ARTICLE] shared the article, did that make you...

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Much more/Somewhat more likely to trust the information NET	34	57	12	48	13
Much more likely to trust the information	12	22	3	18	2
Somewhat more likely to trust the information	22	34	9	30	10
Neither more nor less likely to trust the information	41	36	45	40	43
Much less/Somewhat less likely to trust the information NET	19	4	39	4	34
Somewhat less likely to trust the information	10	3	21	3	16
Much less likely to trust the information	9	1	18	1	18
Did not notice who shared it	6	3	4	8	10
SKIPPED ON WEB	*	-	-	1	-

N=1,454

Q19. When you saw [The Associated Press/DailyNewsReview.com] published the article, did that make you...

AP-NORC 11/9-12/6/2016	All adults	Trusted sharer & AP article condition	Untrusted sharer & AP article condition	Trusted sharer & DNR article condition	Untrusted sharer & DNR article condition
Much more/Somewhat more likely to trust the information NET	25	42	33	14	13
Much more likely to trust the information	5	10	6	3	1
Somewhat more likely to trust the information	20	32	26	11	12
Neither more nor less likely to trust the information	45	39	40	57	43
Much less/Somewhat less likely to trust the information NET	12	5	18	8	20
Somewhat less likely to trust the information	8	4	11	5	11
Much less likely to trust the information	4	1	7	2	9
Did not notice who shared it	16	12	9	20	23
SKIPPED ON WEB	1	2	1	1	*

N=1,454

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 11/9-12/6/2016
Democrat	34
Republican	26
Independent	24
None of these	15
SKIPPED ON WEB	*

N=

1,489

If Independent, none of these, or skipped on web in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 11/9-12/6/2016
Lean Democrat	28
Lean Republican	31
Don't lean	41
SKIPPED ON WEB	1

N=

560

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 11/9-12/6/2016
Strong Democrat	42
Moderate Democrat	57
SKIPPED ON WEB	1

N=

628

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 11/9-12/6/2016
Strong Republican	37
Moderate Republican	63
SKIPPED ON WEB	*

N=

302

POLITICS. Combines PID1, PIDI, PIDa, and PIDb.

	AP-NORC 11/9-12/6/2016
Democrat NET	45
Strong Democrat	14
Moderate Democrat	19
Lean Democrat	11
Independent/None – Don't lean	16
Republican NET	38
Lean Republican	12
Moderate Republican	16
Strong Republican	10
Unknown	*

N=

1,489

GENDER

	AP-NORC 11/9-12/6/2016
Male	48
Female	52

N=

1,489

'WHO SHARED IT?': HOW AMERICANS DECIDE WHAT NEWS TO TRUST ON SOCIAL MEDIA

EDUCATION

	AP-NORC 11/9-12/6/2016
No high school diploma	12
High school graduate or equivalent	29
Some college	28
Bachelor's degree or above	32
N=	1,489

AGE

	AP-NORC 11/9-12/6/2016
18-24	12
25-34	18
35-49	25
50-64	26
65 and older	19
N=	1,489

INCOME

	AP-NORC 11/9-12/6/2016
Under \$10,000	5
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	17
\$150,000 or more	8
N=	1,489

RACE/ETHNICITY

	AP-NORC 11/9-12/6/2016
White	67
African American	12
Hispanic	16
Other	5
N=	1,489

Media Insight Project Poll

Study Methodology

This survey experiment was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press NORC Center for Public Affairs Research. The survey was conducted from November 9 through December 6, 2016. The survey was funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Panel, which is NORC’s probability based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 1,489 completed the survey, all via the web. The final stage completion rate is 34.8 percent, the weighted household panel response rate is 32.4 percent, and the weighted household panel retention rate is 95.5 percent, for a cumulative response rate of 10.8 percent.

The overall margin of sampling error is +/- 3.5 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Respondents were offered a small monetary incentive for completing the survey (\$2 or \$4 depending on their initial panel recruitment). All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and over sampling resulting from the study specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: www.mediainsight.org.

Appendix

Social Media Experiments:

Social media post:

Please click on this post and then review the article:

**Oprah**
October 3 · 🌐

Check this out...



Don't let the scale fool you: Why you could still be at risk for diabetes

Type 2 diabetes has reached epidemic proportions, with an estimated 29 million people in the U.S. having the disease and another 86 million considered prediabetic. With an estimated cost...

DailyNewsReview.com

 Like  Comment  Share

PREVIOUS

CONTINUE

Full article, DailyNewsReview.com condition:

Please click on this post and then review the article:



DailyNewsReview.com

FULL MENU SPORTS NEWS ENTERTAINMENT OPINION

Don't let the scale fool you: Why you could still be at risk for diabetes

BY KYLE BRYANT Aug. 3, 2016 9:28 PM EDT

Type 2 diabetes has reached epidemic proportions, with an estimated 29 million people in the U.S. having the disease and another 86 million considered prediabetic. With an estimated cost of US\$245 billion, prevention becomes critically important to stem the tide of increasing diabetes prevalence.

Diabetes is a chronic, treatable disease, but there are no cures. Weight loss surgery has been shown to help in some individuals, and medication can help. Identifying individuals at high risk for development of diabetes, adults with prediabetes, and then providing treatment to them is an effective strategy to slow or eliminate its progression.

The prevailing wisdom and screening and treatment recommendations begin with the starting point that adults who are overweight or obese are the ones who are likely to have prediabetes. Weight loss for those individuals is the primary recommended lifestyle intervention. Exercise and eating healthy foods are part of that.

As someone who has studied diabetes, I have discovered recently with colleagues that we may be missing millions of adults with prediabetes. Our screening systems in the U.S. are focusing only on these individuals who are overweight or obese.

Our studies suggest it may not be as simple as classifying people as overweight or obese versus healthy. Our thinking of risk and screening should also consider body composition.

PREVIOUS CONTINUE

Full article, AP condition:

Please click on this post and then review the article:



AP

THE BIG STORY

Don't let the scale fool you: Why you could still be at risk for diabetes

BY KYLE BRYANT Aug. 3, 2016 9:28 PM EDT

Type 2 diabetes has reached epidemic proportions, with an estimated 29 million people in the U.S. having the disease and another 86 million considered prediabetic. With an estimated cost of US\$245 billion, prevention becomes critically important to stem the tide of increasing diabetes prevalence.

Diabetes is a chronic, treatable disease, but there are no cures. Weight loss surgery has been shown to help in some individuals, and medication can help. Identifying individuals at high risk for development of diabetes, adults with prediabetes, and then providing treatment to them is an effective strategy to slow or eliminate its progression.

The prevailing wisdom and screening and treatment recommendations begin with the starting point that adults who are overweight or obese are the ones who are likely to have prediabetes. Weight loss for those individuals is the primary recommended lifestyle intervention. Exercise and eating healthy foods are part of that.

As someone who has studied diabetes, I have discovered recently with colleagues that we may be missing millions of adults with prediabetes. Our screening systems in the U.S. are focusing only on these individuals who are overweight or obese.

Our studies suggest it may not be as simple as classifying people as overweight or obese versus healthy. Our thinking of risk and screening should also consider body composition.

[PREVIOUS](#) [CONTINUE](#)