

Extra, Extra!

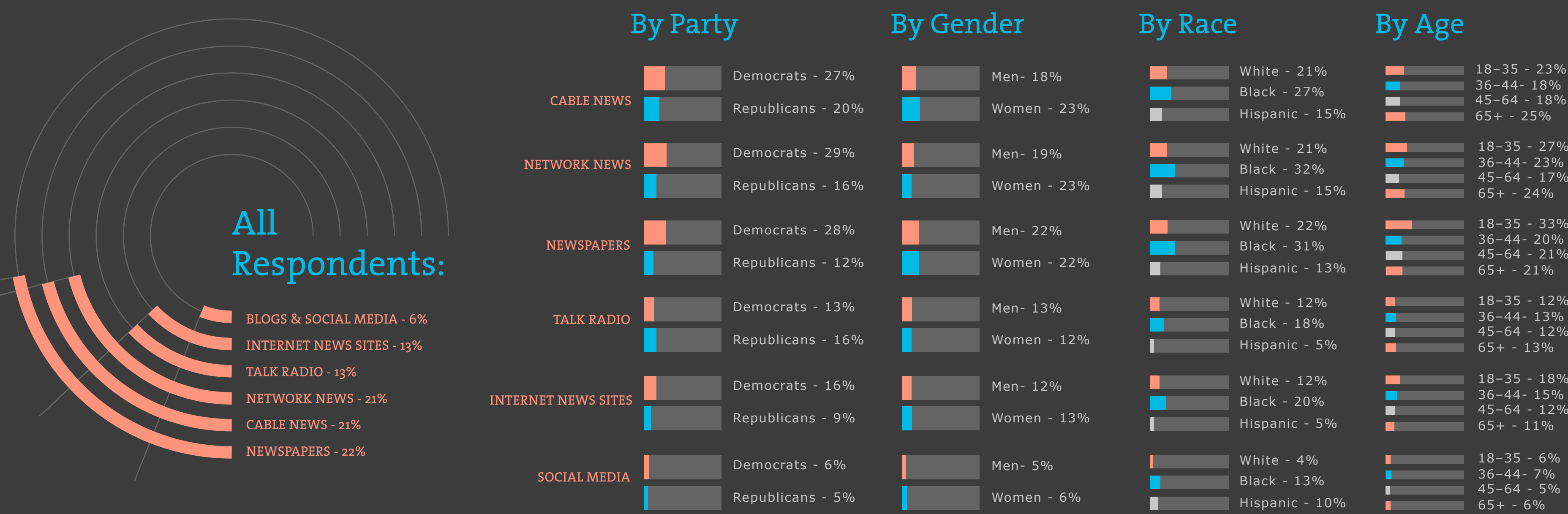
[read all about it.]

Do people still trust the news during election season?

Presented by Craig Newmark's *craigconnects*

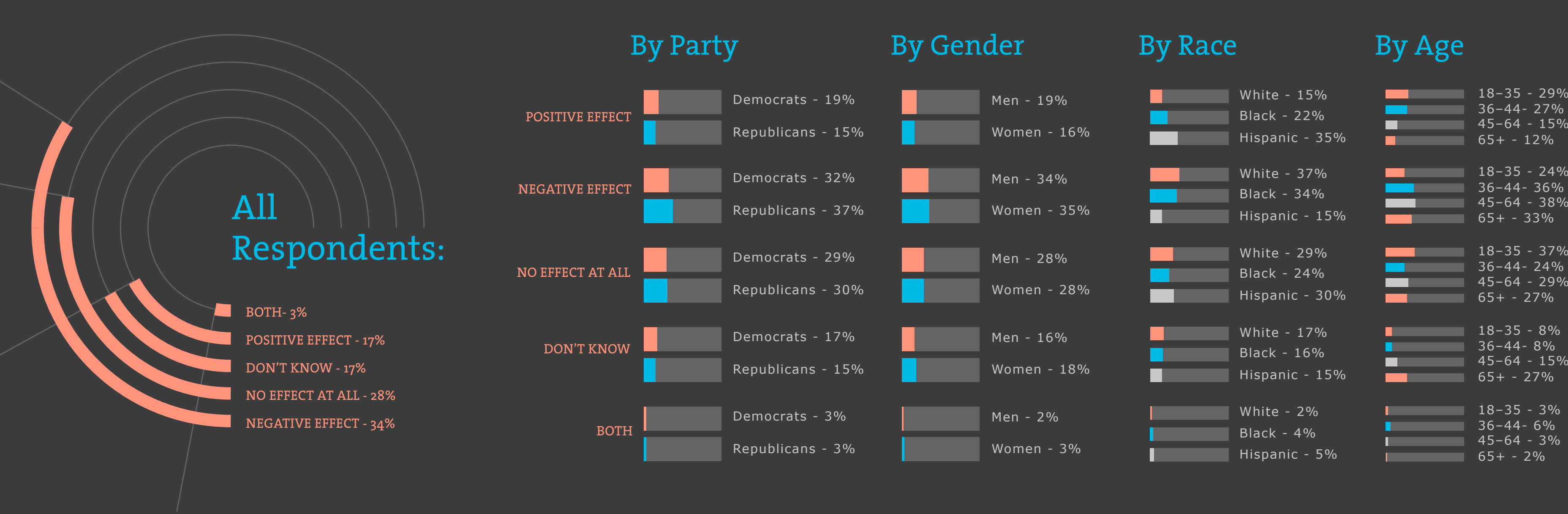
1 Perceived Credibility of News Sources

Percentage of people who feel the source is "very credible" when it comes to accurately reporting on politics and elections.



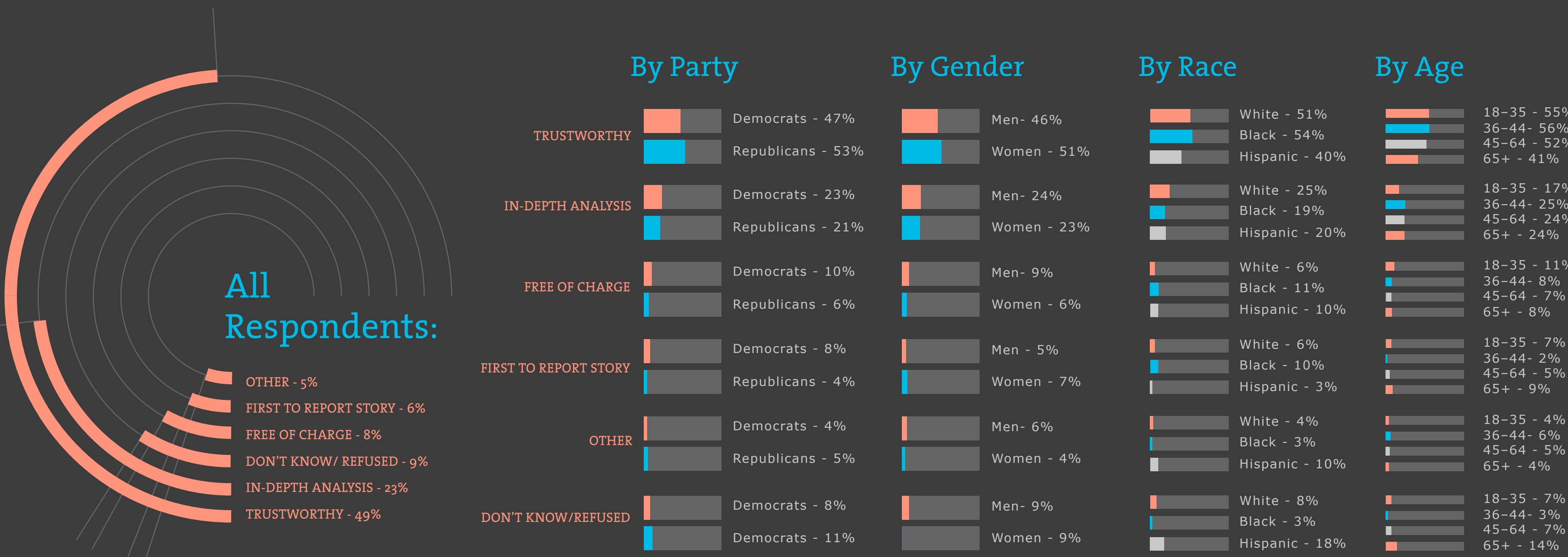
2 Effect of Social Media on News Quality

In general, do you feel that social media sites such as Facebook and Twitter have had a positive effect, a negative effect, or no effect at all on the quality of news reporting in this country?



3 Valuable Traits in a News Source

Which of the following characteristics is the MOST important to you when it comes to choosing which news sources to turn to when there is an election happening?



4 For The Record:

In January 2012, leading up to the presidential election that will take place later this year, the *craigconnects* team retained polling firm Lincoln Park Strategies to conduct a national survey of likely voters across the nation.

The survey revealed the dramatic lack of trust Americans hold for sources of election news of all mediums. Of the six media types explored in the survey (cable news stations, network news, newspapers, talk radio, internet new sites, and blogs and social media), "traditional" news outlets scored highest in terms of perceived credibility compared to newer and less traditional mediums, yet still less than one quarter of the population would describe any source of election news as "very credible." Though trustworthiness is perceived to be the most important measure of the quality of a news source, there are few mechanisms in place now to ensure the accuracy and honesty of news. Fortunately, in the age of the Internet, that's changing rapidly.

We broke the results down by sex, race, age, and party.

- The data set only focused on people who identified as White, Black or Hispanic. The data we had for other demographics such as Asian and Native American were such a small sample size that all answers for these subgroups are not considered statistically significant.
- Age was broken up by 18-35, 36-44, 45-64, and 65+.
- Party was broken down by Democrat and Republican.

Once we had the demographics laid out, we asked people about their opinion on:

- Perceived credibility of news sources.
- The effect of social media on news quality.
- Valuable traits in a news source.

We were not surprised by the social media results and that people don't typically use social media to get their voting-related news. Techies and early adopters tend to use social media for news more often, but average users don't and prefer more traditional news sources. People are using social networks for communications with their friends, family, and colleagues, not to find out "hard news" in the world. Though some people certainly use social media for hard news, and that news gets shared with friends, it's definitely the personal news and sharing that dominates on social networks.