



# **Pew Research findings on Politics and advocacy in the social media era**

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# About Pew Research Center's Internet Project

- Part of the Pew Research Center, a non-partisan “fact tank” in Washington, DC
- Study how people use digital technologies
- We are researchers, not practitioners or advocates – We do not promote specific technologies or make policy recommendations
- Data for this talk is from nationally representative surveys (both telephone and online) of U.S. adults
- All data and reports are available at [www.pewresearch.org](http://www.pewresearch.org)

**How times have changed...for all of us**



# Our outreach strategy in 2000

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## U.S. Women on the Rise as Family Breadwinner

By CATHERINE RAMPELL  
Published: May 29, 2013 | [198 Comments](#)

Women are not only more likely to be the primary caregivers in a family. Increasingly, they are primary breadwinners, too.

**Readers' Comments**  
Readers shared their thoughts on this article.  
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Four in 10 American households with children under age 18 now include a mother who is either the sole or primary earner for her family, according to a [Pew Research Center analysis](#) of Census and polling data released Wednesday. This share, the highest on record, has quadrupled since 1960.

The shift reflects evolving family dynamics.

For one, it has become more acceptable and expected for married women to join the work force. It is also more common for single women to raise children on their own. Most of the mothers who are chief breadwinners for their families — nearly two-thirds — are single parents.

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# Our outreach strategy in 2014

## Interactive: A Portrait of Five Generations



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White House asks for emergency funds to deal with crisis of child immigrants ( [nyti.ms/1mFe67t](http://nyti.ms/1mFe67t)); Background: [pewsr.ch/1mGed1](http://pewsr.ch/1mGed1)

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## Where Do You Fit in the Political Typology?

Are you a Steadfast Conservative? A Solid Liberal? Or somewhere in between? Take our quiz to find out which one of our Political Typology groups is your best match compared with a national survey of over 10,000 U.S. adults conducted by the Pew Research Center.

You may find some of these questions are difficult to answer. For example, you may partly agree with both statements, or feel that neither quite describes your view. That's ok. In those cases, pick the answer that comes **closest** to your view, even if it isn't exactly right.

Begin Quiz →

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# Surveys of tech use in 2000

Almost everyone had landlines, 28% response rate

Less than half the country went online, not much social media, no smartphones

Vast majority of online access took place in a stationary environment

“Going online” was typically a discrete activity oriented around a specific task

Pretty easy to ask people about their device usage and online behaviors



# Surveys of tech use in 2014

41% of households are wireless-only, 9% RR

Access is increasingly on-the-go. People engage with a host of devices, platforms, and news sources, all throughout the day

Things like “going online”, “getting news”, or “talking politics” are continuous activities

Hard for ordinary users to recall and discuss specific actions they might have taken

Untangling the “impact” of any single device, article, event, tweet, etc. is really hard

# Which is to say, we're all working our way through this new world as we go





## **Trends and demographics in tech use**

## **A few basics**

**% of U.S. adults who...**

**90% – cell phone (53% in 2000)**

**87% – use the internet (46% in 2000)**

**70% – broadband @ home (3% in 2000)**

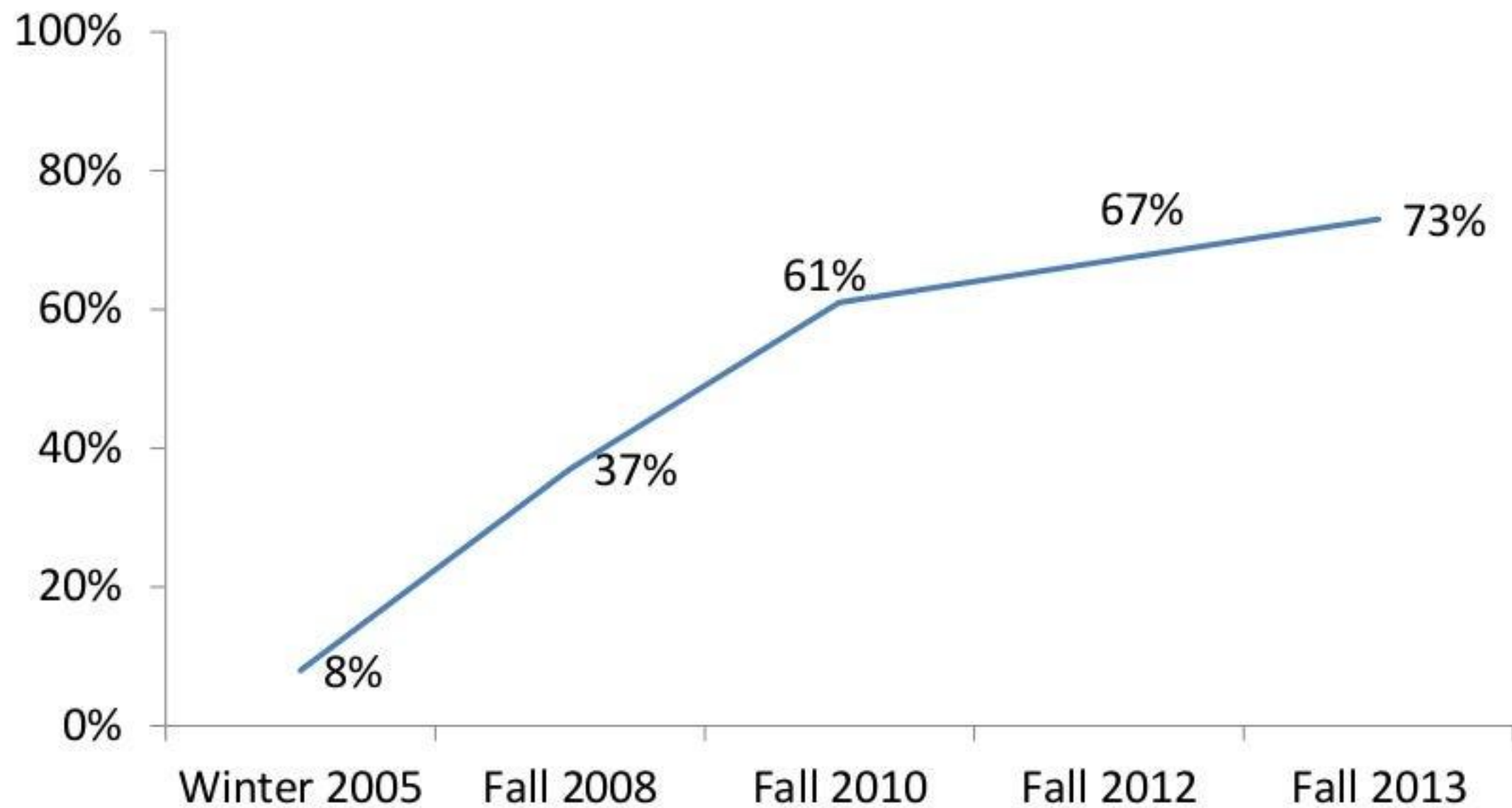
**68% – mobile internet user**

**58% – smartphone (35% in 2011)**

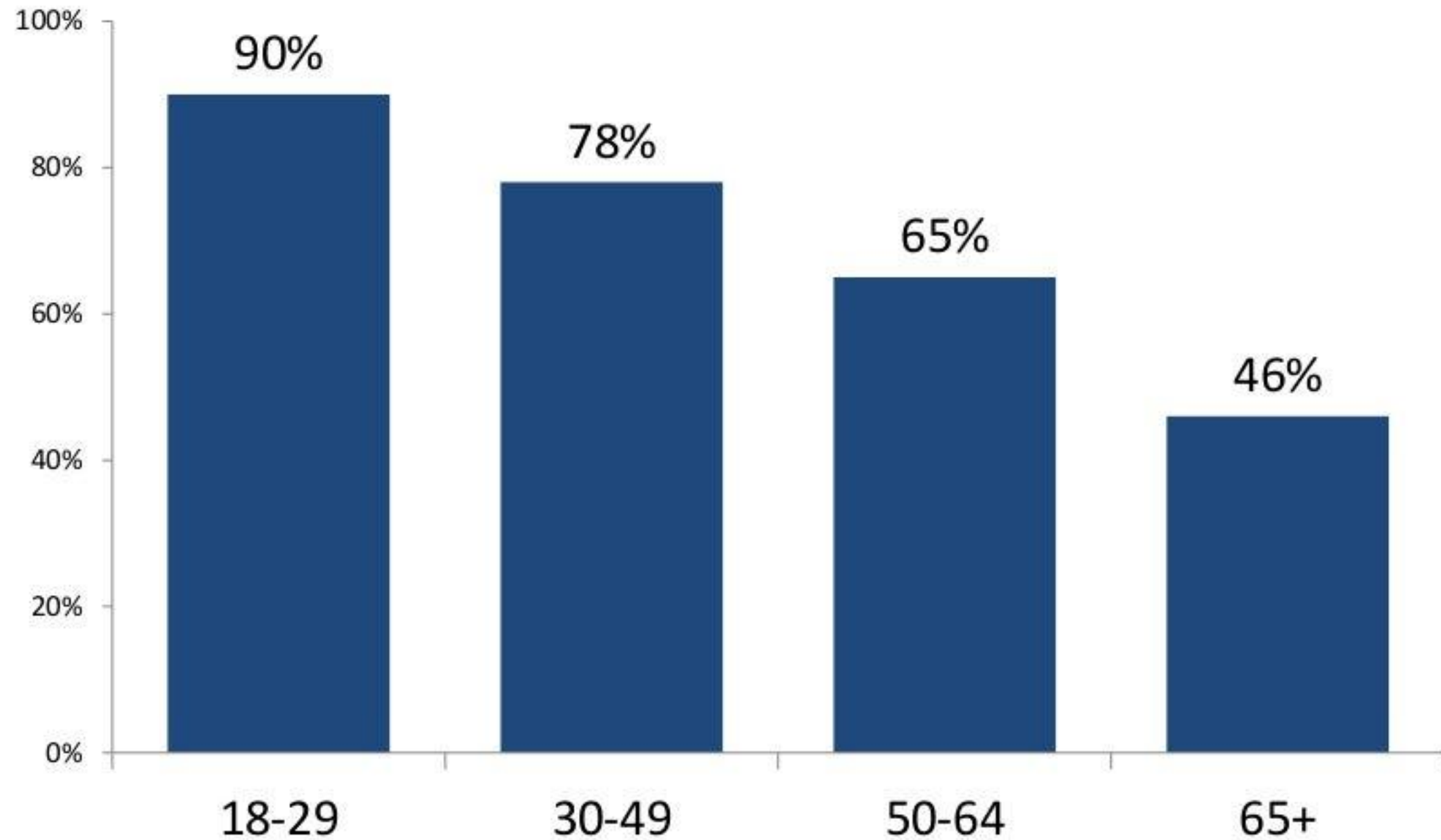


# SNS trend over time

**% of internet users who use  
social networking sites**



# Usage by older adults is growing fast, but younger users still lead the way



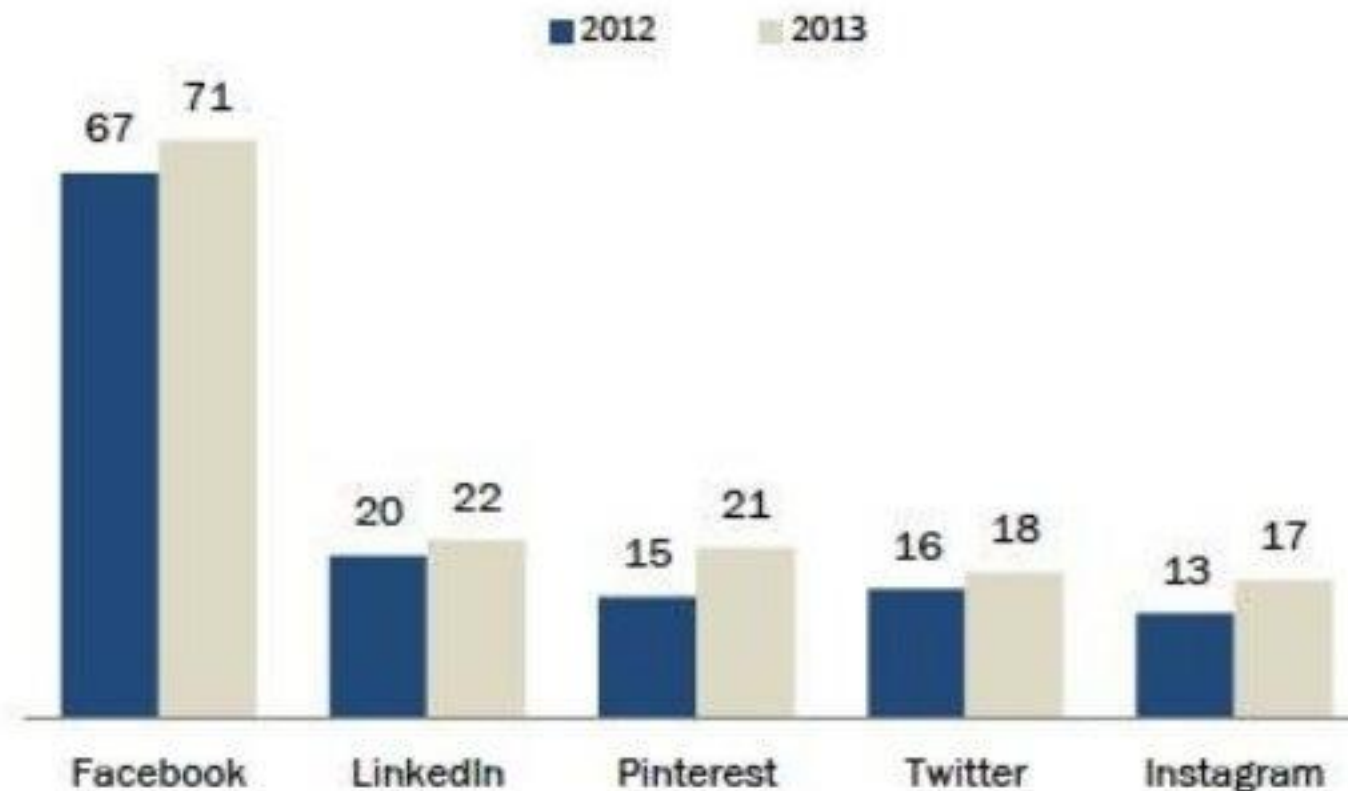


# Facebook is by far the dominant platform in overall numbers

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## Social media sites, 2012-2013

*% of online adults who use the following social media websites, by year*



Pew Research Center's Internet Project Tracking Surveys, 2012 -2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

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## **But other sites have comparable levels of user engagement**

% of users who check in daily:

**63% – Facebook**

**57% – Instagram**

**46% – Twitter**

**23% – Pinterest**

**13% – LinkedIn**



## **And each site has its own unique user mix**

**Facebook** – Looks like the internet user population, just younger

**Twitter** – Young, ethnically diverse, mobile-centric

**Instagram** – See Twitter

**Pinterest** – Lots of women

**LinkedIn** – Middle-aged professionals

# Political characteristics of SNS use

Not too many partisan differences re: FB use

Dems are more likely than Reps to use Twitter  
(19% vs. 10%)

Liberal Ds are 2x as likely to use Twitter as  
Conservative Rs (22% vs. 11%)

Liberals/Ds also more likely to regularly get  
political news on FB and Twitter



# **Democrats a bit more likely to say social media is important to their political activity**

**% who say SNS very/somewhat important for:**

**Keeping up w/ political activity – D 48%, R 34%**

**Recruiting people to get involved – D 35%, R 25%**

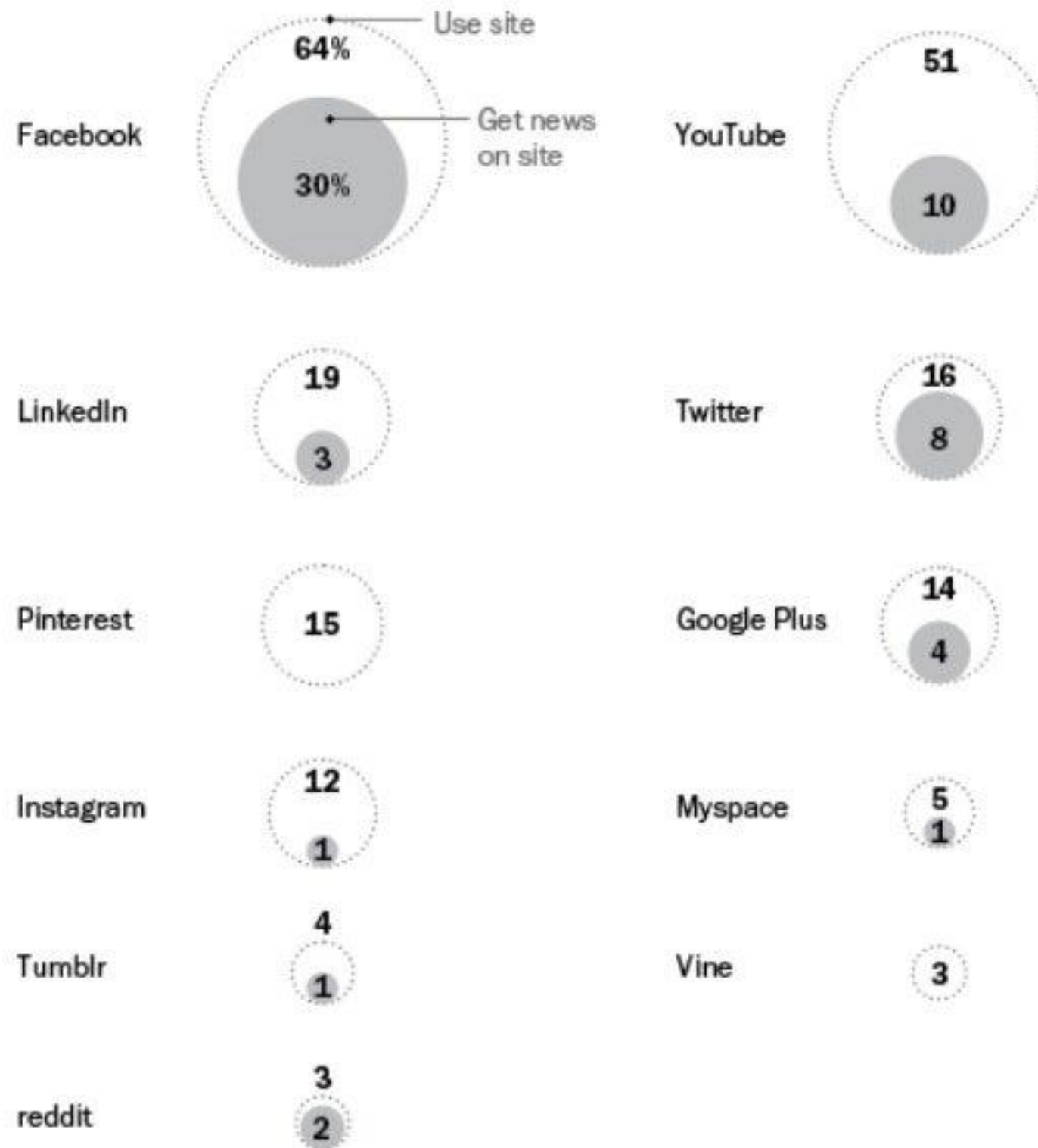
**Finding others w/ my views – D 34%, R 23%**

**Debating political issues – D 32%, R 24%**

## **Social media as a news platform**



# The size of the social media news population

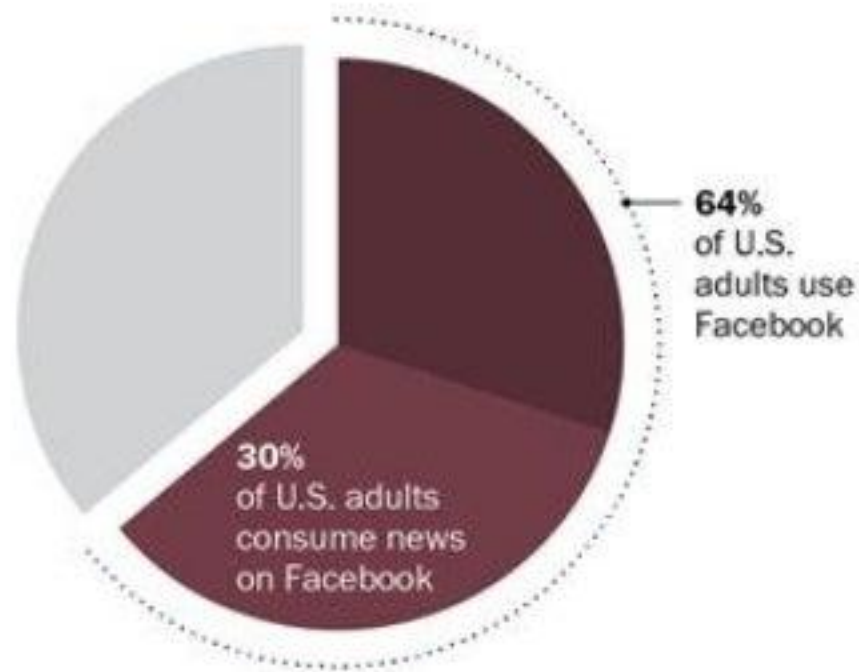


Source: Pew Research Center, Facebook News Survey, Aug 21-Sept 3, 2013

# Facebook and news

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## Facebook and News



*Of the 30% of U.S. adults who consume news on Facebook...*



Facebook News Survey Aug. 21-Sept. 2, 2013

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## Reasons people use Facebook:

68% – See what friends/family are up to

62% – See photos/videos

38% – Chat or message

17% – Post personal updates

16% – Get news

14% – Play games