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# Not Fake News: What Research Tells Us About News Behaviors

Katie Elfering | July 2019

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# Research

- **Industry News:**
  - [Newsletter Foundational Research](#)
  - [Business News Advisory Council](#)
  - [Industry News: Needs and Opportunities Survey](#)
- **Breaking News:**
  - [Breaking News Focus Groups](#)
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- **Answers + Features**
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- **VERP Design**
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- **Trustworthy News**
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  - [Trust + Authority Survey](#)
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  - [Fact Check Tab Research](#)
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  - [Who Said What User Study](#)
  - [Project Essex User Survey](#)

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# What Our Users Tell Us

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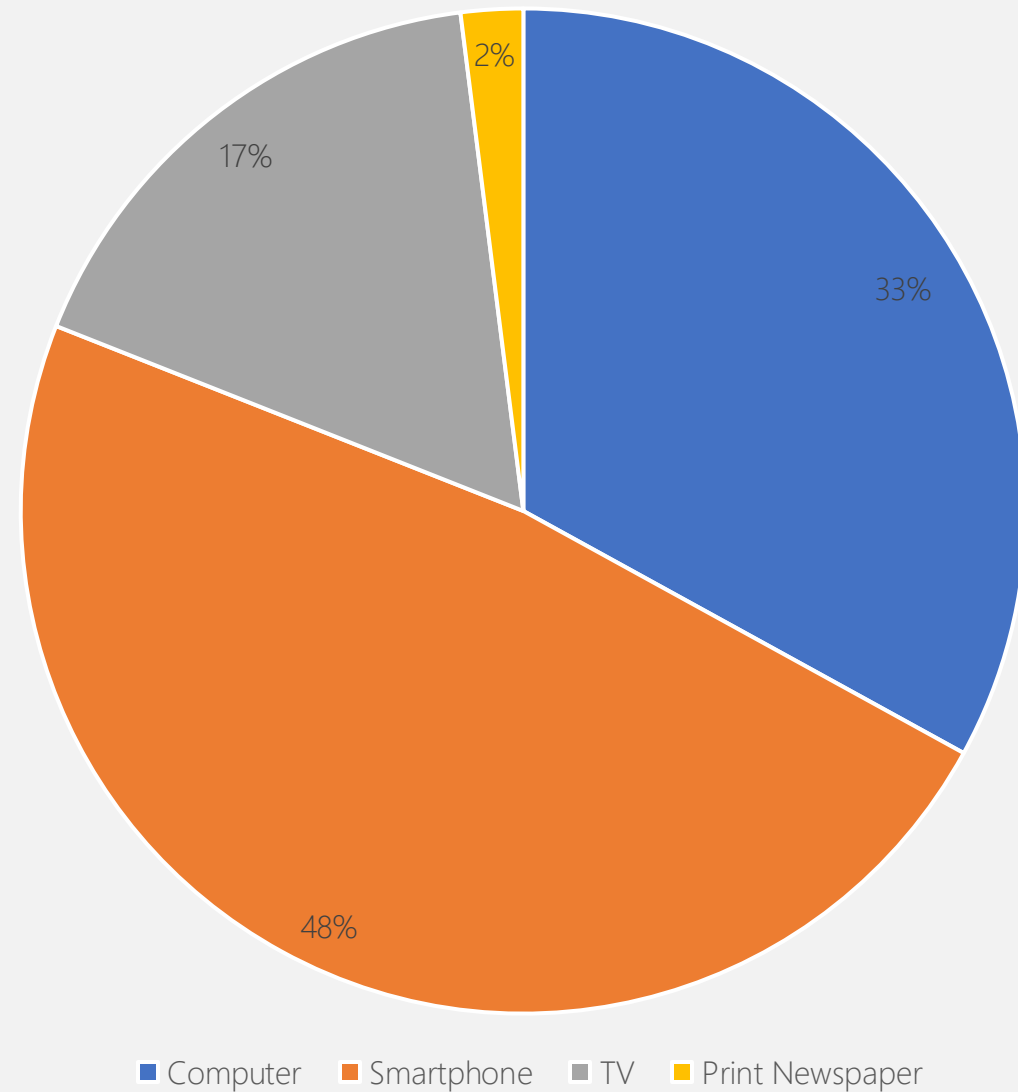
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News consumption  
habits have changed.

58% of Americans say it is harder rather than easier to be informed today due to the plethora of information and news sources available.

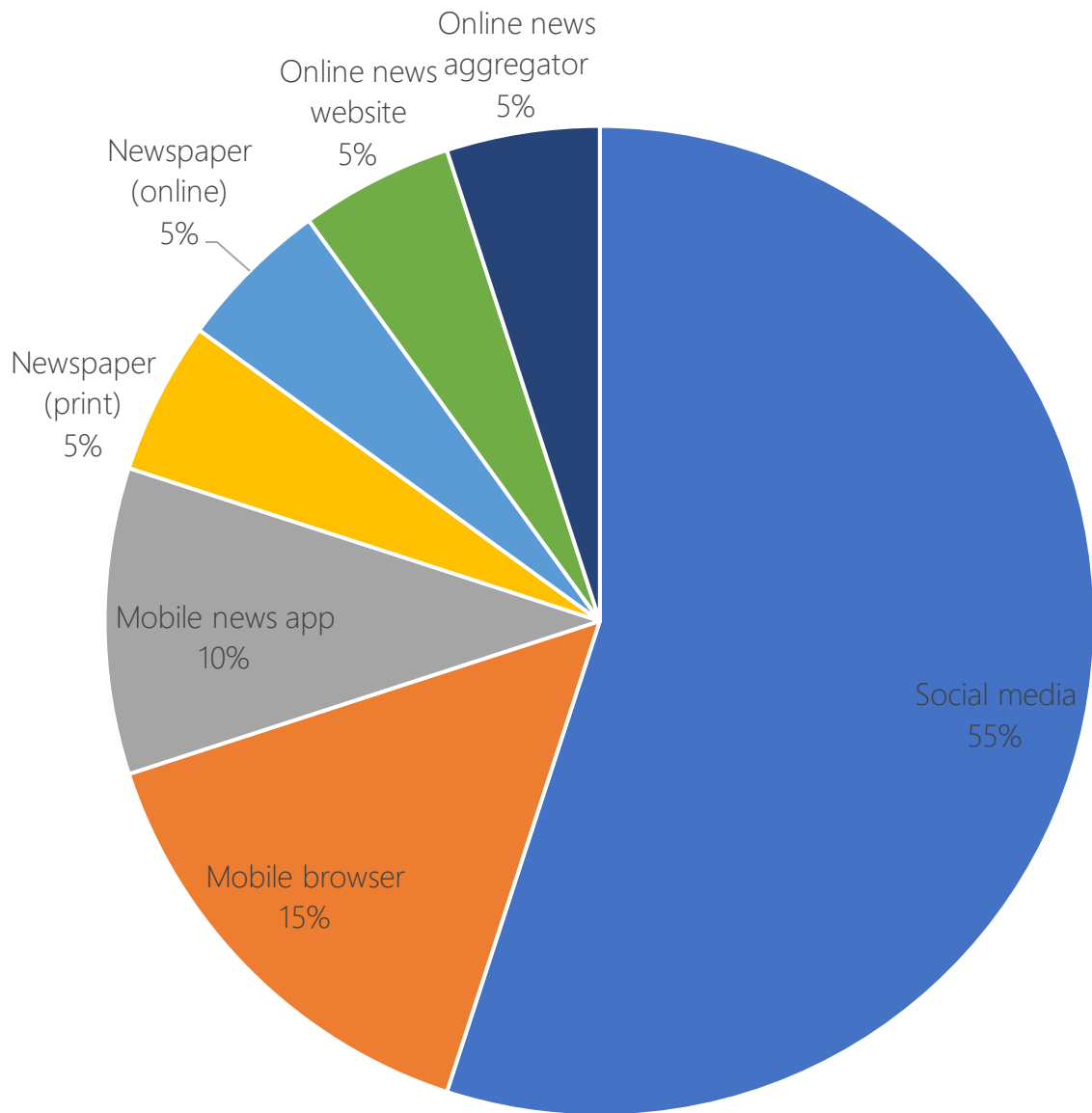
Knight Foundation "American Views on Trust, Media, and Democracy," 2018

Mobile is the primary device for consuming news.



Google News Review study, n= 48

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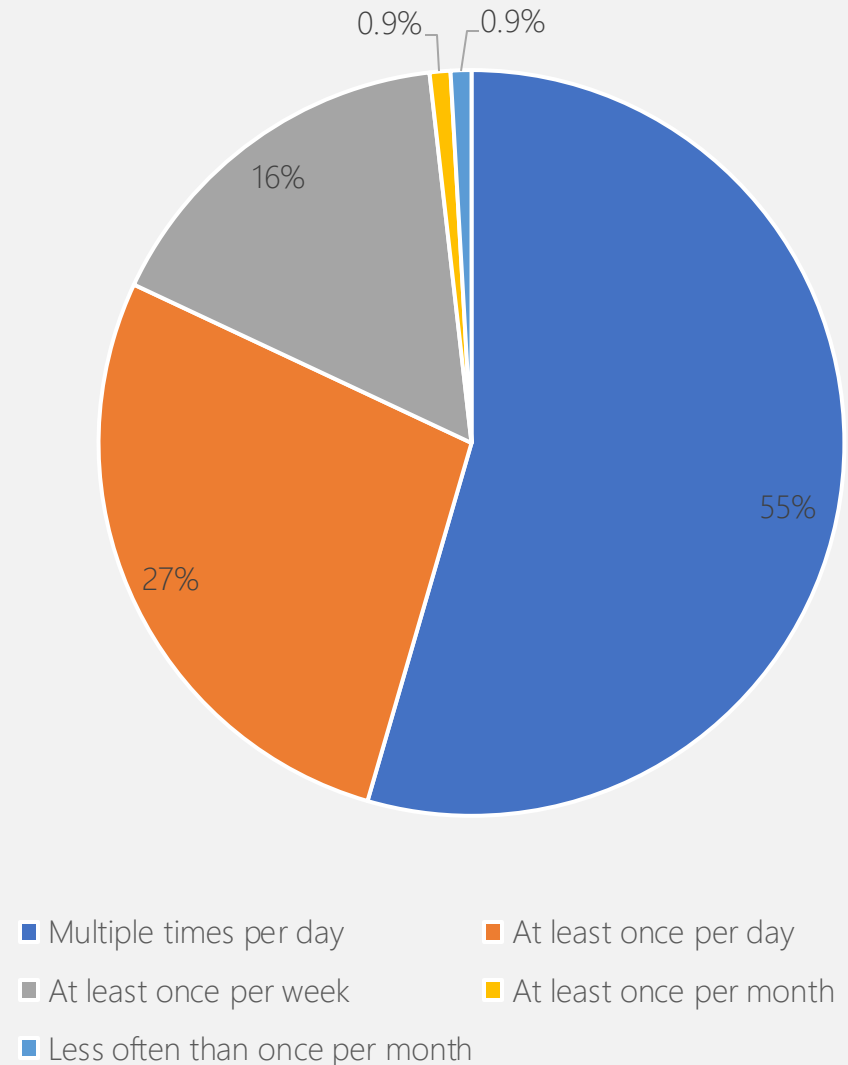
Trending on Bing and US Values study, n= 100

Social media and mobile are the most common tools used to get the latest news.

People use search engines to get more information on news they hear about elsewhere.



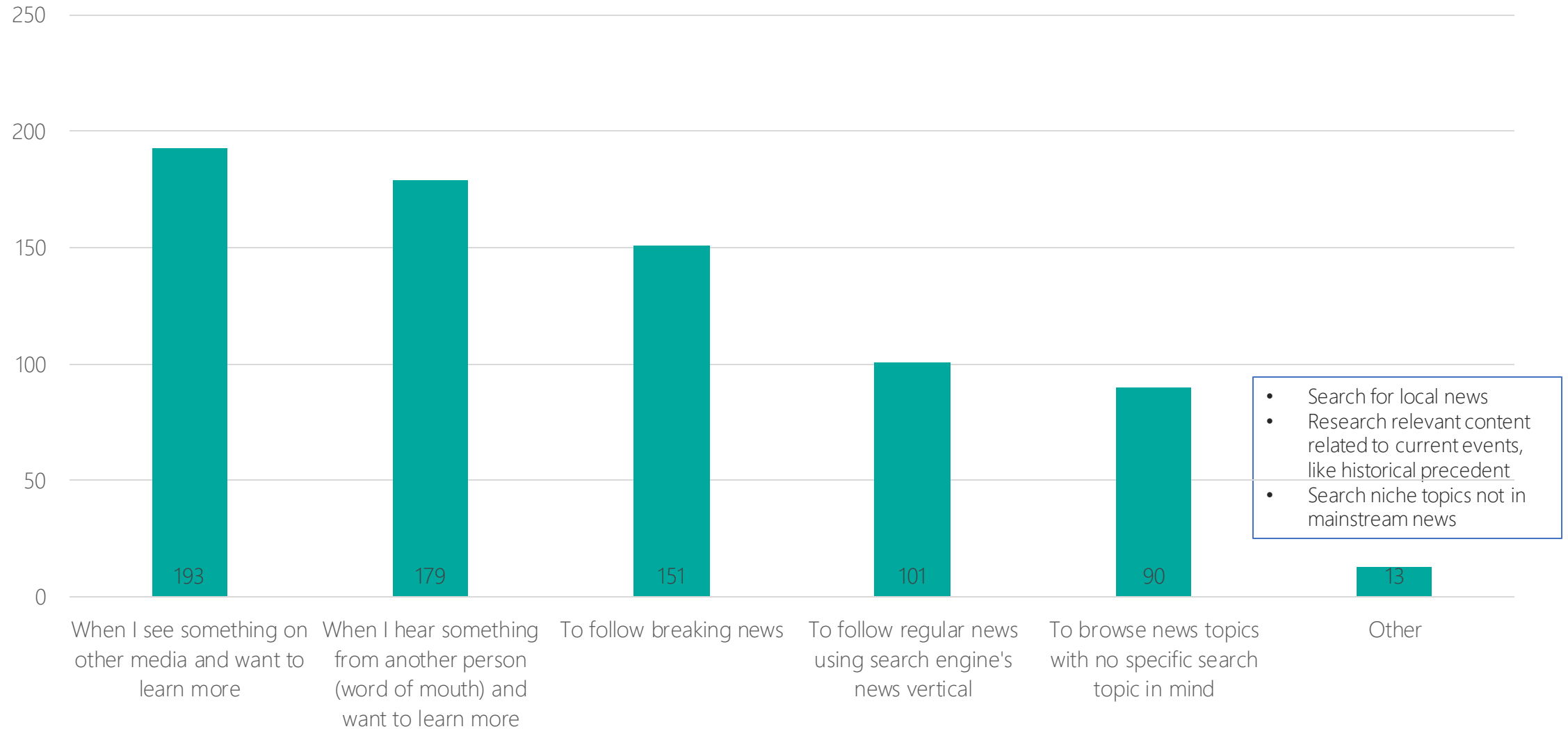
- 98% of respondents use a search engine as part of regular news consumption.
- 82% of respondents use a search engine for news consumption at least once per day, with 55% of respondents say they use it multiple times per day.



Political Bias survey, n= 226, n= 222

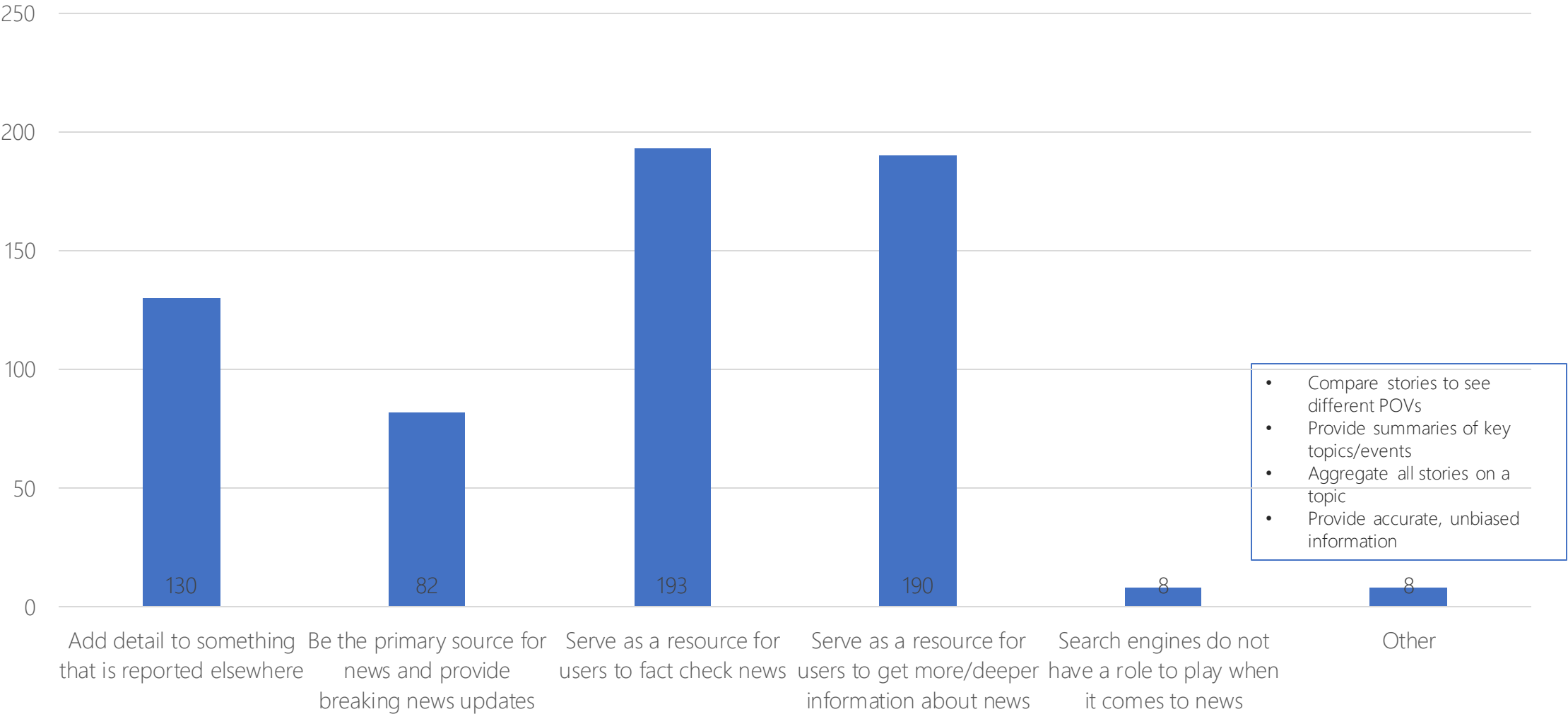
“I use search engines for news when I am looking for something specific, usually something I heard on social media.”

## When do you use a search engine in your news consumption?

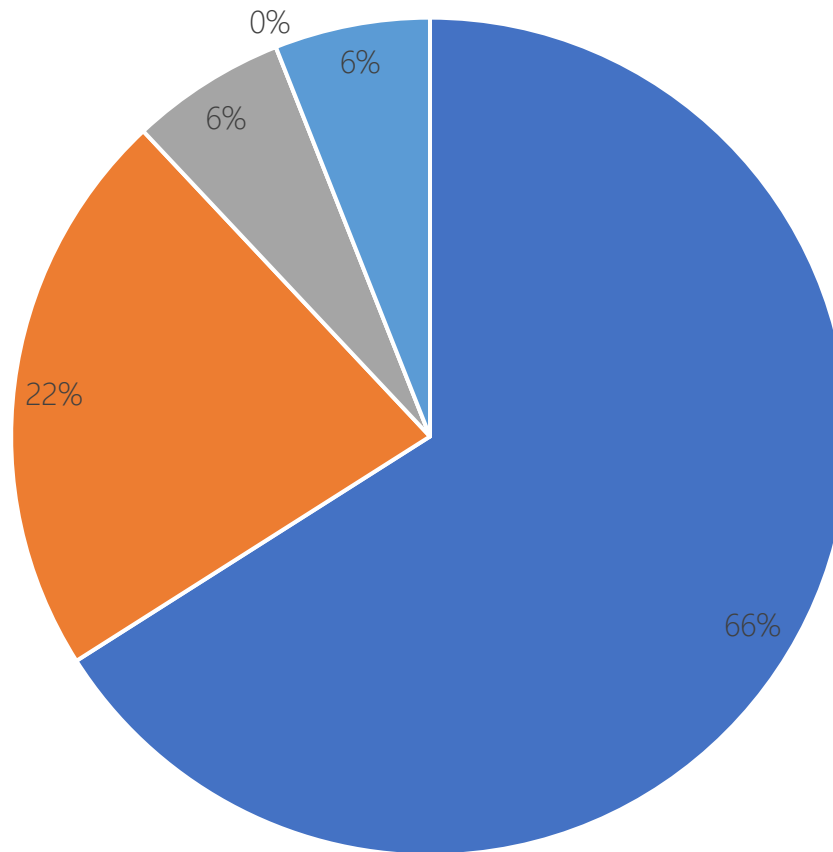


Political Bias survey, n= 221, multiple option answer

What should the role of a search engine be when it comes to news?

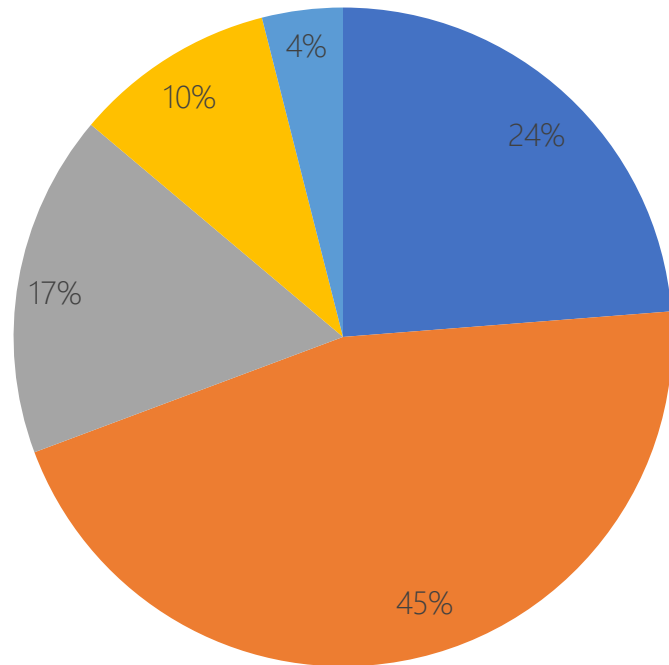


How much do you agree or disagree with this statement:  
Search engines should always be neutral, showing unedited and unfiltered results.



■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree   ■ Somewhat disagree   ■ Strongly disagree

Do you trust search engines to provide you with accurate, fair, and neutral results?



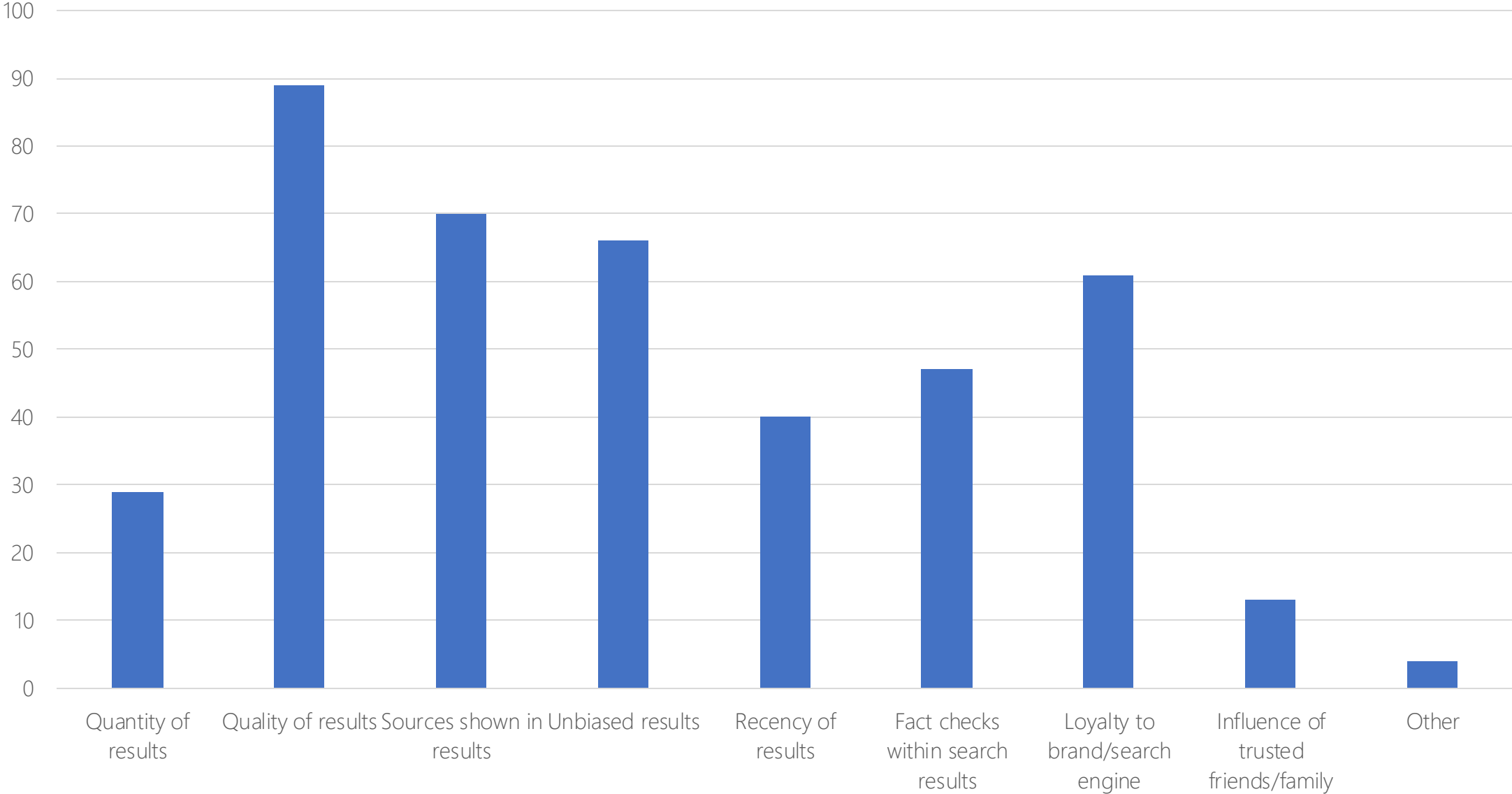
■ Definitely yes    ■ Somewhat yes    ■ Might or might not  
■ Somewhat no    ■ Definitely not

## Most people trust search engines and the results they provide.

People trust search engines based on their past experience using them and because search engines serve the role of aggregator, leaving the decision of what to trust up to the user.

The biggest factor in determining trust in a search engine is the quality of the results.

What factors contribute to the level of trust you have in a search engine?



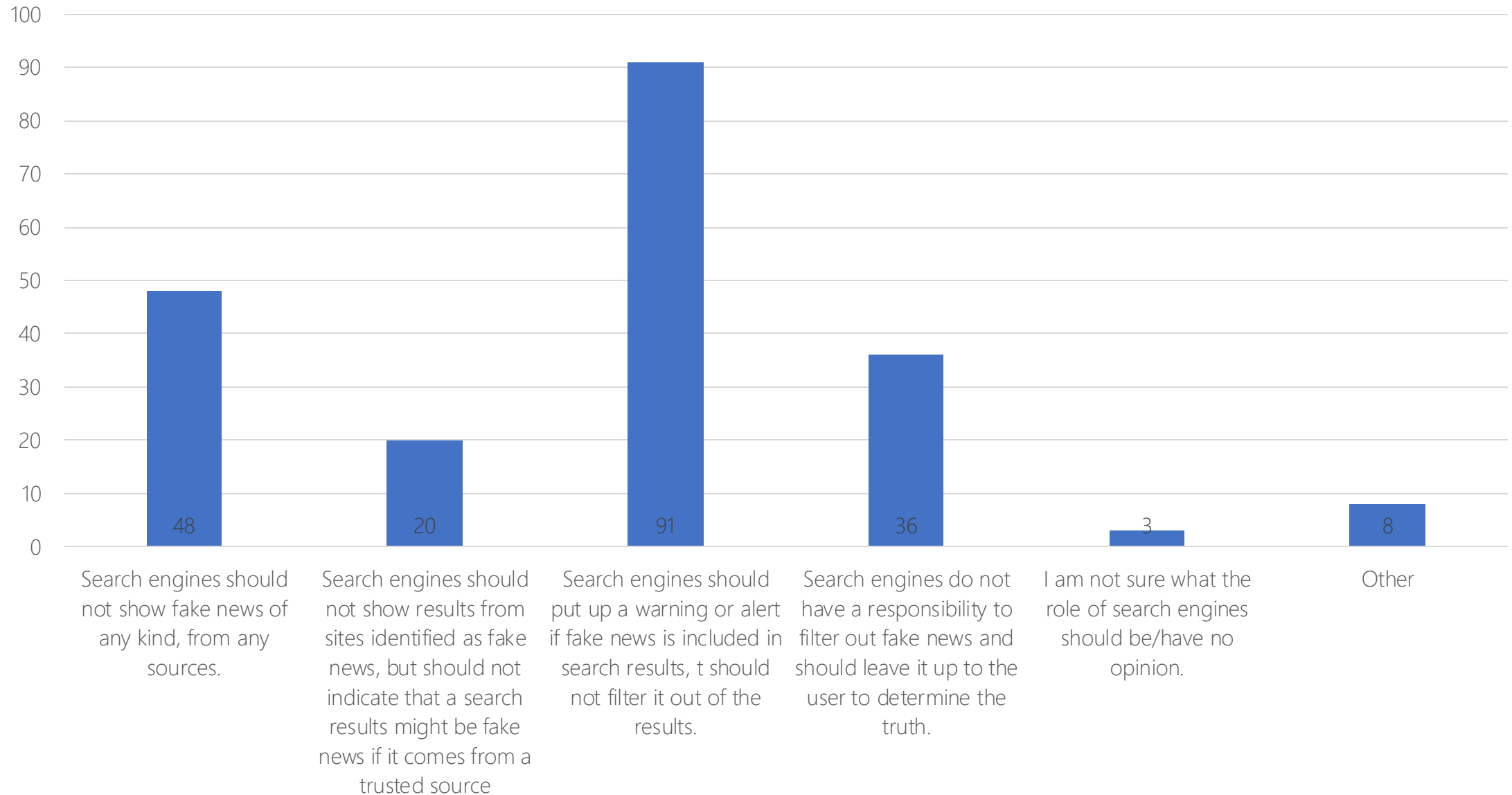
“Generally I believe that a search engine is a trustworthy source, but given all of the ‘fake news’ hysteria that has been going around...I’m a bit wary these days.”



65% of people said that search engines are a trustworthy source of news.

“The search engine may be trustworthy but the sources/results might not be.”

## What is the role of a search engine in identifying fake news?



Political Bias survey, n= 214, single option question

News verticals are used to see what is most important/recent, see multiple sources on the same story, and dive deeply into topics.

“I have not used Bing News or Google News. I honestly did not know that they existed.”

30% of participants did not know that search engine news verticals existed.

65% of participants knew that news verticals existed but had never used them.

People LOVE  
aggregation.  
Summaries,  
timelines, and  
answers are  
popular features.

## Spotlight: Opioid Crisis &gt;



“informative”

Opioid deaths prompt Ohio lessons, starting with kinder boom

The Washington Post · 9 hours ago

See more on Bing News

“easy”

## Rundown

“relatable”

○ Latest key development · 10 hours ago

New numbers just released suggest that Kansas is slowly curtailing the opioid crisis. The encouraging data comes from the Kansas Prescription Drug Monitoring Program, or for short “K-TRACS”.

[Kansas Cutting Into The Opioid Crisis](#)

[KAKE.com](#)

● 15 hours ago

[Wyoming tribe's opioid lawsuit merged with Ohio case](#)

[sfgate.com](#)

● 16 hours ago

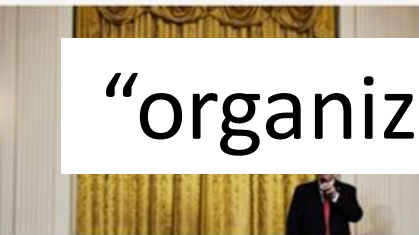
[Virginia to receive nearly \\$100M to fight opioid crisis](#)

[Loudoun County](#)

“engaging”

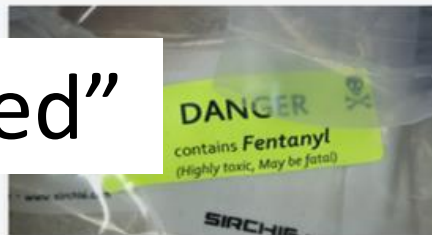
## Perspectives

“organized”



The opioid crisis is a government failure of epic proportions

[The Washington Post](#) · 8h



Ordering Five Million Deaths Online

[New York Times](#) · 13h



Drug companies should pay for the fight against opioid addiction

[The Register-Guard](#) · 2h

## People in the know



Elizabeth Warren ✓  
[@SenWarren](#)

The @nytimes lays out the history

“interesting”

my bill with @RepCummings to spend \$100 billion over 10 years

7 minutes ago



Leader McConnell ✓  
[@SenateMajLdr](#)

Today, I'll introduce the Protecting Moms and Infants Act, which directs the Secretary of @HHSgov to report on the implementation of the strategies developed in the Protecting Our Infants Act in order to help fight


38 minutes ago

# 100%

of people who saw the  
Spotlight answer said it made  
them feel more informed.



News about Trump's tweets attacking 'the Squad' congresswomen >



**Kellyanne Conway asks reporter 'what's your ethnicity' while defending Trump's 'go back' comments about minority lawmakers**

The Hill · 9h

See more on Bing News

**Rundown**

Background on Trump's tweets attacking congresswomen of color:

- Watch: Democratic lawmakers rebuked President Trump's racist tweet, including Alexandria Ocasio-Cortez, Ilhan Omar, and Ayanna Pressley, who were targeted in the tweet  
CNN via YouTube.com
- President Trump accuses Speaker Nancy Pelosi of using racist comments, escalating his attacks on four first-term Democratic congresswomen to the leader of the Democratic Party  
New York Times
- AP Fact check: The women-of-color lawmakers criticized by Trump are American citizens, all but one born in the U.S.  
Associated Press

Perspectives

**Bullies told me to go back to my country. At first it silenced me, now it spurs me on.**

Those boys and their racist "go back where you came from" chants stole my voice. And what Trump is doing is silencing women of color who are now members of Congress and the millions of people who look ...

USA Today

**Trump feeds his voters another scam, wrapped in racist packaging**

We all know what this argument is really supposed to mean, even though Trump's advisers won't say it this way in public. ...

The Washington Post

**Rebuke Trump for reprehensible racism**

There is something deeply wrong when lawmakers around the world can express their shock and disgust with Trump and Republicans continue to make excuses for him. ...

Philadelphia Tribune

**George Conway: Trump is a racist president**

No matter how much I came to dislike him, I didn't want to think that the president of the United States is a racial bigot. But Sunday left no doubt. ...

The Washington Post

**Tucker Carlson: When AOC, Ilhan Omar and the 'squad' are talking, Democrats are losing**

The problem is Twitter is not America. Twitter is a tiny, foul-smelling sewer where unhappy people share their fever dreams. The rest of the country is a very different place, and the rest of the ...

Fox News

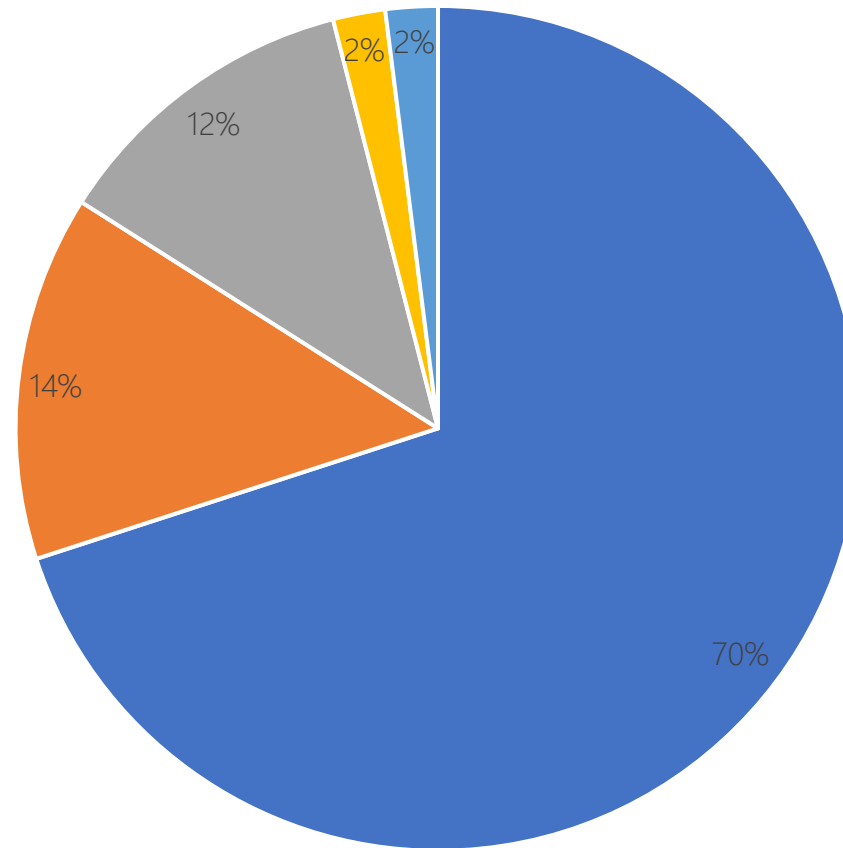
"I like that it is presenting me with information instead of making me search for it."

"I'm not looking to hang out on a search page for that long, and this gives me clear, bite-size news results that I can scan. The format shows me the most recent and relevant stories on this topic."

"It's way more convenient than having to read through a list of links and click on a bunch of stuff."

“When I search for something I want facts,  
not opinions.”

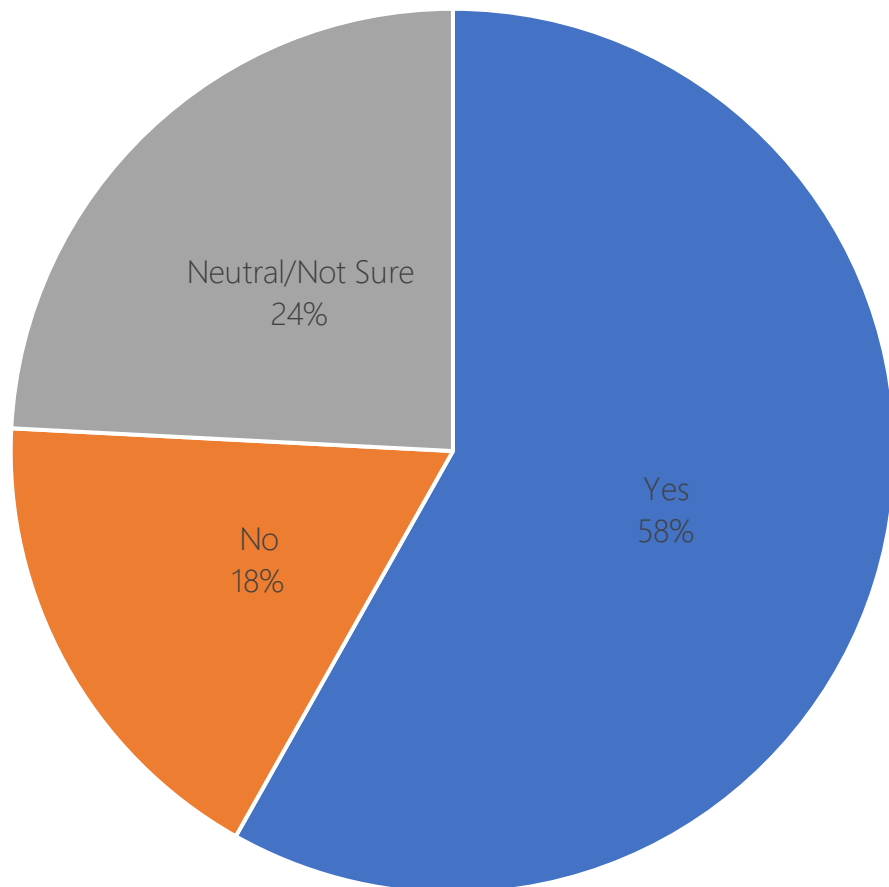
How much do you agree or disagree with the following statement:  
Features that show multiple perspectives on controversial topics are useful.



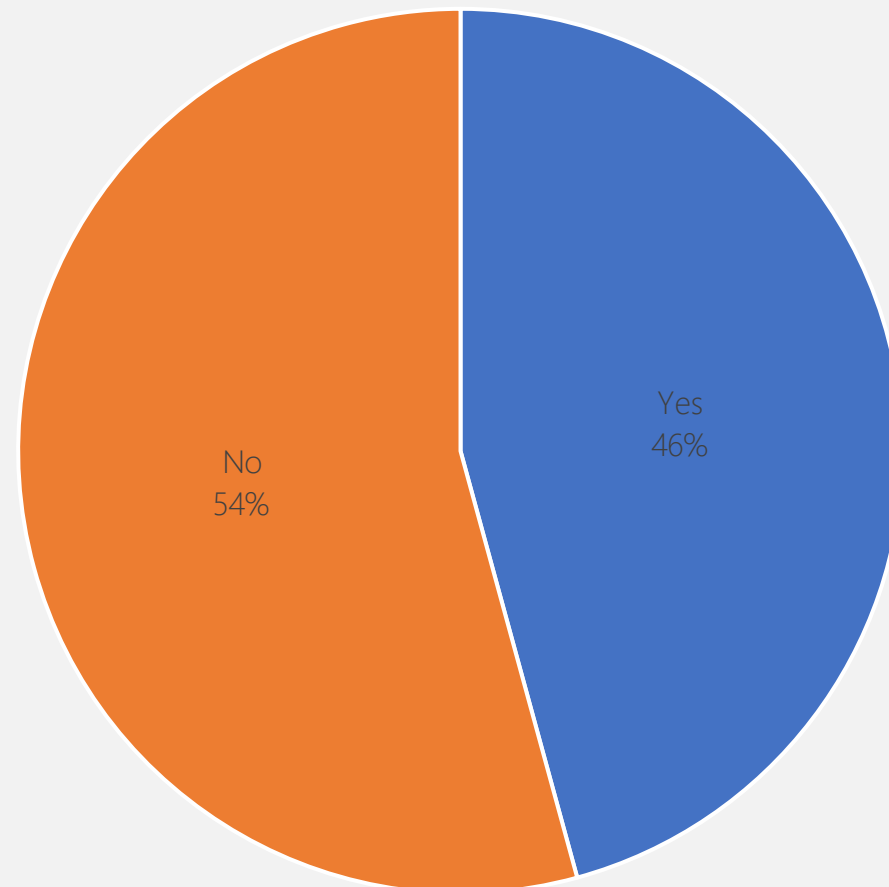
■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree   ■ Somewhat disagree   ■ Strongly disagree

Personalized news  
is appealing but  
often  
disappointing.

Do you expect to personalize the content in mobile news apps?



Have you taken steps to personalize the content in your mobile news apps?



Mobile News App survey, n=154

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Mobile is the  
biggest  
opportunity for  
news.

75% of people have used  
a mobile news app.

90% of mobile news app  
users use a mobile news  
app at least once per  
day.

Google News was the  
most popular mobile  
news app among our  
survey respondents.

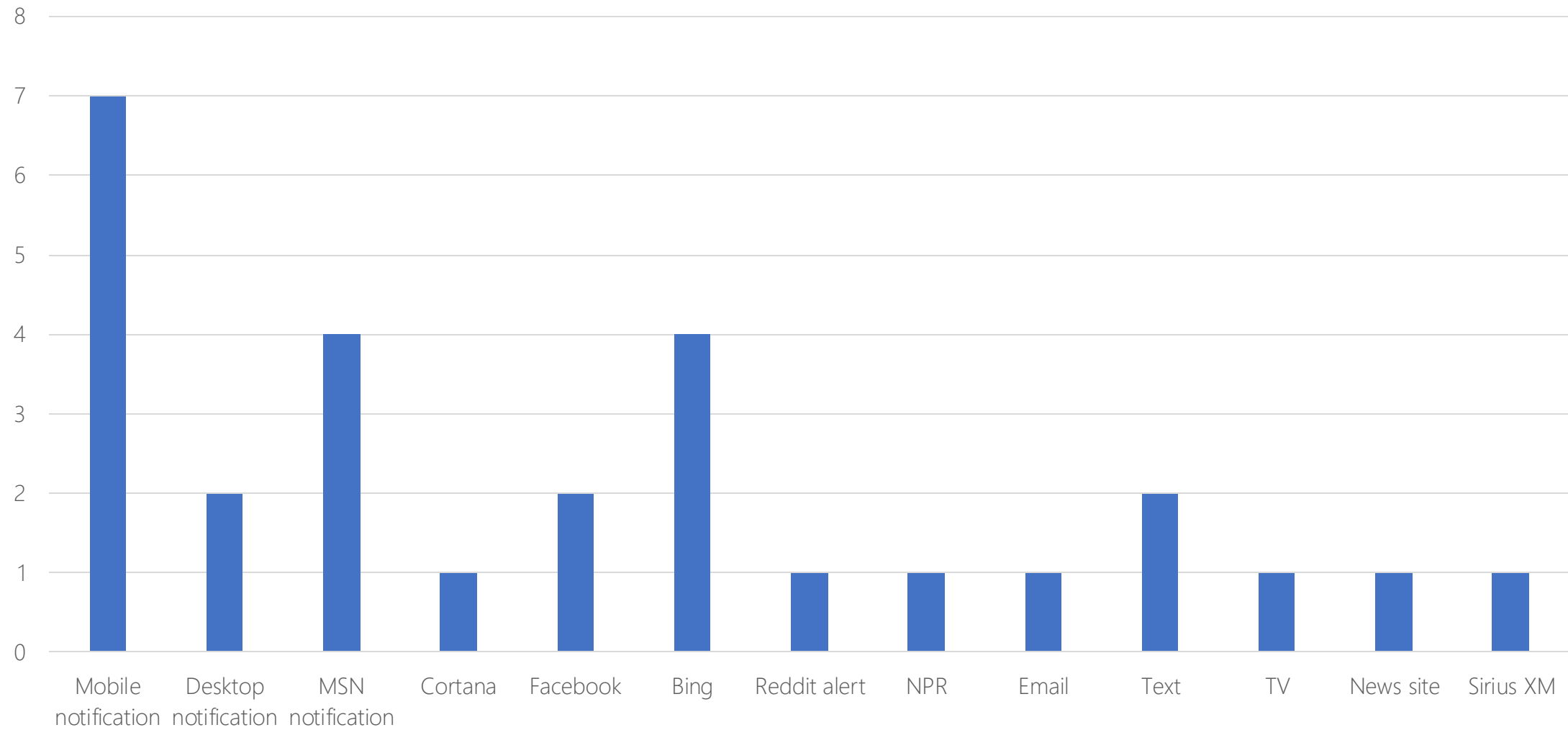
Morning is the most popular time to use mobile news apps.

Staying up-to-date is the primary reason people use mobile news apps.

74% of mobile news app users expect real-time content updates.



## How do you hear about breaking news?



Breaking News Focus Groups, n=16 Bing Insiders

# What This Means

News consumption has changed, with mobile and social media dominating the way we get our news today.

Search is used to get more information about news, not as the primary news consumption source.

Trust in news is an ongoing issue, and while people expect search to be neutral, they still worry about bias.

Mobile is the biggest opportunity in the news space today, with more and more people using mobile news apps and notifications to stay informed throughout the day.



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