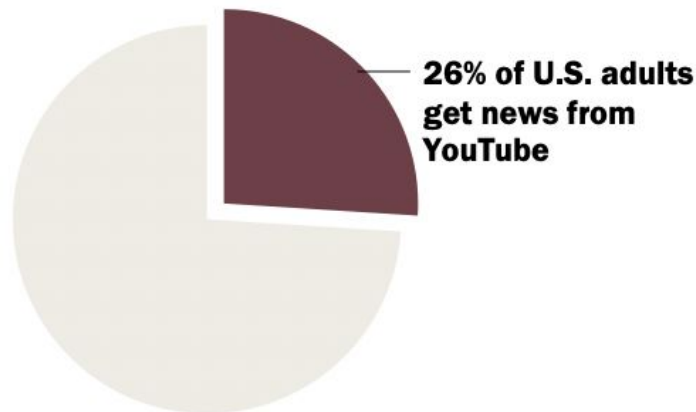
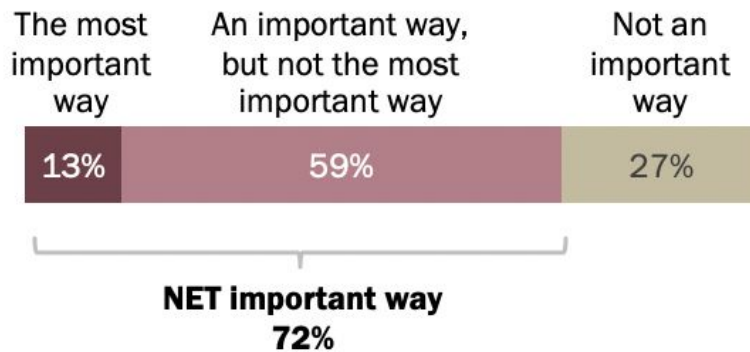

About a quarter of U.S. adults get news from YouTube ...



... and YouTube is an important way to get news for most who get news there

% of YouTube news consumers who say YouTube is ___ they keep up with news



Note: Respondents who did not give an answer not shown.

Source: Survey of U.S. adults conducted Jan. 6-20, 2020.

"Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side"

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Critical Analysis

1. What portion of Americans get their news from YouTube?
2. Describe how YouTube news differs from traditional news such as cable news, local TV, and newspapers?
3. What is one consequence of this portion of Americans getting their news from YouTube?
4. How differently does YouTube news cover conspiracy theories?*
5. Is this information bad news (and will it be covered on YouTube)?
6. How do you think the YouTube news affected the most recent presidential election?
7. Generation Z (you and your classmates: “Zoomers!”) have different news media habits from older generations like [Boomers](#) (born 1946-1965). How do you think age impacts the likelihood of YouTube news usage?
8. I have a confession to make. I like YouTube for entertainment (hello John Oliver! Hello Key and Peele!) but until recently, I didn’t know people watched YouTube for news. (Yes, I am old.) On election day I was a poll greeter, working with lots of Trump enthusiasts. They kept talking about how liberal Fox News is and how the only real news is on YouTube. I didn’t know this was a thing. Do you ever watch YouTube for news, and if so describe what it is like.
9. YouTube was born on February 2005. Fifteen years from now, how differently do you think news will be broadcast and shared?
10. Why do you think YouTube news has a more negative tone than other news and how do you think that impacts YouTube news watchers?

Learning Extension

Don’t snooze. Read this short [Pew Report](#) about YouTube news.

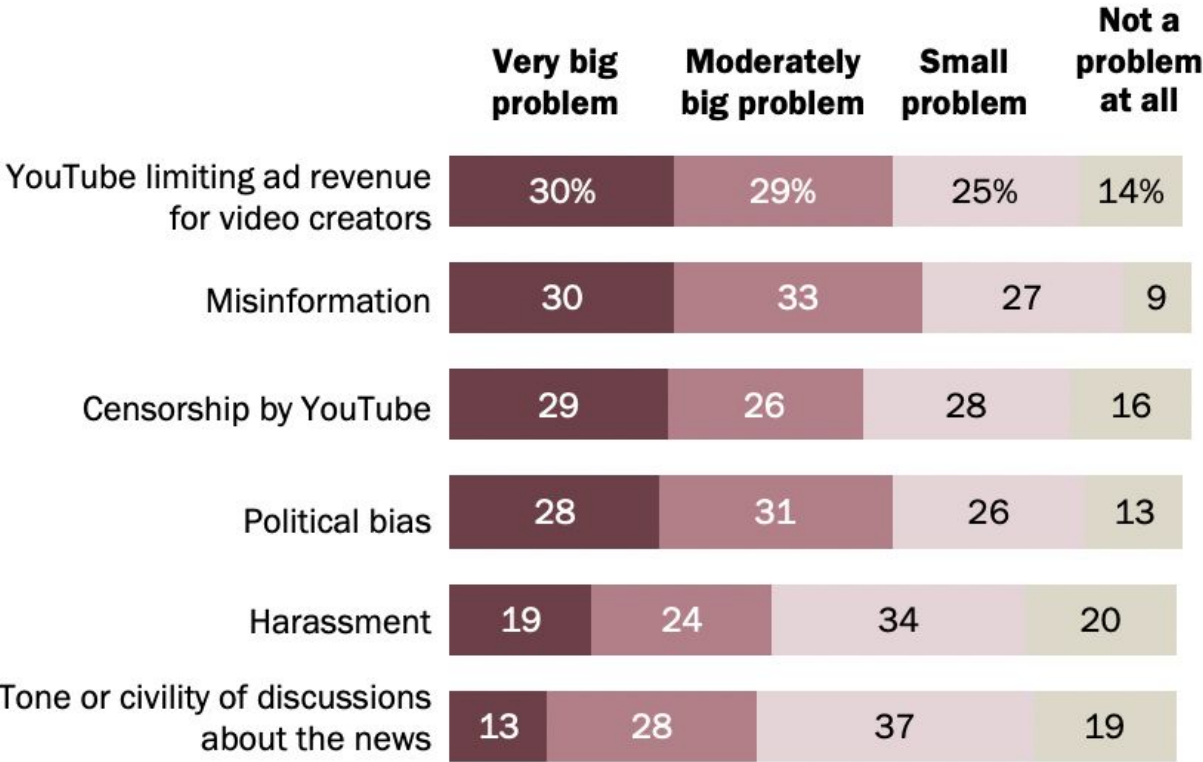
Action Extension

Get news on YouTube for fifteen minutes and then get news on traditional media the next 15 minutes. Compare the topics covered, the depth of coverage, and the style of reporting from these two sources and report your findings to class.

Visual Extension

Most YouTube news consumers do not see very big problems with getting news from the site

% of YouTube news consumers who say each issue is a _____ when it comes to news on YouTube



Note: Respondents who did not give an answer not shown.

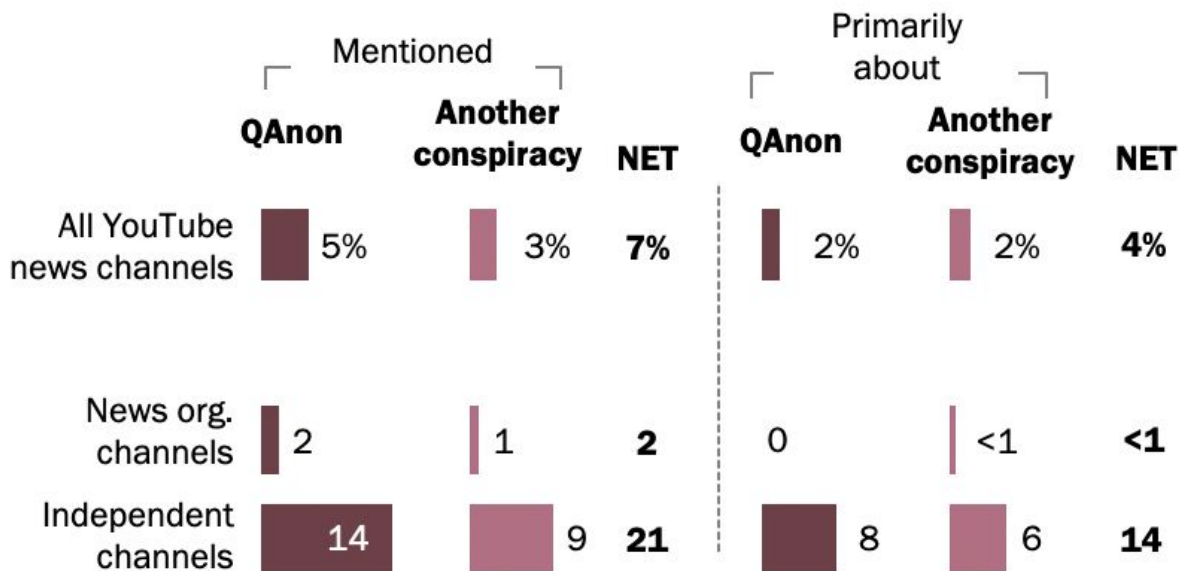
Source: Survey of U.S. adults conducted Jan. 6-20, 2020.

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Independent YouTube channels covered QAnon conspiracy theories much more frequently than news organizations

% of videos from the 100 most viewed YouTube news channels from December 2019 that mentioned or primarily were about ...



Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Videos may mention more than one conspiracy, but can only be primarily about one topic. Channels affiliated with other organizations (aside from news organizations) produced just 2% of videos, which was not enough to analyze separately.

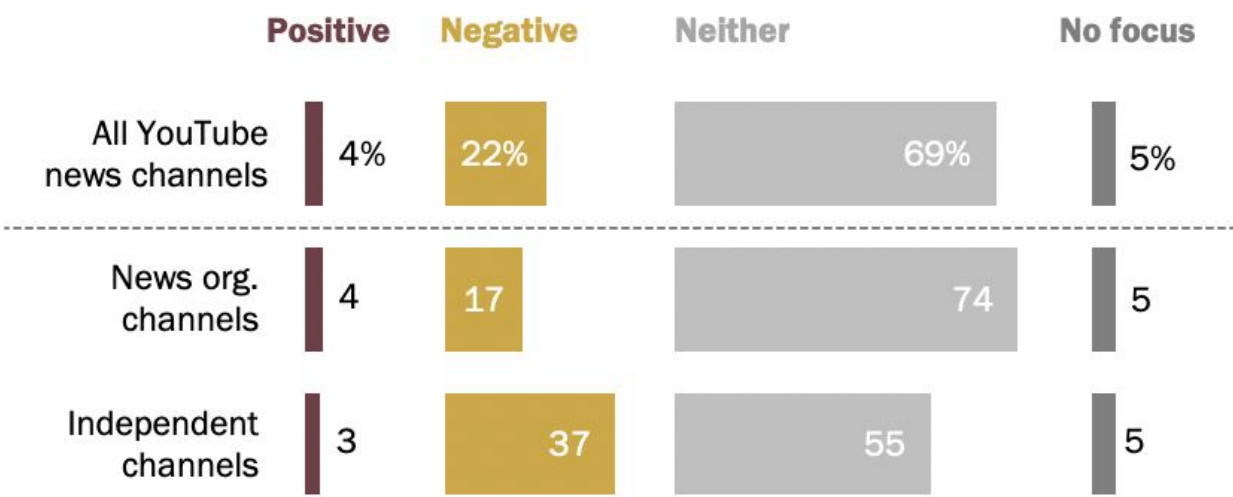
Source: Pew Research Center analysis of 2,967 videos published in December 2019 by the 100 most viewed YouTube news channels.

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Independent YouTube channels about twice as likely as news organizations to produce videos with a negative tone

% of videos from the 100 most viewed YouTube news channels from December 2019 that had a ___ tone toward the main person or group they addressed



Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Videos coded as positive had at least twice as many positive as negative statements; negative videos had at least twice as many negative as positive statements. All other videos are coded as neither. Channels affiliated with other organizations (aside from news organizations) produced 2% of videos, which was not enough to analyze separately.

Source: Pew Research Center analysis of 2,967 videos published in December 2019 by the 100 most viewed YouTube news channels.

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