

NEWS AND AMERICA'S KIDS

How Young People Perceive and
Are Impacted by the News

COMMON SENSE IS GRATEFUL FOR THE GENEROUS SUPPORT
AND UNDERWRITING THAT FUNDED THIS RESEARCH REPORT:

Jennifer Caldwell and John H.N. Fisher

Eva and Bill Price

Common Sense is the leading independent nonprofit organization dedicated to helping kids thrive in a world of media and technology. We empower parents, teachers, and policymakers by providing unbiased information, trusted advice, and innovative tools to help them harness the power of media and technology as a positive force in all kids' lives.



www.commonsense.org

A LETTER FROM OUR FOUNDER

March 8, 2017

Kids today are exposed to news in unprecedented ways. Unlike previous generations who grew up reading newspapers, listening to the radio, and watching broadcast news, often alongside parents, young people today get their news instantly, on personal devices, and from a variety of unfiltered sources.

What do kids think of the news media, and what kind of impact is this constant barrage of headlines having on them? That is what we set out to discover in this report, *News and America's Kids: How Young People Perceive and Are Impacted by the News*. The more we know about how kids get news and how the news makes them feel, the more effective we all can be in helping them navigate the rapidly evolving media landscape.

As you will see in our groundbreaking report, we learned that children and youth share some complex feelings about the media. These include an overall lack of trust in the news and not being able to tell the difference between real and fake news. But we also discovered some new concerns from a kid's perspective: They feel misunderstood, neglected, and misrepresented in the news. Put simply, they don't see their faces or voices in the coverage. And they see serious racial and gender bias.

We were especially fascinated to see how much kids value news and how often they consume it. They feel smarter and more informed when they read the news and better prepared to make a difference in their communities.

Listening to this feedback from young people is important. Parents, educators, policymakers, and the media industry all have the ability to help kids have valuable media experiences. We need America's next generation to be engaged citizens — and knowing how to discern reliable information is a big part of that.

At Common Sense, we are committed to providing news and media-literacy education and support to kids, parents, and educators. We also are committed to ensuring that leading media companies are thinking about kids just as much as clicks and ratings when they make decisions. And finally, the No. 1 place where young people hear about news is from the adults in their lives. Since many of us are those same adults (parents), we can model how we consume news, encourage our kids to think critically about sources, and discuss the news with the children in our lives.

We all have a responsibility to listen to what our kids have to say and take actions that will improve the way they consume news and information in the future. At Common Sense, we do that every day, and we hope you will, too, after reading and sharing this report with children you love.



James P. Steyer, founder and CEO

CREDITS

Author: Michael B. Robb
Data collection and analysis: Jordon Peugh and Suzanne Zedar, SSRS
Copy editor: Jenny Pritchett
Designers: Chloe Leng and Dana Herrick

Suggested citation: Robb, M. B. (2017). *News and America's kids: How young people perceive and are impacted by the news*. San Francisco, CA: Common Sense.

A handwritten signature in black ink that reads "Jim Steyer". The signature is written in a cursive, slightly slanted style.

TABLE OF CONTENTS

Introduction 1

Key Findings. 3

How Children Source News. 7

Where Children Currently Are Getting News. 7

How Often Children Get News from Different Sources 8

Children’s Preferred Source of News 9

Children’s Use of Social Media as a News Source 10

Children’s Social Media Usage and Usage for News. 10

Children’s Preferred Social Media Site for News 11

Children’s Trust in and Perception of Accuracy of the News 13

Trust in News Sources 13

Belief in Accuracy of Online News 14

Attention to Sources of Stories Found on Social Media 14

Effort to Verify the Accuracy of News 15

Ability to Tell Fake News from Real News 15

Sharing False Information Online 16

Children’s Feelings and Opinions About News and News Issues. 19

Children’s Feelings When They Are Exposed to News and News Headlines 19

News Is Important to Children 20

Relevance of News to Children 20

Bias in the News. 22

Issues of Importance to Children 22

Conclusion. 25

Methodology 26

Sampling 26

Questionnaire Development 27

Data Processing 27

Weighting 27

Appendix: Toplevels. 28

Common Sense Board of Directors 35

NEWS AND AMERICA'S KIDS

HOW YOUNG PEOPLE PERCEIVE AND ARE IMPACTED BY THE NEWS

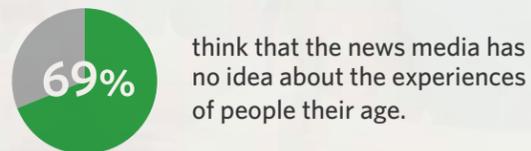
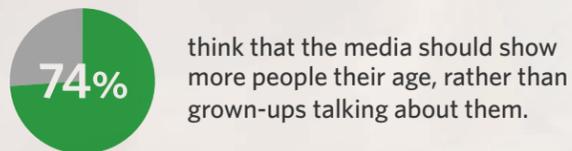


Kids value the news. ★★★★★ 48% say that following the news is important to them.

50% say that following the news helps them feel prepared to make a difference in their communities. 🧑🧑🧑



Kids feel neglected and misrepresented by the news.



Kids see racial and gender bias in the news.

1/2 of U.S. kids say that when they see nonwhite kids in the news, it's negative and/or related to crime and violence.

African-American and Hispanic/Latino kids are more likely to strongly agree that this is the case.

Only 1/3 of children agree that the news treats women and men equally fairly.

Females are less likely to think that the news treats women and men equally fairly.



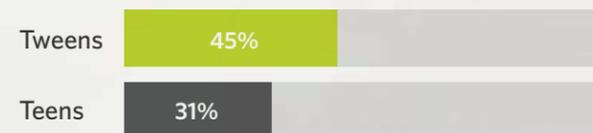
Females 29%

Males 40%

News negatively affects children's moods.

63% say the news makes them feel afraid, angry, and/or sad or depressed.

Tweens are more likely to say that the news makes them feel afraid.



70% say it makes them feel smart and knowledgeable.



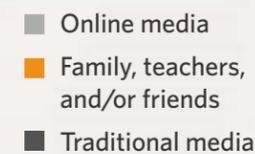
News is still a human endeavor for kids ...

When asked where they got their news "yesterday":



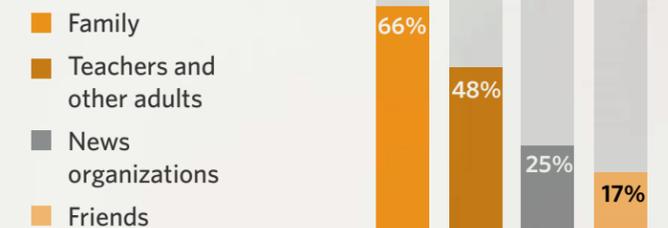
... but they prefer social media.

Children's preferred news sources:

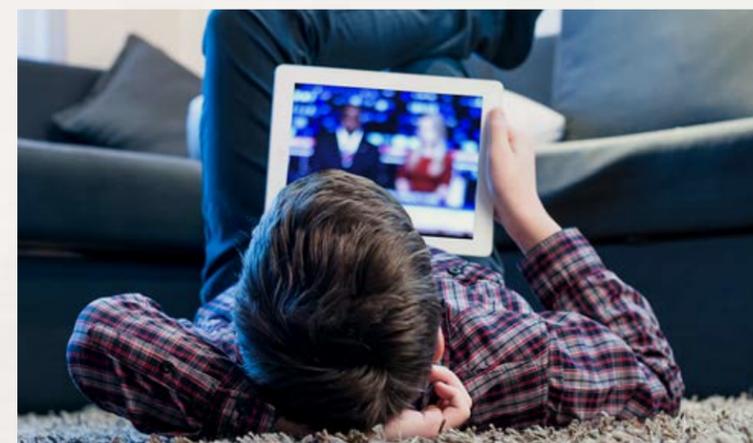
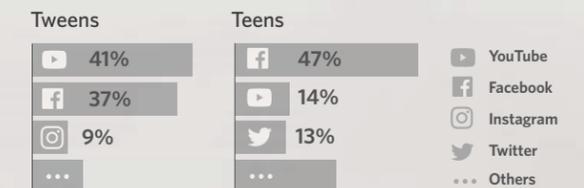


More children trust news from family than from any other source.

Percent of kids who trust the information received from each source "a lot":



The most preferred social media sites for news (among children who get news from social media):



Fake news fools kids.

44% of children feel that they can tell fake news stories from real ones.

31% of kids who shared a news story online in the last six months say they shared a story that they later found out was wrong or inaccurate.

TECHNOLOGY HAS FUNDAMENTALLY CHANGED the ways in which children engage with media, which now involve a range of devices and platforms. In a world where information flows ever faster, it may not be a surprise that the ways in which children see, read, or hear about the news also have changed. What used to be shared by print newspapers, radio, or television news is now shared on websites and across social media, in Snapchat stories, on Facebook Live broadcasts, in Twitter conversations, and through other new forms of communication.

However, though children may access news through many more distribution channels than previously were available, it is not clear how valuable news is to them, whether they are represented adequately, or what effects news has on them. The prevalence of “fake news” circulating online also brings up questions of how much children trust news sources and how they react when they encounter questionable news material. One obstacle to our understanding is that news is often created for and targeted at adults, with little thought put into how children themselves experience the news. We want our children to be good citizens, and to the extent that being a good citizen requires an accurate awareness of what’s happening in the world and a desire to be well-informed, it is critical to understand children’s relationship with the news.

The purpose of this study is to explore young people’s engagement with the news, including:

- Where children get news
- Frequency of use of news sources
- Preferred news sources
- Which social media sites children use to source news
- Level of trust in different information sources
- Perceived accuracy of news from different sources
- Feelings about the news
- Perceived importance of issues

To answer these questions, Common Sense conducted an online survey of 853 children age 10–18. The survey was administered by SSRS from January 10 to January 22, 2017, using the SSRS Probability Panel and an opt-in web panel. To ensure that there were enough members of different racial and ethnic groups to draw comparisons, African-American and Hispanic/Latino children were oversampled using the opt-in panel. Further sampling details are included in the Methodology section.

Age groups. Throughout this report, we refer to respondents collectively as “children,” respondents age 10–12 as “tweens,” and respondents age 13–18 as “teens.”

Net figures. Net percentages in the report include respondents who selected at least one of the answer options presented in that net. For example, all respondents who indicated they use one or more traditional media sources (television, print newspapers, or radio) are included in the “Traditional” net. The net for “Family, Teachers, Friends” includes family members, teachers or other adults, and friends. The net for “Online” includes social-networking sites and websites or apps.

Data sets. Unless otherwise noted, all tables and figures use data from the current survey. An uppercase “N” is used to indicate the total number of respondents, and a lowercase “n” indicates a subgroup of respondents. Where relevant, differences among demographic groups have been tested for statistical significance. Significant differences were tested at a level of $p < .05$.

Adult comparisons. At places in this report, we compare these data on children with data collected on adults by the Pew Research Center¹. While these data were collected with two different methodologies (the Pew study was conducted by telephone), and in some cases there are minor wording differences (largely to make questions more easily understandable to children) or the bases may differ, these comparisons can be helpful in putting the experiences and opinions of children in context, given how adults have answered similar questions. Additionally, several questions in the survey were adapted from a Children Now report² on children’s news media exposure.

1. Pew Research Center. (2016). *The modern news consumer*. Retrieved from <http://www.journalism.org/2016/07/07/the-modern-news-consumer/>.

2. Children Now. (1994). *Tuned in or tuned out? America’s children speak out on the news media*. Retrieved from <https://web.archive.org/web/19991013182748/http://www.childrennow.org/media/mc94/news.html>.

KIDS VALUE THE NEWS.

Most access it and care about it, and overall they feel smarter when they’re informed.



KEY FINDINGS

1. Kids value the news. Most access it and care about it, and overall they feel smarter when they're informed.

About half of children (48 percent) say that following the news is important to them, and more than two-thirds (70 percent) say that consuming news makes them feel smart and knowledgeable. Half of the children surveyed (50 percent) feel that following the news helps them feel prepared to make a difference in their communities.

When asked where they got their news "yesterday," 63 percent of children say they got news from their family, teachers, and/or friends, 49 percent from online media such as social-networking sites and/or websites or mobile apps, and 46 percent from traditional media such as television, print newspapers, and radio.

Children identify education (76 percent), technology (72 percent), things that affect their neighborhoods (67 percent), and the environment (64 percent) as the issues that matter most to them.

2. However, kids feel neglected and misrepresented. They don't feel like the media covers what's important to them, and they feel misrepresented when they're covered.

Nearly three-quarters of children (74 percent) think that the media should show more people their age, rather than grown-ups talking about them. Additionally, 69 percent say that the news media has no idea about the experiences of people their age, and less than half (42 percent) think the news covers issues that matter to them.

3. Kids see racial and gender bias in the news. Of particular note is the fact that half of U.S. kids say that when they see nonwhite kids in the news, it's negative and/or related to crime and violence.

Specifically, half of children (50 percent) agree with the statement "Whenever I see an African-American or Latino person in the news, they're usually involved in crimes, violence, or other problems." African-American (18 percent) and Hispanic/Latino (20 percent) children are more likely than white children (9 percent) to agree strongly with this statement. Further, only 29 percent of children agree that the news treats people of different racial and ethnic backgrounds equally fairly.

Children also recognize gender bias. Only one in three children (34 percent) agrees that the news treats women and men equally fairly. Looking more closely, less than a third (29 percent) of females think the news treats women and men equally fairly, significantly less than males (40 percent).

Children also see a negative image of themselves in the news. More than two out of five children (43 percent) say that kids in the news are often associated with crimes, violence, or other problems.

KIDS FEEL NEGLECTED AND MISREPRESENTED.

They don't feel like the media covers what's important to them, and they feel misrepresented when they're covered.



KIDS SEE RACIAL AND GENDER BIAS IN THE NEWS.

Of particular note is the fact that half of U.S. kids say that when they see nonwhite kids in the news, it's negative and/or related to crime and violence.

4. What kids are seeing scares them and makes them feel depressed.

Content can be disturbing, causing children to feel afraid, angry, and/or sad or depressed (63 percent). Tweens are more likely to say that the news makes them feel afraid (45 percent of tweens compared with 31 percent of teens). Females are more likely than males to say that the news makes them feel afraid, angry, and/or sad or depressed.

5. Kids also often are fooled by fake news. This may be why many are extremely skeptical and distrustful of the news media.

Children have difficulty determining whether a news story is fake; less than half (44 percent) of children agree that they can tell fake news stories from real ones. And, among children who have shared a news story online in the last six months, 31 percent say they shared a story that they later found out was wrong or inaccurate. Experiences with fake news may be a reason that only one in four children (25 percent) puts “a lot” of trust in the information they receive from news organizations. In this climate, a majority of children who get news from social media try to be aware of where their news comes from. Over two-thirds of children (68 percent) who get news via social media say that they pay at least some attention to the source the link takes them to.

6. Kids trust their families and teachers for news more than any source, but they prefer to get it from social media.

Children are very trusting of the information they receive from families; sixty-six percent say they trust the news they hear from family “a lot,” with teachers being the second-most-trusted source (48 percent). However, when asked to select their preferred news source, 39 percent of children pick online news sources—more than those who select family, teachers, and friends (36 percent) and well above those who select traditional media (24 percent). Social media is a common source for online news, and 76 percent of children who use social media receive news and news headlines from such sites. For social media users, Facebook is by far the most commonly used and the most preferred social-networking site for news, followed by YouTube.



KIDS TRUST THEIR FAMILIES AND TEACHERS FOR NEWS MORE THAN ANY SOURCE,

but they prefer to get it from social media.

HOW CHILDREN SOURCE NEWS

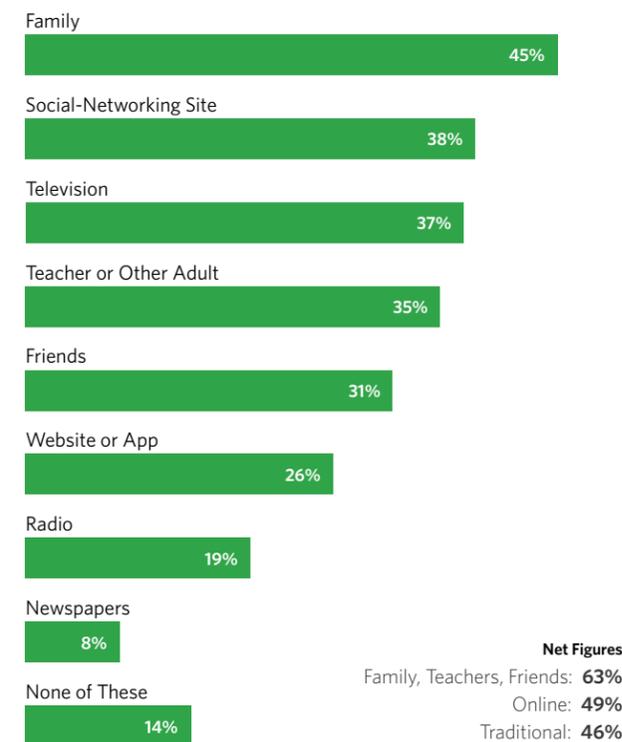
Where Children Currently Are Getting News

Many children are regular consumers of news. We looked at recent activity (“yesterday”), and most children got news from their family, teachers, and friends (63 percent). Many also got news online and from traditional media³ (49 percent and 46 percent, respectively) (Figure 1).

As shown in Figure 2, teens are much more likely than tweens to have gotten news yesterday from social media, the web, and mobile apps.

FIGURE 1. Children Who Got News from Each Source “Yesterday”

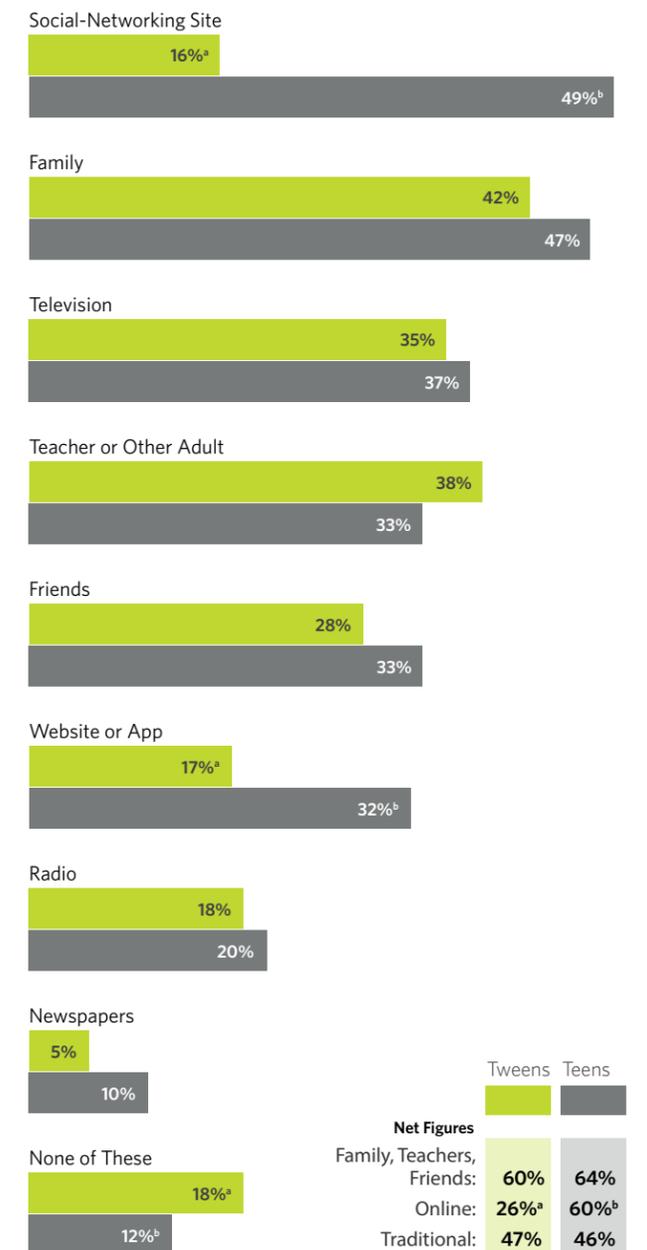
BASE: Total children 10-18 (N=853)



3. See page 1 for a breakdown of “Net figures” categories.

FIGURE 2. Tweens and Teens Who Got News from Each Source “Yesterday”

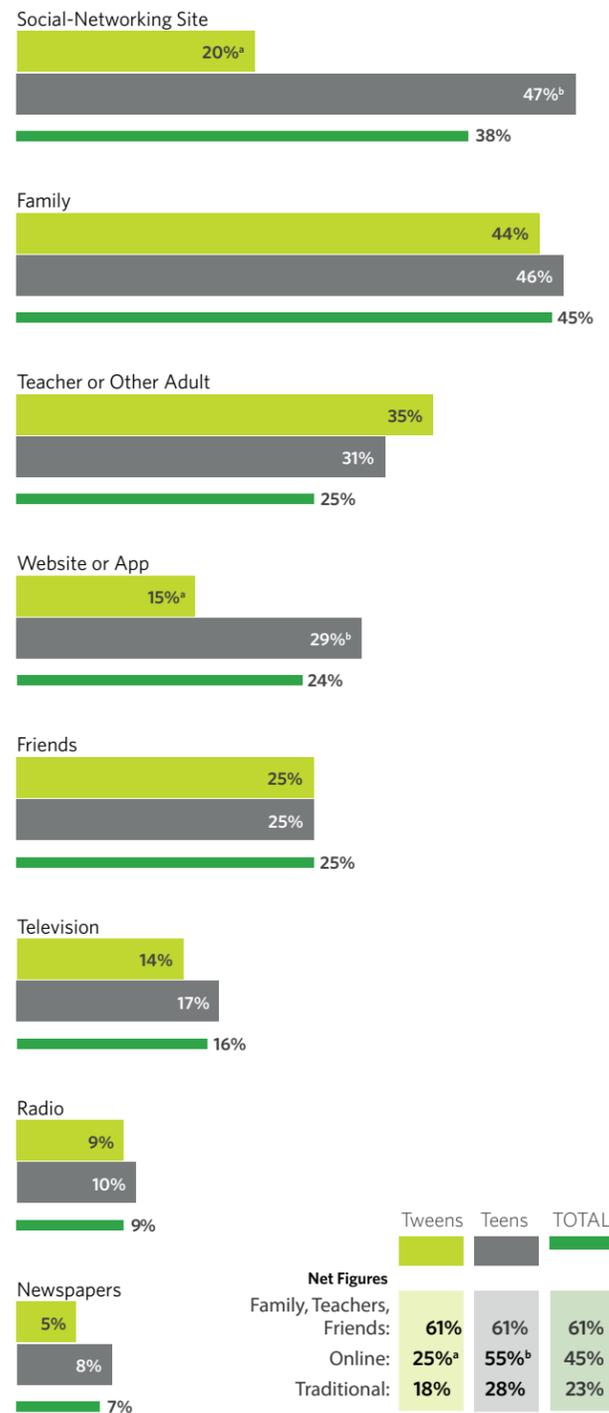
BASE: Total tweens (n=261); total teens (n=592)



Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

FIGURE 3. Children Who “Often” Get News from Each Source, by Age Group

BASE: Total children 10–18 (N=853); tweens (n=261); teens (n=592)



Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

How Often Children Get News from Different Sources

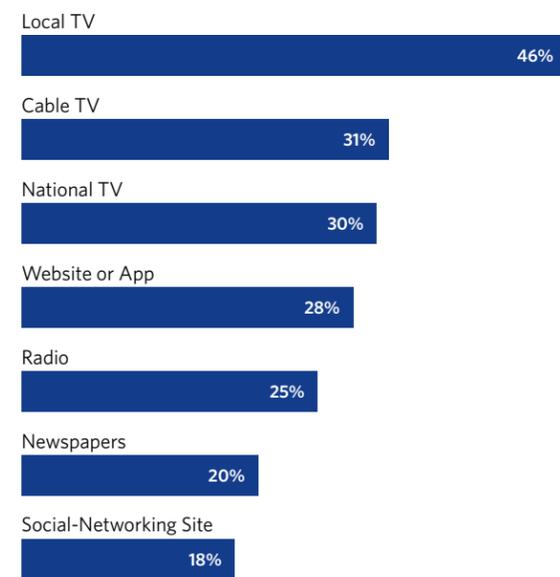
When asked about the general frequency of use of different sources of news, children say family is the No. 1 source they use “often” (45 percent). This is followed by social-networking sites, used “often” by 38 percent of children. Combined, 45 percent of children “often” get news online from social-networking sites, websites, and/or apps.

This pattern is different for tweens and teens, with tweens being much less likely than teens to use social-networking sites, websites, or apps for news “often.” As shown in Figure 3, among teens, social-networking sites are used as often as family to get news, while tweens are more likely to get news from teachers and other adults or from friends than they are to get it from social-networking sites. Looking across social-networking sites, websites, and apps, 55 percent of teens get news online “often,” compared with only 25 percent of tweens.

Comparatively, in the 2016 Pew survey, 18 percent of adults indicate that they get news from social-networking sites “often” and 28 percent from websites or apps “often” (Figure 4).

FIGURE 4. Adults Who “Often” Get News from Each Source

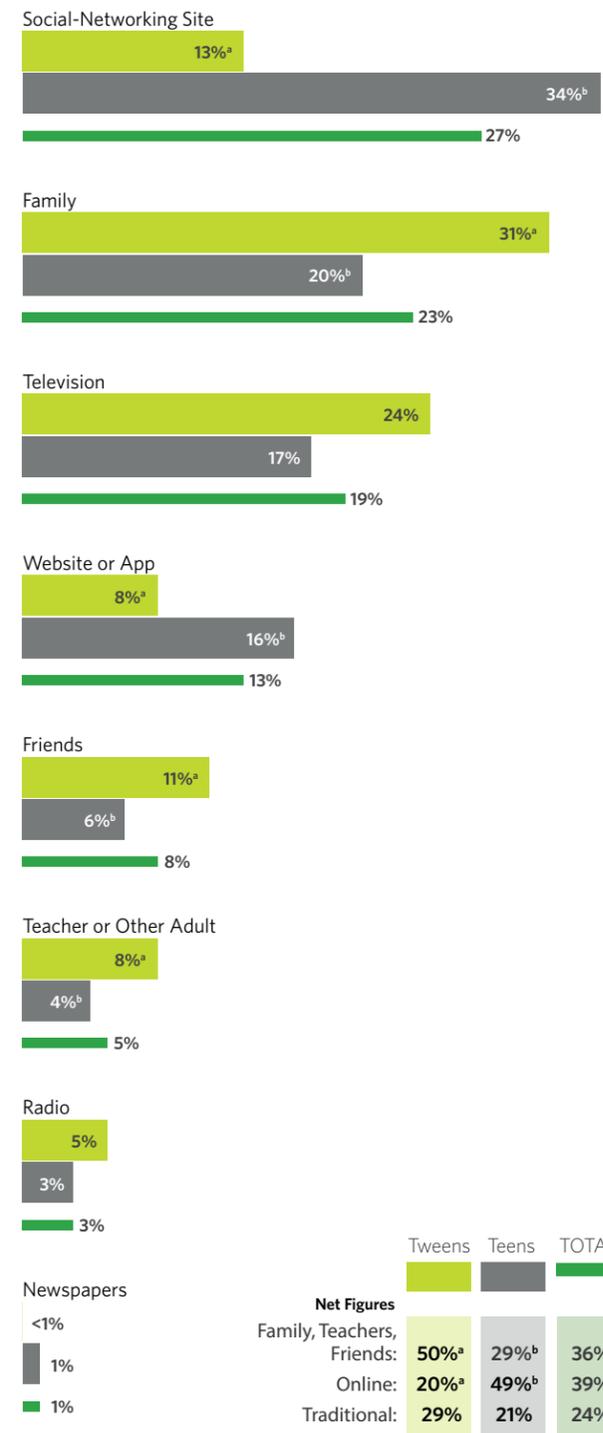
BASE: Total adults 18+ (N=4,654)



Source: Pew Research Center (2016)

FIGURE 5. Children Who Prefer to Get News from Each Source, by Age Group

BASE: Total children 10–18 (N=853); tweens (n=261); teens (n=592)



Never Get News from Any Source

Note: Does not sum to 100% due to rounding.

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

Children’s Preferred Source of News

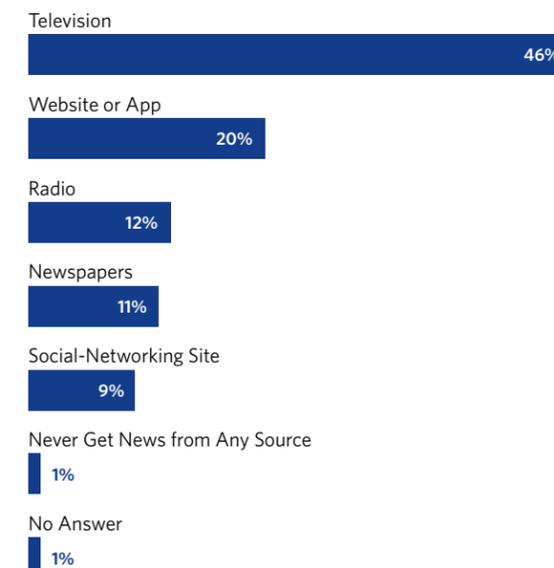
In addition to asking about their frequency of use, we asked children to tell us their *preferred* source of news. Overall, more children (27 percent) prefer to get their news from social-networking sites, slightly ahead of getting news from family, than from other sources. We looked at net responses, and 39 percent of children pick online news sources, which is more than those who pick family, teachers, and friends (36 percent) and well above those who pick traditional media (24 percent). Traditional media such as radio and print newspapers are among children’s least preferred ways to consume news. Teachers or other adults are less preferred than friends as a source of news. See Figure 5.

Teens are driving the preference for social media as a news source. As shown in Figure 5, social-networking sites are the No. 1 preferred news source for teens, but they fall to third place for tweens, behind family and TV.

Comparatively, the 2016 Pew survey found that only 9 percent of adults prefer to get their news from social-networking sites and 20 percent from websites or apps (see Figure 6).

FIGURE 6. Adults Who Prefer to Get News from Each Source

BASE: Total adults 18+ (N=4,654)



Source: Pew Research Center (2016)

CHILDREN'S USE OF SOCIAL MEDIA AS A NEWS SOURCE

Children's Social Media Usage and Usage for News

Regarding their usage of specific social-networking sites, children say YouTube is the site they most commonly use (69 percent). This is followed by Facebook, Instagram, and Snapchat, all used by about half of all children. Teens are much more likely than tweens to say they use Facebook, Instagram, Snapchat, and Twitter. Tweens and teens are comparable in their high usage of YouTube.

Children are frequently getting news and news headlines from their social-networking sites. Among children who use social media, 76 percent get news or news headlines from a social-networking site. Facebook is the most popular social media site for news and headlines, with 76 percent of Facebook users getting news from the site. As shown in Table 1, tweens tend to use social-networking sites at much lower rates than teens, though those who are using them are getting news from the sites at similar rates.

Comparatively, adults are less likely than children to use social-networking sites in general and to use them to get news (Table 2, page 11).

Among children who use social media, 76 percent get news or news headlines from a social-networking site.

TABLE 1. Children's Use of Social-Networking Sites Overall and for Getting News, by Age Group

Users of ...	TOTAL (N=853)	Tweens (n=261)	Teens (n=592)
Social-networking sites (net)	90%	83% ^a	94% ^b
• Get news/headlines from those sites	76%	63% ^a	82% ^b
YouTube	69%	67%	70%
• Get news/headlines from YouTube	39%	40%	39%
Facebook	52%	32% ^a	63% ^b
• Get news/headlines from Facebook	76%	76%	77%
Instagram	50%	32% ^a	60% ^b
• Get news/headlines from Instagram	37%	34%	37%
Snapchat	50%	32% ^a	59% ^b
• Get news/headlines from Snapchat	37%	28%	39%
Twitter	29%	15% ^a	36% ^b
• Get news/headlines from Twitter	59%	*	61%
Tumblr	8%	2% ^a	11% ^b
• Get news/headlines from Tumblr	*	*	*
Reddit	4%	1% ^a	6% ^b
• Get news/headlines from Reddit	*	*	*
Other social-networking site	5%	9% ^a	3% ^b
• Get news/headlines from other social-networking site	*	*	*
No social media sites	10%	17% ^a	6% ^b
Social media sites, but not for news	22%	31% ^a	17% ^b

*Base too small to report data.

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

TABLE 2. Adults' Use of Social-Networking Sites Overall and for Getting News

Users of ...	TOTAL (N=4,654)
Facebook	67%
• Get news/headlines from Facebook	66%
YouTube	48%
• Get news/headlines from YouTube	21%
Instagram	19%
• Get news/headlines from Instagram	23%
Twitter	16%
• Get news/headlines from Twitter	59%
Snapchat	10%
• Get news/headlines from Snapchat	17%
Reddit	4%
• Get news/headlines from Reddit	70%
Tumblr	4%
• Get news/headlines from Tumblr	31%

Source: Pew Research Center (2016)

Children's Preferred Social Media Site for News

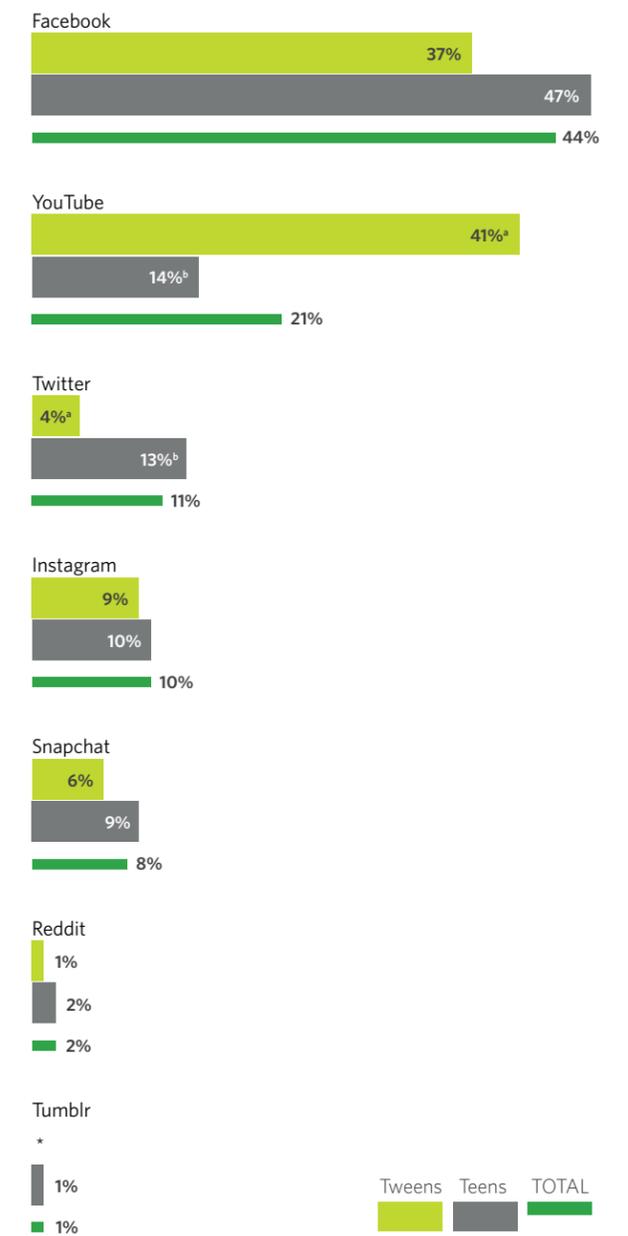
Facebook is the most used as well as the most preferred site among children who get news on social media, followed by YouTube.

Forty-seven percent of teens say that Facebook is their preferred social media site for news. Tweens are more likely to split their vote between YouTube (41 percent) and Facebook (37 percent).

More females than males prefer Facebook for news (49 percent vs. 28 percent), and more males than females prefer YouTube for news (28 percent vs. 15 percent).

FIGURE 7. Children's Preferred Social Media Sites for News, by Age Group

BASE: Children who get news from social media: Total (n=621); tweens (n=151); teens (n=470)



*Base too small to report.

Not included: Children who responded "None."

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.



KIDS OFTEN ARE FOOLED BY FAKE NEWS.

This may be why many are extremely skeptical and distrustful of the news media.

CHILDREN'S TRUST IN AND PERCEPTION OF ACCURACY OF THE NEWS

Trust in News Sources

Children are skeptical news consumers. Only one in four children (25 percent) puts "a lot" of trust in the information they receive from news organizations, just a little more than the percent who put "a lot" of trust in the information they get from their friends. Children are very trusting of the information they receive from their families and less so of information from teachers and other adults.

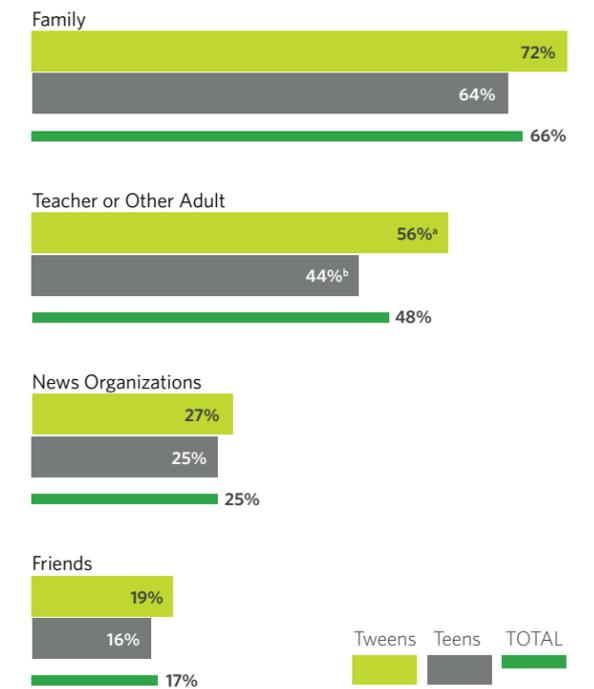
While tweens and teens are fairly comparable in their trust of news organizations, tweens tend to be more trusting than teens of information they receive from the adults in their lives (Figure 8).

Comparatively, adults do not show greater trust in news organizations than children do. However, adults are much less likely than children to trust information from family and friends (Figure 9).

Only one in four children puts "a lot" of trust in the information they receive from news organizations.

FIGURE 8. Children Who Trust the Information Received from Each Source "a Lot," by Age Group

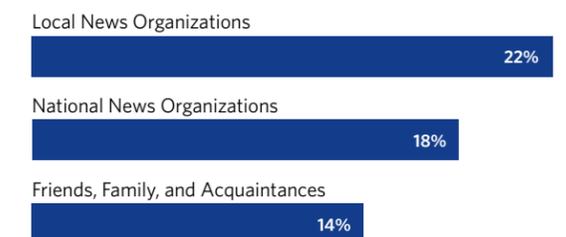
BASE: Total children 10-18 (N=853); tweens (n=261); teens (n=592)



Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

FIGURE 9. Adults Who Trust the Information Received from Each Source "a Lot"

BASE: Total adults 18+ (N=4,654)



Source: Pew Research Center (2016)

Belief in Accuracy of Online News

Interestingly, children put similar faith in the accuracy of web postings by news organizations as the accuracy of information they get from people with whom they're close. Looking specifically at news received online, only about one in four children (27 percent) who gets news online thinks that news posted online by people they are close with or by news organizations is "very accurate." They are even more skeptical of things posted by people they don't know well (only 7 percent think this kind of information is "very accurate").

Tweens are more likely than teens to think that news posted online, both by people they do and do not know well, is "very accurate" (Figure 10).

Attention to Sources of Stories Found on Social Media

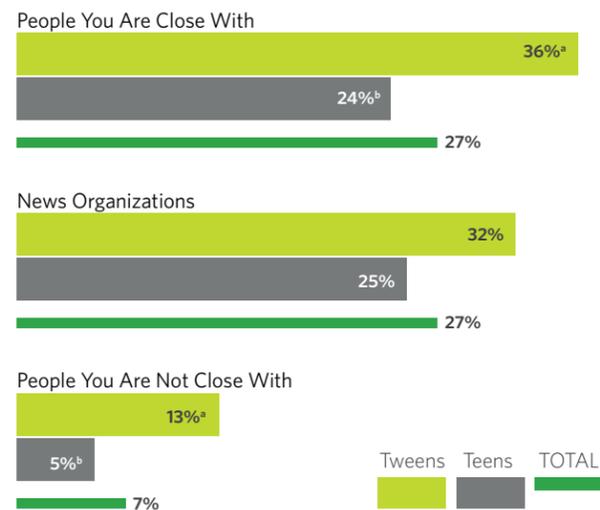
Among children who get news from social media sites, many are trying to be careful readers. The large majority (69 percent) of children who use social media for news say that they pay "a lot" or "some" attention to the sources the links on social media take them to. This includes one in five (22 percent) children who say that they pay "a lot" of attention to the sources of the news content they are getting through such sites. However, almost one in three (31 percent) says that they pay "very little" or "no" attention to the source (Figure 11). Tweens and teens are similar on this issue.

Hispanic/Latino children are significantly more likely to pay attention to the sources of stories on social media sites (80 percent) than are white (66 percent) or African-American (63 percent) children.

Adults tend to pay more attention (82 percent say they pay "a lot" or "some" attention) than children do (69 percent) to the source a link takes them to when they're following a news story on a social-networking site (Figure 12).

FIGURE 10. Children Who Think News Posted Online by Each Source Is "Very Accurate," by Age Group

BASE: Children 10-18 who get news online (n=768); tweens (n=261); teens (n=592)



Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant (p<.05). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

FIGURE 11. Amount of Attention Children Pay to Sources of Stories on Social Media Sites

BASE: Children 10-18 who get news from social media sites (n=621)

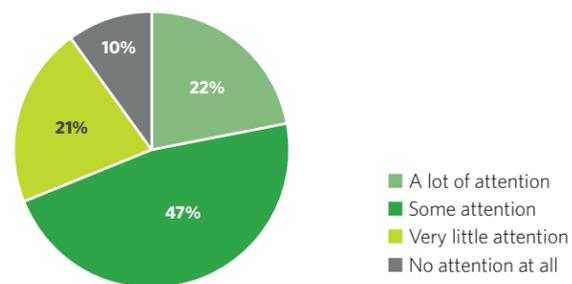
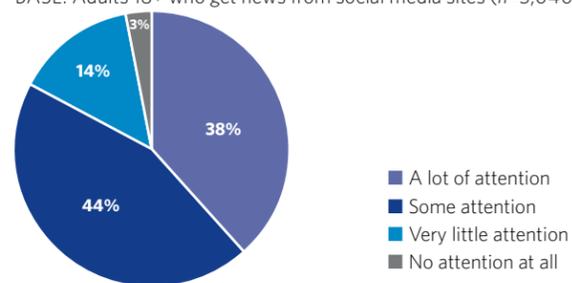


FIGURE 12. Amount of Attention Adults Pay to Sources of Stories on Social Media Sites

BASE: Adults 18+ who get news from social media sites (n=3,040)



Note: Does not sum to 100% due to rounding.

Source: Pew Research Center (2016)

Effort to Verify the Accuracy of News

The majority of children (70 percent) who get news online say that when they come across information in a news story that they think is wrong, they "sometimes" or "often" try to figure out whether or not it is true. This includes one in four children (25 percent) who says they do this "often." Another 29 percent say they "hardly ever" or "never" do this (Figure 13). Tweens and teens are equally likely to try to figure out whether a suspicious story is true.

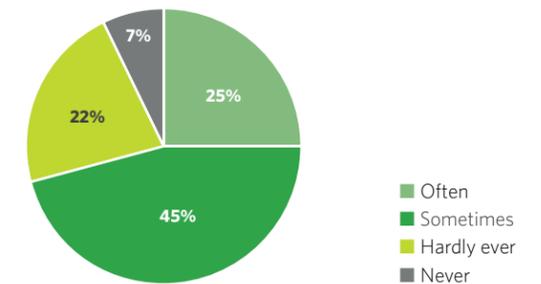
Comparatively, adults are more likely than children to say that they "often" do this. Overall, 76 percent of adults from the 2016 Pew survey say that they take it upon themselves to figure out whether a news story is accurate "often" or "sometimes," including 32 percent who do so "often" (Figure 14).

Ability to Tell Fake News from Real News

Less than half (44 percent) of children agree that they know how to tell fake news stories from real ones. More males than females say they can tell the difference between fake and real news (50 percent vs. 39 percent) (Table 3).

FIGURE 13. How Frequently Children Take Action to Determine the Validity of a Suspicious News Story

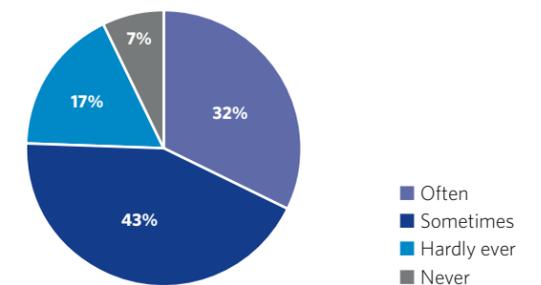
BASE: Children 10-18 who get news online (n=768)



Note: Does not sum to 100% due to rounding.

FIGURE 14. How Frequently Adults Take Action to Determine the Validity of a Suspicious News Story

BASE: Adults 18+ who see inaccurate news online (n=4,074)



Note: Does not sum to 100% due to rounding.

Source: Pew Research Center (2016)

TABLE 3. Children Who Agree or Disagree That They Can Tell the Difference Between Fake News Stories and Real News Stories, by Age Group and Gender

	TOTAL (N=853)	Age Group		Gender	
		Tweens (n=261)	Teens (n=592)	Male (n=441)	Female (n=412)
Strongly agree/Agree (net)	44%	39%	47%	50% ^a	39% ^b
Disagree/Strongly disagree (net)	23%	28%	21%	19% ^a	27% ^b

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant (p<.05). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

Sharing False Information Online

Many children have shared a news story online that they later found out was false. About 70 percent of children who get news online say that they have shared a news story online in the past six months. Among those who shared a news story online in the past six months, 31 percent say they shared a news story that they later found out was wrong or inaccurate, and 28 percent are unsure whether or not they shared a story that was inaccurate (Figure 15). Rates are similar among tweens and teens.

Hispanic/Latino youth are most likely to say they shared a news story online that they later found out was inaccurate, while African-American children are most likely to be unsure of whether a story they shared was inaccurate (Table 4).

FIGURE 15. Children Who Shared a News Story Online That Was Inaccurate

BASE: Children 10–18 who shared a news story online in the past six months (n=553)

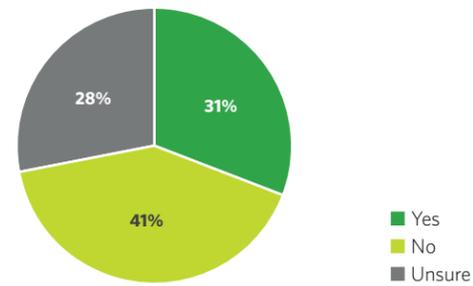


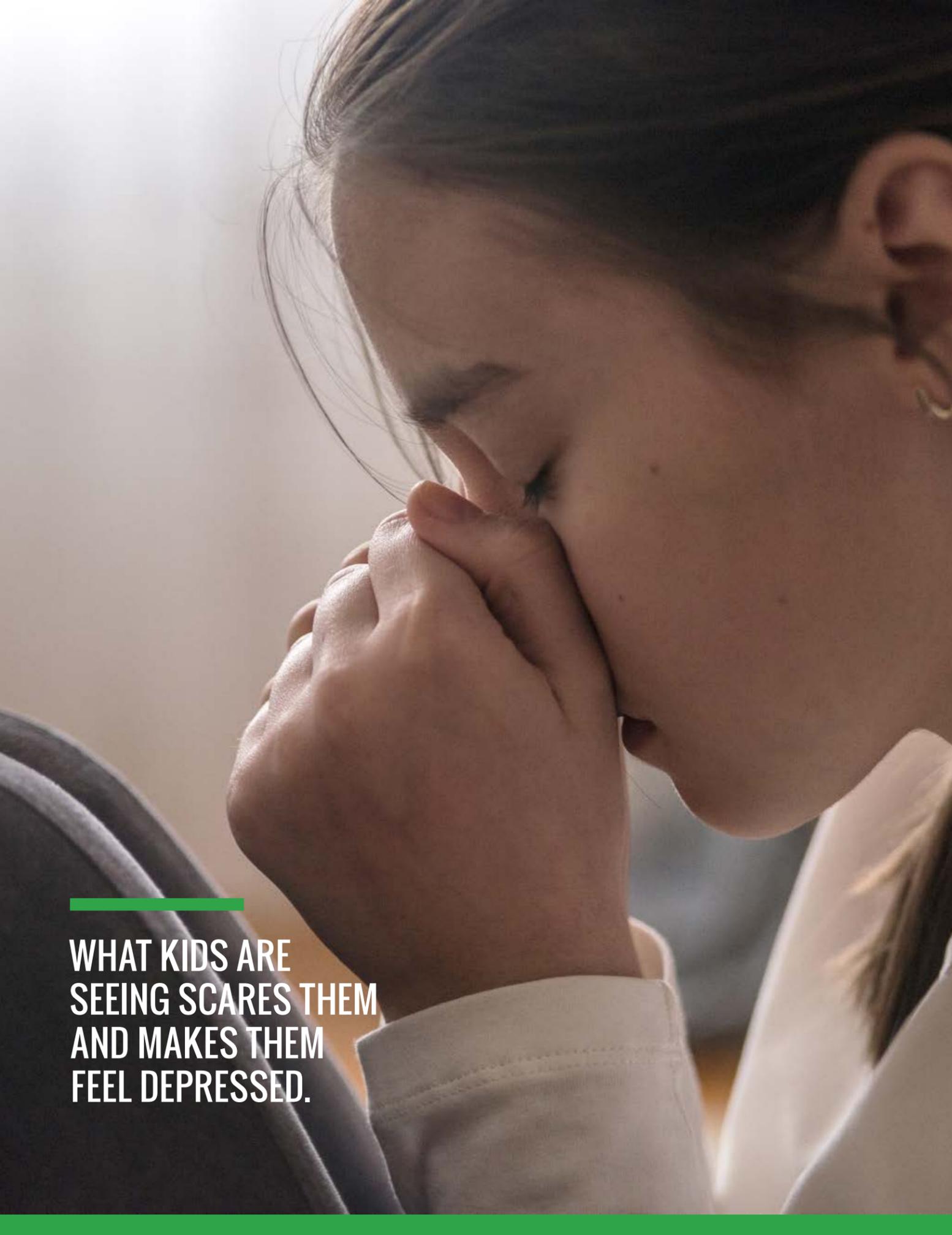
TABLE 4. Children Who Shared an Inaccurate News Story in the Past Six Months, by Race/Ethnicity

	TOTAL (N=553)	White* (n=280)	African-American* (n=115)	Hispanic/Latino (n=131)
Shared an inaccurate story	31%	31% ^{ab}	17% ^a	41% ^b
Did not share an inaccurate story	41%	42%	42%	38%
Unsure	28%	27% ^{ab}	40% ^a	21% ^b

*Non-hispanic

Note: Does not sum to 100% due to rounding.

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.



WHAT KIDS ARE SEEING SCARES THEM AND MAKES THEM FEEL DEPRESSED.

CHILDREN'S FEELINGS AND OPINIONS ABOUT NEWS AND NEWS ISSUES

Children's Feelings When They Are Exposed to News and News Headlines

Children live in a world where news and news headlines are almost always present and delivered around the clock. This can cause some extreme reactions in youth, both positive and negative. The large majority of respondents (70 percent) say that when they watch, read, or hear about the news, they generally feel smart and knowledgeable. This is true for both tweens and teens. However, pluralities of children say that it also makes them feel sad or depressed, angry, and/or afraid (63 percent) (Figure 16).

Tweens and teens express similar emotional reactions to the news. However, it is more frightening for tweens, with 45 percent of tweens indicating that it makes them feel afraid, compared with 31 percent of teens (Figure 17).

For all the negative emotions surveyed, females are more likely than males to experience each of them in reaction to the news.

TABLE 5. Children Who Feel the Following When Watching, Reading, or Hearing About the News, by Gender

	Male (n=441)	Female (n=412)
Smart or knowledgeable	69%	72%
Sad or depressed	36% ^a	50% ^b
Angry	36% ^a	48% ^b
Afraid	29% ^a	43% ^b

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

FIGURE 16. Children Who Feel the Following When Watching, Reading, or Hearing About the News

BASE: Total children 10-18 (N=853)

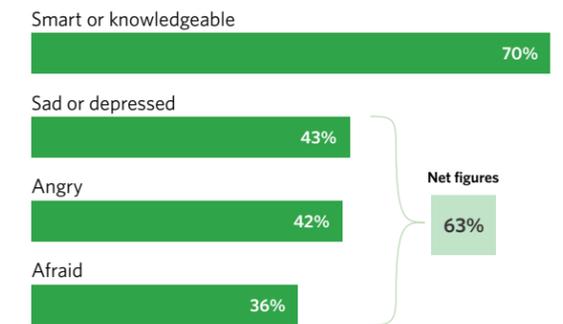
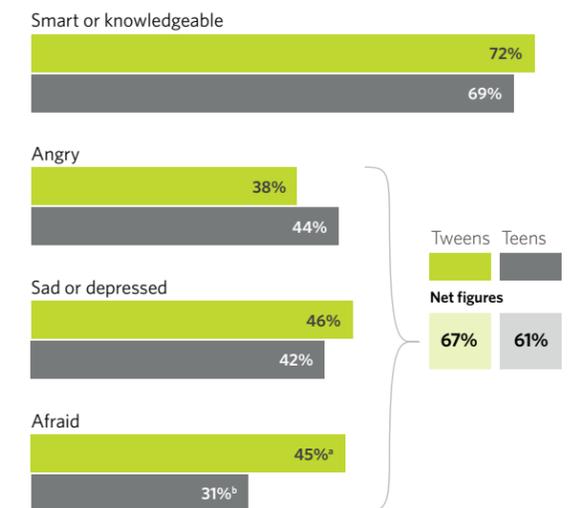


FIGURE 17. Tweens and Teens Who Feel the Following When Watching, Reading, or Hearing About the News

BASE: Total tweens (n=261); total teens (n=592)



Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

News Is Important to Children

About half of children (48 percent) say that following the news is important to them. It helps them have a good understanding of what is going on in the world (56 percent) and makes them feel prepared to make a difference in their communities (50 percent). Teens are more likely to agree that what happens in the news affects their daily lives (39 percent) compared with tweens (29 percent) (see Table 6). African-American children are more likely than white children to strongly agree that what happens in the news affects their daily lives (16 percent vs. 6 percent).

Relevance of News to Children

Majorities of children agree that the news media may be excluding their lives and interests in the news. Seventy-four percent agree that the media should show more people their age talking about things that affect them. And 69 percent agree that the news media has no idea what the lives of tweens and teens are really like. Only 42 percent of children think that the news covers the issues that matter to them. Tweens and teens, and males and females, are united in these views. Just under half (40 percent) of children say that news can be complicated and hard to follow. Tweens are more likely than teens to find the news complicated and hard to follow (Table 7).

Significantly, more African-American youth (30 percent) than Hispanic/Latino youth (18 percent) strongly agree that the news media have no idea what the lives of people their age are like. Additionally, African-American youth are significantly more likely than white youth to strongly agree that the news media should show more people their age actually doing and talking about things that affect them (40 percent vs. 25 percent) (Table 8, page 21).

TABLE 6. Children's Opinions on the Importance of News, by Age Group and Gender

Children who strongly agree/agree (net) that ...	TOTAL (N=853)	Age Group		Gender	
		Tweens (n=261)	Teens (n=592)	Male (n=441)	Female (n=412)
Following the news is important to me.	48%	49%	48%	50%	46%
I have a good understanding of what's going on in the world.	56%	53%	58%	58%	54%
I feel better prepared to make a difference in the community when following the news.	50%	47%	51%	50%	49%
What happens in the news affects my daily life.	35%	29% ^a	39% ^b	37%	34%

TABLE 7. Relevance of News to Children, by Age Group and Gender

Children who strongly agree/agree (net) that ...	TOTAL (N=853)	Age Group		Gender	
		Tweens (n=261)	Teens (n=592)	Male (n=441)	Female (n=412)
The media should show more people my age actually doing and talking about things that affect us rather than experts or other grown-ups who think they understand us.	74%	75%	73%	74%	74%
Most news media have no idea what the lives of people my age are really like.	69%	74%	69%	69%	70%
The news covers issues that matter to me.	42%	38%	45%	46%	38%
News is complicated and hard to follow.	40%	53% ^a	33% ^b	39%	41%

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant (p<.05). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

TABLE 8. Relevance of News to Children, by Race/Ethnicity

Children who strongly agree/agree (net) that ...	TOTAL (N=853)	White* (n=466)	African-American* (n=160)	Hispanic/Latino (n=179)
The media should show more people my age actually doing and talking about things that affect us rather than experts or other grown-ups who think they understand us.				
Strongly agree/Agree (net)	74%	73%	74%	79%
• Strongly agree	29%	25% ^a	40% ^b	31% ^{ab}
• Agree	45%	48% ^a	33% ^b	48% ^{ab}
Neither agree nor disagree	21%	21%	19%	17%
Disagree/Strongly disagree (net)	6%	6%	7%	4%
• Disagree	4%	5%	5%	2%
• Strongly disagree	1%	1%	2%	2%
Most news media have no idea what the lives of people my age are really like.				
Strongly agree/Agree (net)	69%	74%	64%	65%
• Strongly agree	22%	21% ^{ab}	30% ^a	18% ^b
• Agree	47%	53% ^a	35% ^b	47% ^{ab}
Neither agree nor disagree	23%	19%	27%	26%
Disagree/Strongly disagree (net)	8%	7%	9%	9%
• Disagree	6%	6%	6%	8%
• Strongly disagree	1%	1%	2%	1%
News is complicated and hard to follow.				
Strongly agree/Agree (net)	40%	45% ^a	32% ^{ab}	32% ^b
• Strongly agree	7%	8%	6%	8%
• Agree	33%	36% ^a	26% ^{ab}	24% ^b
Neither agree nor disagree	32%	28% ^a	32% ^{ab}	40% ^b
Disagree/Strongly disagree (net)	28%	27%	36%	29%
• Disagree	22%	20%	29%	25%
• Strongly disagree	6%	7%	7%	4%

*Non-hispanic

Note: Does not sum to 100% due to rounding.

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant (p<.05). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

Bias in the News

Potential bias in the news media is not invisible to children. Half of all children agree that African-Americans in the news are more associated with crimes, violence, or other problems. And 43 percent agree that the same is true for kids in the news. Teens (48 percent) are much more likely than tweens (34 percent) to say that when kids their age are in the news, they are usually involved in crimes. About a third of children agree that the news treats women equally fairly, with females being less likely than males to think so (29 percent vs. 40 percent). Only about 29 percent of children agree that the news treats people of different racial backgrounds equally fairly (Table 9).

African-American (18 percent) and Hispanic/Latino (20 percent) children are more likely than white children (9 percent) to strongly agree that when they see an African-American or Latino person in the news, they're usually involved in crimes, violence, or other problems. African-American youth are more likely than their white and Hispanic/Latino peers to say that they strongly agree that news treats women and men equally fairly (18 percent) and treats people of different racial or ethnic backgrounds equally fairly (19 percent) (Table 10, page 23).

TABLE 9. Children's Perceptions of Bias in the News, by Age Group and Gender

Children who strongly agree/agree (net) that ...	TOTAL (N=853)	Age Group		Gender	
		Tweens (n=261)	Teens (n=592)	Male (n=441)	Female (n=412)
Whenever I see an African-American or Latino person in the news, they're usually involved in crimes, violence, or other problems.	50%	45%	53%	51%	50%
Whenever I see kids my age in the news, they are usually involved in crimes, violence, or other problems.	43%	34% ^a	48% ^b	41%	44%
The news treats women and men equally fairly.	34%	39%	32%	40% ^a	29% ^b
The news treats people of different racial or ethnic backgrounds equally fairly.	29%	31%	28%	33%	26%

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

Issues of Importance to Children

Issues that are of peak importance to children are education (76 percent), technology (72 percent), their neighborhoods (67 percent), and the environment (64 percent). Those issues of least importance among those presented are celebrities (34 percent) and politics (40 percent).

Tweens feel that education and schools and celebrities are slightly more important than their teen counterparts do. Crime and violence is of heightened importance among teens. The sole difference that appears when comparing data by gender is that males are more interested in what's going on in politics than females (52 percent vs. 42 percent). Hispanic/Latino children (76 percent) think that the environment is a more important issue than do their peers of other racial backgrounds (both 59 percent). African-American children (69 percent) find health issues involving doctors and medicine more important than white (50 percent) and Hispanic/Latino (52 percent) children do. Hispanic/Latino youth (72 percent) find the issue of crime and violence more important than do white youth (57 percent) (Table 11, page 24).

TABLE 10. Children's Perceptions of Bias in the News, by Race/Ethnicity

Children who strongly agree/agree (net) that ...	TOTAL (N=853)	White* (n=466)	African-American* (n=160)	Hispanic/Latino (n=179)
Whenever I see an African-American or Latino person in the news, they're usually involved in crimes, violence, or other problems.				
Strongly agree/Agree (net)	50%	47%	50%	58%
• Strongly agree	14%	9% ^a	18% ^b	20% ^b
• Agree	37%	38%	32%	38%
Neither agree nor disagree	29%	32%	30%	22%
Disagree/Strongly disagree (net)	20%	21%	20%	20%
• Disagree	16%	17%	12%	15%
• Strongly disagree	4%	4%	7%	5%
Whenever I see kids my age in the news, they are usually involved in crimes, violence, or other problems.				
Strongly agree/Agree (net)	43%	40%	51%	44%
• Strongly agree	11%	10%	14%	14%
• Agree	32%	30%	38%	30%
Neither agree nor disagree	28%	29%	24%	25%
Disagree/Strongly disagree (net)	29%	30%	25%	31%
• Disagree	24%	25% ^a	13% ^b	28% ^a
• Strongly disagree	5%	5% ^a	12% ^b	3% ^a
The news treats women and men equally fairly.				
Strongly agree/Agree (net)	34%	36%	37%	34%
• Strongly agree	9%	7% ^a	18% ^b	7% ^a
• Agree	25%	28%	20%	26%
Neither agree nor disagree	39%	41%	34%	39%
Disagree/Strongly disagree (net)	27%	23%	29%	28%
• Disagree	21%	19%	21%	19%
• Strongly disagree	6%	4%	8%	8%
The news treats people of different racial or ethnic backgrounds equally fairly.				
Strongly agree/Agree (net)	29%	30%	36%	25%
• Strongly agree	9%	9% ^a	17% ^b	6% ^a
• Agree	21%	22%	19%	19%
Neither agree nor disagree	34%	37%	25%	37%
Disagree/Strongly disagree (net)	37%	33%	39%	38%
• Disagree	25%	24%	20%	28%
• Strongly disagree	11%	9% ^a	19% ^b	10% ^{ab}

*Non-hispanic

Note: Does not sum to 100% due to rounding.

Note: Superscripts are used to denote whether differences between tweens and teens are statistically significant ($p < .05$). Items with different superscripts differ significantly. Items that do not have a superscript do not differ significantly.

TABLE 11. Children's Interest in News Topics

Children who are interested in ... (N=853)	Very Important/ Important (Net)	Very Important	Important	Moderately Important	Slightly/Not Important (Net)	Slightly Important	Not Important
Education and schools	76%	39%	38%	14%	10%	7%	3%
Technology	72%	37%	35%	18%	10%	7%	3%
The way things are in your neighborhood	67%	31%	36%	20%	12%	7%	5%
The environment	64%	35%	29%	21%	15%	9%	6%
Crime and violence	62%	32%	31%	22%	15%	10%	5%
Problems with drugs	57%	27%	30%	20%	23%	12%	11%
Health issues involving doctors and medicine	54%	28%	26%	25%	21%	13%	8%
The economy/unemployment	52%	24%	28%	24%	23%	13%	10%
Politics	40%	16%	23%	28%	32%	18%	14%
Celebrities and entertainment	34%	13%	21%	25%	40%	18%	22%

Note: Does not sum to 100% due to rounding.

THE MAIN GOAL OF the present study was to provide a comprehensive picture of how children experience the news: where they get news, how news makes them feel, and how they perceive news. Several conclusions are apparent from examining the data. First, news is not only for adults; many children say following the news is important to them, and they get news “sometimes” or “often” from a range of sources. However, many children feel acutely that their voices are not represented in news coverage and that news organizations may not even understand their experiences. This raises larger questions of how news organizations should strive to reach younger audiences, which news topics are of importance to them, and how those topics should be covered.

Second, many children, and especially teens, are getting their news from online sources. However, it also is true that news is still primarily a “human” endeavor, being sourced often from families, friends, and teachers. This may mean that children’s news experiences often are filtered through adults, who bring their own knowledge, interpretations, and biases to the information they pass on. Given that more children trust the news they hear from the people in their lives than that from traditional news organizations, it is clear that children are not unquestionably accepting of the news they encounter directly from media sources. Indeed, only a quarter of children say that they trust news organizations “a lot.” The rise of “fake news” adds complexity to children’s news experiences, as under half of children feel they can reliably tell real from fake news. Would a clampdown on fake news lead to more trust in news organizations, or are children already skeptical of authorities, including news organizations? It’s unclear but worth additional investigation.

Lastly, many children see racial and gender bias in the news. In particular, African-American and Hispanic/Latino children are more likely to say that they see African-American or Hispanic/Latino people in the news associated with crime, violence, or other problems. Also, fewer females than males agree that the news treats people of both genders equally fairly. These findings should raise an awareness of who creates the news and what messages may be explicitly or implicitly reinforced, unintentionally or otherwise.

Cumulatively, these findings speak to the importance of supporting tweens’ and teens’ digital-literacy skills (sometimes also called “information literacy” or “media literacy”). These critical-thinking skills help children find, identify, evaluate, and use information effectively. In a decentralized news environment with so many ways to get and share news, the ability to evaluate the quality, credibility, and validity of different sources will be increasingly valuable and necessary. What appears legitimate on social media may or may not be reflective of the real world. Children need help to filter out misinformation and to understand whether, when, and how news is biased. Multiple stakeholders, including parents, educators, policymakers, researchers, and news organizations, share the responsibility of aiding children in developing digital-literacy skills, as these skills will be increasingly necessary for children to thrive as 21st-century citizens.

METHODOLOGY

THE ONLINE SURVEY WAS conducted from January 10 to January 22, 2017, among a sample of 853 children age 10–18, including 526 parent-recruited child respondents from the SSRS Probability Panel and 327 parent-recruited child and child opt-in panel respondents. The average time to complete the survey was 13 minutes.

Respondents were invited by email to have their children participate in the online survey. Parents were screened for parental status, household composition, and permission to have their children complete the survey. They then were asked to allow their children to complete the main survey questions independently. Children from the opt-in panel who were age 13–17 and 18-year-olds from both the SSRS Probability Panel and the opt-in panel were invited directly to take the main survey. An oversample of African-American non-Hispanic and Hispanic/Latino children and teens was collected to ensure there was an adequate base for these subgroups. Table 12 shows the breakdown of the survey sample by ethnicity and includes those who completed the full survey.

Sampling

This survey was conducted using the SSRS Probability Panel⁴ and an opt-in panel partner. SSRS Probability Panel members are recruited randomly from a dual-frame random digit dial (RDD) sample through the SSRS Omnibus Survey. The SSRS Omnibus Survey is a national (50-state), bilingual telephone survey designed to meet standards of quality associated with custom research studies. Respondents of the SSRS Omnibus Survey represent the full U.S. adult population (English- and Spanish-speaking).

Critical Mix⁵, an opt-in web panel, was utilized to efficiently reach a larger sample of children, focusing on oversample completes of African-American non-Hispanic and Hispanic/Latino children age 10–18.

From both of the panels, panelists who had been identified as parents of children age 10–18 were invited by email to participate in this online survey. From the SSRS Probability Panel,

18-year-olds were invited directly. From the opt-in panel, 13- to 18-year-olds were invited directly. Within the survey, respondents were rescreened to ensure that they met qualification criteria.

Questionnaire Development

Researchers from Common Sense Media developed the survey for this research report in consultation with the SSRS project team. Respondents were asked to have their children complete the survey. The parent of each child received the survey and had to qualify by having a child age 10–18 living in their household that they were the parent or legal guardian of. The parent/legal guardian had to give permission to let the child participate, and then they were asked to bring the child to the computer to complete their portion of the survey. Parents/legal guardians were able to review the questions being asked prior to allowing their children to participate. Selected children age 13–17 and 18-year-olds were invited to take the survey directly.

Some items in the survey came from questionnaires used in prior adult surveys by the Pew Research Center and by Children Now. Since the survey was conducted among children, some of the questions were simplified to make them more understandable for a younger audience.

Data Processing

The data were thoroughly cleaned with a computer validation program written by SSRS' data-processing programmers. This program established editing parameters to locate any errors including data that did not follow skip patterns, out-of-range values, and errors in data-field locations. A total of 54 opt-in panel respondents and two SSRS Probability Panel respondents were removed due to data-quality issues.

Weighting

This study was weighted to provide nationally representative and projectable estimates of children age 10 to 18. The data were weighted in three stages.

First, respondents from the SSRS Probability Panel were weighted using the following procedures:

- A base weight was applied, taking into account the recruitment of panelists through SSRS Omnibus—thus the disproportionate probabilities of household and

respondent selection due to the number of separate telephone landlines and cell phones answered by the Omnibus respondents and their households, as well as the probability associated with the random selection of an individual household member.

- The SSRS Probability Panel sample then was post-stratified and balanced by key demographics of age, race, sex, region, and parental education. The benchmark data for these demographics were obtained from the American Community Survey 2015 targeting individuals age 10–18 in non-group quarters housing.
- The SSRS Probability Panel weight then was trimmed at less than .25 and higher than 4.

Second, the respondents from the opt-in sample were weighted:

- The opt-in web-sample respondents were separately post-stratified and balanced on the same key demographics and benchmarks used for the SSRS Probability Panel sample.

Finally, the two sample sources were combined, and the following final steps were taken:

- A web-panel calibration weight was applied to the final combined weighted data to minimize potential bias associated with using a convenience sample. Two data points from the survey were selected for this calibration: frequency of watching news on TV (Q2_c) and frequency of getting news from social-networking sites (Q2_d). The weighted SSRS Probability Panel sample provided the benchmarks for these variables.
- The final combined weight was trimmed at less than .16 and higher than 4.5.

Weighting procedures increase the variance in the data, with larger weights causing greater variance. Complex survey designs and post-data-collection statistical adjustments increase variance estimates and, as a result, the error terms applied in statistical testing. Design effect for this survey was 1.76 overall. Accounting for sample size and design effect, the margin of sampling error for this study in total is +/-4.59 percentage points.

TABLE 12. Breakdown of Completes by Ethnicity (unweighted)

	TOTAL	White*	African-American*	Hispanic/Latino	Other
Total	853	466	160	179	48
Gender					
• Male	441	258	75	87	21
• Female	412	208	85	92	27
Age					
• 10–12	261	140	54	57	10
• 13–15	272	154	42	57	19
• 16–18	320	172	64	65	19
Region					
• Northeast	161	89	30	36	6
• Midwest	187	124	30	22	11
• South	322	161	82	64	15
• West	183	92	18	57	16

*Non-hispanic

4. To learn more about the SSRS Probability Panel, go to <http://ssrs.com/wp-content/uploads/2016/08/SSRS-Probability-Panel-Methodology-Statement-August-2016>.

5. To learn more about the Critical Mix opt-in panel, go to http://criticalmix.com/assets/docs/Critical_Mix_Panel_Book_Digital_01_07_15.pdf.

APPENDIX: TOPLINES

The study was conducted for Common Sense Media via telephone and online by SSRS, an independent research company. Interviews were conducted from January 10 to January 22, 2017, among a sample of 853 respondents age 10-18. The margin of error for total respondents is +/-4.59 percentage points at the 95 percent confidence level. More information about SSRS can be obtained by visiting www.ssrs.com.

Q1. Which of the following activities, if any, did you do yesterday?

News from friends/family/teacher (NET)	63%
Got news from family	45%
Got news from a teacher or other adult in my life	35%
Got news from friends	31%
News online (NET)	49%
Got news from a social-networking site	38%
Got news from a website or app	26%
Traditional (NET)	46%
Watched news on television	37%
Listened to news on the radio	19%
Read any newspapers in print	8%
None of these	14%

Q2. How often do you do each of the following?

a. Read any newspapers in print

Often/Sometimes (NET)	20%
Often	7%
Sometimes	13%
Hardly ever/Never (NET)	79%
Hardly ever	32%
Never	48%

b. Listen to news on the radio

Often/Sometimes (NET)	40%
Often	9%
Sometimes	30%
Hardly ever/Never (NET)	60%
Hardly ever	35%
Never	25%

c. Watch news on television

Often/Sometimes (NET)	53%
Often	16%
Sometimes	37%
Hardly ever/Never (NET)	47%
Hardly ever	31%
Never	15%

d. Get news from a social-networking site

Often/Sometimes (NET)	61%
Often	38%
Sometimes	23%
Hardly ever/Never (NET)	39%
Hardly ever	13%
Never	26%

e. Get news from a website or app

Often/Sometimes (NET)	57%
Often	24%
Sometimes	33%
Hardly ever/Never (NET)	43%
Hardly ever	23%
Never	20%

f. Get news from friends

Often/Sometimes (NET)	72%
Often	25%
Sometimes	47%
Hardly ever/Never (NET)	27%
Hardly ever	21%
Never	6%
Refused	1%

g. Get news from family

Often/Sometimes (NET)	90%
Often	45%
Sometimes	45%
Hardly ever/Never (NET)	9%
Hardly ever	7%
Never	2%

h. Get news from teachers or other adults in your life

Often/Sometimes (NET)	80%
Often	33%
Sometimes	48%
Hardly ever/Never (NET)	20%
Hardly ever	15%
Never	5%

Q3. Which of the following would you say you prefer for getting news?

Got news online (NET)	39%
Got news from a social networking site	27%
Got news from a website or app	13%
Got news from friends/family/teacher (NET)	36%
Got news from family	23%
Got news from friends	8%
Got news from a teacher or other adult in my life	5%
Traditional (NET)	24%
Watched news on television	19%
Listened to news on the radio	3%
Read any newspapers in print	1%
Never gets news from any sources	1%

Q4. How much, if at all, do you trust the information you get from...?

a. News organizations

A lot/Some (NET)	76%
A lot	25%
Some	51%
Not too much/Not at all (NET)	23%
Not too much	17%
Not at all	6%
Refused	1%

b. Friends

A lot/Some (NET)	75%
A lot	17%
Some	58%
Not too much/Not at all (NET)	25%
Not too much	22%
Not at all	3%

c. Family

A lot/Some (NET)	97%
A lot	66%
Some	30%
Not too much/Not at all (NET)	3%
Not too much	3%
Not at all	*

*Base too small to report.

d. Teachers and other adults in my life

A lot/Some (NET)	92%
A lot	48%
Some	44%
Not too much/Not at all (NET)	8%
Not too much	6%
Not at all	2%

e. News treats people of different racial or ethnic backgrounds equally fair.

Agree (1,2) (NET)	29%
Strongly agree	9%
Agree	21%
Neither agree nor disagree	34%
Disagree (4,5) (NET)	37%
Disagree	25%
Strongly disagree	11%

f. News treats women and men equally fair.

Agree (1,2) (NET)	34%
Strongly agree	9%
Agree	25%
Neither agree nor disagree	39%
Disagree (4,5) (NET)	27%
Disagree	21%
Strongly disagree	6%

g. I know how to tell fake news stories from real news stories.

Agree (1,2) (NET)	44%
Strongly agree	11%
Agree	34%
Neither agree nor disagree	32%
Disagree (4,5) (NET)	23%
Disagree	19%
Strongly disagree	5%

Q14. To what extent do you agree or disagree with the following statements?

a. I am interested in what's going on in politics.

Agree (1,2) (NET)	48%
Strongly agree	13%
Agree	34%
Neither agree nor disagree	22%
Disagree (4,5) (NET)	30%
Disagree	19%
Strongly disagree	11%

b. I have a good understanding of what's going on in the world.

Agree (1,2) (NET)	56%
Strongly agree	13%
Agree	43%
Neither agree nor disagree	30%
Disagree (4,5) (NET)	14%
Disagree	13%
Strongly disagree	1%

c. What happens in the news affects my daily life.

Agree (1,2) (NET)	35%
Strongly agree	8%
Agree	27%
Neither agree nor disagree	36%
Disagree (4,5) (NET)	28%
Disagree	24%
Strongly disagree	5%

d. I trust the government to do what is right.

Agree (1,2) (NET)	31%
Strongly agree	7%
Agree	23%
Neither agree nor disagree	29%
Disagree (4,5) (NET)	40%
Disagree	28%
Strongly disagree	12%

e. Whenever I see an African-American or Latino person in the news, they're usually involved in crimes, violence, or other problems.

Agree (1,2) (NET)	50%
Strongly agree	14%
Agree	37%
Neither agree nor disagree	29%
Disagree (4,5) (NET)	20%
Disagree	16%
Strongly disagree	4%

f. Whenever I see kids my age in the news, they are usually involved in crimes, violence, or other problems.

Agree (1,2) (NET)	43%
Strongly agree	11%
Agree	32%
Neither agree nor disagree	28%
Disagree (4,5) (NET)	29%
Disagree	24%
Strongly disagree	5%

g. The media should show more people my age actually doing and talking about things which affect us rather than experts or other grownups who think they understand.

Agree (1,2) (NET)	74%
Strongly agree	29%
Agree	45%
Neither agree nor disagree	21%
Disagree (4,5) (NET)	6%
Disagree	4%
Strongly disagree	1%

h. Most news media have no idea what the lives of people my age are really like.

Agree (1,2) (NET)	69%
Strongly agree	22%
Agree	47%
Neither agree nor disagree	23%
Disagree (4,5) (NET)	8%
Disagree	6%
Strongly disagree	1%

Q15. How important are the following issues to you?

a. Crime and violence

Very important/Important (NET)	62%
Very important	32%
Important	31%
Moderately important	22%
Slightly/Not important (NET)	15%
Slightly important	10%
Not important	5%
Refused	1%

b. Health issues involving doctors and medicine

Very important/Important (NET)	54%
Very important	28%
Important	26%
Moderately important	25%
Slightly/Not important (NET)	21%
Slightly important	13%
Not important	8%

c. The economy/unemployment

Very important/Important (NET)	52%
Very important	24%
Important	28%
Moderately important	24%
Slightly/Not important (NET)	23%
Slightly important	13%
Not important	10%

d. The environment

Very important/Important (NET)	64%
Very important	35%
Important	29%
Moderately important	21%
Slightly/Not important (NET)	15%
Slightly important	9%
Not important	6%

e. Problems with drugs

Very important/Important (NET)	57%
Very important	27%
Important	30%
Moderately important	20%
Slightly/Not important (NET)	23%
Slightly important	12%
Not important	11%

f. Education and schools

Very important/Important (NET)	76%
Very important	39%
Important	38%
Moderately important	14%
Slightly/Not important (NET)	10%
Slightly important	7%
Not important	3%

g. The way things are in your neighborhood

Very important/Important (NET)	67%
Very important	31%
Important	36%
Moderately important	20%
Slightly/Not important (NET)	12%
Slightly important	7%
Not important	5%

h. Celebrities and entertainment
(movies, music, and TV)

Very important/Important (NET)	34%
Very important	13%
Important	21%
Moderately important	25%
Slightly/Not important (NET)	40%
Slightly important	18%
Not important	22%

i. Technology

Very important/Important (NET)	72%
Very important	37%
Important	35%
Moderately important	18%
Slightly/Not important (NET)	10%
Slightly important	7%
Not important	3%

j. Politics

Very important/Important (NET)	40%
Very important	16%
Important	23%
Moderately important	28%
Slightly/Not important (NET)	32%
Slightly important	18%
Not important	14%

COMMON SENSE BOARD OF DIRECTORS

Harvey Anderson

Lynne Benioff

Reveta Bowers (Chair)

Ann Pao Chen

Geoffrey Cowan

Amy Errett

John H.N. Fisher

Andrew Hoine

Matthew Johnson

Lucinda Lee Katz, Ph.D.

Gary E. Knell

Manny Maceda

April McClain-Delaney

Michael D. McCurry

Bill McGlashan

Robert L. Miller

Diana L. Nelson

William S. Price, III

Susan Sachs

James P. Steyer

Gene Sykes

Nicole Taylor

Michael Tubbs

Lawrence Wilkinson (Vice Chair)

Strategic Advisor

Community Volunteer

Retired Head of School, The Center for Early Education

Independent Consultant

University Professor and Annenberg Family Chair, USC

CEO and Founder, Madison Reed

Partner, Draper Fisher Jurvetson

Partner and Director of Research, Paulson & Co. Inc.

Managing Partner, Ziffren Brittenham LLP

Head of School, Marin Country Day School

President and CEO, National Geographic Society

Partner, Bain & Company

Washington Director, Common Sense

Partner, Public Strategies Washington Inc.

Managing Partner, TPG Growth

President and CEO, Miller Publishing Group

Board Chair, Carlson

Proprietor, Price Family Vineyards and Estates

Community Volunteer

Founder and CEO, Common Sense

Managing Director, Goldman, Sachs & Co.

Deputy Vice President and Dean of Students,
Arizona State University

Mayor, City of Stockton

Chairman, Heminge & Condell

OUR OFFICES

San Francisco Headquarters

650 Townsend Street, Suite 435
San Francisco, CA 94103
(415) 863-0600

Washington, D.C. Office

2200 Pennsylvania Avenue, NW
4th Floor East
Washington, D.C. 20037
(202) 350-9992

New York Office

575 Madison Avenue
New York, NY 10022
(212) 315-2138

Los Angeles Office

1100 Glendon Avenue, 17th Floor
Los Angeles, CA 90024
(310) 689-7535



www.common sense.org



© 2017 Common Sense Media. All rights reserved.
Common Sense, associated names, associated trademarks,
and logos are trademarks of Common Sense Media, a 501(c)(3)
nonprofit organization, FEIN 41-2024986.

