

The state of digital news in 2018



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Where do we get our news today?

- According to a survey done by the Pew Research Center, PRC, at least 67 percent of Americans get their news from social media platforms, with a majority of Americans over the age of 50 (55%) are consuming news through
- The PRC survey found that most Americans use FaceBook as their primary social media platform for news, with 45% of American users getting news from FaceBook
 - This is due to the large user base of the platform, which is used by two-thirds of the American population.
- While not as big as FaceBook, the survey found that YouTube and Snapchat are also commonly used by Americans for news. More specifically, 32 percent of Youtube users go on there for news, while 29 percent of Snapchat users use the media platform for news.

The state of the news

Five key themes were found in the Reuters research that was conducted:

1. Trust: low trust in news and social media. But, the study found that more people trust that news outlets are separating fact from fiction
2. Fake news is hurting news outlets (mainly in US).
3. There is a shift on using private messaging apps to get news rather than social media outlets. Meaning, people using apps like WhatsApp, to share news rather than other popular social media apps.
4. People use many different sources to get information but brand recognition is low.
5. There is a greater dependency of smartphones
 - a. More people use an array of smart devices to get there news

Objectivity versus empiricism

- According to McManus, objectivity is “about as reliable as judging character by the firmness of a handshake”
- Objectivity is like recording everything going on and the emphasizing the most miniscule event
 - He uses the example of going to war over cutting down a blade of grass at its prime
- McManus claims to have an objective view one must limit the number of perspectives that are included a piece
- McManus boasts that unlike objectivity, empiricism does not try to pretend news reflects reality, but only small part of what is going on in the world
- Empiricism allows for the news outlets to provide multiple perspectives in an article or news broadcast
- This allows journalists to pick facts that are correct based their own research rather than relying on what the official has said

How fake news is affecting the media today

- According to a U.S. News article, trust in the news media is at its lowest point (32 percent of people trust the news)
 - According to the article, the spike in fake news articles is due to that they are easily shared on different social media sites
 - 78 percent of the people that were surveyed say that the idea of fake news has hurt the credibility of the industry
- According to a New York Time article, Facebook is trying to combat fake news by going back to its roots of being a place where people can share pictures of family and friends rather than be an outlet that shares news

Reciprocity and today's news

- A national survey published in the International Journal of Communication found the reciprocity, or the relationship between a journalist and the audience, in practice is important to news consumption based upon the audience's perceptions.
- The article could help explain the spread of fake news between the audience and those that share the fake news.

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