



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

Public Affairs Council
July 29, 2014

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Pew Research Center

About Pew Research Center's Internet Project

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

How times have changed...for all of us


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U.S. Women on the Rise as Family Breadwinner

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

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

Readers' Comments

Readers shared their thoughts on this article.

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Four in 10 American households with children under age 18 now include a mother who is either the sole or primary earner for her family, according to a [Pew Research Center analysis](#) of Census and polling data released Wednesday. This share, the

highest on record, has quadrupled since 1960.

The shift reflects evolving family dynamics.

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

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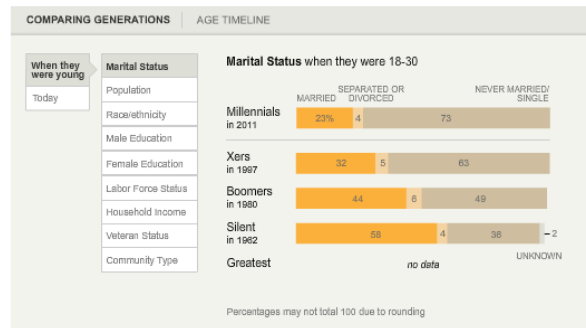
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Our outreach strategy in 2014

Interactive: A Portrait of Five Generations



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White House asks for emergency funds to deal with crisis of child immigrants (nyti.ms/1mFe67t); Background: pewrsr.ch/1mGedd1

Details

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Where Do You Fit in the Political Typology?

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

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

Begin Quiz →

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Surveys of tech use in 2000

Almost everyone had landlines, 28% response rate

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

Vast majority of online access took place in a stationary environment

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

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

Surveys of tech use in 2014

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

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

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

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

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

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



Trends and demographics in tech use

A few basics

% of U.S. adults who...

90% – cell phone (53% in 2000)

87% – use the internet (46% in 2000)

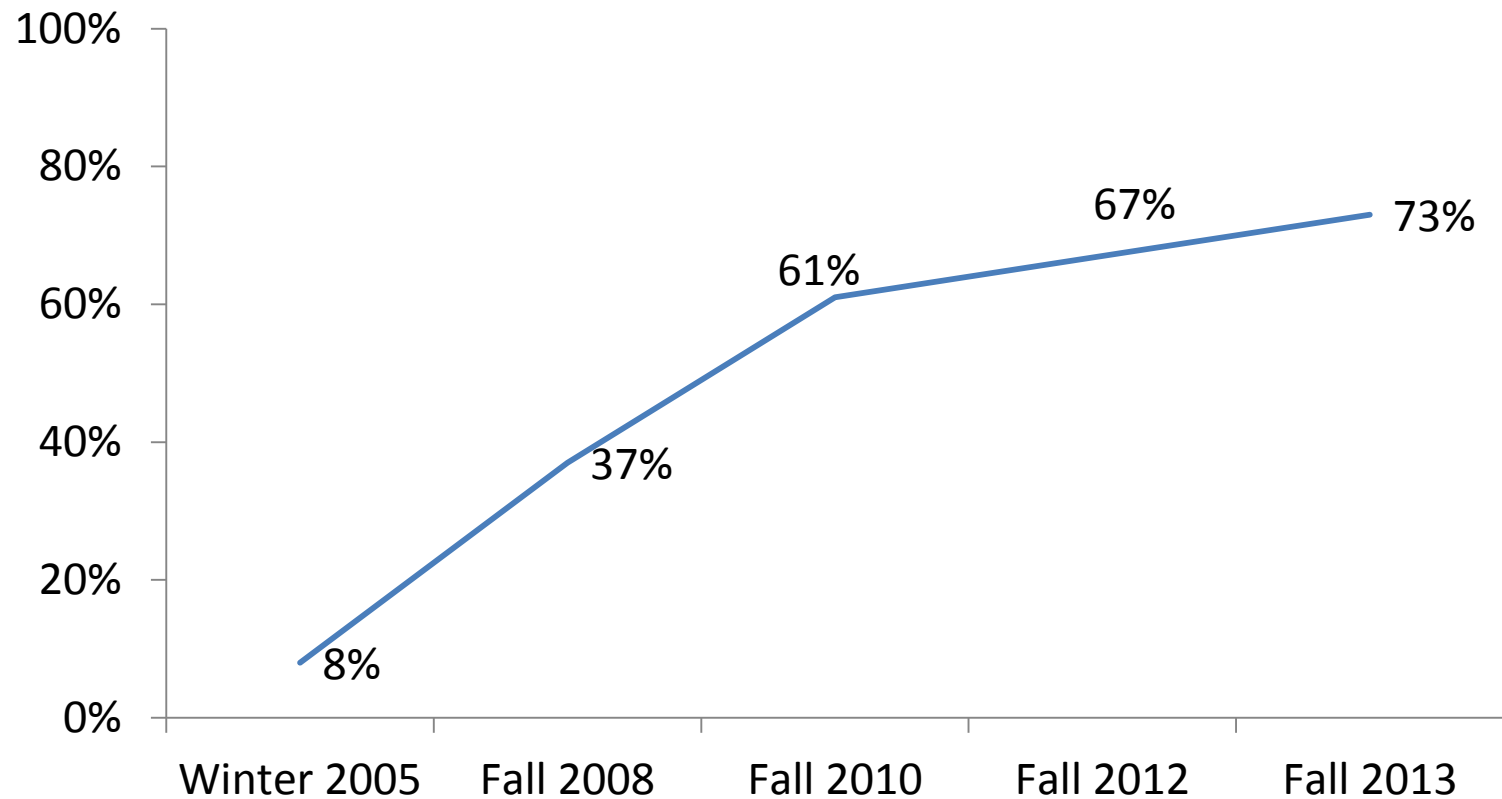
70% – broadband @ home (3% in 2000)

68% – mobile internet user

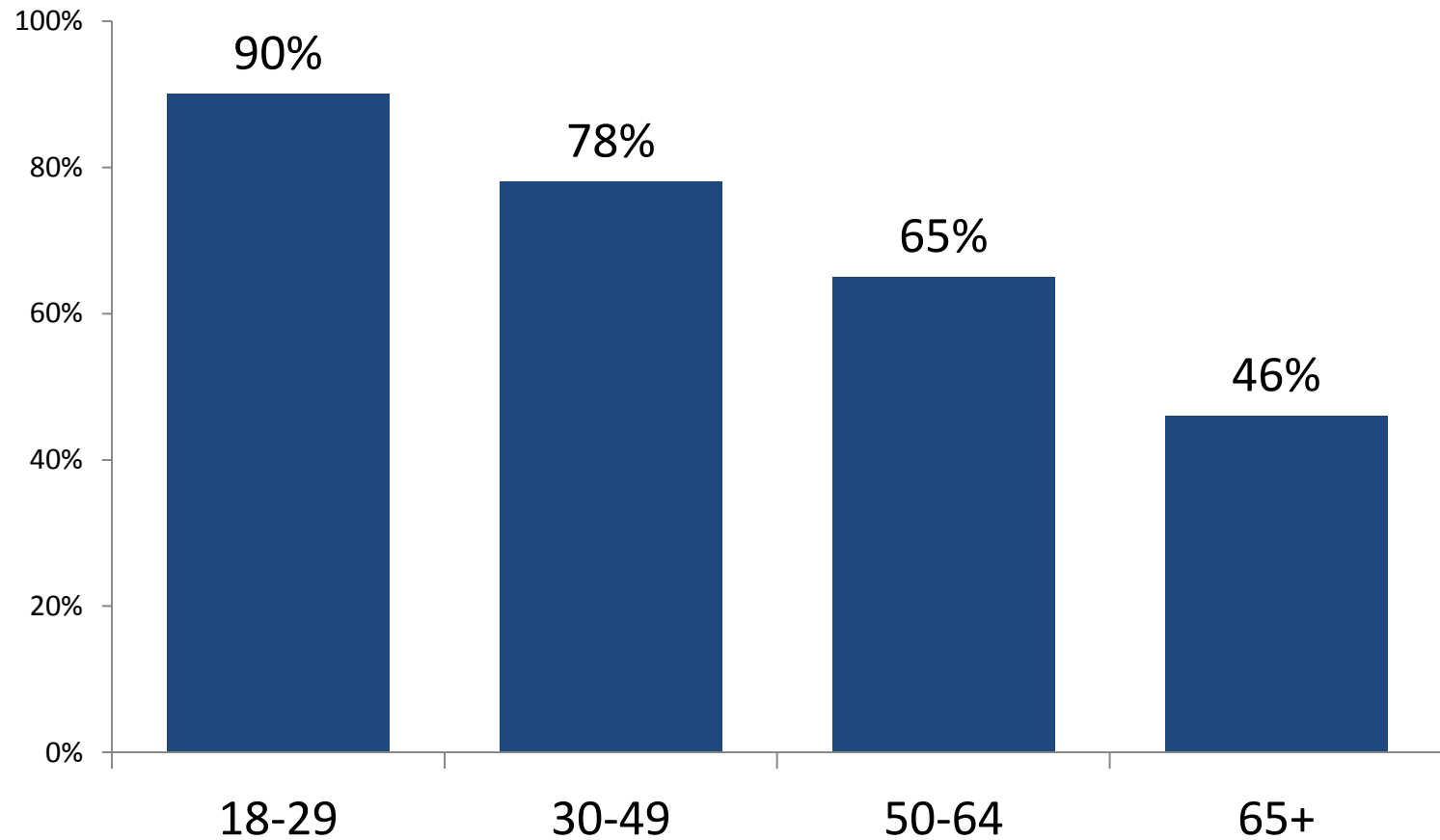
58% – smartphone (35% in 2011)

SNS trend over time

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



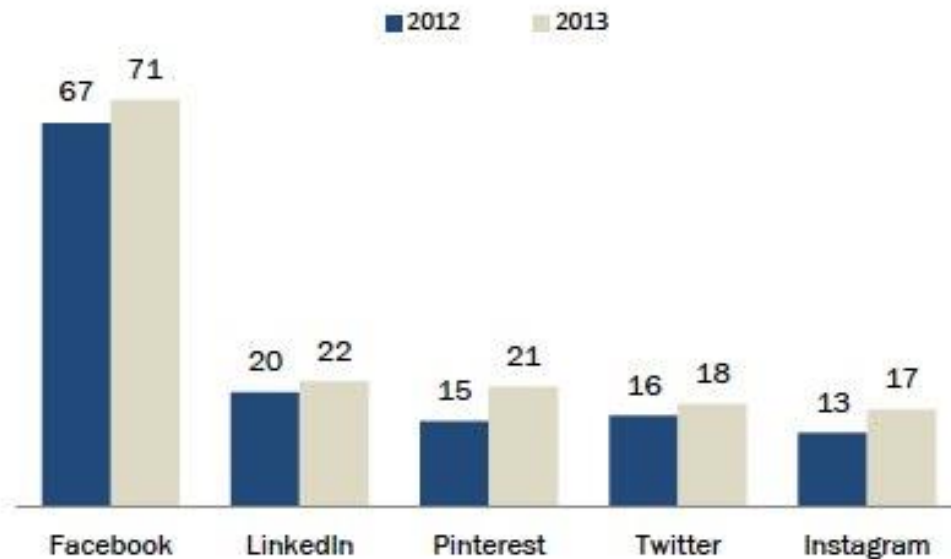
Usage by older adults is growing fast, but younger users still lead the way



Facebook is by far the dominant platform in overall numbers

Social media sites, 2012-2013

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



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

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But other sites have comparable levels of user engagement

% of users who check in daily:

63% – Facebook

57% – Instagram

46% – Twitter

23% – Pinterest

13% – LinkedIn

And each site has its own unique user mix

Facebook – Looks like the internet user population, just younger

Twitter – Young, ethnically diverse, mobile-centric

Instagram – See Twitter

Pinterest – Lots of women

LinkedIn – Middle-aged professionals

Political characteristics of SNS use

Not too many partisan differences re: FB use

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

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

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

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

% who say SNS very/somewhat important for:

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

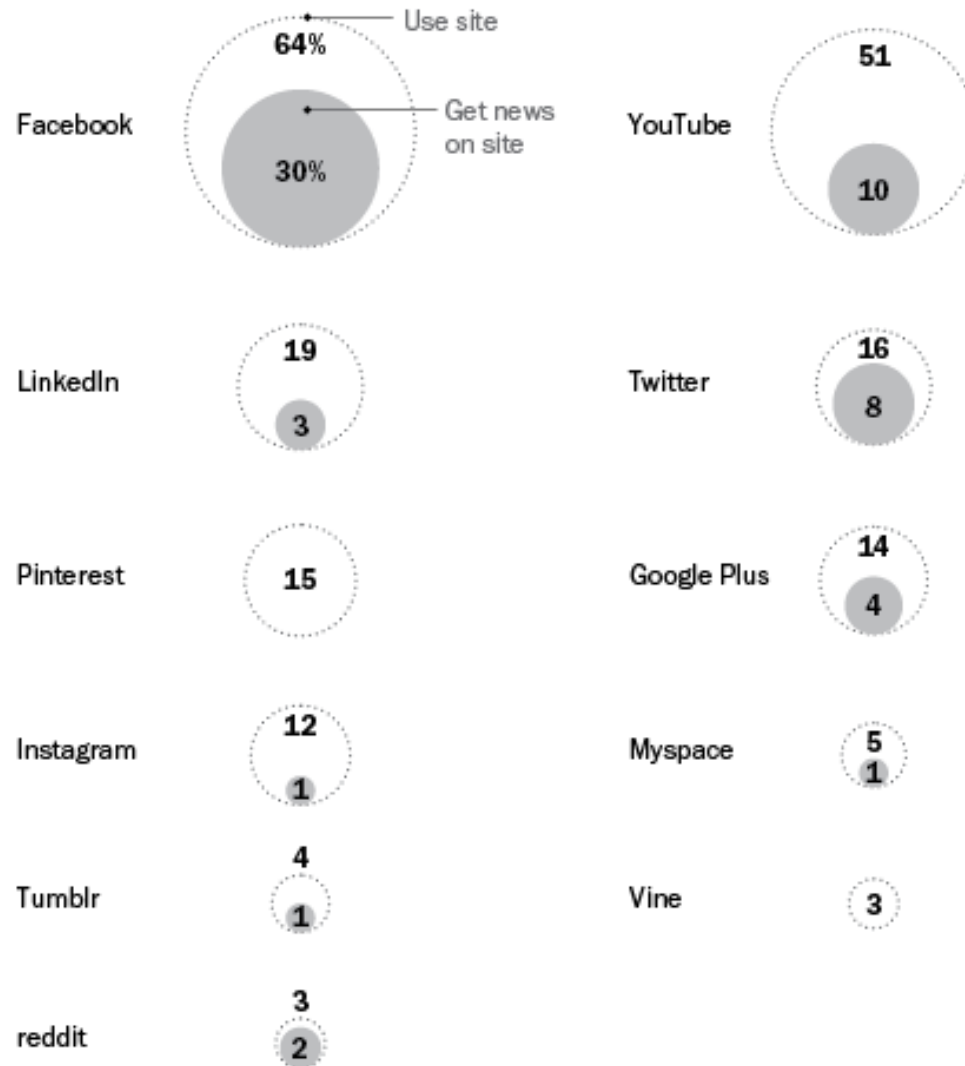
Recruiting people to get involved – D 35%, R 25%

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

Debating political issues – D 32%, R 24%

Social media as a news platform

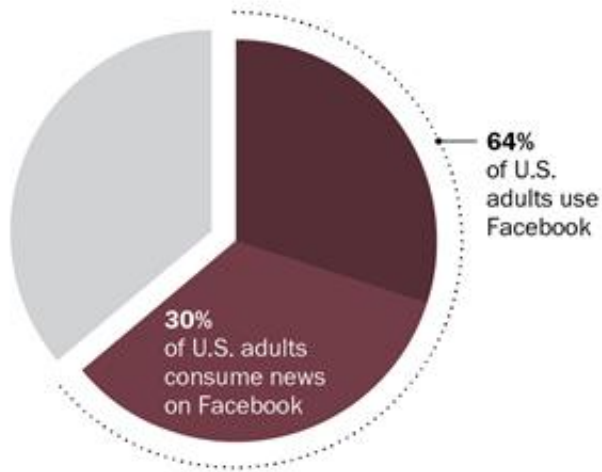
The size of the social media news population



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

Facebook and news

Facebook and News



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



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

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Reasons people use Facebook:

68% – See what friends/family are up to

62% – See photos/videos

38% – Chat or message

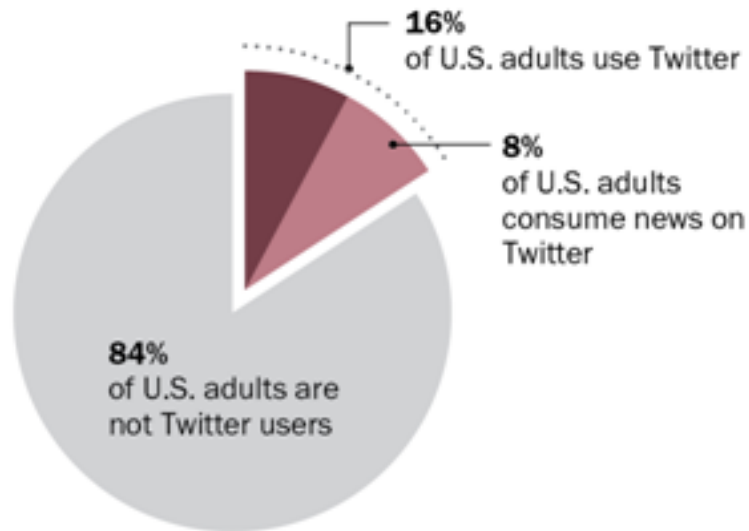
17% – Post personal updates

16% – Get news

14% – Play games

Twitter and news

Twitter and News



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

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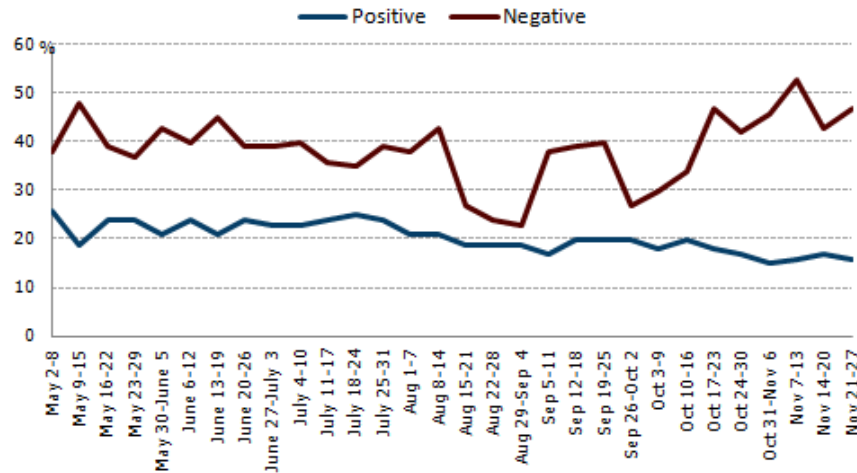
Twitter news consumers are...

- 1) Mobile-centric
- 2) Young
- 3) Ethnically diverse
- 4) Use Twitter to make sense of breaking events

“Twitter opinion” is not always the same as public opinion (Ron Paul edition)

Tone of Romney Discussion on Twitter

Percent of Coverage



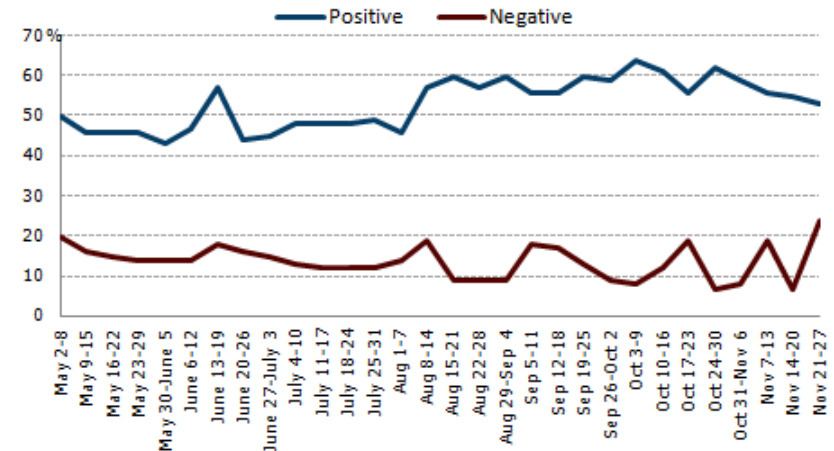
Note: Neutral is not included in the chart. The three categories combined add up to 100%.

Based on analysis conducted by PEJ using Crimson Hexagon technology

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Tone of Paul Discussion on Twitter

Percent of Coverage



Note: Neutral is not included in the chart. The three categories combined add up to 100%.

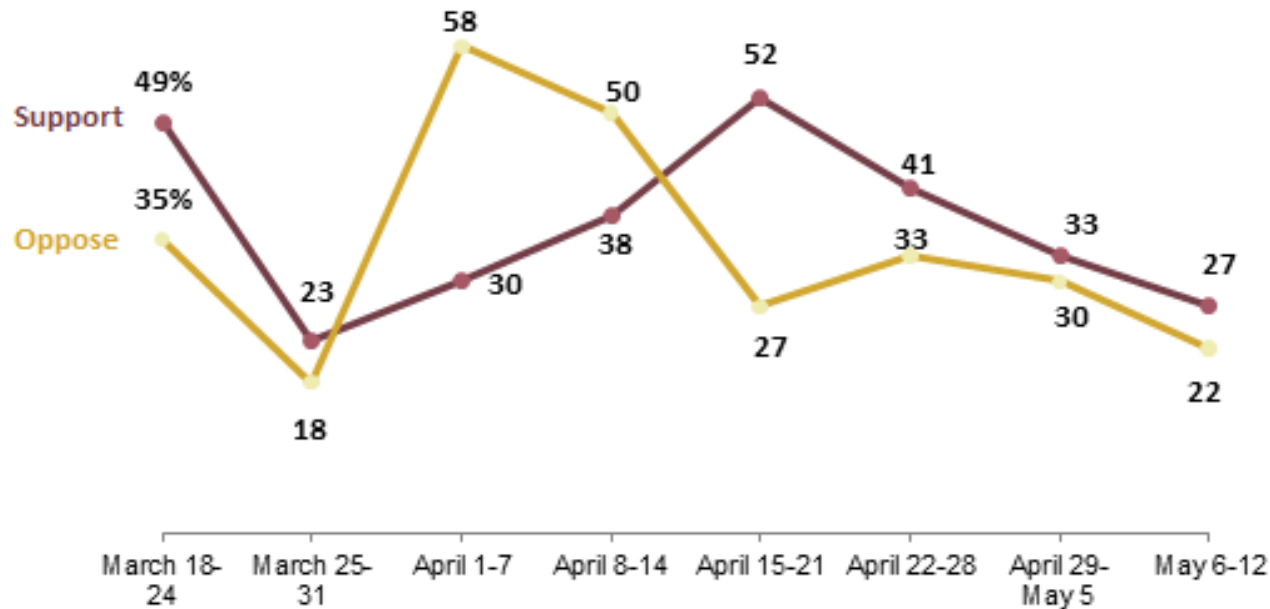
Based on analysis conducted by PEJ using Crimson Hexagon technology

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“Twitter opinion” is not always the same as public opinion (gay marriage edition)

Twitter Conversation Shifts in Sentiment over Same-Sex Marriage

Percent of Conversation



Note: Mixed/neutral is not shown here.

Analysis using Crimson Hexagon Technology

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Social media as a platform for political engagement

Ways we measure political engagement by social media users

38% – Like or promote political content

35% – Encourage others to vote

34% – Post own comments on politics

33% – Repost others' political content

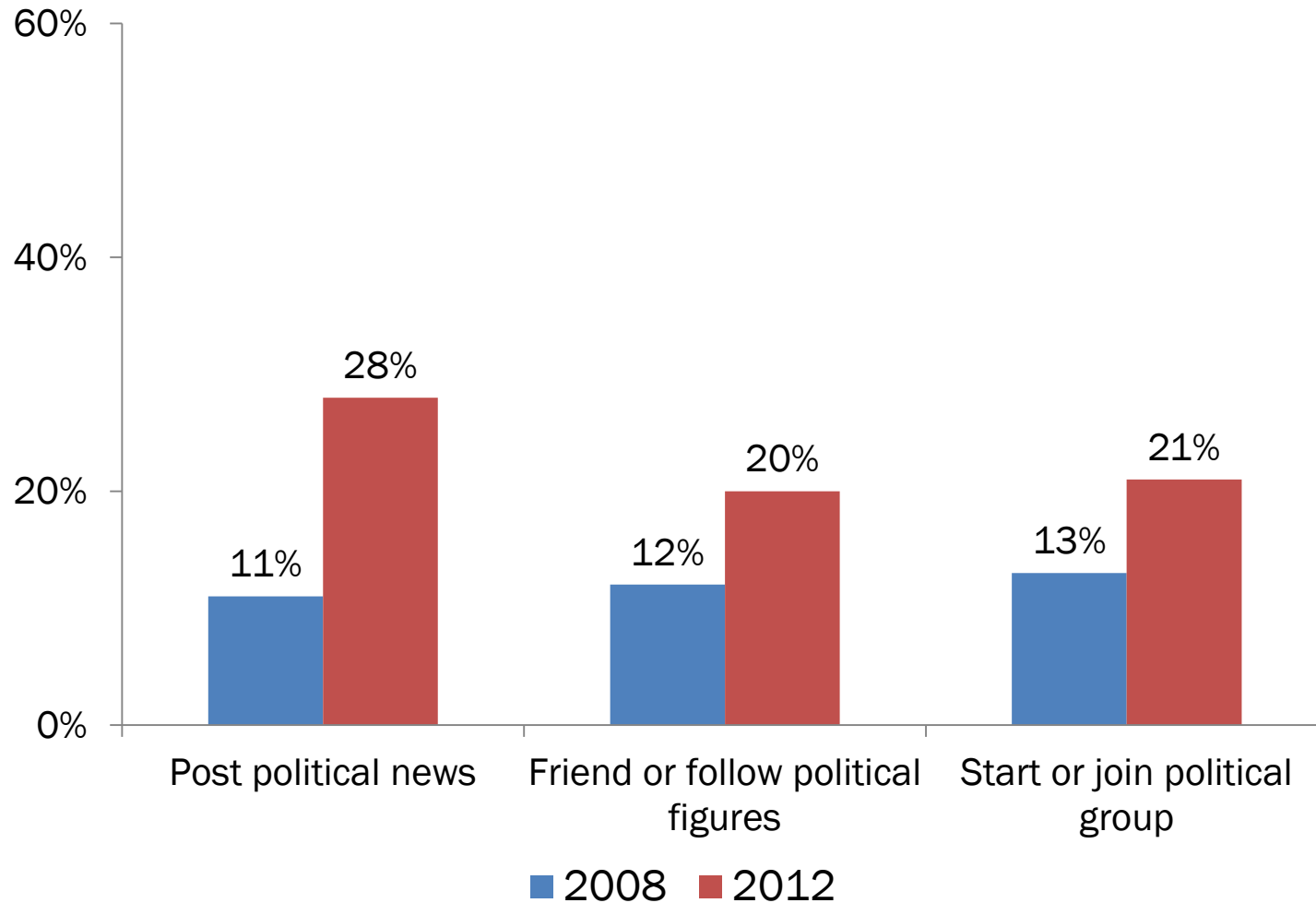
31% – Encourage others to take action

28% – Post links to political articles

21% – Belong to a political group

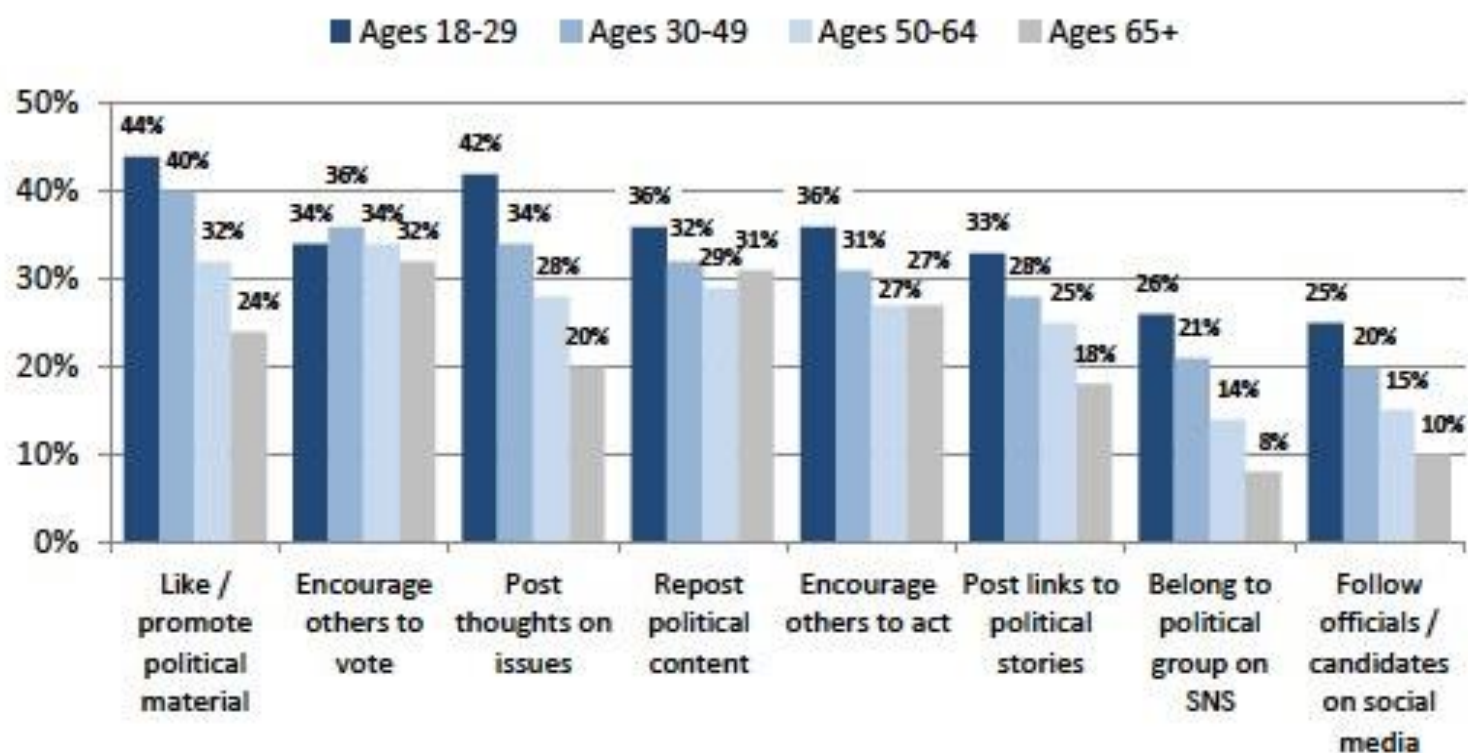
20% – Follow candidates/elected officials

More social media users are engaging in political activities there



Younger social media users are more likely to use the tools for civic activities

% of users of social networking sites or Twitter who use social media these ways



Source: Pew Research Center's Internet & American Life Project Civic Engagement Survey, conducted July 16-August 7, 2012 on landline and cell phones and in English and Spanish. N for social media users ages 18-29=323. N for social media users ages 30-49=388. N for social media users ages 50-64=323. N for social media users ages 65+=167.

SNS discussions can spur more info seeking or involvement

43% of SNS users have decided to learn more about a political or social issue because of something they read on social media

18% of SNS users have decided to take action involving a political or social issue because of something they read on social media

At the same time, most “calls to action” occur outside of social media

How Americans are asked to take part in civic actions

% of American adults who are asked to do things like work for a candidate, go to a meeting, give money to a cause, or get in touch with a public official by...

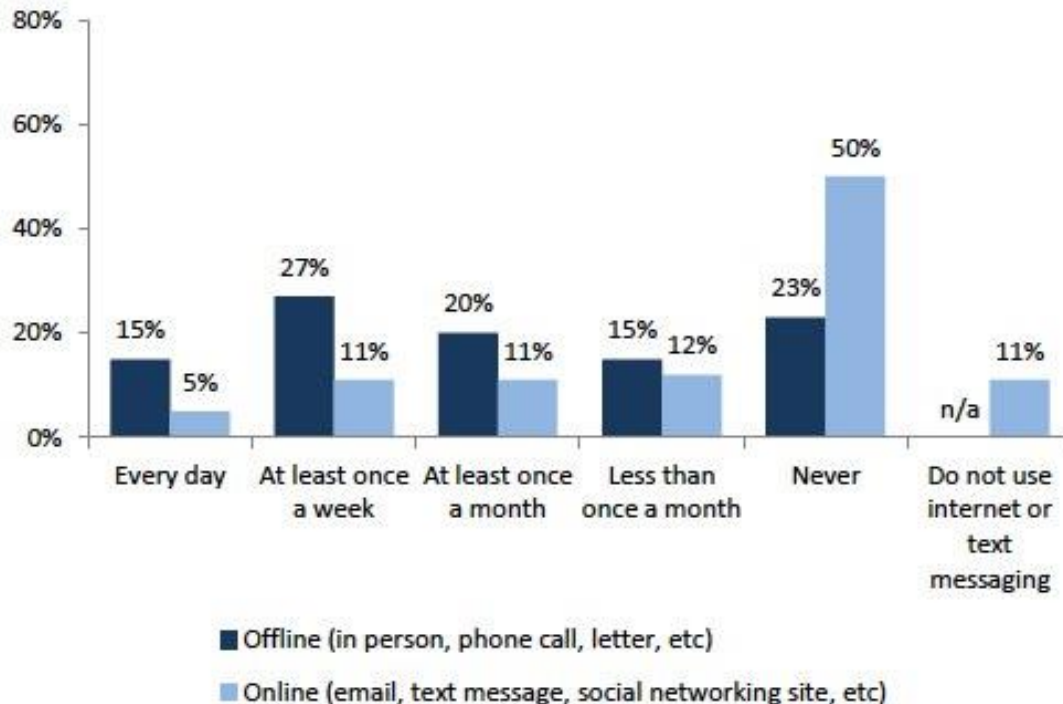
	Total	Regularly (daily, every few days, once a week)
Print letter	43%	12%
Phone call	35	12
Email	31	18
Asked in person	23	3
Asked on social networking site	16	8
Text message	5	2
Asked on Twitter	2	1

Source: Pew Research Center's Internet & American Life Project, July 16-August 7, 2012 Tracking survey. N=2,253 adults ages 18 and older, including 900 interviews conducted on respondent's cell phone. Interviews were conducted in English and Spanish. Margin of error is +/-2.4 percentage points based on all adults.

And half the public “never” discusses politics online

How Americans discuss politics and public affairs with others

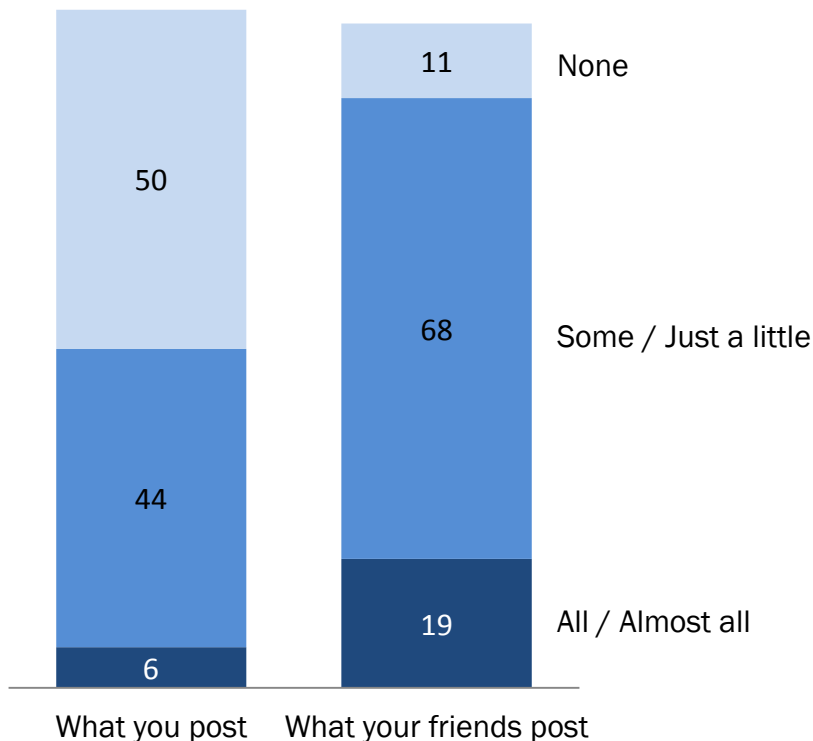
How frequently Americans discuss politics or public affairs with others... (based on all adults)



Source: Pew Research Center's Internet & American Life Project, July 16-August 7, 2012 Tracking survey. N=2,253 adults ages 18 and older, including 900 interviews conducted on respondent's cell phone. Interviews were conducted in English and Spanish. Margin of error is +/-2.4 percentage points based on all adults.

As with news, social networks are not an overtly “political” space for most...

How much of what you / your friends post is related to politics, elections, or political issues:



% who say social networking sites are “very” or “somewhat” important to:

Keeping up w/ political news: 45%

Finding others who share your views about political issues: 35%

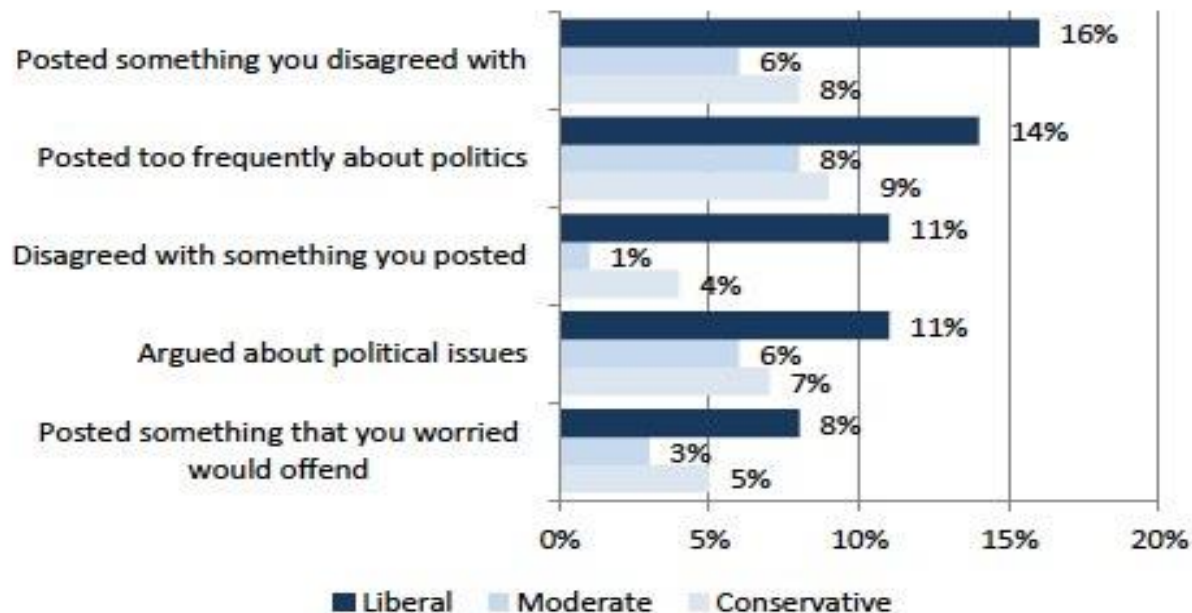
Debating or discussion political issues w/ others: 33%

Recruiting others to get involved with political issues: 32%

And they can be a source of frustration and annoyance when things turns political

Have you ever blocked, unfriended, or hidden someone on a SNS because they ...?

% of SNS users who have done this



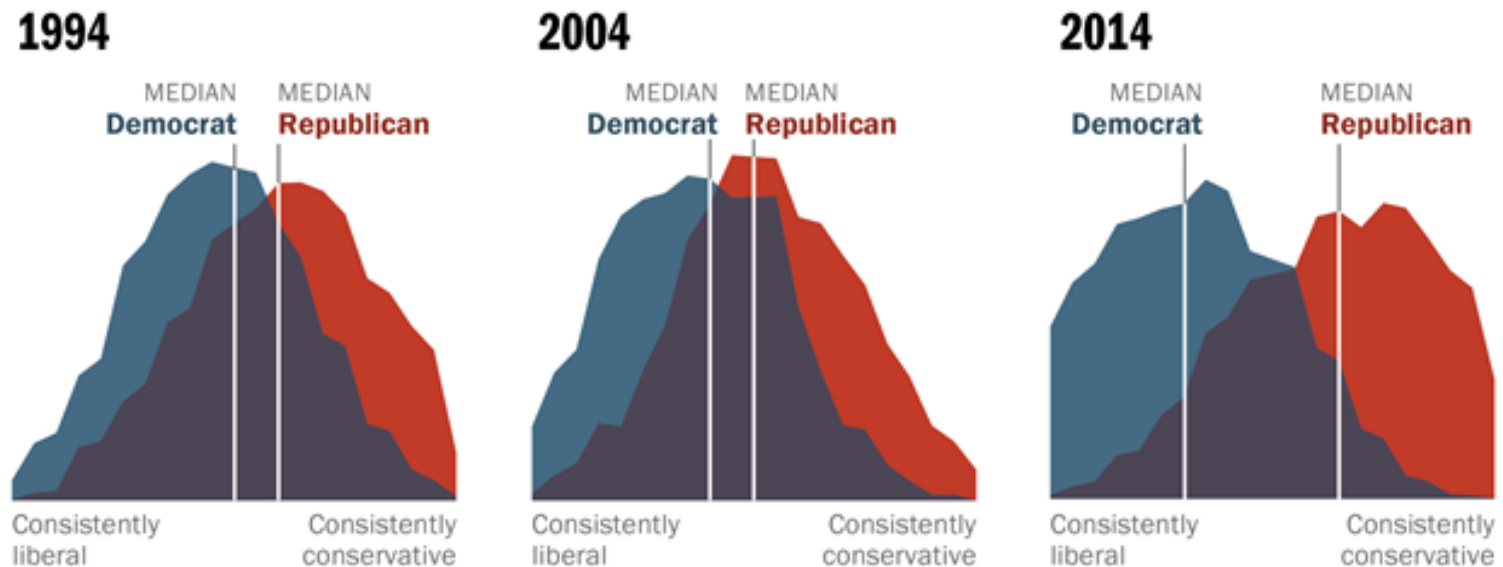
Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.

Polarization is the dominant feature of political life today

Democrats and Republicans have been growing apart in their beliefs and attitudes

Democrats and Republicans More Ideologically Divided than in the Past

Distribution of Democrats and Republicans on a 10-item scale of political values



Source: 2014 Political Polarization in the American Public

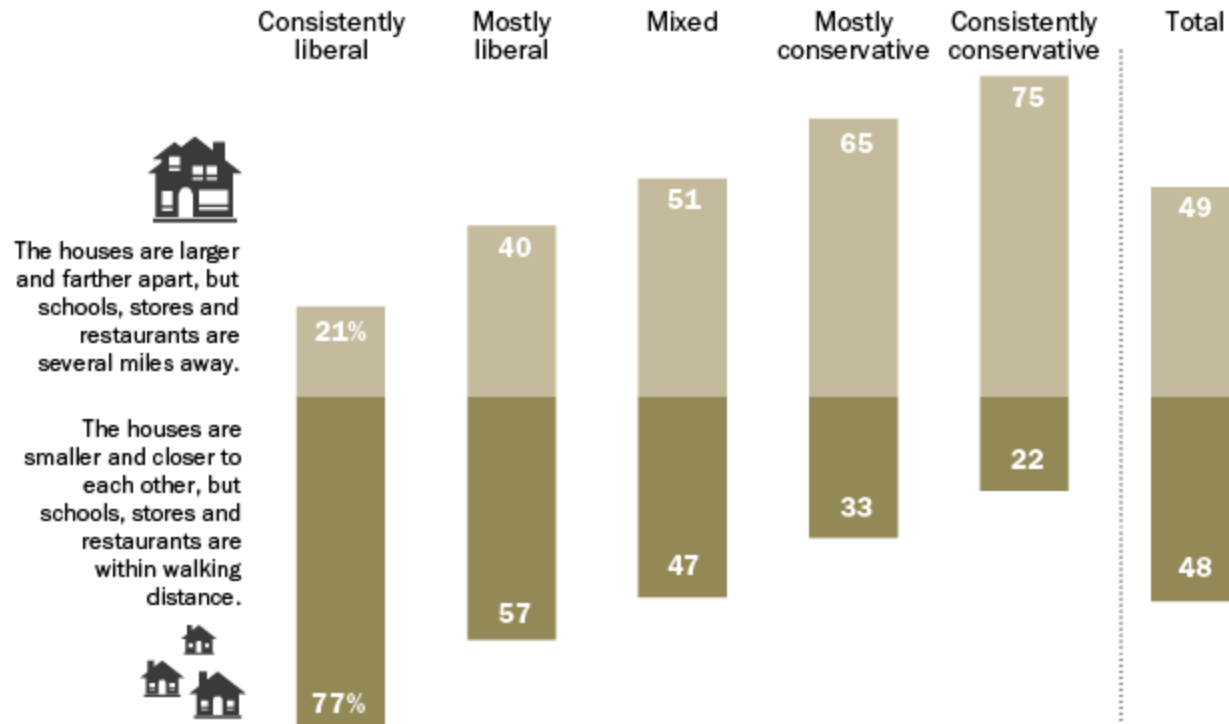
Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

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And also growing apart in their personal opinions and preferences

Liberals Want Walkable Communities, Conservatives Prefer More Room

Would you prefer to live in a community where ...



Source: 2014 Political Polarization in the American Public

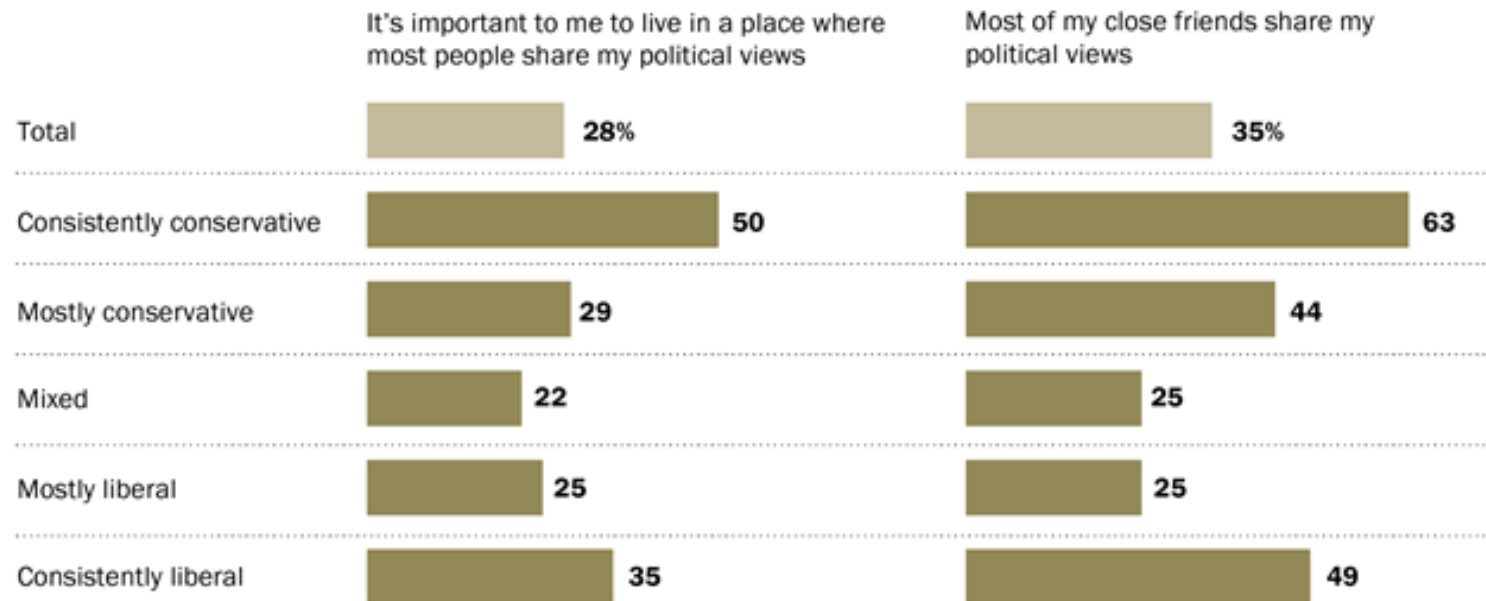
Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). "Don't know" responses not shown.

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People want to live with others who share their political views

Ideological “Silos”

% who say ...



Source: 2014 Political Polarization in the American Public

Note: Ideological consistency based on a scale of 10 political values questions (see Appendix A).

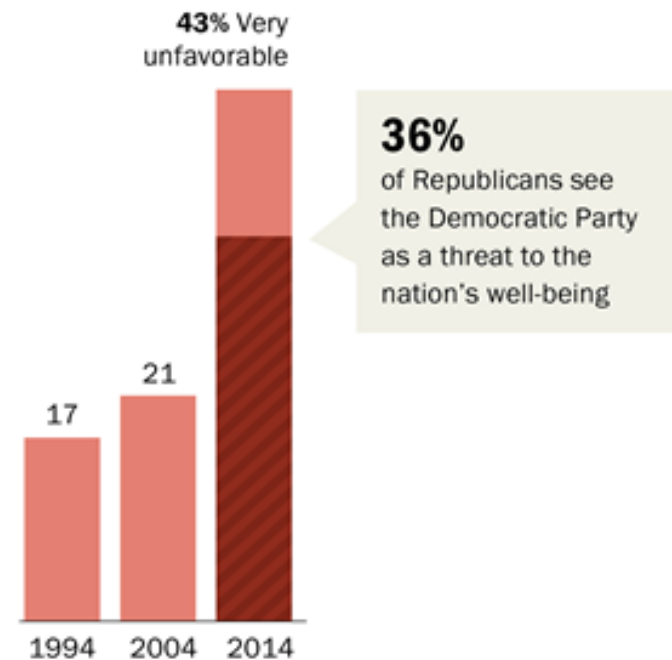
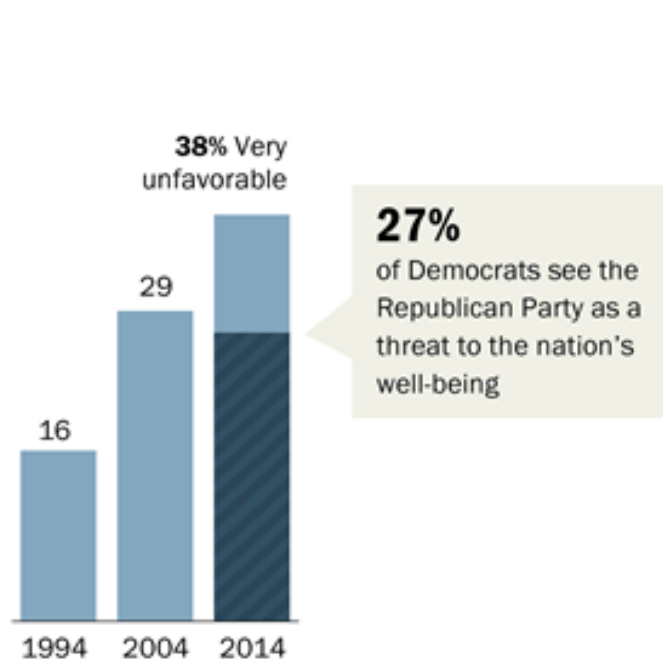
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And even see the other side as a threat to the very future of America as we know it

Beyond Dislike: Viewing the Other Party as a 'Threat to the Nation's Well-Being'

Democratic *attitudes about the* Republican Party

Republican *attitudes about the* Democratic Party



Source: 2014 Political Polarization in the American Public

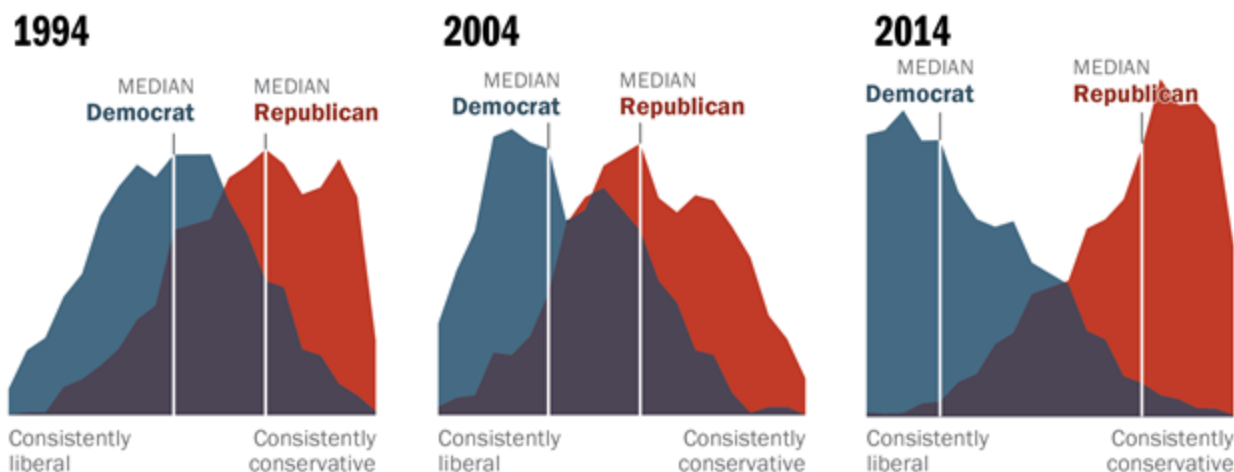
Notes: Questions about whether the Republican and Democratic Parties are a threat to the nation's well being asked only in 2014. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

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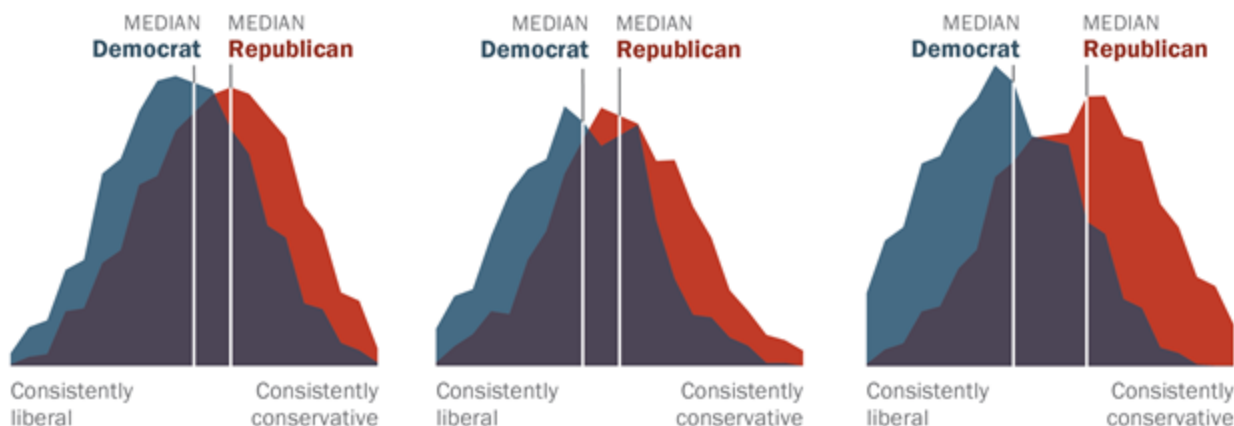
Polarization Surges Among the Politically Engaged

Distribution of Democrats and Republicans on a 10-item scale of political values, by level of political engagement

Among the politically engaged



Among the less engaged



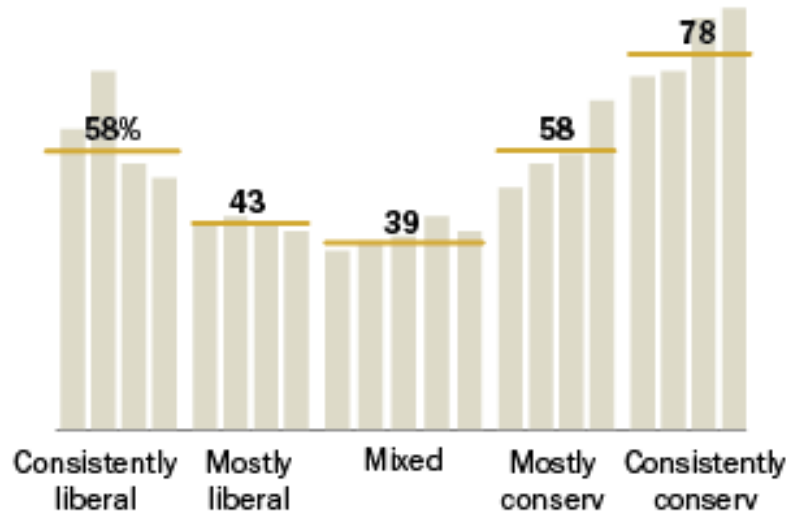
Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B). Politically engaged are defined as those who are registered to vote, follow government and public affairs most of the time and say they vote always or nearly always.

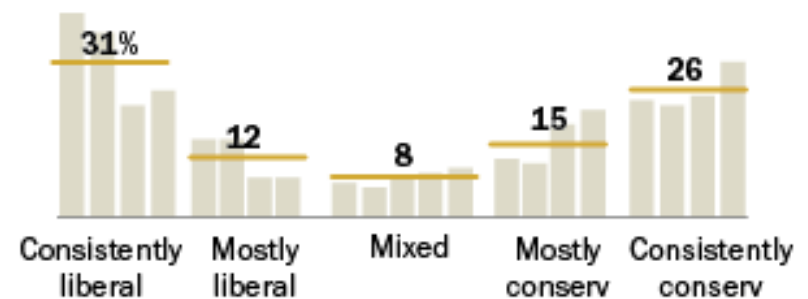
The 'U-Shape' of Political Activism; Higher at Ideological Extremes, Lower in Center



Percent who **always vote**



Percent who contributed to a **political candidate or group** in the past two years



Source: 2014 Political Polarization in the American Public

Note: Bars represent the level of participation at each point on a 10 question scale of ideological consistency. Figures are reported on the five ideological consistency groups used throughout the report (see Appendix A).

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Political Activism on the Left and the Right

In the past two years, percent who have ...



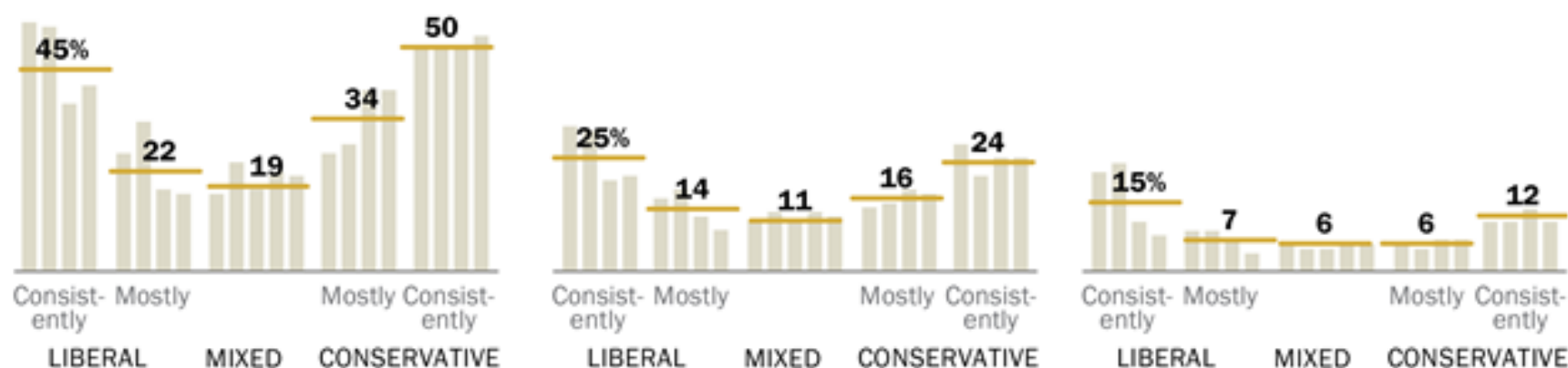
**Contacted an
elected official**



**Attended a
campaign event**



**Worked or volunteered for
a candidate or campaign**



Source: 2014 Political Polarization in the American Public

Note: Bars represent the level of participation at each point on a 10 question scale of ideological consistency. Figures are reported on the five ideological consistency groups used throughout the report (see Appendix A).

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How this plays out in the social media environment

The major “social media and politics” dividing line



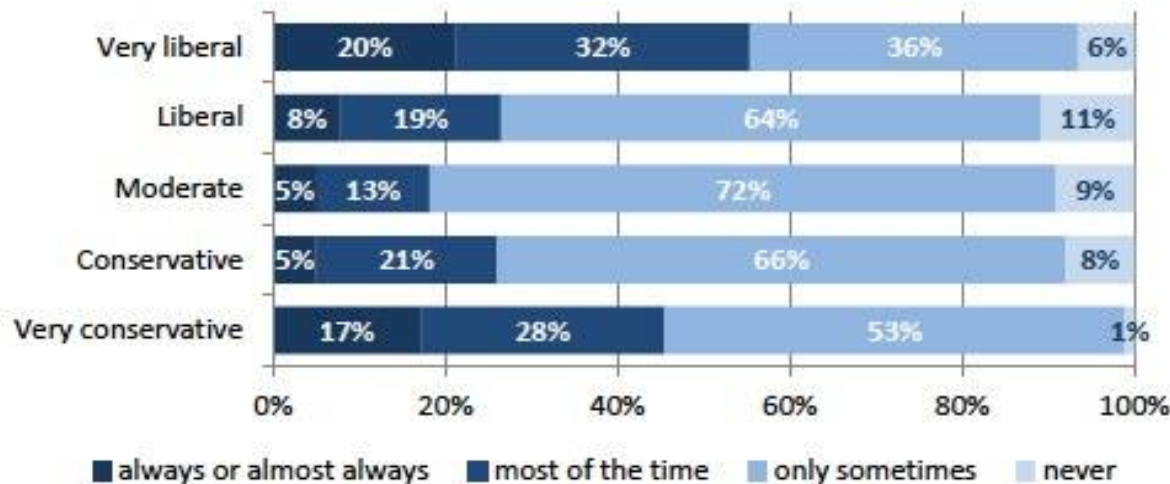
VS.



#1: People want to “live” with likeminded people on social media

The most ideological are the most likely to agree most often on social networking sites

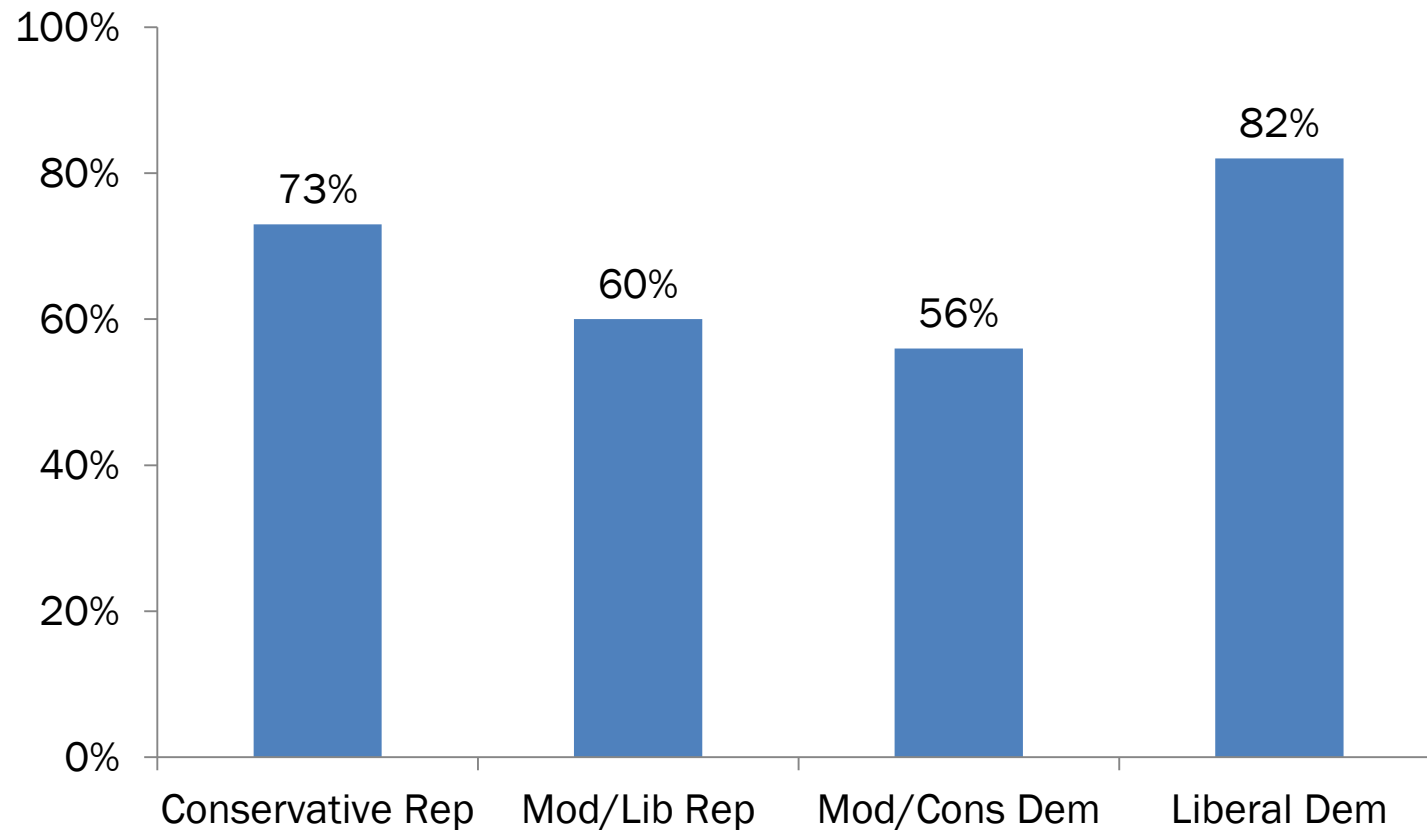
*Asked of SNS users whose friends post political content: How often do you **agree** with the political opinions or political content your friends post on social networking sites?*



Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for SNS users whose friends post political content on social networking sites = 763. (Note: N for very conservative SNS users is 47.) Survey was conducted on landline and cell phones and in English and Spanish.

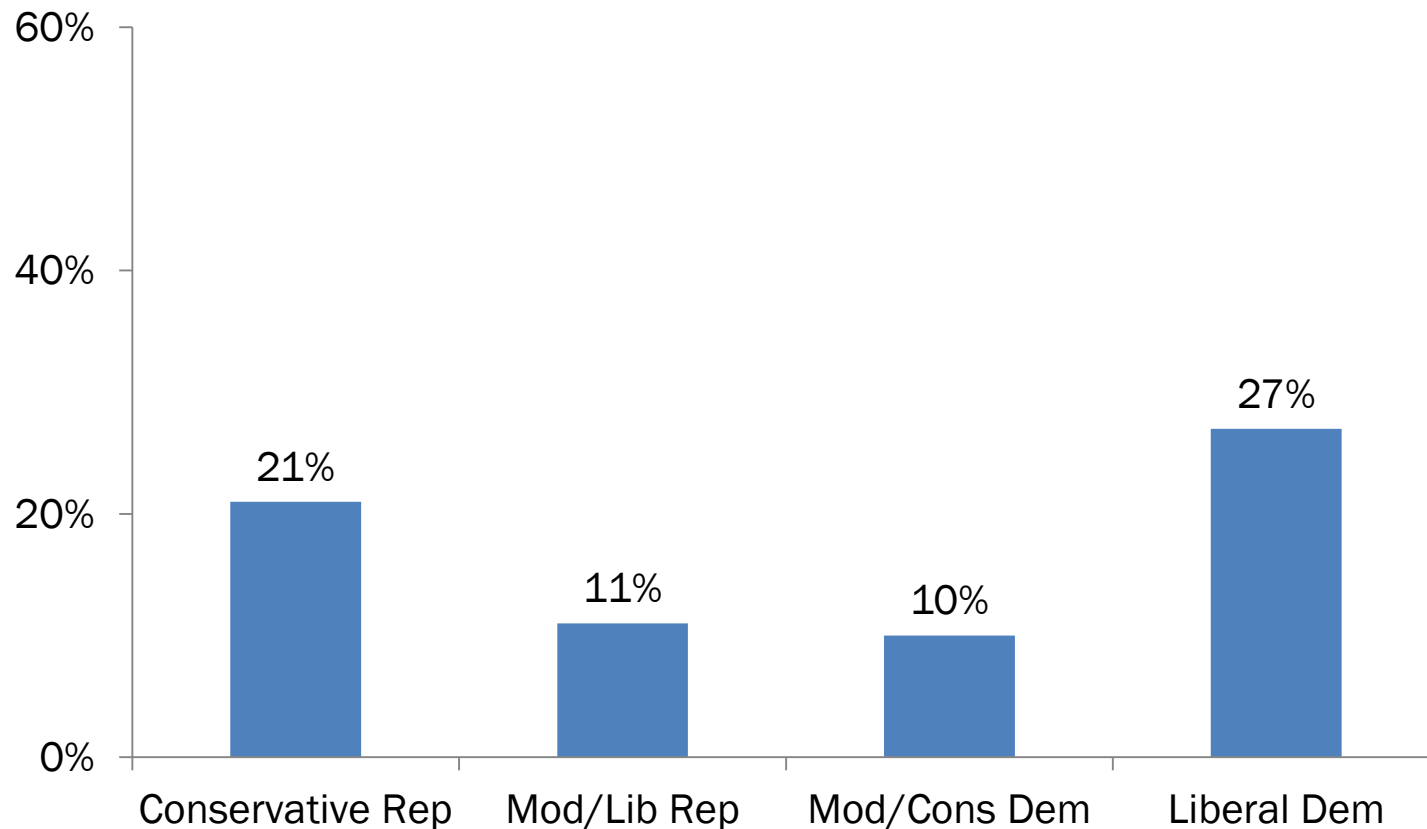
#2: People on the “edges” are more likely to be politically active on social media

% of SNS users who are politically active on social media



#3: They're also more likely to say that SNS convos have inspired them to take action

% of SNS users who have taken action on a political issue based on what they read on SNS



#4: Social media activism and real-world activism often overlap

Political action on social networking sites is correlated with other civic/political behaviors

% within each group who have done the following recently...

	% of Political SNS users who...	% of those who use SNS but not for politics who...	% of non- SNS users who...
	a	b	c
Get directly involved in political activities or groups	63%	34%	40%
Speak out on political issues (sign petitions, contact gov't officials, etc) <i>online</i>	60 ^{bc}	20	15
Regularly talk politics/public affairs with others in person, by phone, or by letter	53 ^{bc}	27	37 ^b
Speak out on political issues (sign petitions, contact gov't officials, etc) <i>offline</i>	53 ^{bc}	24	33 ^b
Regularly contacted by groups or individuals to get involved in political issues	46 ^{bc}	24	26
Donate money to political causes or candidates	20 ^c	7	17 ^b

Source: Pew Research Center's Internet & American Life Project, July 16-August 7, 2012 Tracking survey. N=2,253 adults ages 18 and older, including 900 interviews conducted on respondent's cell phone. Interviews were conducted in English and Spanish. n=779 for political SNS users (column a); n=430 for those who use SNS but are not politically active on those sites (column b); n=1,044 for non-SNS users (column c).

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that column and the column designated by that superscript letter.

So what can we take away from all this?

#1: Are you trying to activate the “poles”?

They like you and/or your cause (or possibly hate you and think you’re destroying America)

They are probably already talking about you (and if they aren’t already, they’d probably like to)

Social media offers a way to find, identify, and reach your “super fans”

They want to be part of the team and convert their friends—if you let them

#2: Or are you trying to rouse the middle?

Don't engage consistently with politics

They probably don't really know or care very much about your particular issue

Their tolerance threshold is probably fairly low...

But they can be encouraged to learn/act/change!

Sometimes that happens because of big events that grab their attention—but many times it's at the behest of someone from the previous group

#3: Think about your audience/community

People use digital platforms for two reasons:

- 1) Their friends are there
- 2) The content they like is there

When planning an outreach strategy, consider:

- 1) Where does my audience “live”?
- 2) Is my content relevant for this platform?

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