

Content analysis topline

Tweets about news

% of U.S. adult Twitter users who tweeted about news ...

	%
0 times	17
1-9 times	55
10-19 times	17
20-39 times	11
40+ times	<1
NET 1 or more times	83

Source: Content analysis of tweets of 620 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted during June 12-Aug. 31, 2021.

PEW RESEARCH CENTER

News topics

Among U.S. adult Twitter users who tweeted about news, the average share of a user's news-related tweets that were about each news topic

	2015	2021
	%	%
Entertainment	28	29
Government and politics	17	26
Sports	25	12
Health	2	8
International	3	8
Business	5	4
Science and technology	4	4
Media	1	3
Weather	6	2
Crime	2	1
Other	5	4

Source: Content analysis of tweets of 512 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted about news from June 12-Aug. 31, 2021. Tweets were first coded by human coders for including a reference to news or current events; if they were news-related, they were coded for topic.

PEW RESEARCH CENTER

COVID-19 references

Among U.S. adult Twitter users who tweeted about news, the average share of a user's news-related tweets that referenced COVID-19

	%
Referenced COVID-19	17
Did not reference COVID-19	83

Source: Content analysis of tweets of 512 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted about news from June 12-Aug. 31, 2021. Tweets were first coded by human coders for including a reference to news or current events; if they were news-related, they were coded for including a reference to COVID-19.

PEW RESEARCH CENTER

Opinion

Among U.S. adult Twitter users who tweeted about news, the average share of a user's news-related tweets that contained the author's opinion

	2015	2021
	%	%
Contained the author's opinion	39	37
Did not contain the author's opinion	61	63

Source: Content analysis of tweets of 512 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted about news from June 12-Aug. 31, 2021. Tweets were first coded by human coders for including a reference to news or current events; if they were news-related, they were coded for including the author's opinion.

PEW RESEARCH CENTER

Type of tweet

Among U.S. adult Twitter users who tweeted about news, the average share of a user's news-related tweets that were ...

	2015	2021
	%	%
Original	38	19
Retweet	49	53
Reply	13	21
Quote	N/A	7

Note: Quote tweets were introduced after 2015 and therefore were not included in the 2015 dataset.

Source: Content analysis of tweets of 512 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted about news from June 12-Aug. 31, 2021. Tweets were tagged as being original, retweets, replies, or quotes using an automated process.

PEW RESEARCH CENTER

Media content

Among U.S. adult Twitter users who tweeted about news, the average share of a user's news-related tweets that included a ...

	2015	2021
	%	%
Photo	27	30
Hashtag	34	2
Video	N/A	10

Note: Whether a tweet contained a video was not analyzed in 2015.

Source: Content analysis of tweets of 512 American Trends Panel members who use Twitter, shared a valid, public handle, and tweeted about news from June 12-Aug. 31, 2021. Tweets were tagged as including photos, hashtags, or videos using an automated process.

PEW RESEARCH CENTER
