

## Methodology

This analysis compares link sharing behavior by prominent accounts on Twitter with that of prominent accounts on seven alternative social media sites: Bitchute, Gab, Gettr, Parler, Rumble, Truth Social and Telegram. For details on how researchers identified prominent alternative social media accounts and collected and analyzed their posts, see the methodology from our [October 2022 report](#).

### Identifying prominent Twitter accounts and collecting posts

To construct a comparison sample of prominent accounts on Twitter, researchers assembled a list of publicly accessible Twitter accounts who were followed by at least 20 members of the Center's American Trends Panel (ATP) who had volunteered their handle for research purposes. This list was further narrowed down to the 1,125 accounts that were valid and actively posting during June 2022. For more details about how the initial list of most-followed accounts was assembled, see the methodology from our [June 2022 report](#) about political behaviors on Twitter.

Researchers collected all tweets from these 1,125 accounts for the month of June using Twitter's Gnip Historical PowerTrack API, a searchable archive of all publicly available tweets. This resulted in a collection of more than 1.1 million tweets. From this collection of posts, researchers collected 285,942 discrete links to 6,162 unique web domains.

### Identifying and classifying domain links

For each of the links collected, researchers extracted the domain – e.g., pewresearch.org – and tallied the number of links that pointed to each domain. Shortened links (e.g., tinyurl.com, bit.ly, etc.) were expanded where possible, while those that could not be expanded are included as found.

Domains with at least 100 links were included in the analysis of domain type. A total of 167 domains – which account for 90% of all links in the collection – met that criterion and are included in this analysis. These domains were then categorized using a similar schema as a [2020 study that examined sources in Facebook posts about the COVID-19 pandemic](#). All original coding from that study was imported, and one of the original coders from that study examined those codes and coded any new domains that were not found in that study.

Domain categories that made up only 2% or less links on either more established or alternative social media sites were not shown on the visualization of this analysis. These excluded categories include religious sites; nonprofits and advocacy organizations; radio and podcasts; prominent political commentators; non-U.S. sites; satirical and humor sites; news aggregators; health care

entities (e.g., hospitals, doctors); U.S. political entities; and public health agencies (e.g., the Centers for Disease Control and Prevention).