

facebook news

On Facebook, the largest social networking site, news is a common but incidental part of the experience. This infographic, based on a nationally representative, online survey of 5173 U.S. adults, is a component of a multi-part research project by the Pew Research Center, in collaboration with the John S. and James. L. Knight Foundation.

Common Yet Incidental:

64%

U.S. adults use Facebook

30%

U.S. adults get news on Facebook

78%

Facebook news consumers get news while on the site for other reasons

43%

Facebook news consumers think that the site is an important way to get news

43%

posting or sharing links to news stories

67%

Facebook users who visit for an hour or more a day get news on Facebook

66%

seeing headlines about latest news stories

60%

"liking" or commenting on news stories

64%

clicking on links to news stories

23%

posting photos/videos on a news org/reporter's Facebook page

34%

Facebook news consumers "like" or follow news organizations, reporters, or commentators on Facebook

INTERACTIVE AND ENGAGING
Percent of Facebook news consumers who interacted with news stories at least sometimes by:

32%

discussing news issues with people on Facebook