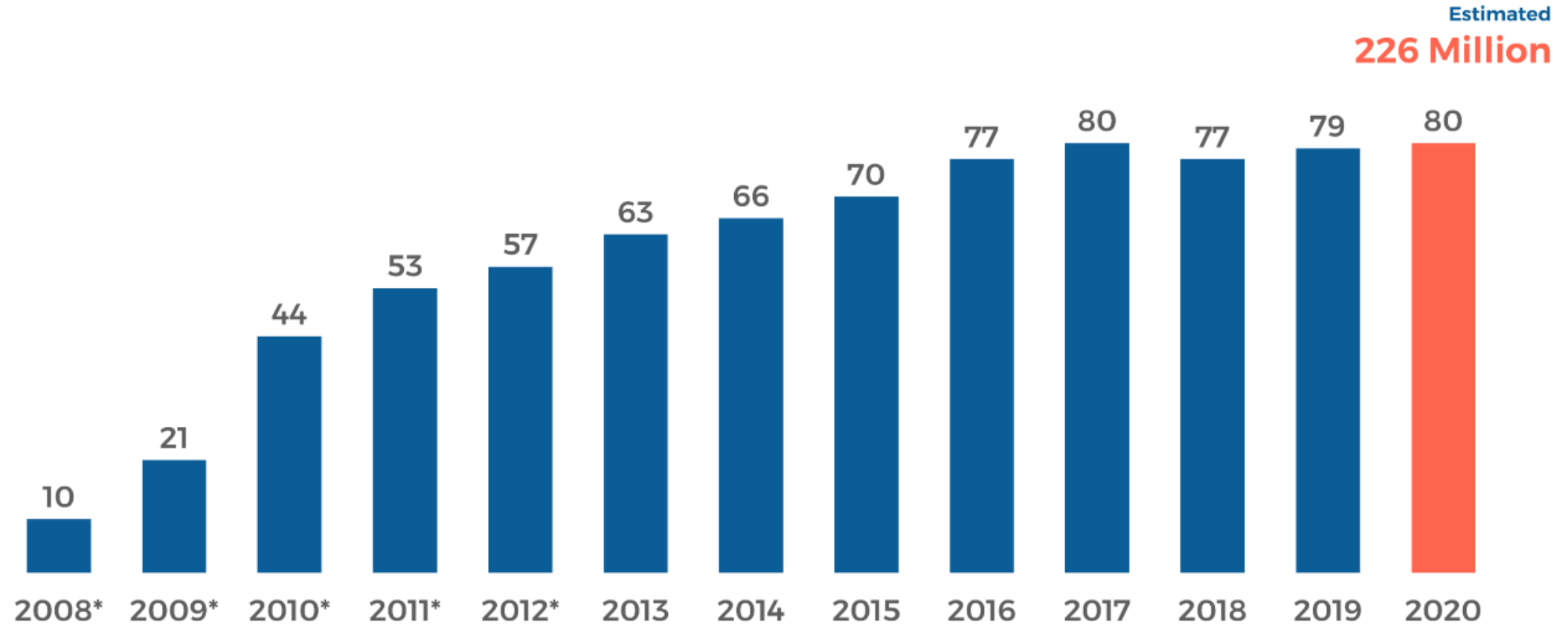


Twitter Before and After Trump

Social Media Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA



*2008-2012: EVER USE FACEBOOK, TWITTER, OR LINKEDIN



#InfiniteDial

The Social Habit

From Edison Research

- Daily online tracking study of U.S. social media consumers, ages 18+, that provides a definitive look at how Americans use and think about social media
- Monthly sample size reaches approximately 1500 social media consumers
- Flexible subscription options ranging from access to a full dataset and bespoke questions and analytics to a more limited dataset providing a snapshot over a month

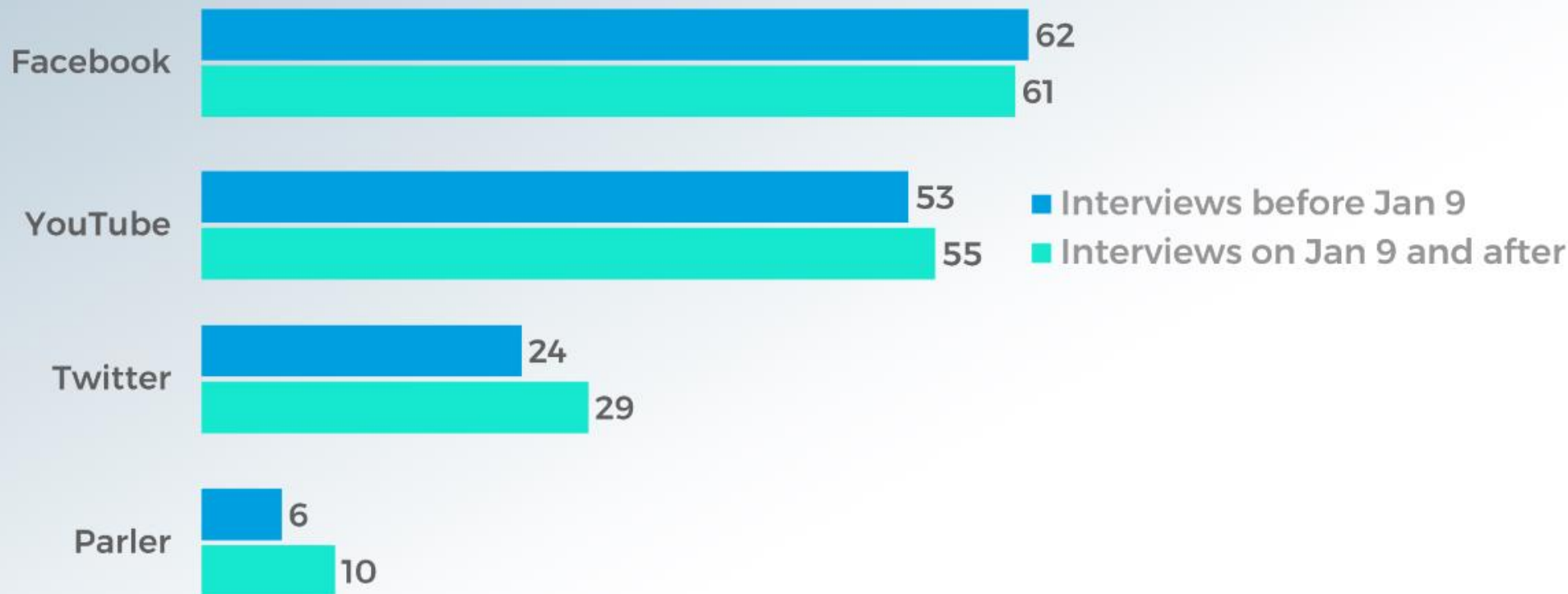
Twitter Before and After Trump

- Featuring data from The Social Habit research series
- Adults age 18 and older
- All respondents report regular usage of one or more of the major social media platforms
- Interviews conducted 12/28/20-1/17/21

% who use [service] at least once a day:

Social Media Users Age 18+

% saying service



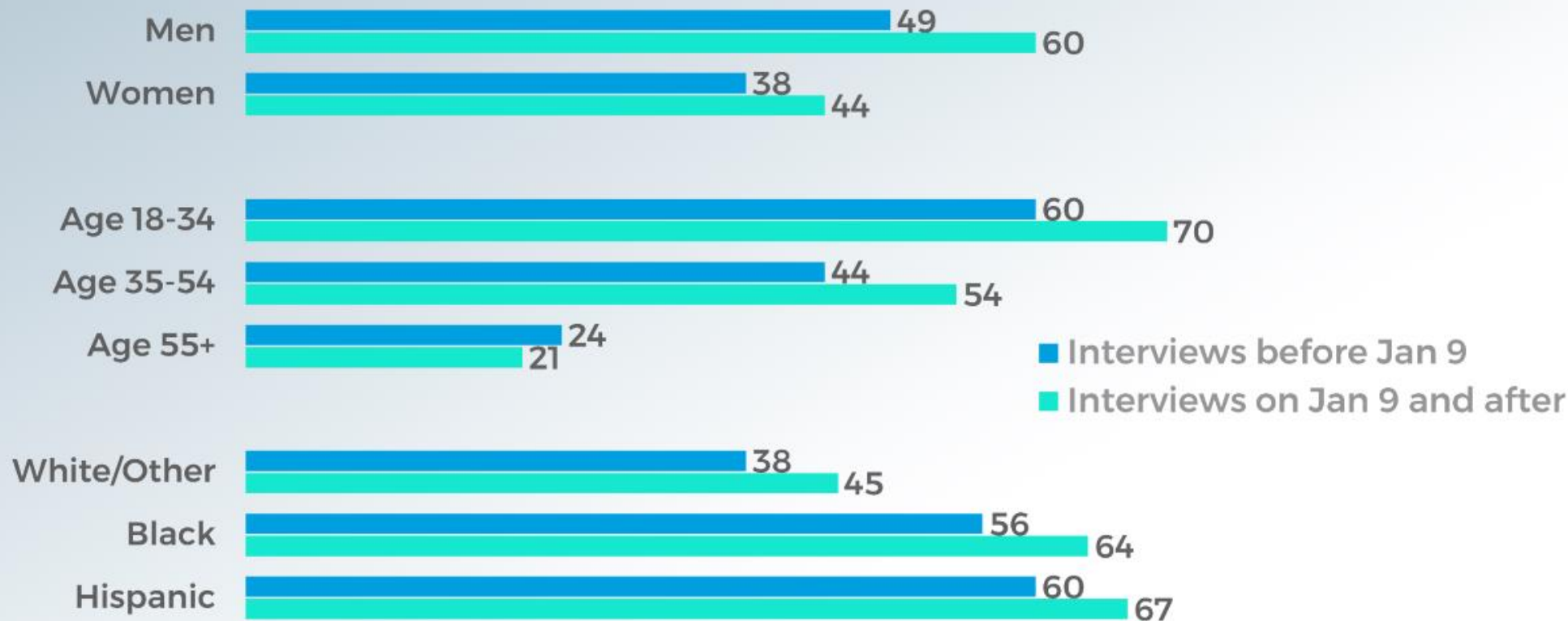
% who use Twitter:

Social Media Users Age 18+



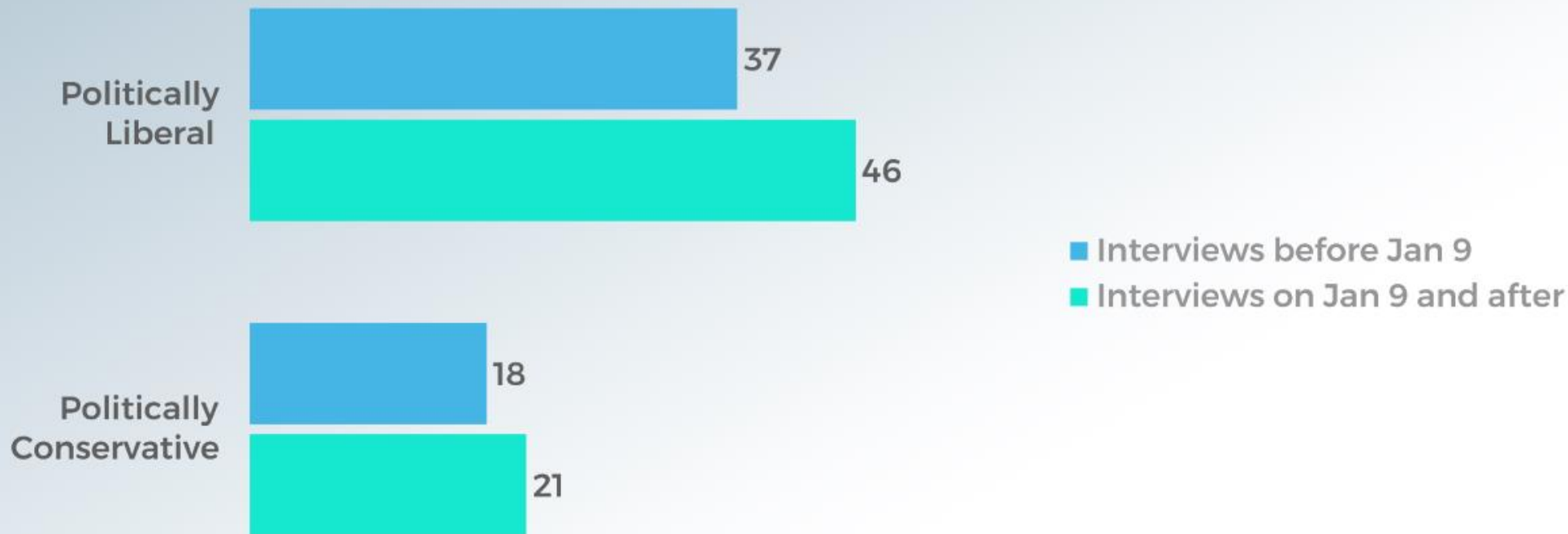
% who use Twitter:

Social Media Users Age 18+



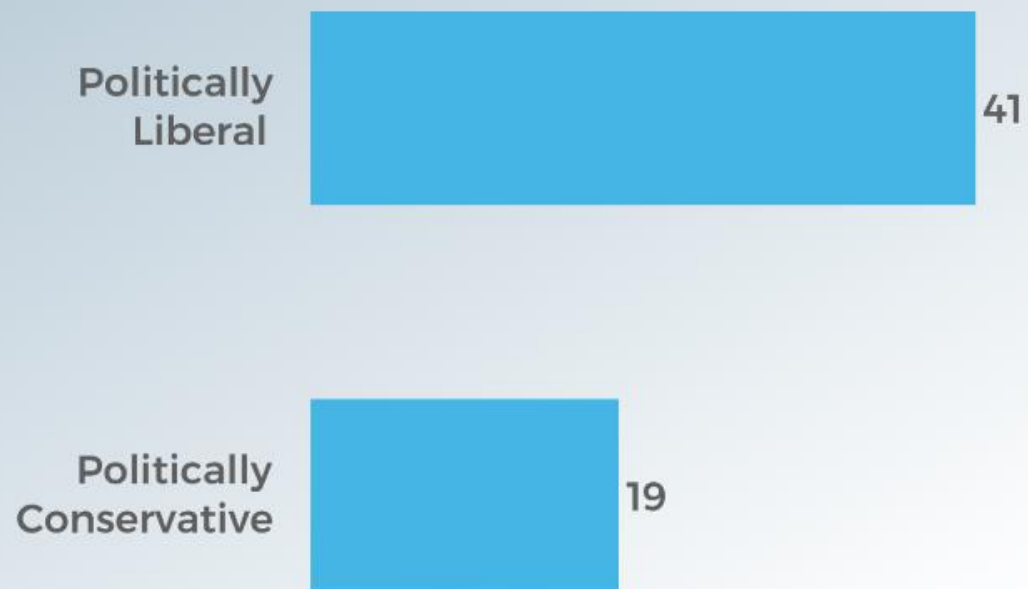
% Who Use Twitter at least once a day:

Social Media Users Age 18+



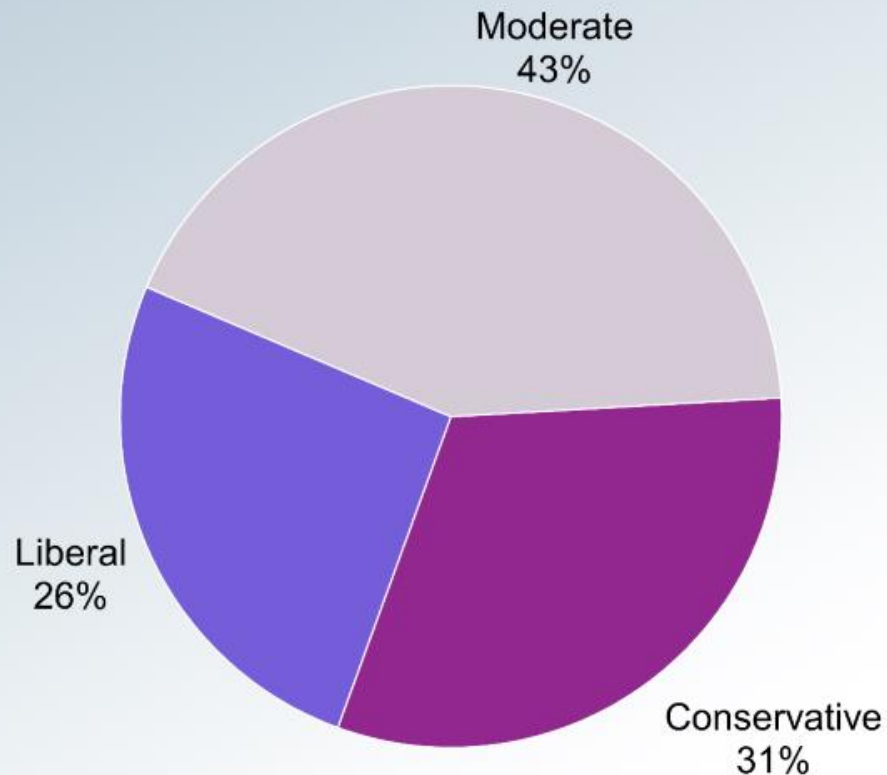
% who use Twitter at least once a day:

Social Media Users Age 18+



On political matters, do you consider yourself to be...

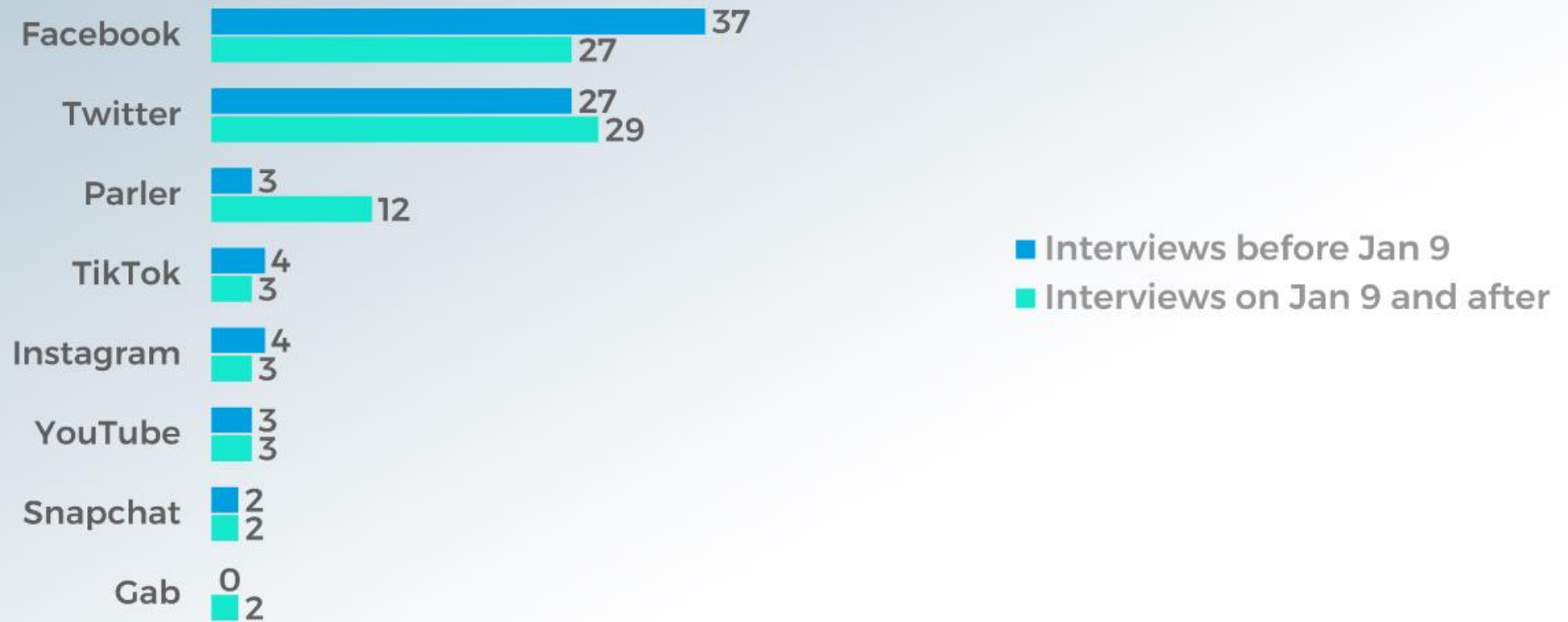
Social Media Users Age 18+; expressing an opinion



Which one social media service is too political?

Social Media Users Age 18+

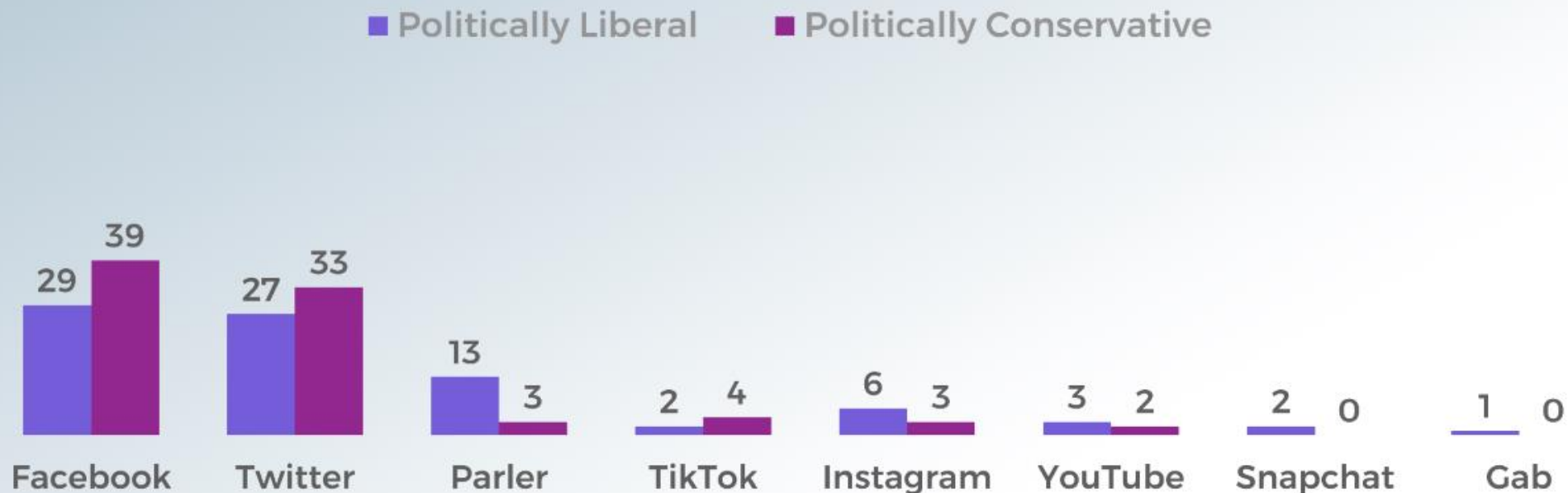
% saying service



Which one social media service is too political?

Social Media Users Age 18+

% saying service



Which one social media service do you turn to first for news and information?

Social Media Users Age 18+

% saying service

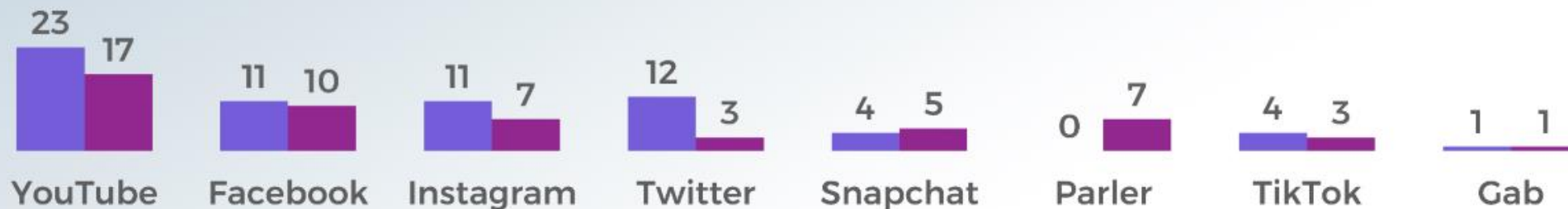


Which one social media service do you trust the most?

Social Media Users Age 18+

% saying service

■ Politically Liberal ■ Politically Conservative



How much do you distrust or trust the news and information you see or hear on Twitter?

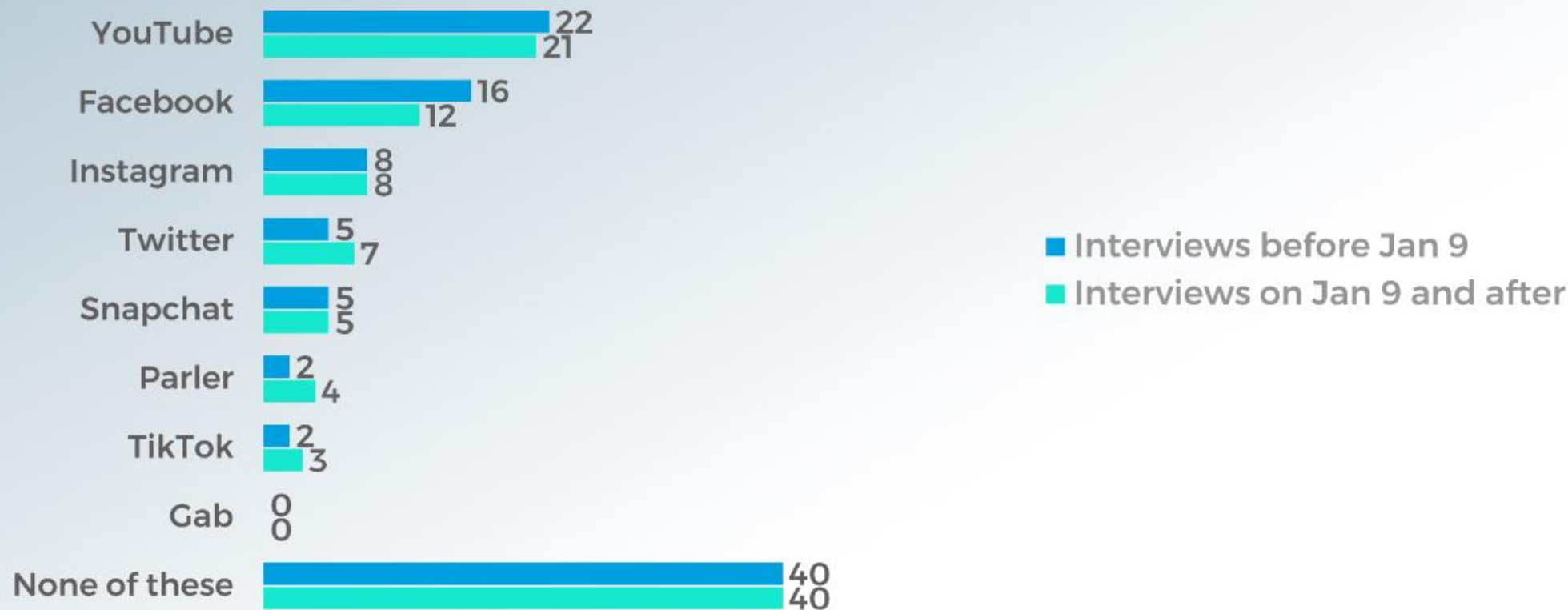
Social Media Users Age 18+



Which one social media service do you trust the most?

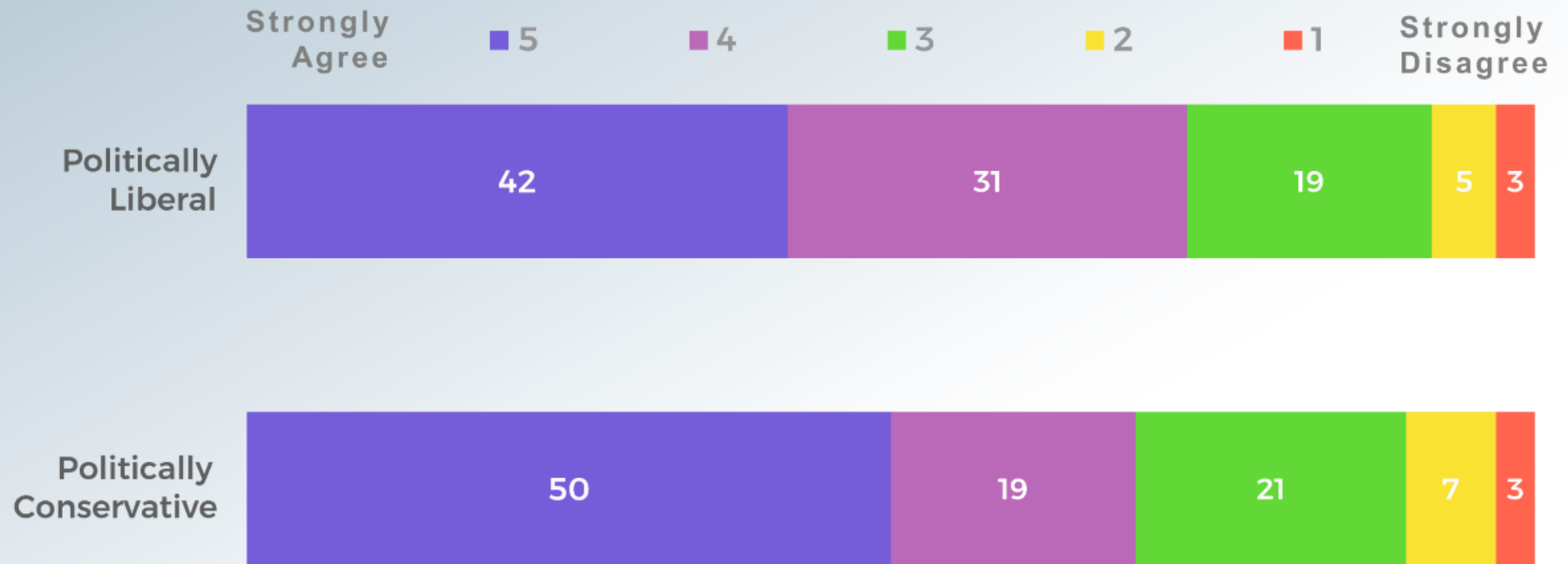
Social Media Users Age 18+

% saying service



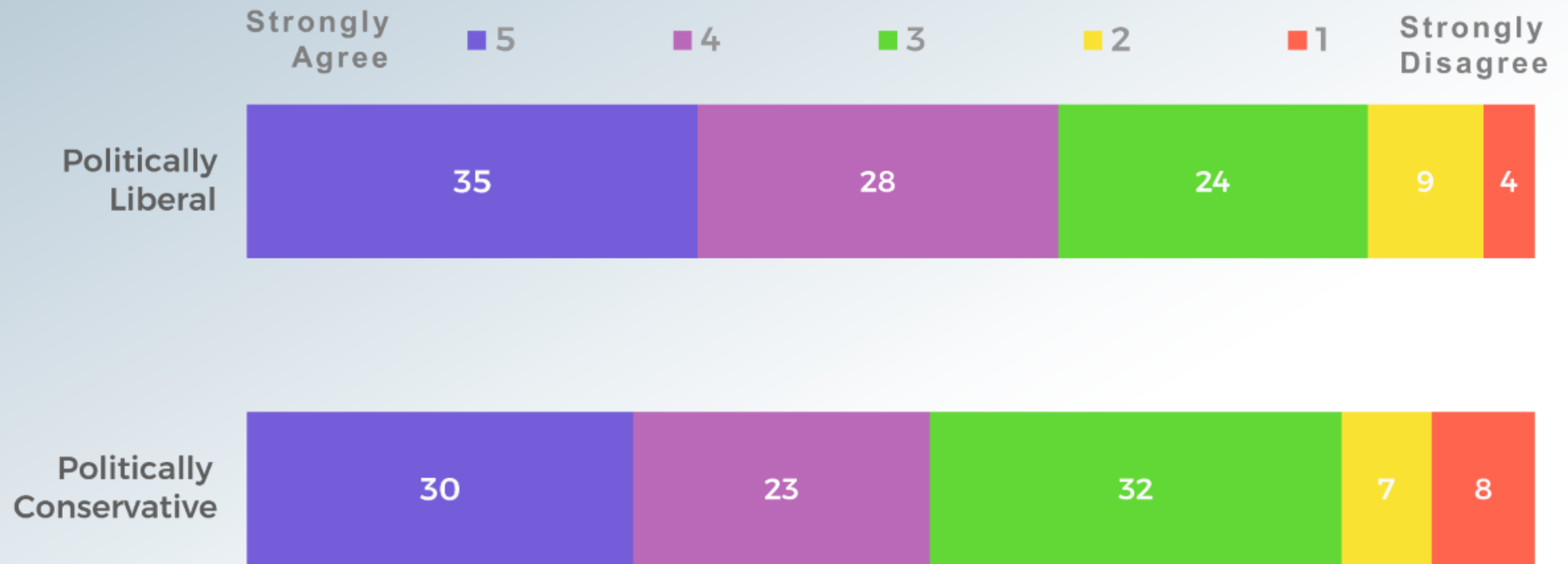
Agree or disagree? There is too much disinformation being shared on social media

Social Media Users Age 18+



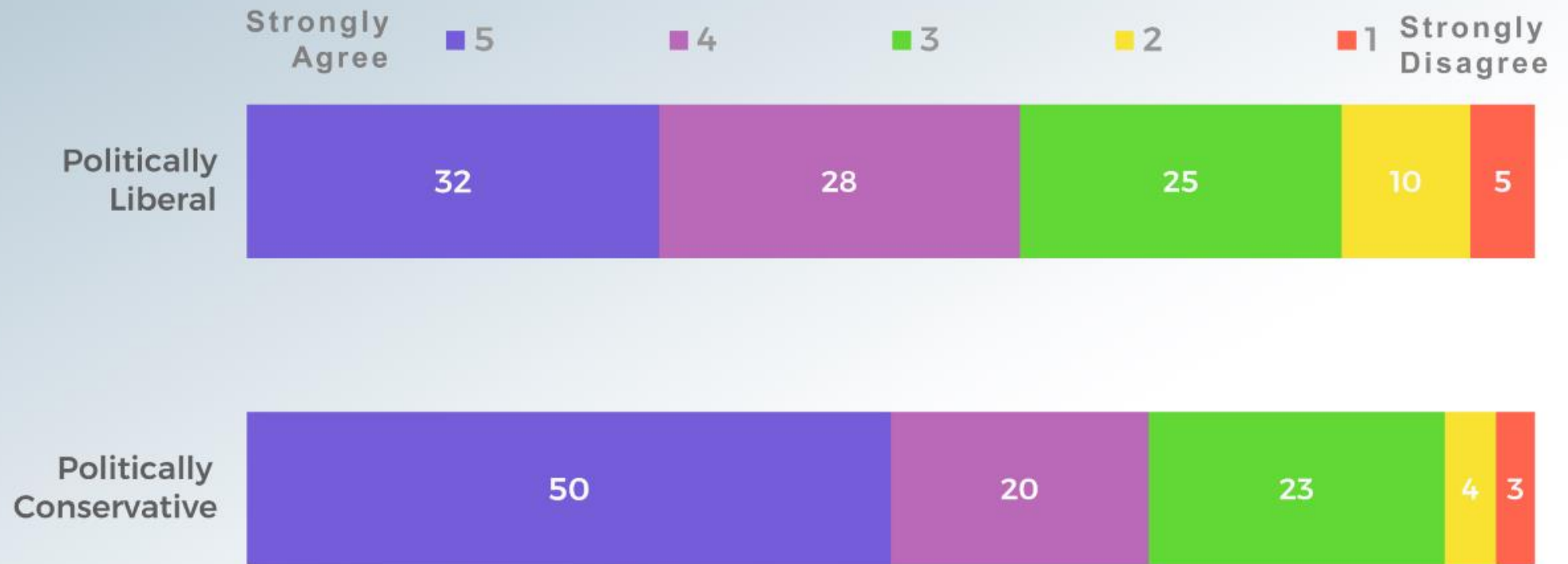
Agree or disagree? Social media promotes conspiracy theories

Social Media Users Age 18+



Agree or disagree? Social media companies have too much power

Total Online U.S. Population 18+

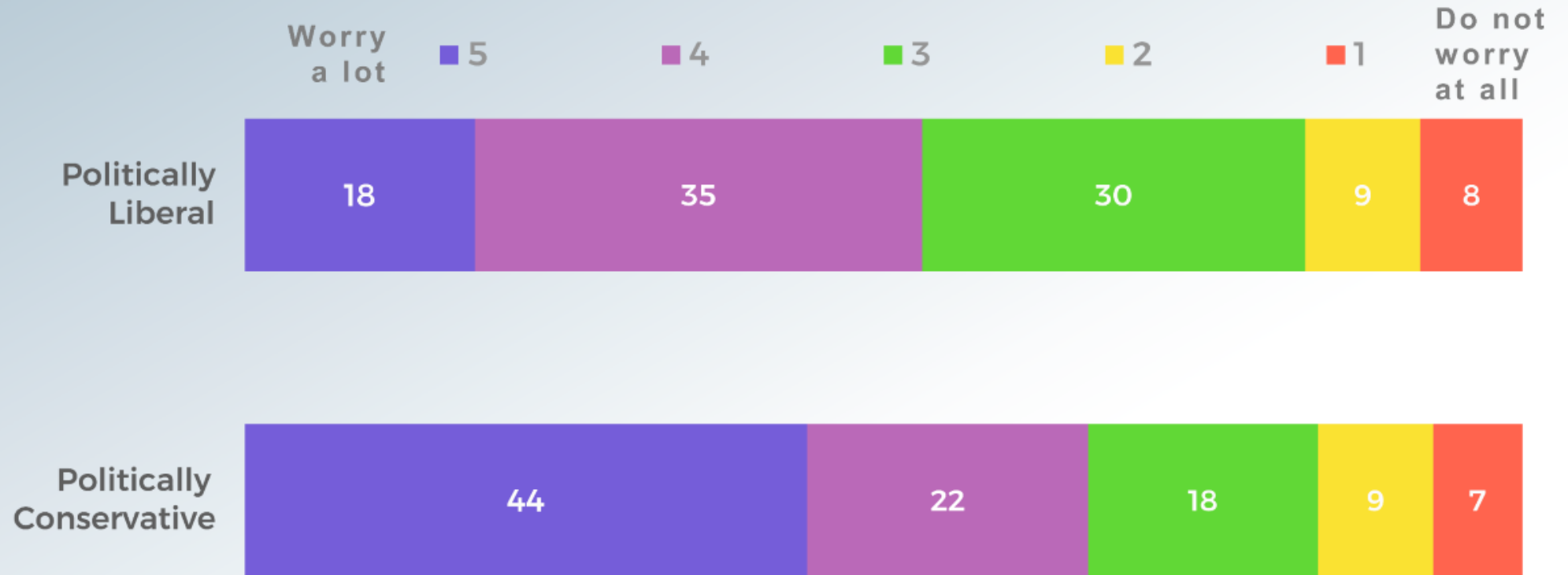


The Social Habit

From Edison Research

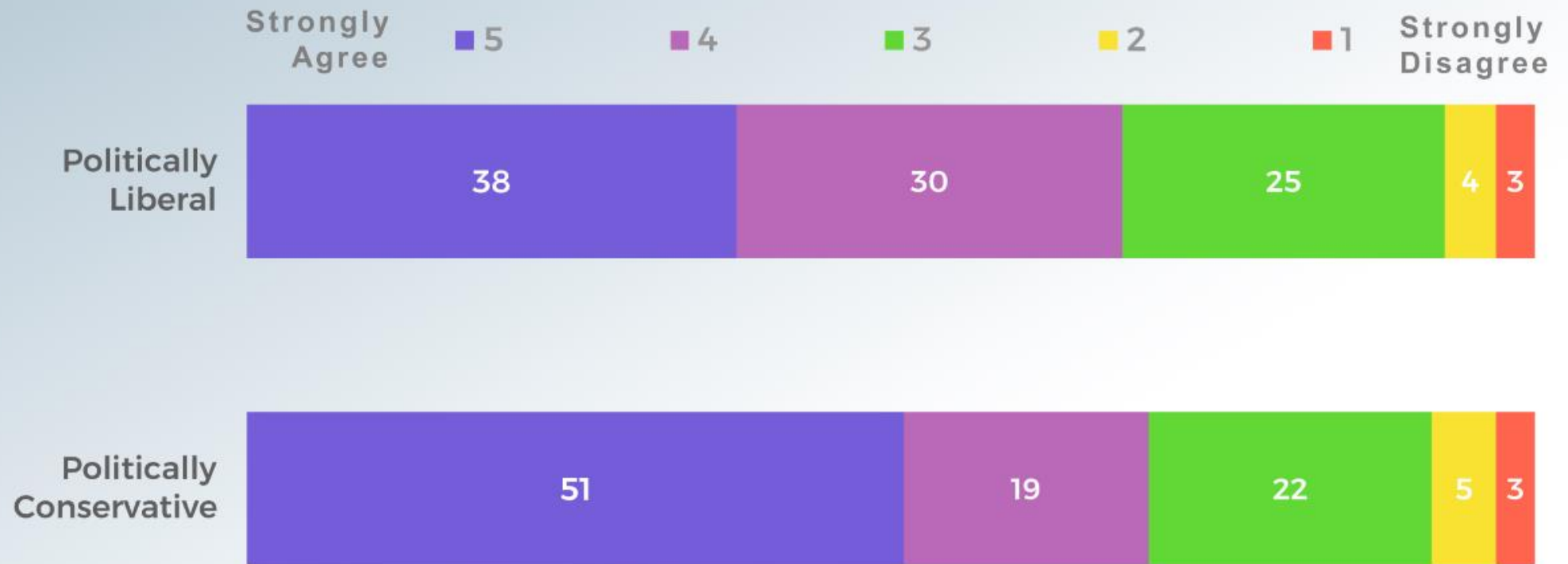
When using social media, how much do you worry about how powerful social media companies are?

Social Media Users Age 18+



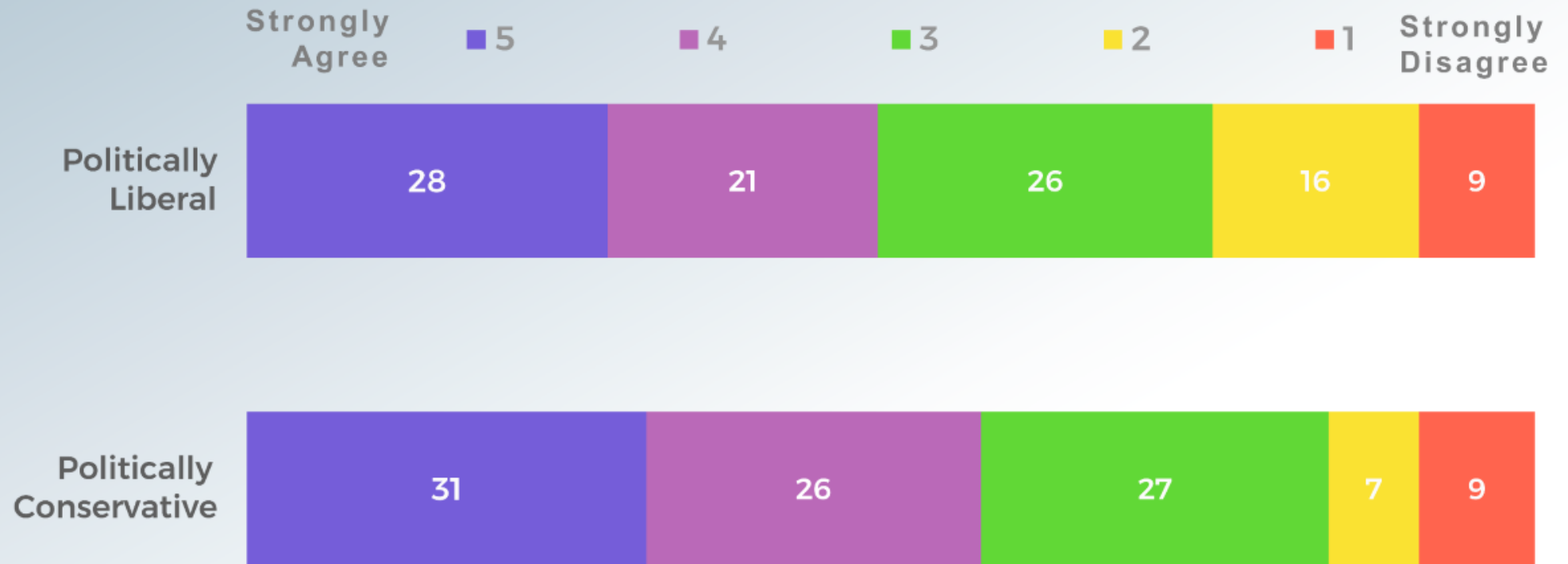
Agree or disagree? Social media companies should be held accountable for the type of content they promote

Social Media Users Age 18+



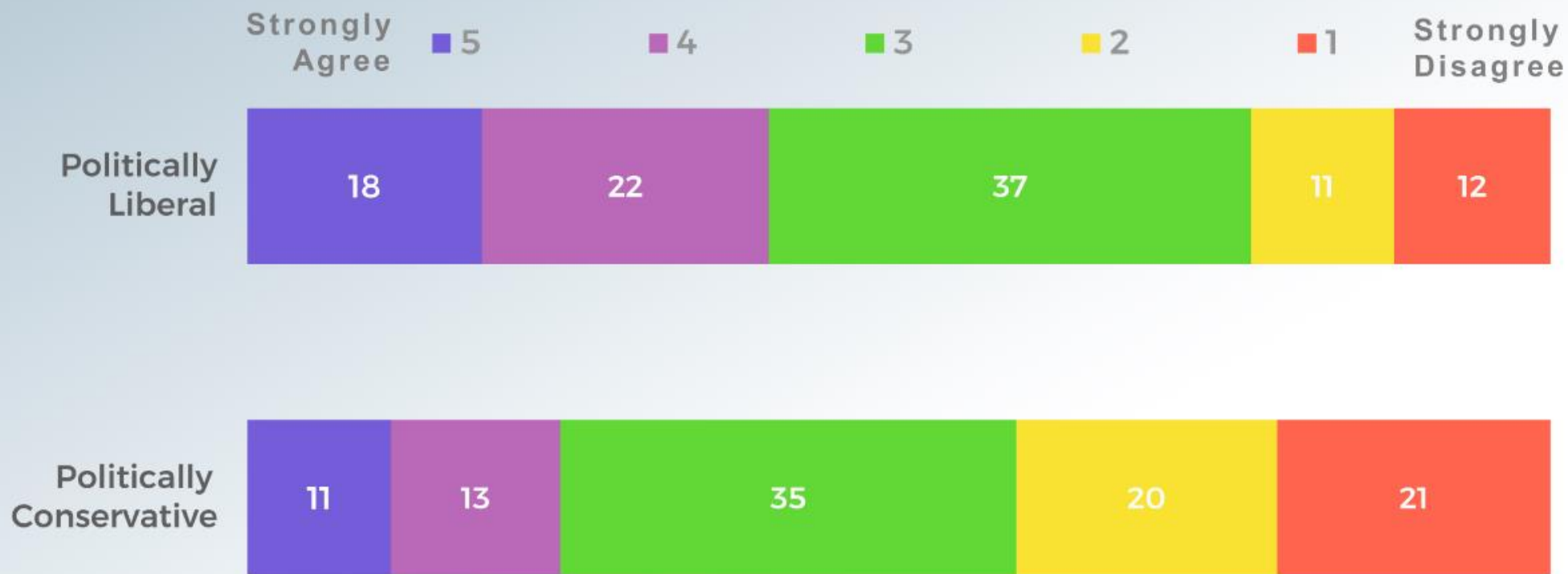
Agree or disagree? You worry that social media is bad for society

Social Media Users Age 18+



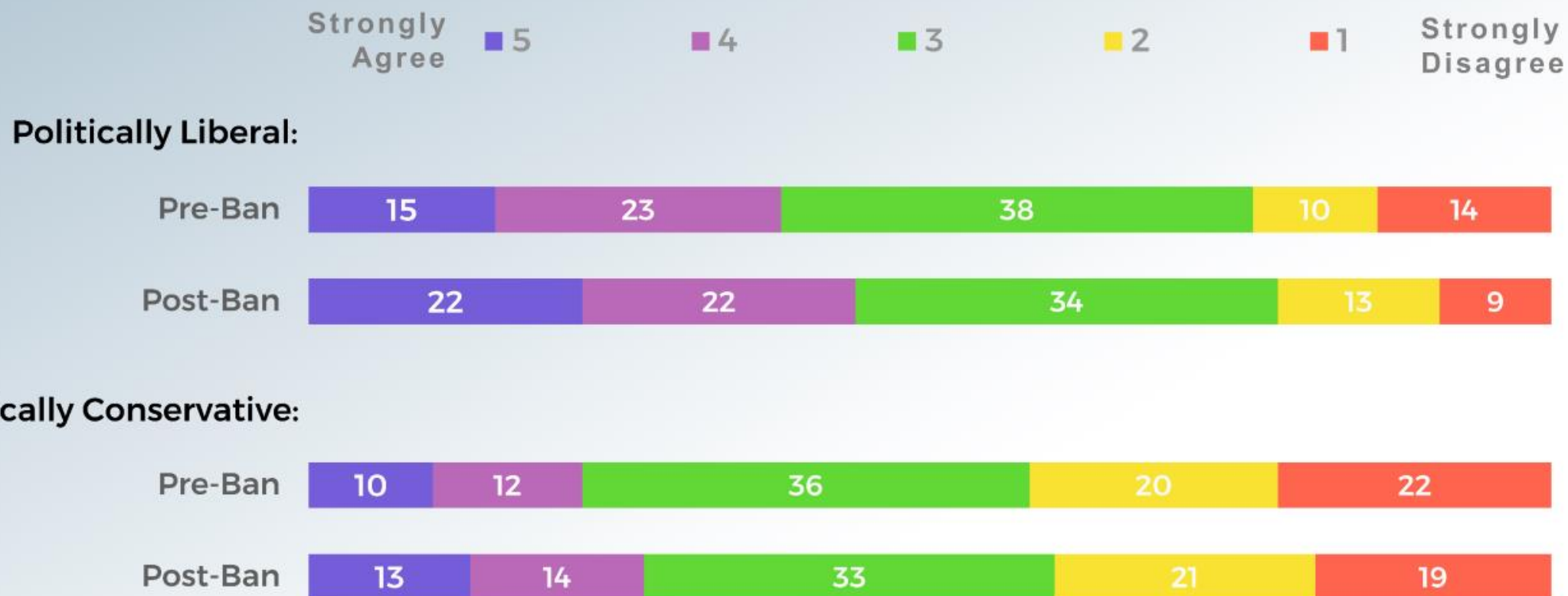
Agree or disagree? The positives of social media outweigh the negatives

Social Media Users Age 18+



Agree or disagree? The positives of social media outweigh the negatives

Social Media Users Age 18+



Which one social media service makes you feel bad emotionally?

Social Media Users Age 18+

% saying service

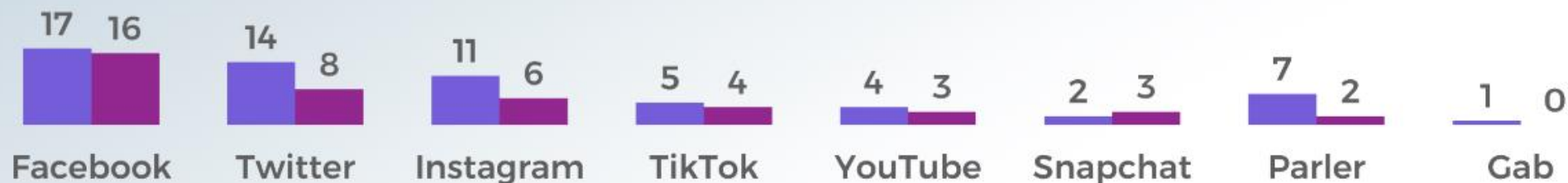


Which one social media service makes you feel bad emotionally?

Social Media Users Age 18+

% saying service

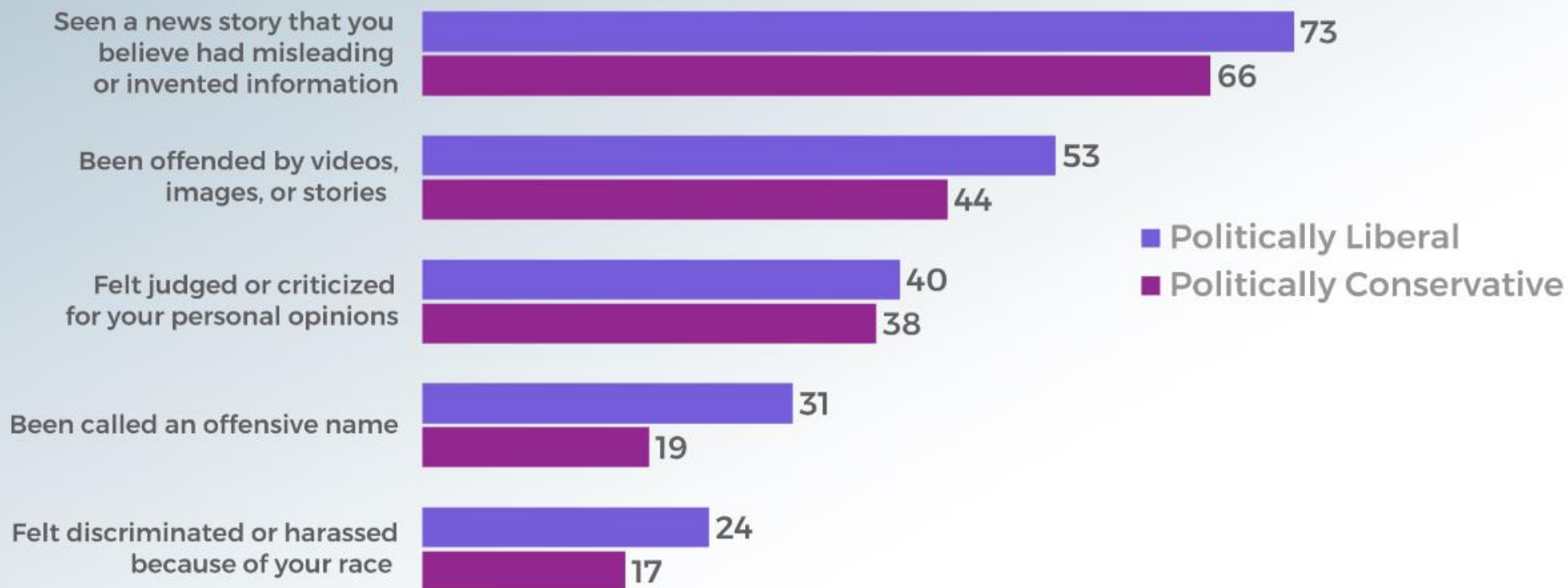
■ Politically Liberal ■ Politically Conservative



In the last year in using social media, have you ever...

Social Media Users Age 18+

[Page 1 of 2] % saying yes



In the last year in using social media, have you ever...

Social Media Users Age 18+

[Page 2 of 2] % saying yes



■ Politically Liberal
■ Politically Conservative

The Social Habit

From Edison Research

- Millions of users returned to Twitter in the week that followed the service's ban of President Trump and 70,000 other accounts that were spreading potentially harmful information.

The Social Habit

From Edison Research

- With the exception of Parler, active social media users are more likely to identify as politically liberal than conservative. This is especially true of Twitter.

The Social Habit

From Edison Research

- The certification of the election, Trump's removal, and the removal of over 70,000 other misleading accounts on January 9th may also had a "cooling" effect on Facebook. While Twitter regained users, Facebook was seen by fewer users as "too political."

The Social Habit

From Edison Research

- Twitter significantly over-indexes for being “too political” and is not seen as trustworthy by political conservatives. However, liberals are *also* skeptical of Twitter’s trustworthiness. Both sides have a heightened awareness of the spread of false information on the platform. But while Twitter is especially vulnerable to these criticisms, the majority of liberals *and* conservatives agree: social media spreads disinformation and conspiracies.

The Social Habit

From Edison Research

- While conservatives have access to a variety of news outlets tailored to a variety of viewpoints, there are few major platforms other than Parler that purport to do the same in social media. Conservatives are just as likely as liberals to report being judged or criticized for personal beliefs.

The Social Habit

From Edison Research

- Liberals and conservatives agree about many things related to social media. While conservatives hold even stronger opinions about these issues, a majority of both sides hold that social media platforms have too much power and should be held accountable for their actions. Additionally, half of liberals and over half of conservatives worry that social media is bad for society.

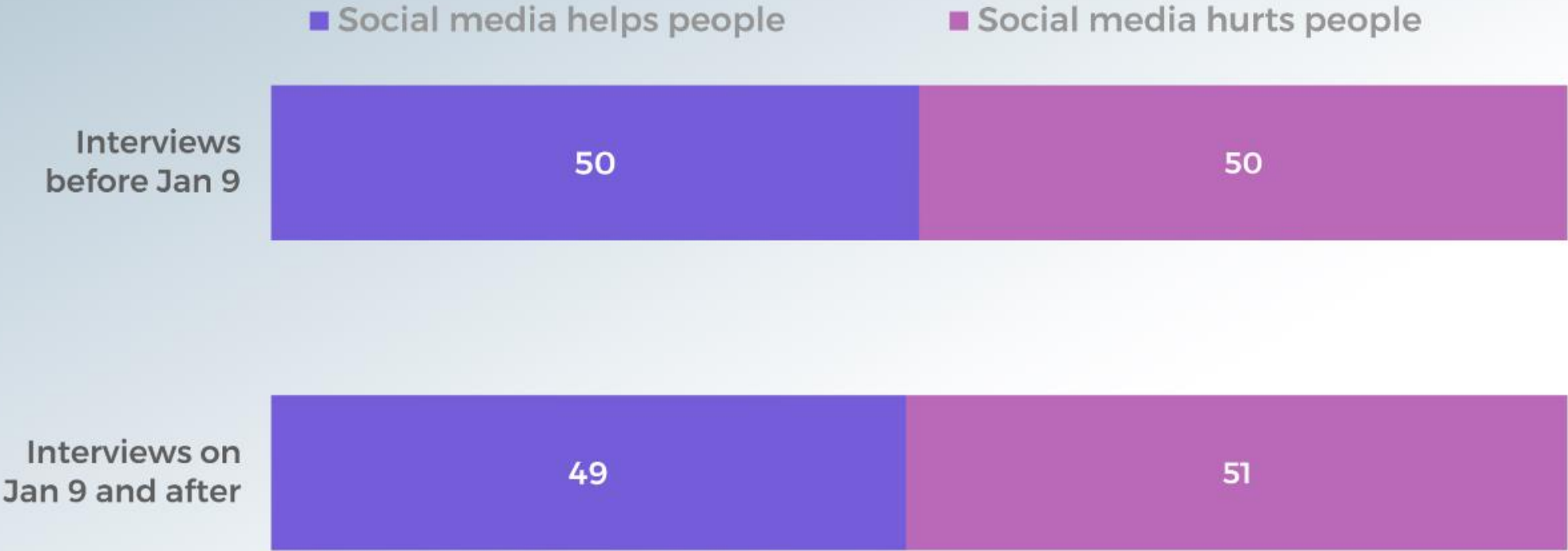
The Social Habit

From Edison Research

- The vast majority of all users have reported that social media has done them some kind of harm. While liberals are somewhat more cognizant of the positives of social media, they are also more likely to have reported being harassed, offended, or otherwise criticized on social media than their conservative brethren and sistren. Even so, 43% of liberals and 60% of conservatives agree: social media is a harm, not a help, to society.

With which statement do you agree more?

Social Media Users Age 18+



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- For more info: twebster@edisonresearch.com

Twitter Before and After Trump