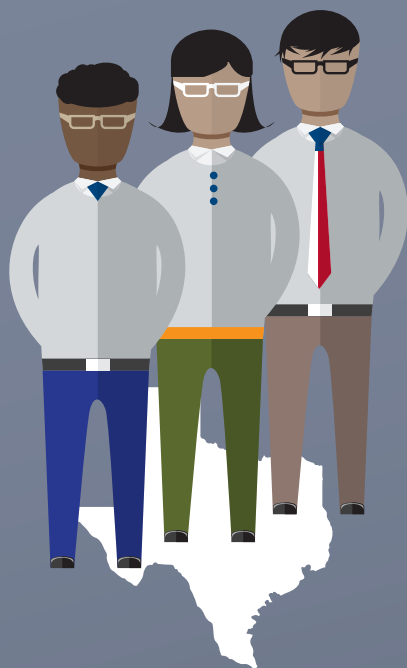


# REPORT ON THE NEWS MEDIA & JOURNALISM



Over the past several decades, the news and information environment has undergone substantial change. Cable television, the Internet, smartphones, and mobile apps have affected the availability of information and how people get news.

In a survey of just over one thousand Americans and just over one thousand Texans, we see skepticism about how the media cover politics and broad use of new sources of news. Here are some highlights from the report.



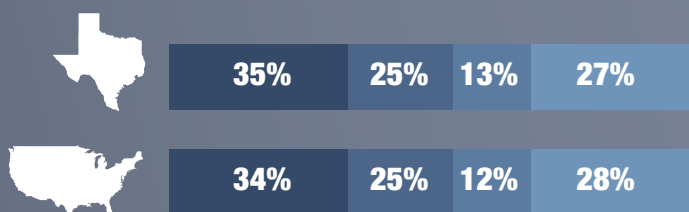
## MEDIA COVERAGE OF POLITICS



76%

Of Texans, and **70%** of Americans see the news media as focusing too much on scandals. A similar number also feel that the news media focus too much on the loudest voices and need to do more to hold politicians accountable.

## MEDIA BIAS



☐ Liberal
 ☐ Neither
 ☐ Conservative
 ☐ Don't Know/Not sure

## JOURNALISTS ON SOCIAL MEDIA



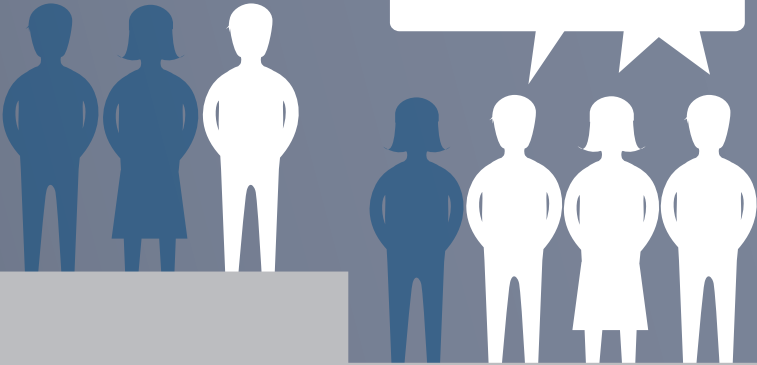
Who follows news organizations on social media?

**23%** of Americans

**30%** of Texans

**32%** of Texans believe that journalists should disclose their partisanship when it relates to their reporting.

**72%** of each group agree that news organizations should let the public know when they report on companies that own them.



## JOURNALIST INVOLVEMENT IN POLITICS

**70%** of Americans believe that journalists should sign **petitions** for causes they believe in if they want to.

**55%** of Americans believe that journalists should give **donations** to political candidates if they want to.

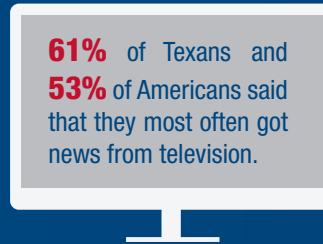
# #1

Americans and Texans pay the most attention to **weather** and **local news**.



## #1 TV

**61%** of Texans and **53%** of Americans said that they most often got news from television.



## #2 COMPUTER



## #3 SMARTPHONE



Facebook is the most commonly used social networking site, with **69%** of Texans and **62%** of Americans saying that they use it.



Around **25%** of respondents said that they do not use any social networking site.

**47%** percent of Americans and **53%** of Texans have not paid for access to news in the past year.



## METHODOLOGY

The Texas Media & Society Survey was created by the Annette Strauss Institute for Civic Life at the University of Texas at Austin. The survey was fielded by GfK Group. GfK employs a probability-based sampling strategy to recruit panelists to participate in surveys. For this particular study, 3,743 were sampled for participation and 2,015 completed the survey. This included two samples, one for the U.S. (1,009 respondents) and one for Texas only (1,006 respondents). Data collection took place between May 24, 2016 and June 14, 2016. For more on the methodology of the Texas Media & Society Survey, please see the full report on The News Media & Journalism which can be found at [www.txmediaandsociety.org](http://www.txmediaandsociety.org).



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