

News Literate Community Initiative 8-20-25

News Literacy		
Fact	Percentage	Source
Teens believe schools should teach media literacy	94%	eschoolnews.com
Teens surveyed could not identify news vs. ads, opinions, or entertainment	82%	govtech.com
U.S. adults self-report intentionally sharing false political information on social media	38.2%	misinforeview.hks.harvard.edu
Teens express some or a lot of concern about the spread of misinformation among their college peers	62%	insidehighered.com
False news stories are more likely to be shared and reach people faster than the truth	70%	govtech.com
Habitual news sharers are responsible for spreading a significant portion of fake news	15%	usc.edu
U.S. news consumers reported unknowingly sharing fake news on social media	38.2%	redline.digital
People across 27 countries have been fooled by fake news	48%	redline.digital
Social Media		
Fact	Percentage	Source
Teens reported seeing social media posts promoting conspiracy theories	80%	govtech.com
Teens inclined to believe one or more conspiracy theories	81%	govtech.com
U.S. consumers believe that most news on social media is biased	66%	redline.digital

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College students trust platforms like Instagram and TikTok for accurate news	50%	insidehighered.com
Adults under 30 place some or a lot of trust in information from social media sites as national news (56%)	52%	weforum.org
Trust in the News		
Fact	Percentage	Source
Teens said journalists do more to harm democracy than protect it	45%	newslit.org
Americans have no trust at all in the media	36%	gallup.com
Americans have "not very much" confidence in the media	33%	gallup.com
Globally say news organizations regularly report false stories	60%	redline.digital
Argentiniens reported seeing deliberately false stories often	82%	redline.digital
U.S. journalists express high concern about press freedom limitations	60%	redline.digital
Journalists see made-up news as a significant problem	94%	redline.digital
Overall respondents found news content on Twitter accurate	16%	redline.digital
Bots discussing COVID-19 were spreading misinformation	66%	redline.digital
U.S. adults encountered a significant amount of made-up news about COVID-19	47%	redline.digital

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Miscellaneous Factoids		
Fact		Source
Social media algorithms tend to favor content that spurs negative emotions like anger and outrage		apa.org
Social media creates "echo chambers" that isolate communities with similar views, aiding the spread of falsehoods		apa.org
Estimate of number of deepfakes shared on social media in 2023	500,000	redline.digital
3x increase in video deep fakes and 8x increase in voice deep fakes from 2022 to 2023.		redline.digital
Habitual users shared six times more fake news than occasional or new users		https://insights.som.yale.edu/insights/

