ITINERIS

Science Communication in the Digital Era

Science on Social Media: Trends and Tensions

- Alessandro Tavecchio
- Laura Busato

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-Mission 4 "Education and Research" - Component 2: "From research to business" - Investment 3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"

Finanziato dall'Unione europea NextGenerationEU

Ministero dell'Università e della Ricerca

Italiadomani

Science Communication in the Digital Era

- How social media trends and algorithms shape science journalism and science communication
- Building a personal brand and increasing findability as a scientist
- Writing effectively for social media and creating video content
- Understanding the attention economy, post-journalism, and business models
- Addressing misinformation, echo chambers, and polarization
- Developing digital communication strategies for research projects or events
- Practicing crisis communication and responding to online disinformation

What is social media, exactly?

What is social media, exactly?

- Social media are “a group of Web 2.0 applications that enable the exchange and creation of user-generated content.”

Andreas M. Kaplan, Michael Haenlein,
Users of the world, unite! The challenges and opportunities of Social Media,
Business Horizons, Volume 53, Issue 1, 2010, Pages 59-68, ISSN 0007-6813,
https://doi.org/10.1016/j.bushor.2009.09.003.

Enumerative definition

- Social media are interactive Web 2.0 Internet-based applications.
- User-generated content is the “lifeblood” of social media.
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups

Jonathan A. Obar, Steve Wildman,
Social media definition and the governance challenge,
Telecommunications Policy, Volume 39, Issue 9, 2015, Pages 745-750,
ISSN 0308-5961, https://doi.org/10.1016/j.telpol.2015.07.014.

Definitions have massive implications

Regulation, the subcategory of online platforms. Online platforms, such as social networks or online marketplaces, should be defined as providers of hosting services that not only store information provided by the recipients of the service at their request, but that also disseminate that information to the public, again at their request. However, in order to avoid imposing overly broad obligations, providers of hosting services should not be considered as online platforms where the dissemination to the public is merely a minor and purely ancillary feature ***that is intrinsically linked to*** another service***, or a minor functionality of the principal service*** and that feature ***or functionality*** cannot, for objective technical reasons, be used without that other, principal service, and the integration of that feature ***or functionality*** is not a means to circumvent the applicability of the rules of this Regulation applicable to online platforms. For example, the comments section in an online newspaper could constitute such a feature, where it is clear that it is ancillary to the main service represented by the publication of news under the editorial responsibility of the publisher. ***For the purposes of this Regulation, cloud computing or web hosting services should not be considered to be an online platform where dissemination of specific content to the public constitutes a minor and ancillary feature or a minor functionality of such services. Moreover, cloud computing services and web hosting services, when***

EU Digital Services Act

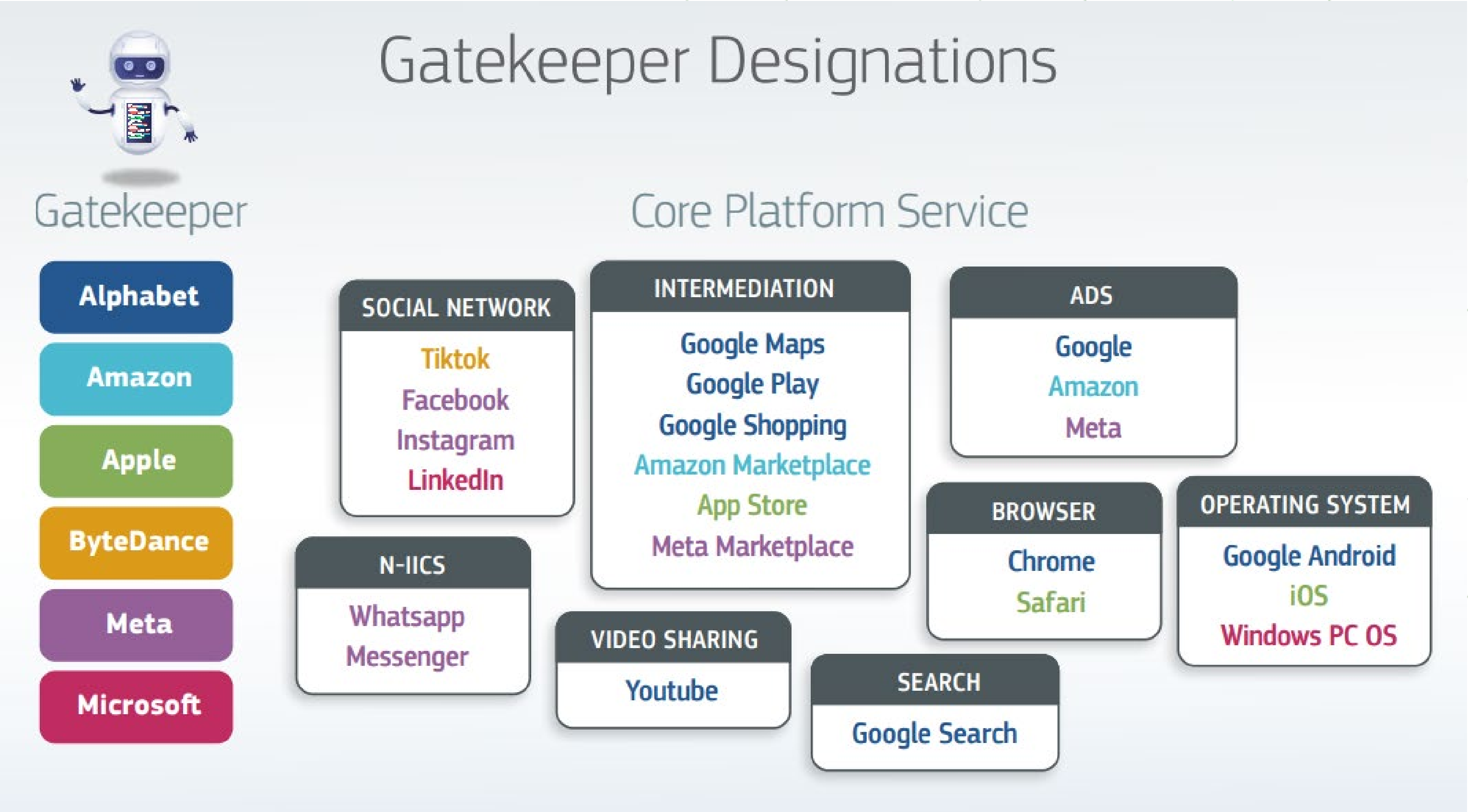
Definitions have massive governance implications

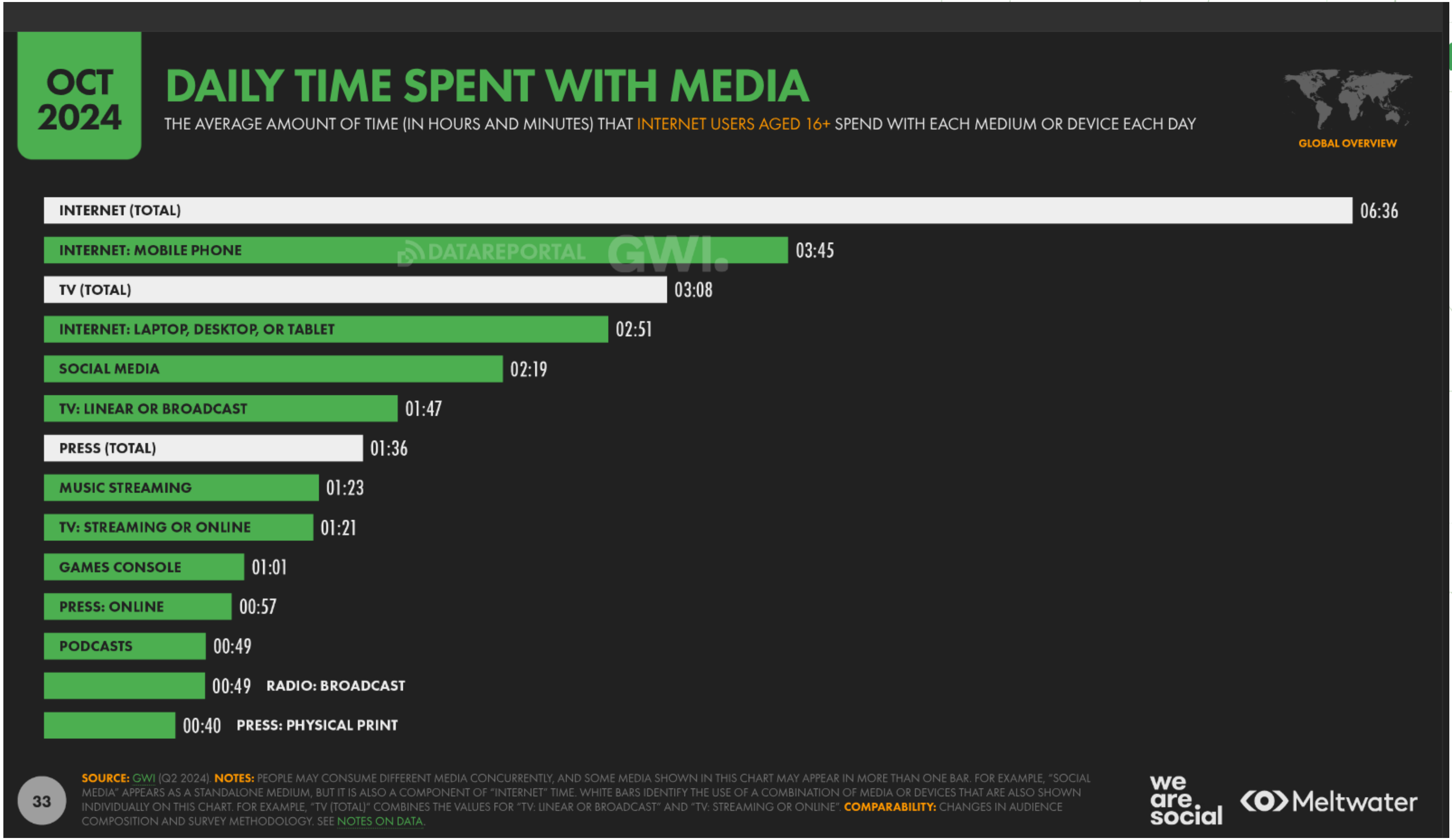
Very Large Online Platforms:

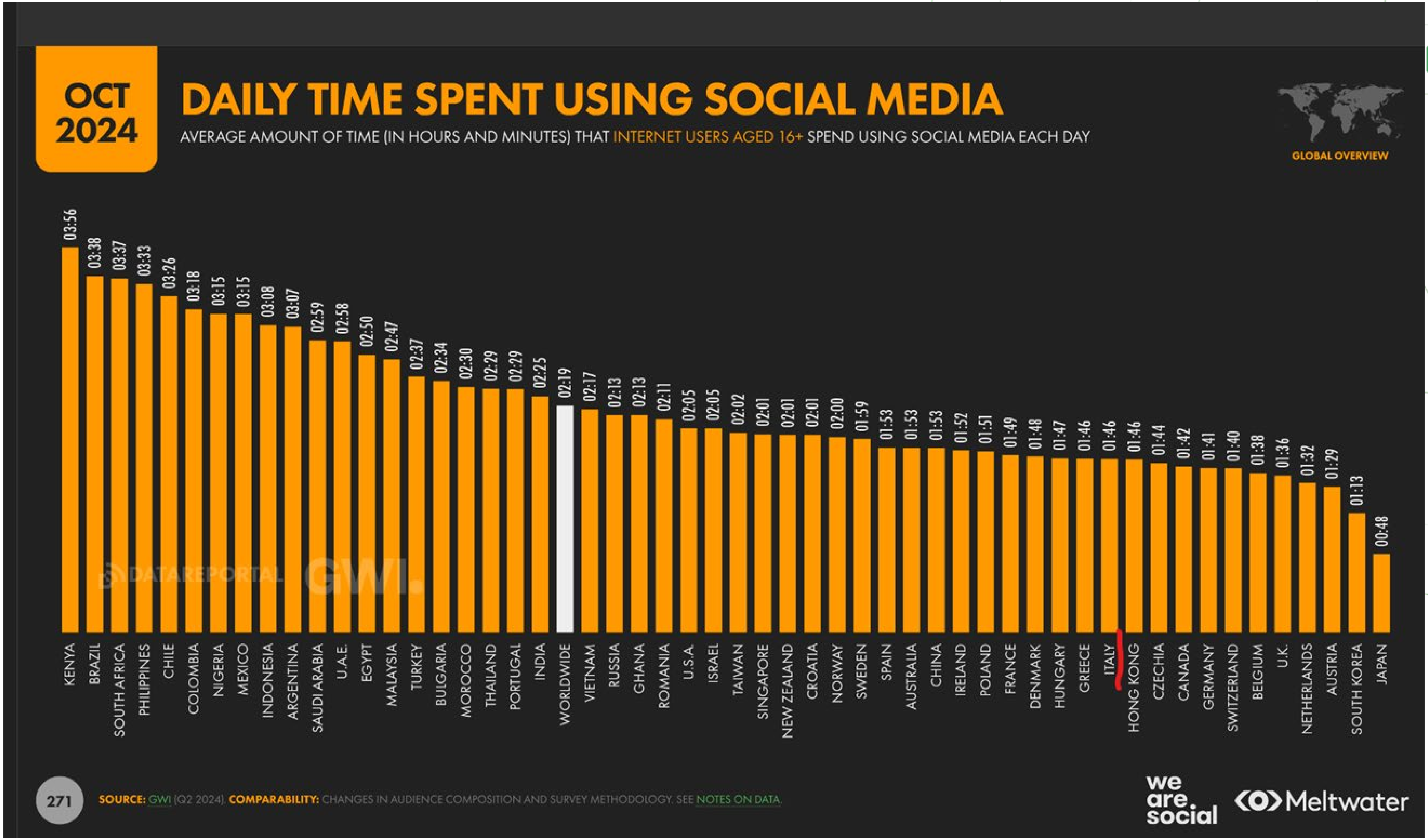
- Alibaba AliExpress
- Amazon Store
- Apple AppStore
- Booking.com
- Facebook
- Google Play
- Google Maps
- Google Shopping
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Twitter
- Wikipedia
- YouTube
- Zalando

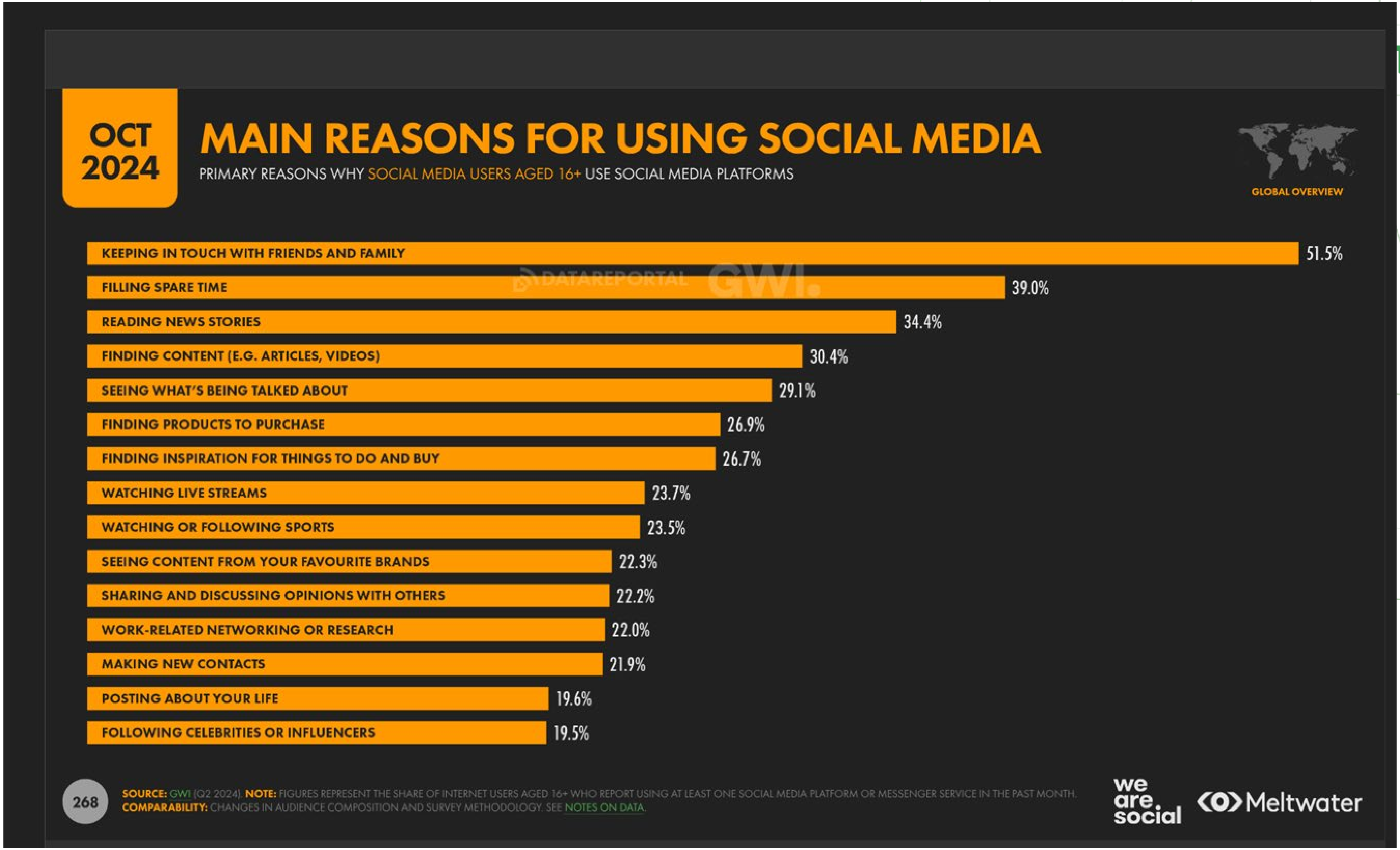
Very Large Online Search Engines:

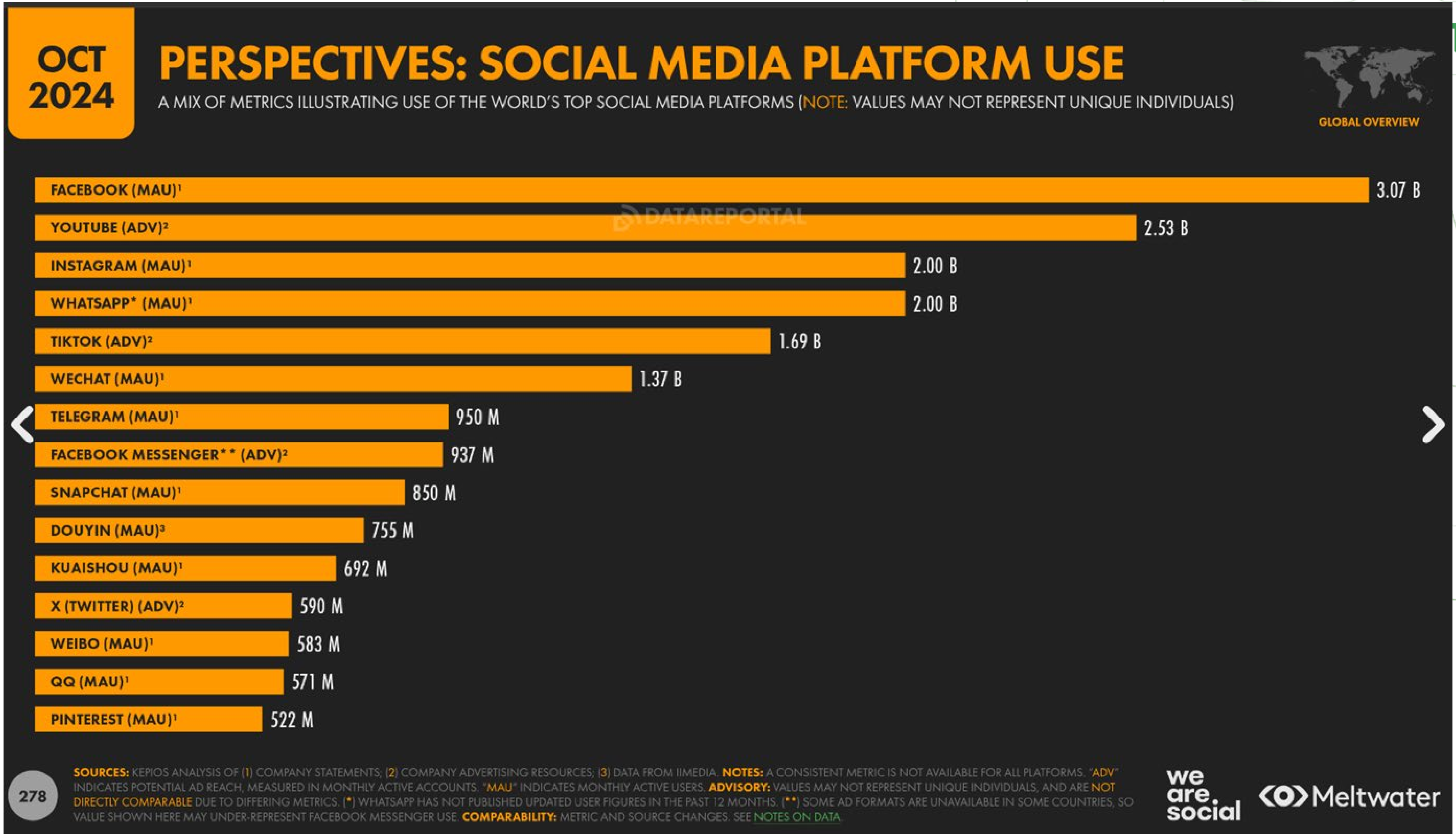
- Bing
- Google Search

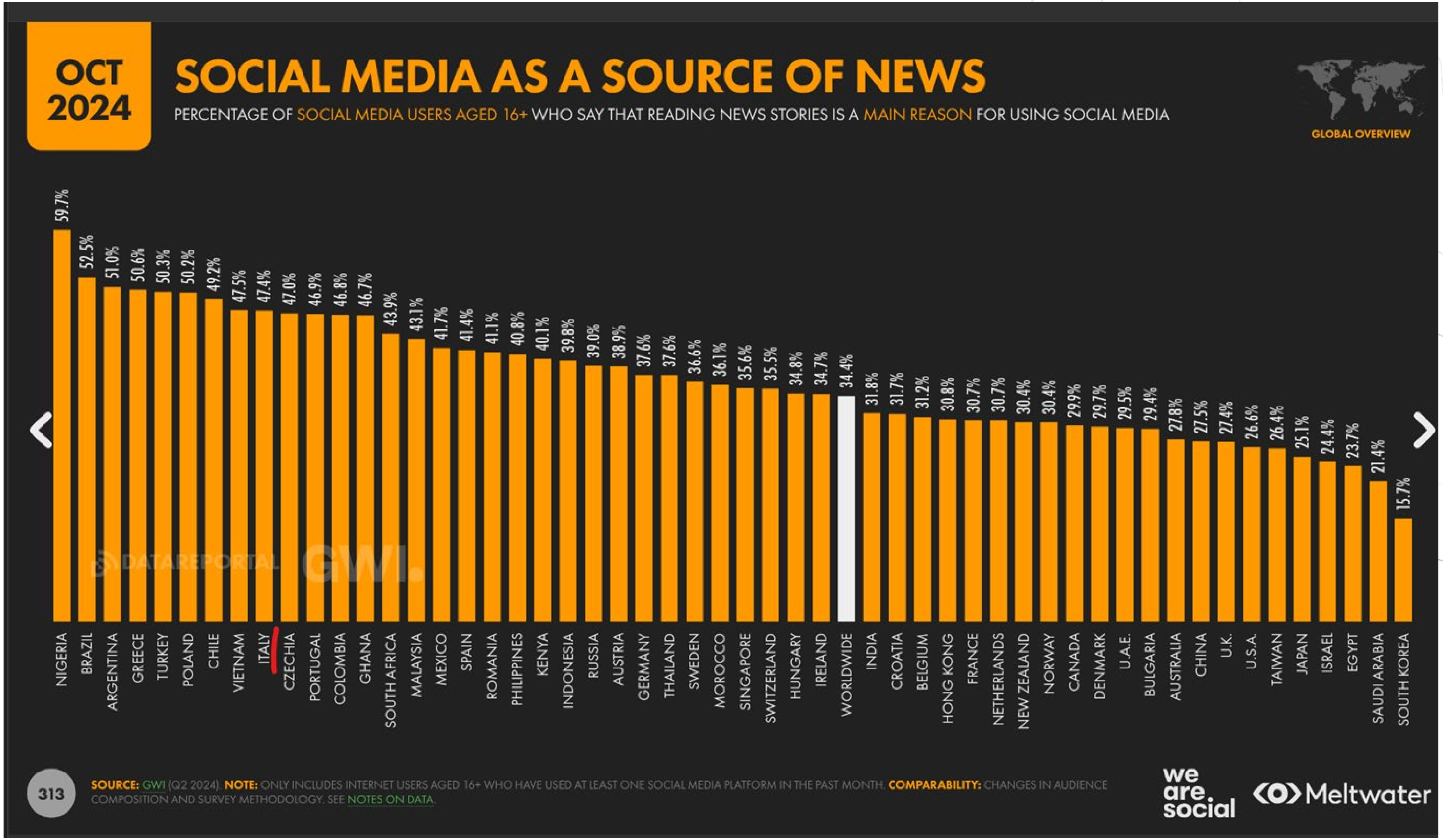


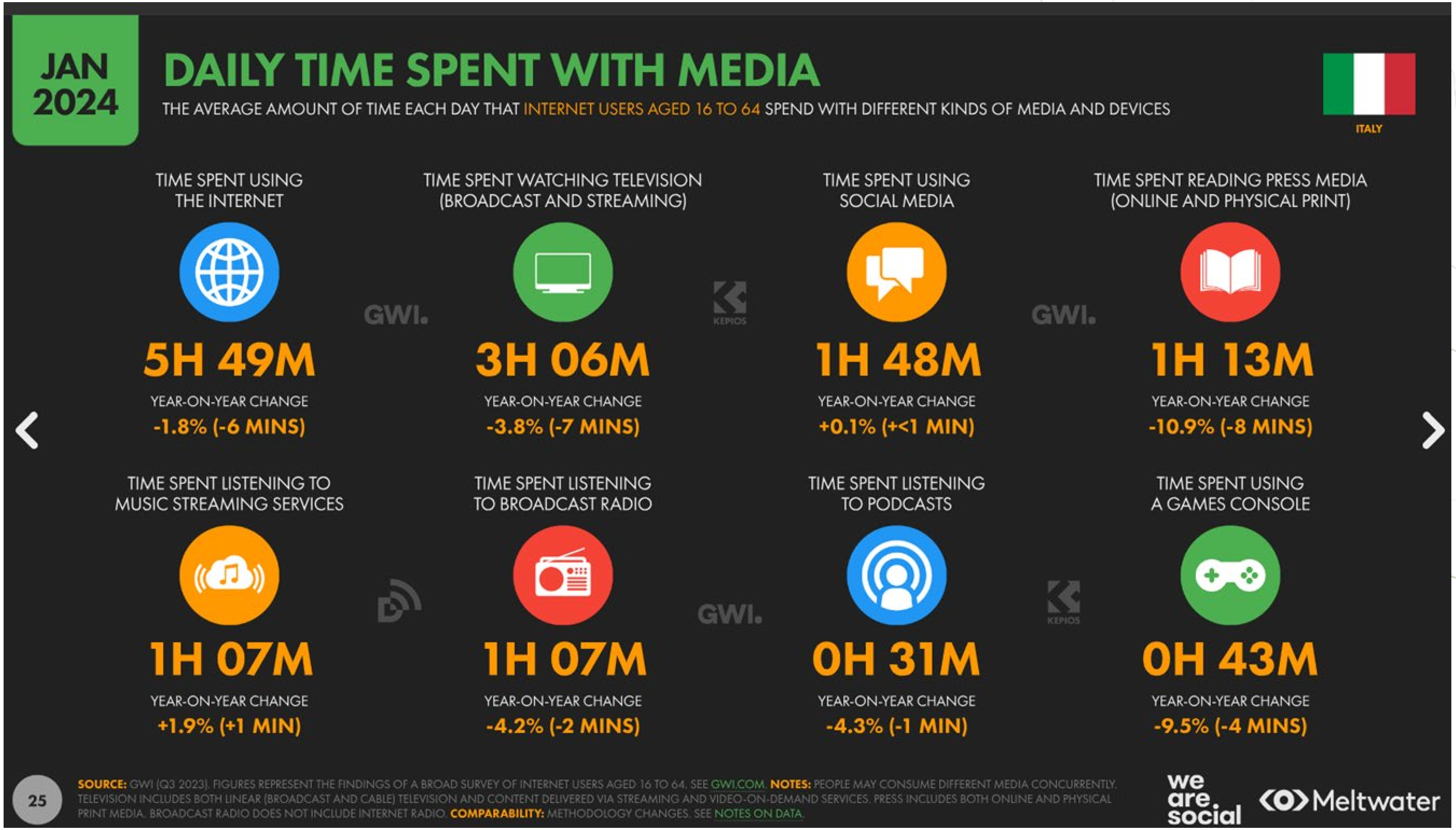

OCT 2024
DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH DAY
GLOBAL OVERVIEW
INTERNET (TOTAL) 06:36
INTERNET: MOBILE PHONE 03:45
TV (TOTAL) 03:08
INTERNET: LAPTOP, DESKTOP, OR TABLET 02:51
SOCIAL MEDIA 02:19
TV: LINEAR OR BROADCAST 01:47
PRESS (TOTAL) 01:36
MUSIC STREAMING 01:23
TV: STREAMING OR ONLINE 01:21
GAMES CONSOLE 01:01
PRESS: ONLINE 00:57
PODCASTS 00:49
00:49 RADIO: BROADCAST
00:40 PRESS: PHYSICAL PRINT
DATAREPORTAL GWI.
33
SOURCE: GWI (Q2 2024). NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.
we are social
Meltwater

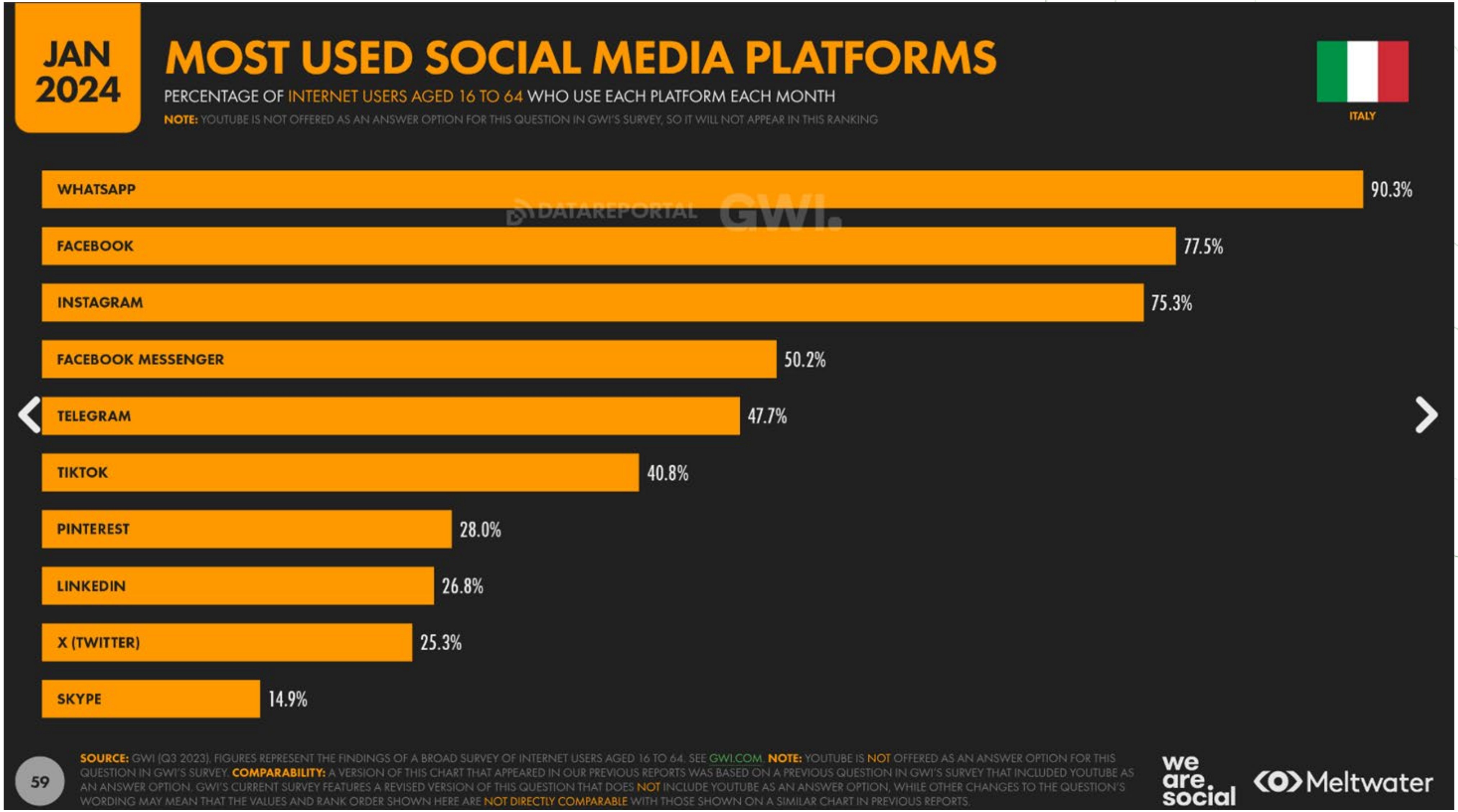

OCT 2024
DAILY TIME SPENT USING SOCIAL MEDIA
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY
GLOBAL OVERVIEW
KENYA 03:56
BRAZIL 03:38
SOUTH AFRICA 03:37
PHILIPPINES 03:33
CHILE 03:26
COLOMBIA 03:18
NIGERIA 03:15
MEXICO 03:15
INDONESIA 03:08
ARGENTINA 03:07
SAUDI ARABIA 02:59
U.A.E. 02:58
EGYPT 02:50
MALAYSIA 02:47
TURKEY 02:37
BULGARIA 02:34
MOROCCO 02:30
THAILAND 02:29
PORTUGAL 02:29
INDIA 02:25
WORLDWIDE 02:19
VIETNAM 02:17
RUSSIA 02:13
GHANA 02:13
ROMANIA 02:11
U.S.A. 02:05
ISRAEL 02:05
TAIWAN 02:02
SINGAPORE 02:01
NEW ZEALAND 02:01
CROATIA 02:01
NORWAY 02:00
SWEDEN 01:59
SPAIN 01:53
AUSTRALIA 01:53
CHINA 01:53
IRELAND 01:52
POLAND 01:51
FRANCE 01:49
DENMARK 01:48
HUNGARY 01:47
GREECE 01:46
ITALY 01:46
HONG KONG 01:46
CZECHIA 01:44
CANADA 01:42
GERMANY 01:41
SWITZERLAND 01:40
BELGIUM 01:38
U.K. 01:36
NETHERLANDS 01:32
AUSTRIA 01:29
SOUTH KOREA 01:13
JAPAN 00:48
271
SOURCE: GWI (Q2 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.
we are social
Meltwater

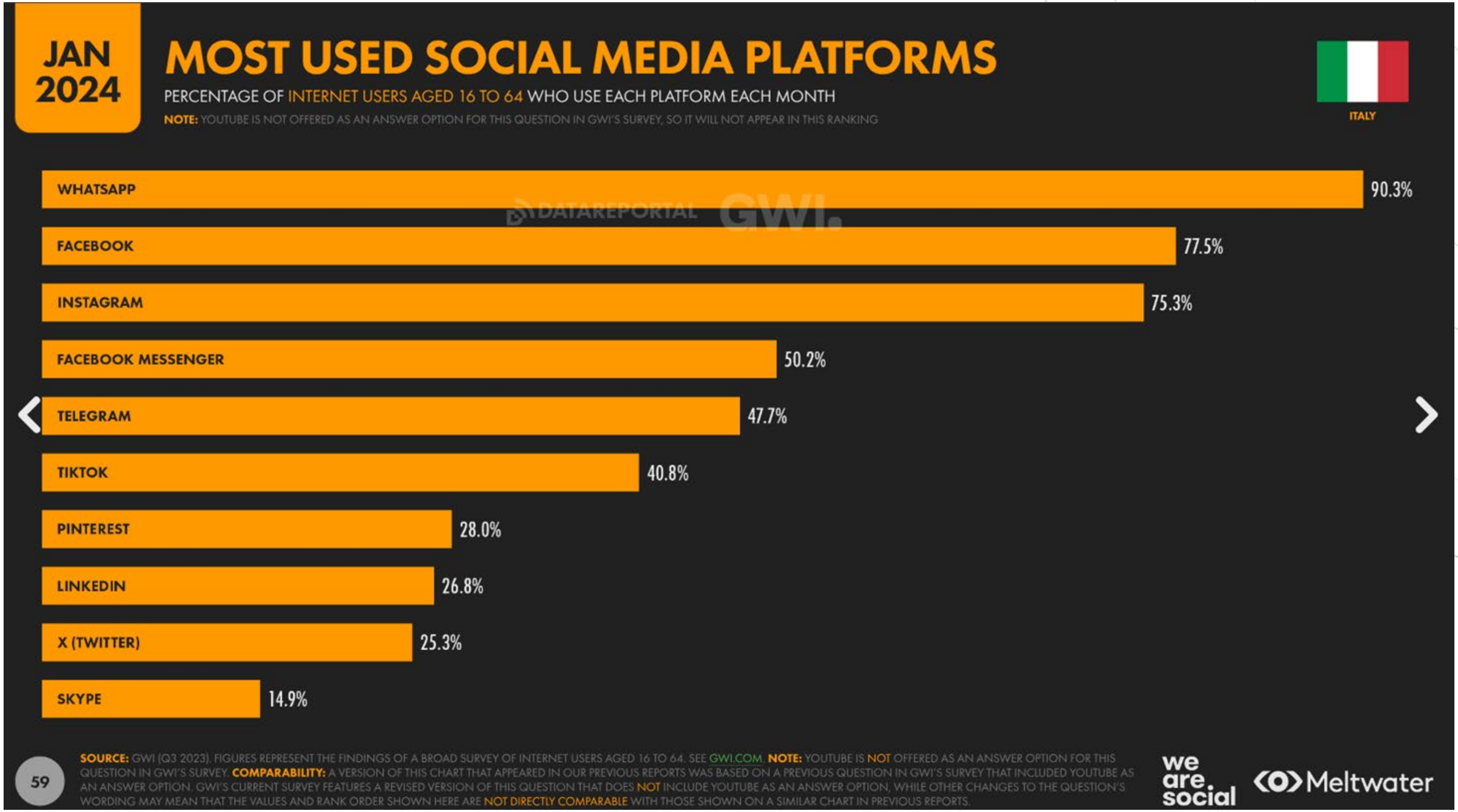

OCT 2024
MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS
GLOBAL OVERVIEW
KEEPING IN TOUCH WITH FRIENDS AND FAMILY 51.5%
FILLING SPARE TIME 39.0%
READING NEWS STORIES 34.4%
FINDING CONTENT (E.G. ARTICLES, VIDEOS) 30.4%
SEEING WHAT'S BEING TALKED ABOUT 29.1%
FINDING PRODUCTS TO PURCHASE 26.9%
FINDING INSPIRATION FOR THINGS TO DO AND BUY 26.7%
WATCHING LIVE STREAMS 23.7%
WATCHING OR FOLLOWING SPORTS 23.5%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS 22.3%
SHARING AND DISCUSSING OPINIONS WITH OTHERS 22.2%
WORK-RELATED NETWORKING OR RESEARCH 22.0%
MAKING NEW CONTACTS 21.9%
POSTING ABOUT YOUR LIFE 19.6%
FOLLOWING CELEBRITIES OR INFLUENCERS 19.5%
268
SOURCE: GWI (Q2 2024). NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.
we are social
Meltwater

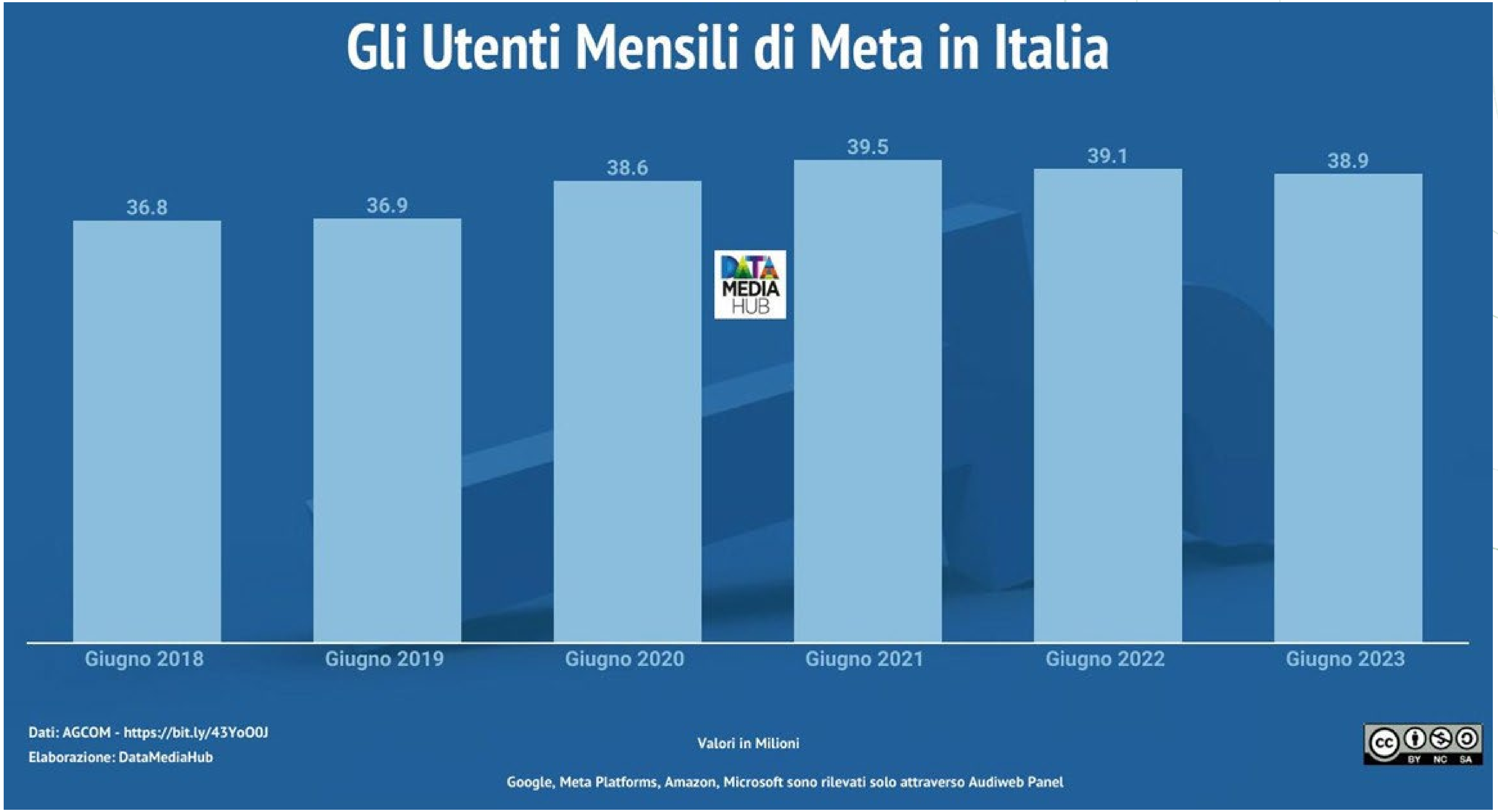

OCT 2024
PERSPECTIVES: SOCIAL MEDIA PLATFORM USE
A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)
GLOBAL OVERVIEW
FACEBOOK (MAU)¹ 3.07 B
YOUTUBE (ADV)² 2.53 B
INSTAGRAM (MAU)¹ 2.00 B
WHATSAPP* (MAU)¹ 2.00 B
TIKTOK (ADV)² 1.69 B
WECHAT (MAU)¹ 1.37 B
TELEGRAM (MAU)¹ 950 M
FACEBOOK MESSENGER** (ADV)² 937 M
SNAPCHAT (MAU)¹ 850 M
DOUYIN (MAU)³ 755 M
KUAISHOU (MAU)¹ 692 M
X (TWITTER) (ADV)² 590 M
WEIBO (MAU)¹ 583 M
QQ (MAU)¹ 571 M
PINTEREST (MAU)¹ 522 M
278
SOURCES: KEPIOS ANALYSIS OF (1) COMPANY STATEMENTS; (2) COMPANY ADVERTISING RESOURCES; (3) DATA FROM IIMEDIA. NOTES: A CONSISTENT METRIC IS NOT AVAILABLE FOR ALL PLATFORMS. "ADV" INDICATES POTENTIAL AD REACH, MEASURED IN MONTHLY ACTIVE ACCOUNTS. "MAU" INDICATES MONTHLY ACTIVE USERS. ADVISORY: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND ARE NOT DIRECTLY COMPARABLE DUE TO DIFFERING METRICS. (*) WHATSAPP HAS NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS. (**) SOME AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, SO VALUE SHOWN HERE MAY UNDER-REPRESENT FACEBOOK MESSENGER USE. COMPARABILITY: METRIC AND SOURCE CHANGES. SEE NOTES ON DATA.
we are social
Meltwater

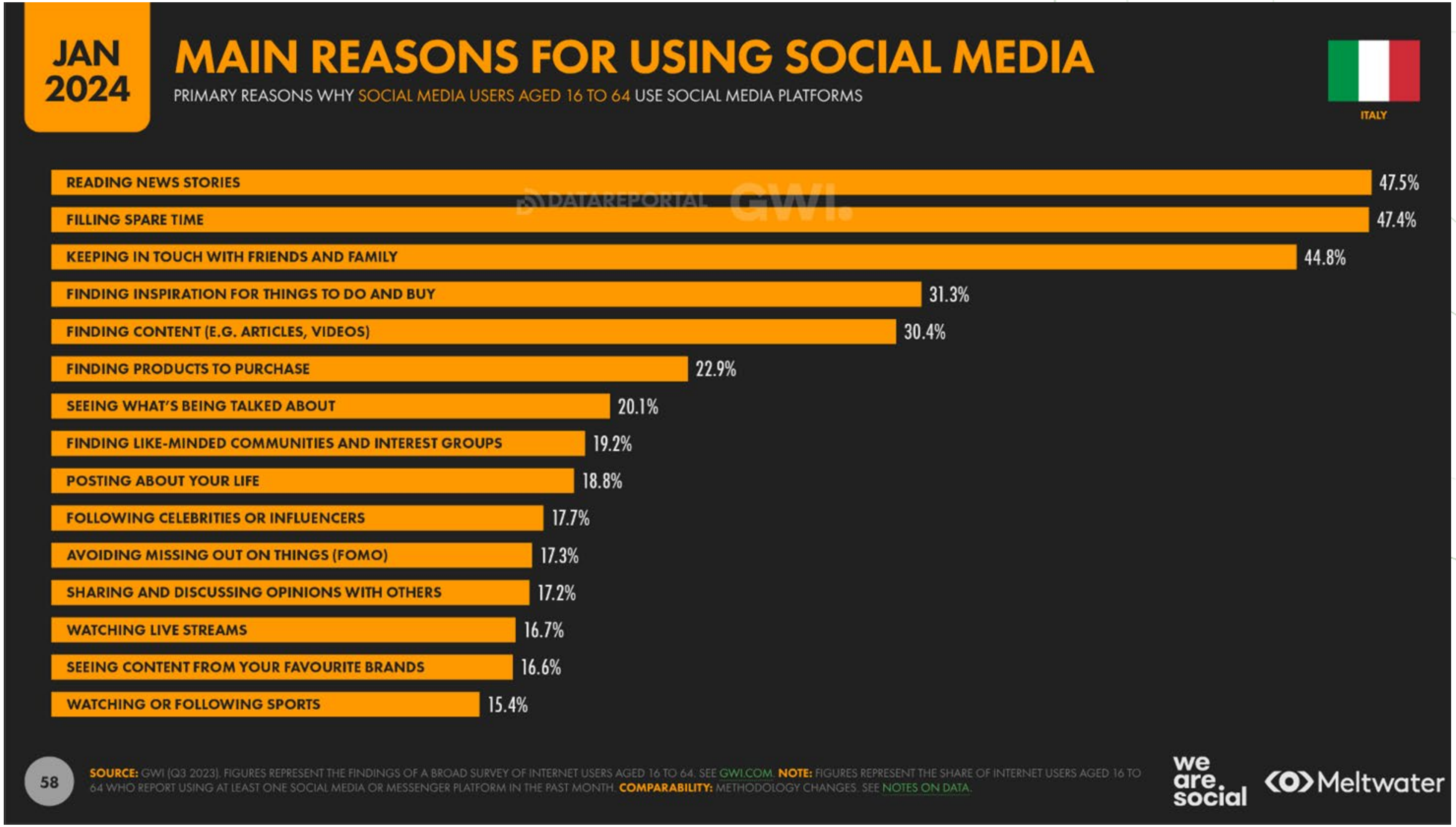

OCT 2024
SOCIAL MEDIA AS A SOURCE OF NEWS
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA
GLOBAL OVERVIEW
NIGERIA 59.7%
BRAZIL 52.5%
ARGENTINA 51.0%
GREECE 50.6%
TURKEY 50.3%
POLAND 50.2%
CHILE 49.2%
VIETNAM 47.5%
ITALY 47.4%
CZECHIA 47.0%
PORTUGAL 46.9%
COLOMBIA 46.8%
GHANA 46.7%
SOUTH AFRICA 43.9%
MALAYSIA 43.1%
MEXICO 41.7%
SPAIN 41.4%
ROMANIA 41.1%
PHILIPPINES 40.8%
KENYA 40.1%
INDONESIA 39.8%
RUSSIA 39.0%
AUSTRIA 38.9%
GERMANY 37.6%
THAILAND 37.6%
SWEDEN 36.6%
MOROCCO 36.1%
SINGAPORE 35.6%
SWITZERLAND 35.5%
HUNGARY 34.8%
IRELAND 34.7%
WORLDWIDE 34.4%
INDIA 31.8%
CROATIA 31.7%
BELGIUM 31.2%
HONG KONG 30.8%
FRANCE 30.7%
NETHERLANDS 30.7%
NEW ZEALAND 30.4%
NORWAY 30.4%
CANADA 29.9%
DENMARK 29.7%
U.A.E. 29.5%
BULGARIA 29.4%
AUSTRALIA 27.8%
CHINA 27.5%
U.K. 27.4%
U.S.A. 26.6%
TAIWAN 26.4%
JAPAN 25.1%
ISRAEL 24.4%
EGYPT 23.7%
SAUDI ARABIA 21.4%
SOUTH KOREA 15.7%
313
SOURCE: GWI (Q2 2024). NOTE: ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.
we are social
Meltwater


JAN 2024
DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES
ITALY
TIME SPENT USING THE INTERNET
5H 49M
YEAR-ON-YEAR CHANGE
-1.8% (-6 MINS)
TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
3H 06M
YEAR-ON-YEAR CHANGE
-3.8% (-7 MINS)
TIME SPENT USING SOCIAL MEDIA
1H 48M
YEAR-ON-YEAR CHANGE
+0.1% (+<1 MIN)
TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 13M
YEAR-ON-YEAR CHANGE
-10.9% (-8 MINS)
TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 07M
YEAR-ON-YEAR CHANGE
+1.9% (+1 MIN)
TIME SPENT LISTENING TO BROADCAST RADIO
1H 07M
YEAR-ON-YEAR CHANGE
-4.2% (-2 MINS)
TIME SPENT LISTENING TO PODCASTS
0H 31M
YEAR-ON-YEAR CHANGE
-4.3% (-1 MIN)
TIME SPENT USING A GAMES CONSOLE
0H 43M
YEAR-ON-YEAR CHANGE
-9.5% (-4 MINS)
25
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
we are social
Meltwater


JAN 2024
MOST USED SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH
NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING
ITALY
WHATSAPP 90.3%
FACEBOOK 77.5%
INSTAGRAM 75.3%
FACEBOOK MESSENGER 50.2%
TELEGRAM 47.7%
TIKTOK 40.8%
PINTEREST 28.0%
LINKEDIN 26.8%
X (TWITTER) 25.3%
SKYPE 14.9%
DATAREPORTAL
GWI.
59
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.
we are social
Meltwater


JAN 2024
MOST USED SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH
NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING
ITALY
WHATSAPP 90.3%
FACEBOOK 77.5%
INSTAGRAM 75.3%
FACEBOOK MESSENGER 50.2%
TELEGRAM 47.7%
TIKTOK 40.8%
PINTEREST 28.0%
LINKEDIN 26.8%
X (TWITTER) 25.3%
SKYPE 14.9%
DATAREPORTAL
GWI.
59
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.
we are social
Meltwater

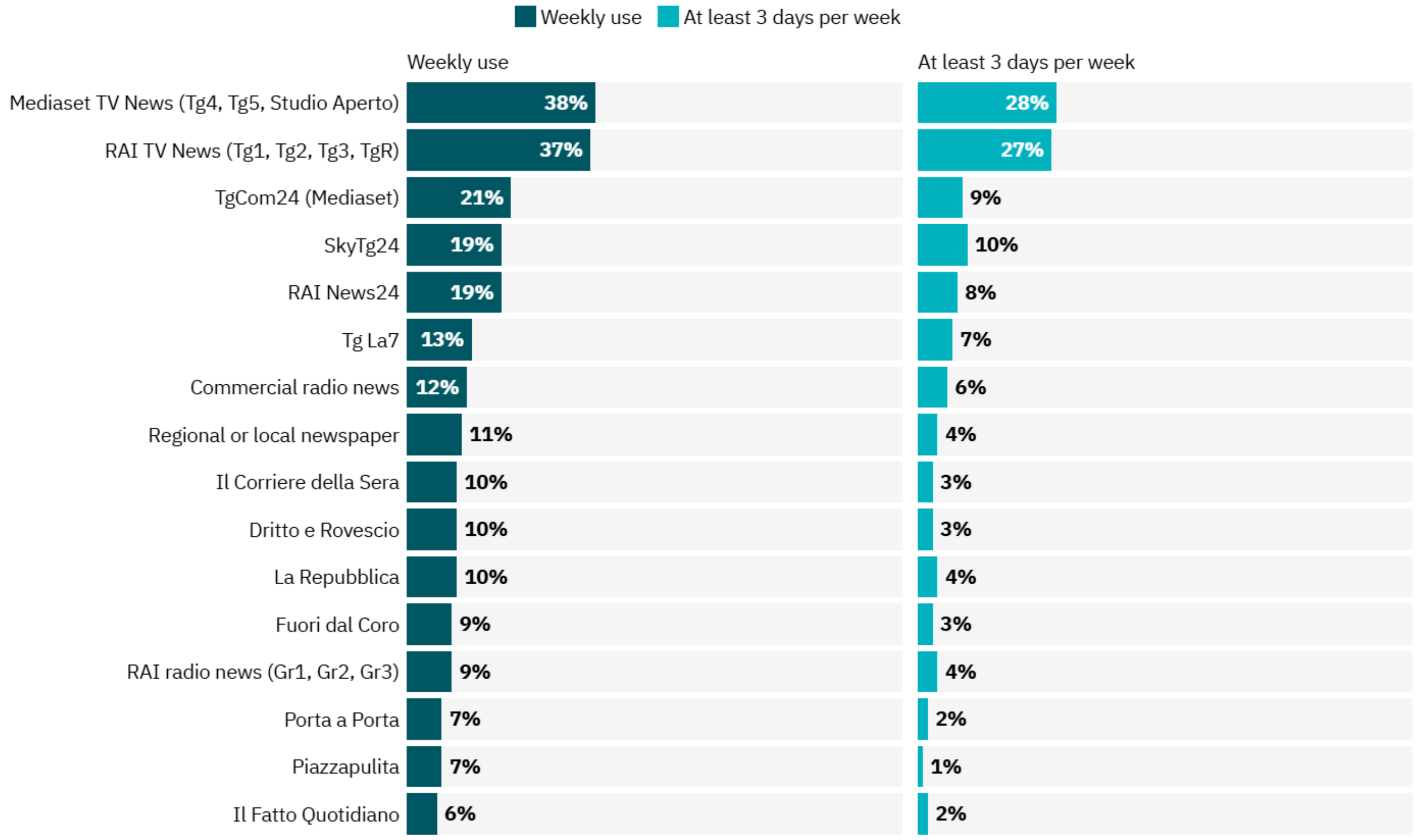

Gli Utenti Mensili di Meta in Italia
36.8
36.9
38.6
39.5
39.1
38.9
DATA MEDIA HUB
Giugno 2018
Giugno 2019
Giugno 2020
Giugno 2021
Giugno 2022
Giugno 2023
Dati: AGCOM - https://bit.ly/43YoO0J
Elaborazione: DataMediaHub
Valori in Milioni
Google, Meta Platforms, Amazon, Microsoft sono rilevati solo attraverso Audiweb Panel
BY NC SA


JAN 2024
MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS
ITALY
DATAREPORTAL
GWI.
READING NEWS STORIES 47.5%
FILLING SPARE TIME 47.4%
KEEPING IN TOUCH WITH FRIENDS AND FAMILY 44.8%
FINDING INSPIRATION FOR THINGS TO DO AND BUY 31.3%
FINDING CONTENT (E.G. ARTICLES, VIDEOS) 30.4%
FINDING PRODUCTS TO PURCHASE 22.9%
SEEING WHAT'S BEING TALKED ABOUT 20.1%
FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 19.2%
POSTING ABOUT YOUR LIFE 18.8%
FOLLOWING CELEBRITIES OR INFLUENCERS 17.7%
AVOIDING MISSING OUT ON THINGS (FOMO) 17.3%
SHARING AND DISCUSSING OPINIONS WITH OTHERS 17.2%
WATCHING LIVE STREAMS 16.7%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS 16.6%
WATCHING OR FOLLOWING SPORTS 15.4%
58
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.
we are social
Meltwater


JAN 2024
WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)
ITALY
FACEBOOK
77.0%
INSTAGRAM
14.3%
3.4% PINTEREST
2.2% X (TWITTER)
1.7% YOUTUBE
0.7% LINKEDIN
0.4% REDDIT
0.3% OTHERS
65
SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.
we are social
Meltwater

TV, RADIO, PRINT

Italy



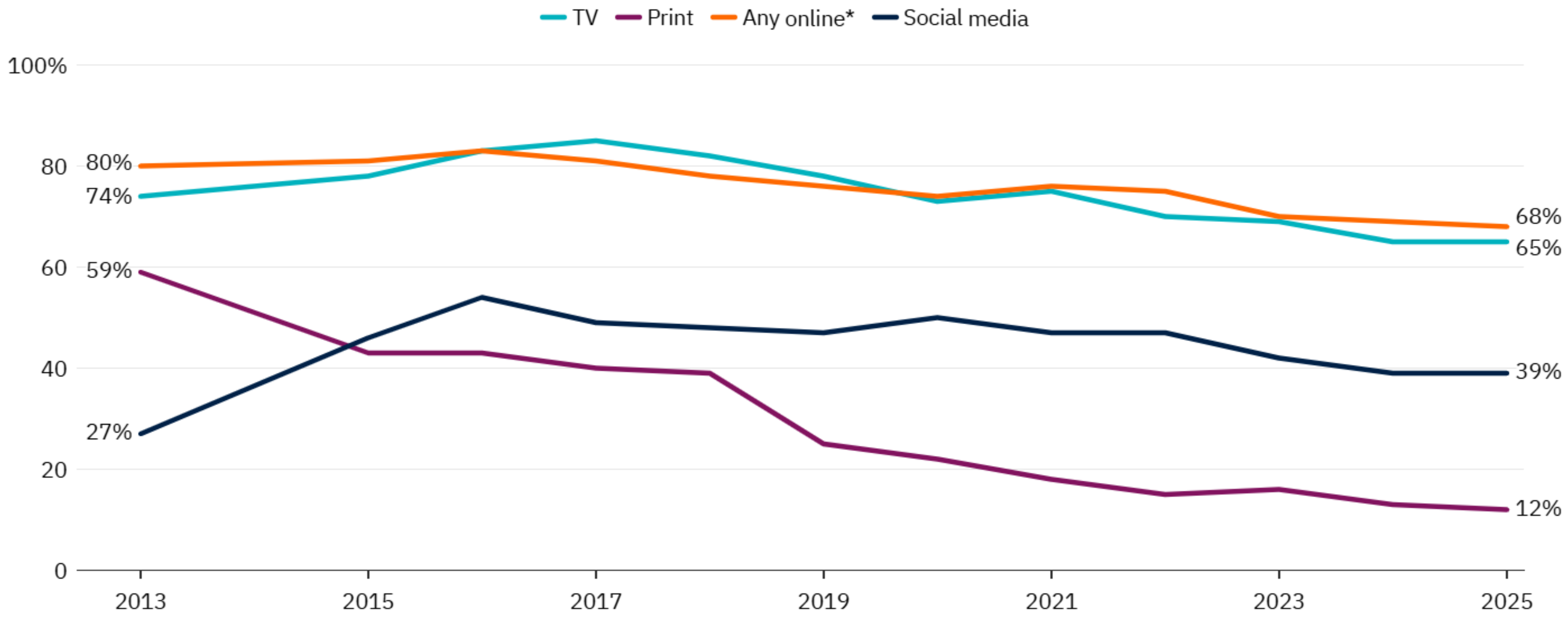
Get the data • Embed

REUTERS INSTITUTE UNIVERSITY OF OXFORD

Sources of news

2013–2025

Italy



Also:

News podcasts: **6%**

AI chatbots: **4%**

** Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots*

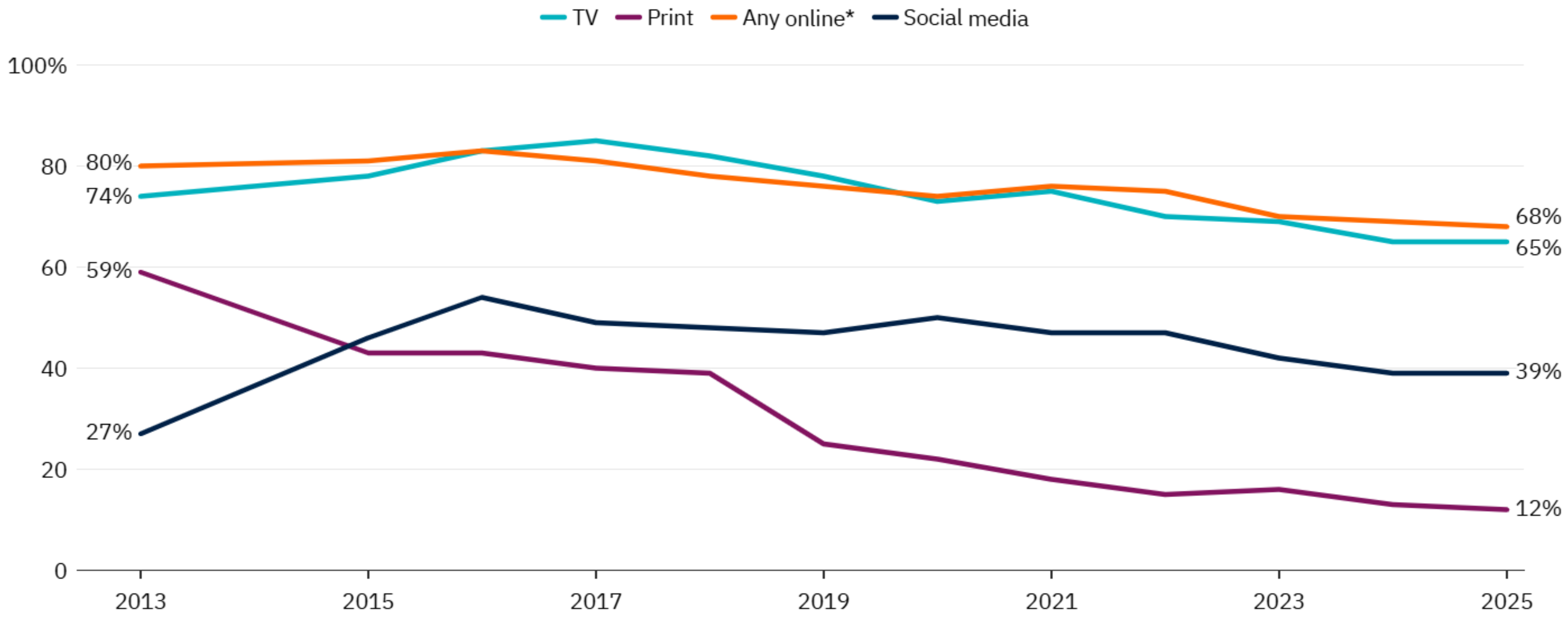
Get the data • Embed

REUTERS INSTITUTE UNIVERSITY OF OXFORD

Sources of news

2013–2025

Italy



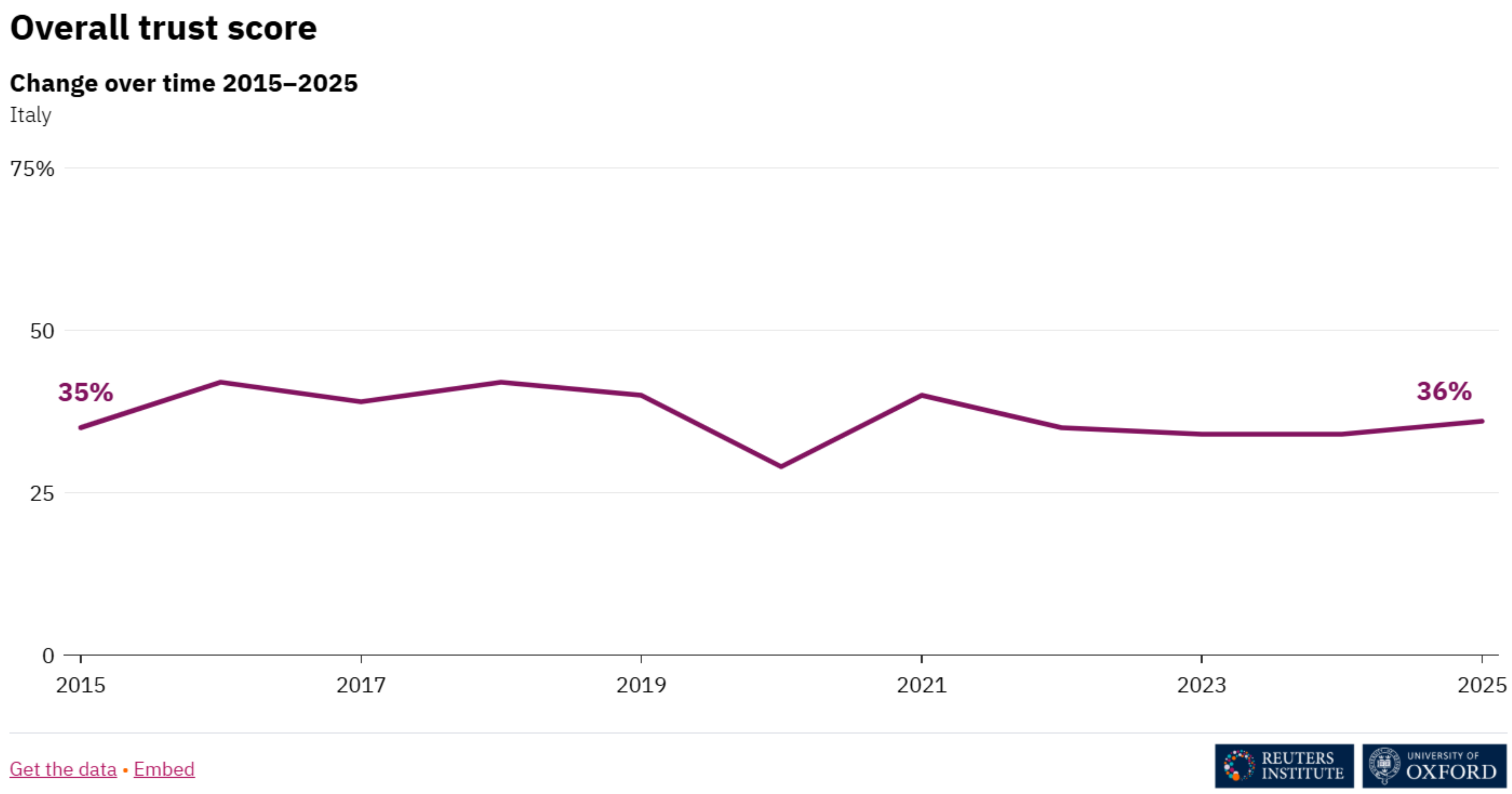
Also:

News podcasts: **6%**

AI chatbots: **4%**

** Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots*

Get the data • Embed



32esimi su 48 paesi

Public opinion on brand trust

Italy

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ANSA	74%	17%	9%
Fanpage	43%	29%	29%
Il Corriere della Sera	60%	25%	15%
Il Fatto Quotidiano	52%	28%	20%
Il Giornale	46%	30%	24%
Il Sole 24 Ore	67%	22%	11%
IlPost.it	44%	37%	19%
La Repubblica	55%	26%	19%
La Stampa	54%	29%	17%
Libero Quotidiano	44%	28%	28%
Mediaset News	57%	23%	21%
RAI	58%	20%	22%
Regional or local newspaper	60%	27%	13%
SkyTG24	67%	21%	12%
Tg La7	61%	24%	16%

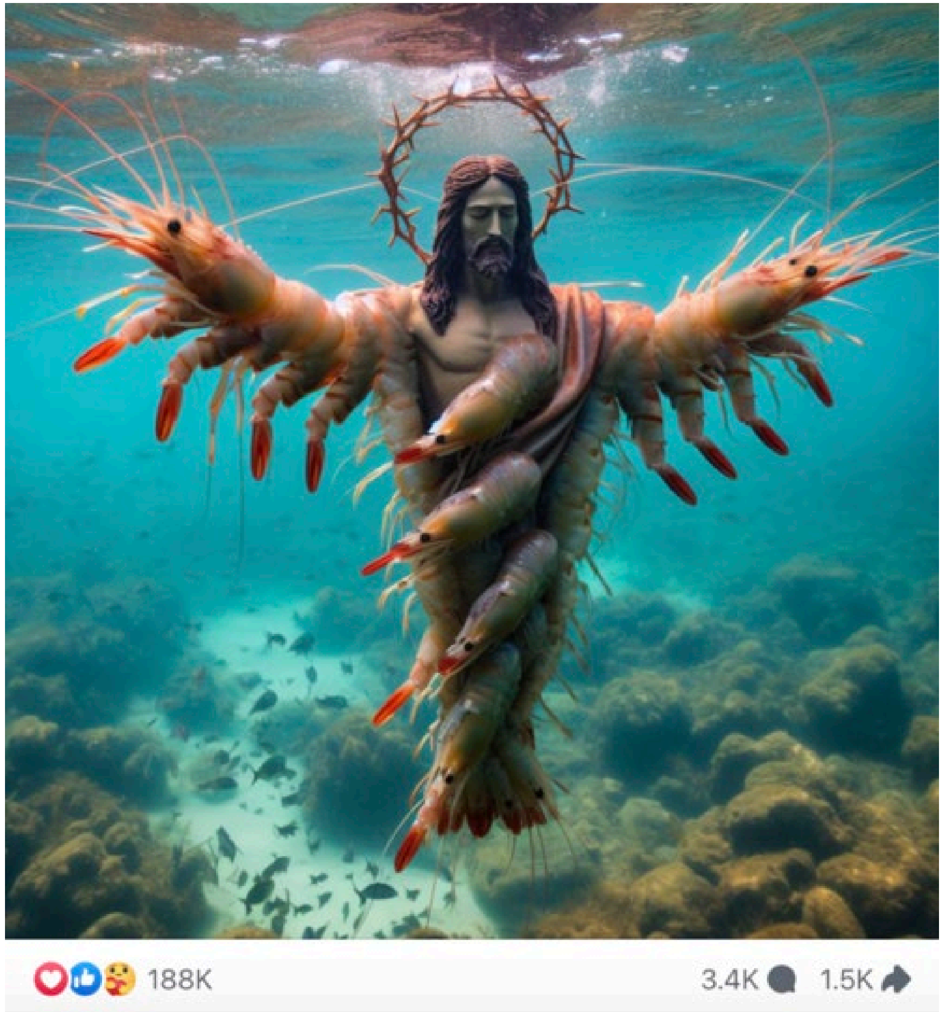
Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness. More on how we ask about trust in news brands here.

Place of Italy in RSF World Press Freedom Index: 49/180. More at rsf.org

Embed


Utenti Mensili In Italia News Online
DATA MEDIA HUB
39.340
39.331
39.257
38.897
38.602
38.531
38.478
38.238
38.113
38.336
37.971
38.399
38.410
Media 2022: 38.611 Utenti
65,8% della Popolazione
Feb 2022
Mar 2022
Apr 2022
Mag 2022
Giu 2022
Lug 2022
Ago 2022
Sett 2022
Ott 2022
Nov 2022
Dic 2022
Genn 2023
Feb 2023
Dati: Audiweb - https://bit.ly/3oPLg8p
Elaborazione: DataMediaHub
Valori X 000
BY NC SA

Trends and Tensions



Trends and Tensions

Meta

Transparency Center

Widely Viewed Content Report: What People See on Facebook

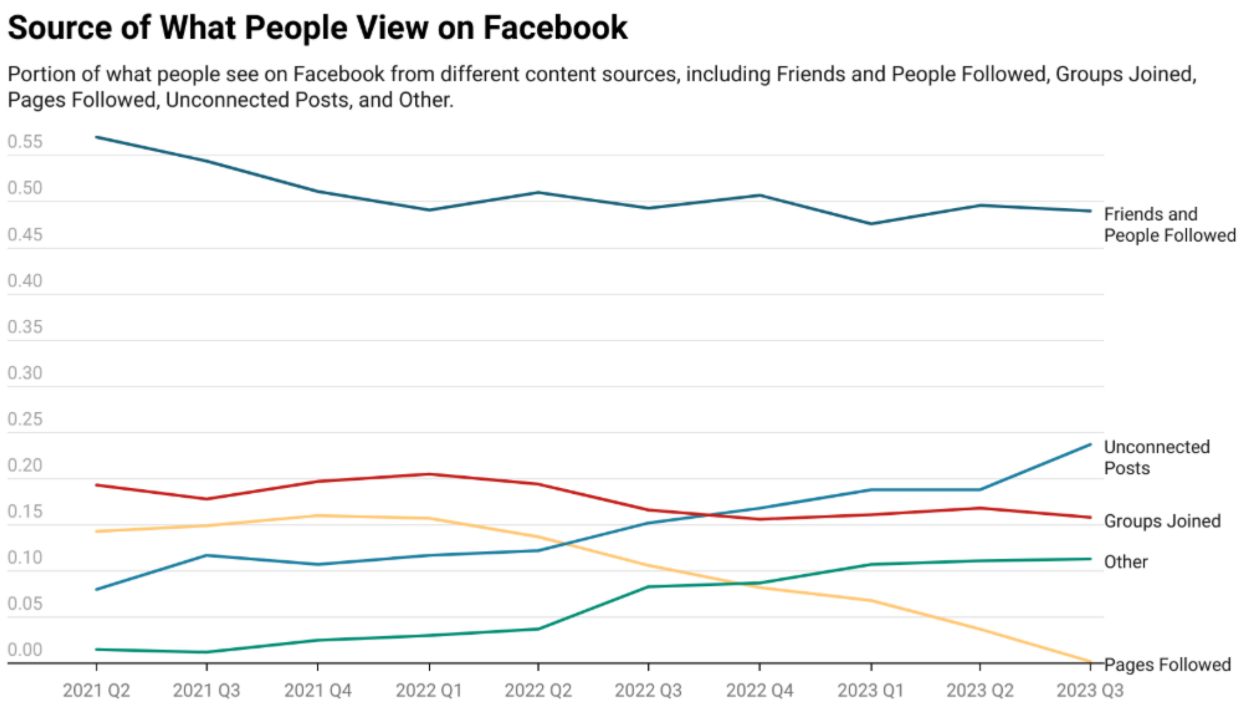


Figure 5. Portion of Facebook Feed views from different sources. *Unconnected posts rose from 8% of Feed views in 2021 Q2 to 24% in 2023 Q3. Figure created using Datawrapper.*

News find me perception

Table 1. Statistics for the News-Finds-Me Perception Items Across 10 Countries.

	Item 1 I rely on my friends to tell me what's important when news happens		Item 2 I rely on information from my friends based on what they like or follow through social media		Item 3 I can be well informed even when I don't actively follow the news		Item 4 I don't worry about keeping up with the news because I know news will find me		Scale		Reliability Index	People With NFM	Country Samples
Country	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	α	%	*N*
All	3.56	1.62	3.15	1.63	4.14	1.42	3.67	1.55	3.63	1.19	.76	54.1	10,528
Germany	3.77	1.78	2.55	1.61	4.23	1.56	3.45	1.67	3.50-	1.23	.72	49.1	1,044
Italy	3.81	1.60	3.42	1.64	4.32	1.40	3.69	1.60	3.81+	1.20	.77	58.7	1,031
Japan	2.96	1.27	2.54	1.40	3.82	1.23	3.48	1.23	3.20-	.96	.74	39.2	968
Korea	3.97	1.32	2.89	1.50	3.76	1.40	3.68	1.43	3.57	1.08	.76	50.2	921
New Zealand	3.05	1.54	2.67	1.49	4.06	1.46	3.45	1.58	3.31-	1.13	.73	41.6	1,149
Spain	4.97	1.30	4.39	1.30	4.77	1.26	4.03	1.52	4.54+	.97	.70	84.9	1,009
Taiwan	3.63	1.26	4.11	1.21	4.22	1.13	4.05	1.27	4.00+	.91	.74	71.9	994
UK	2.84	1.64	2.47	1.55	4.07	1.52	3.41	1.65	3.20-	1.24	.78	38.9	1,058
Ukraine	3.89	1.37	3.97	1.33	4.21	1.27	4.19	1.43	4.07+	.98	.70	71.4	1,202
United States	2.86	1.65	2.52	1.56	3.95	1.63	3.25	1.66	3.15-	1.27	.79	35.9	1,152

Note. All items measured on 7-point scales, where 1 = *strongly disagree* and 7 = *strongly agree*.
+ Country M difference with respect to all countries grand *M* is positive for second screening scale at $p < .001$.
- Country M difference with respect to all countries grand *M* is negative for second screening scale at $p < .001$.

News find me perception

Table 1. Question wording for NFM and its sub-dimensions in USA, Italy, and Portugal (N = 3,363). The newly theorized two item subdimension of *Algorithmic reliance* is included.

Items	Dimension	Item wordings	*M* (*SD*)
1	*Peers reliance*	I rely on my friends to tell me what's important when news happen	4.57 (2.61)
2		I rely on information from my friends based on what they like or follow through social media	3.98 (2.49)
3	*Well-informed*	I do not worry about keeping up with news because I know news will finds me	4.63 (2.68)
4		I can be well-informed even when I don't actively follow the news	5.38 (2.59)
5	*Not seeking*	I do not have to actively seek news because when important public affairs break, they will get to me in social media	4.78 (2.75)
6		I'm up-to-date and informed about public affairs news, even when I do not actively seek news myself	5.79 (2.46)
7	*Algorithmic reliance*	I rely on social media algorithms to tell me what's important when news happen	
8		I rely on social media algorithms to provide me with important news and public affairs	

News find me perception

Table 1. Question wording for NFM and its sub-dimensions in USA, Italy, and Portugal (N = 3,363). The newly theorized two item subdimension of *Algorithmic reliance* is included.

Items	Dimension	Item wordings	*M* (*SD*)
1	*Peers reliance*	I rely on my friends to tell me what's important when news happen	4.57 (2.61)
2		I rely on information from my friends based on what they like or follow through social media	3.98 (2.49)
3	*Well-informed*	I do not worry about keeping up with news because I know news will finds me	4.63 (2.68)
4		I can be well-informed even when I don't actively follow the news	5.38 (2.59)
5	*Not seeking*	I do not have to actively seek news because when important public affairs break, they will get to me in social media	4.78 (2.75)
6		I'm up-to-date and informed about public affairs news, even when I do not actively seek news myself	5.79 (2.46)
7	*Algorithmic reliance*	I rely on social media algorithms to tell me what's important when news happen	
8		I rely on social media algorithms to provide me with important news and public affairs	

But what about science content specifically?

TAB. 1. *Frequenza con cui gli italiani dichiarano di esporsi a contenuti relativi a scienza e tecnologia nei media (% valide; 2021: n = 977)*

	Ogni giorno	2 o 3 volte alla settimana	1 volta alla settimana	1 volta al mese	Mai
Guardare trasmissioni televisive che parlano di scienza e tecnologia	8,5 (5,8)	21,2 (14,2)	26,8 (14,6)	20,4 (7,8)	23,1 (57,6)
Leggere articoli che parlano di scienza su giornali quotidiani	8,3	18,1	19,4	18,8	35,4
Consultare siti web/blog su scienza e tecnologia	10,6 (6,3)	20,5 (11,6)	14,7 (6,5)	14,5 (3,8)	39,7 (71,8)
Leggere riviste che parlano di scienza e tecnologia	4,8 (3,3)	12,9 (9,3)	15,6 (11,2)	20,4 (11,1)	46,3 (65,1)
Ascoltare trasmissioni radiofoniche che parlano di scienza e tecnologia	4,2 (1,9)	8,6 (3,4)	11,2 (3,6)	13,0 (3,1)	63,0 (88,0)

Nota: tra parentesi sono riportate le percentuali dei rispondenti che ricordano il nome di almeno una testata letta o di un programma seguito.

But what about science content specifically?

TAB. 2. *Lettura, visione o condivisione di informazioni scientifiche sui social network più diffusi (% valide; 2015: n = 999; 2021: n = 977)*

	Anno	Non lo uso	Mi è capitato di leggere o vedere contenuti relativi a scienza e tecnologia o medicina e salute			Mi è capitato di condividere contenuti relativi a scienza e tecnologia o medicina e salute		
			Mai	Qualche volta	Spesso	Mai	Qualche volta	Spesso
Facebook	2015	36,0	33,3	35,2	31,5	51,7	37,8	10,5
	2021	26,1	17,0	40,5	42,5	36,3	45,0	18,7
Twitter	2015	60,2	72,3	19,9	7,8	86,1	10,0	3,9
	2021	48,8	54,7	32,4	12,9	66,8	23,5	9,7
Instagram	2015	59,4	80,9	13,6	5,5	91,3	5,4	3,3
	2021	36,1	39,1	29,8	31,1	58,6	25,0	16,4
YouTube	2015	36,1	37,5	44,1	18,4	75,5	18,6	5,9
	2021	24,9	23,3	46,2	30,5	61,0	27,5	11,5

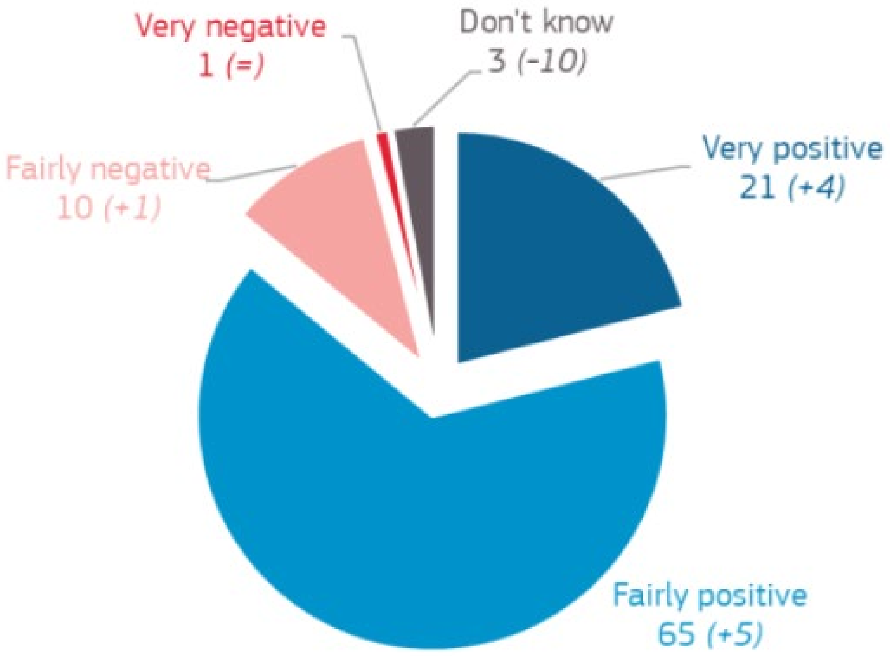
But what about science content specifically?

TAB. 3. *Cittadini che seguono sui social network scienziati o medici e istituzioni di ricerca o sanitarie (% valide; 2019: n = 734; 2021: n = 795)*

	Anno	Nessuno/a	Uno/a	Più d'uno/a
Qualche scienziato/a o istituzione di ricerca	2019	66,1	17,9	16,0
	2021	67,6	13,8	18,6
Qualche medico o istituzione sanitaria	2019	69,0	18,6	12,4
	2021	63,8	16,9	19,3

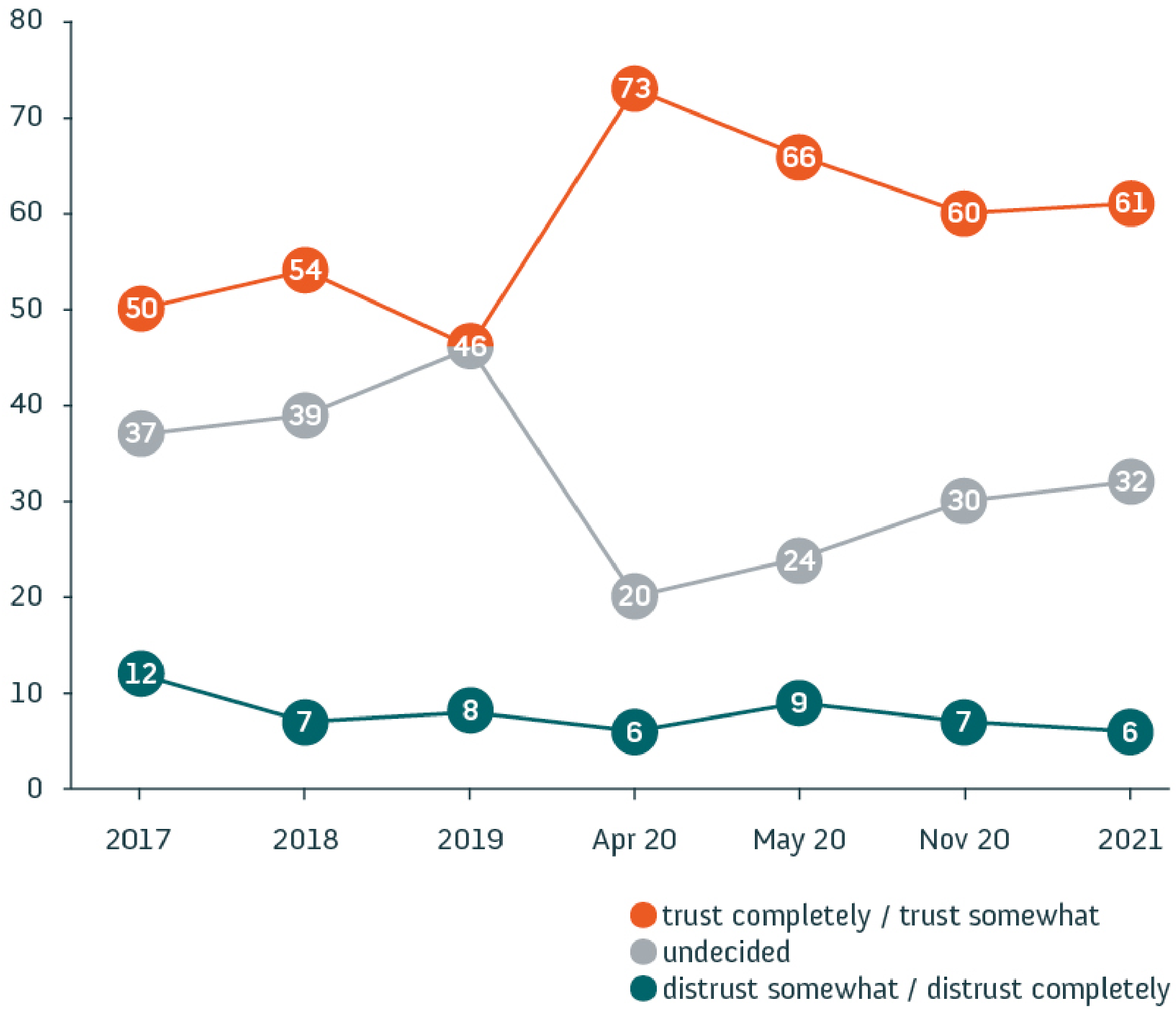
Do people mistrust science?

QA6 Do you think that the overall influence of science and technology on society is...?
(% - EU27)



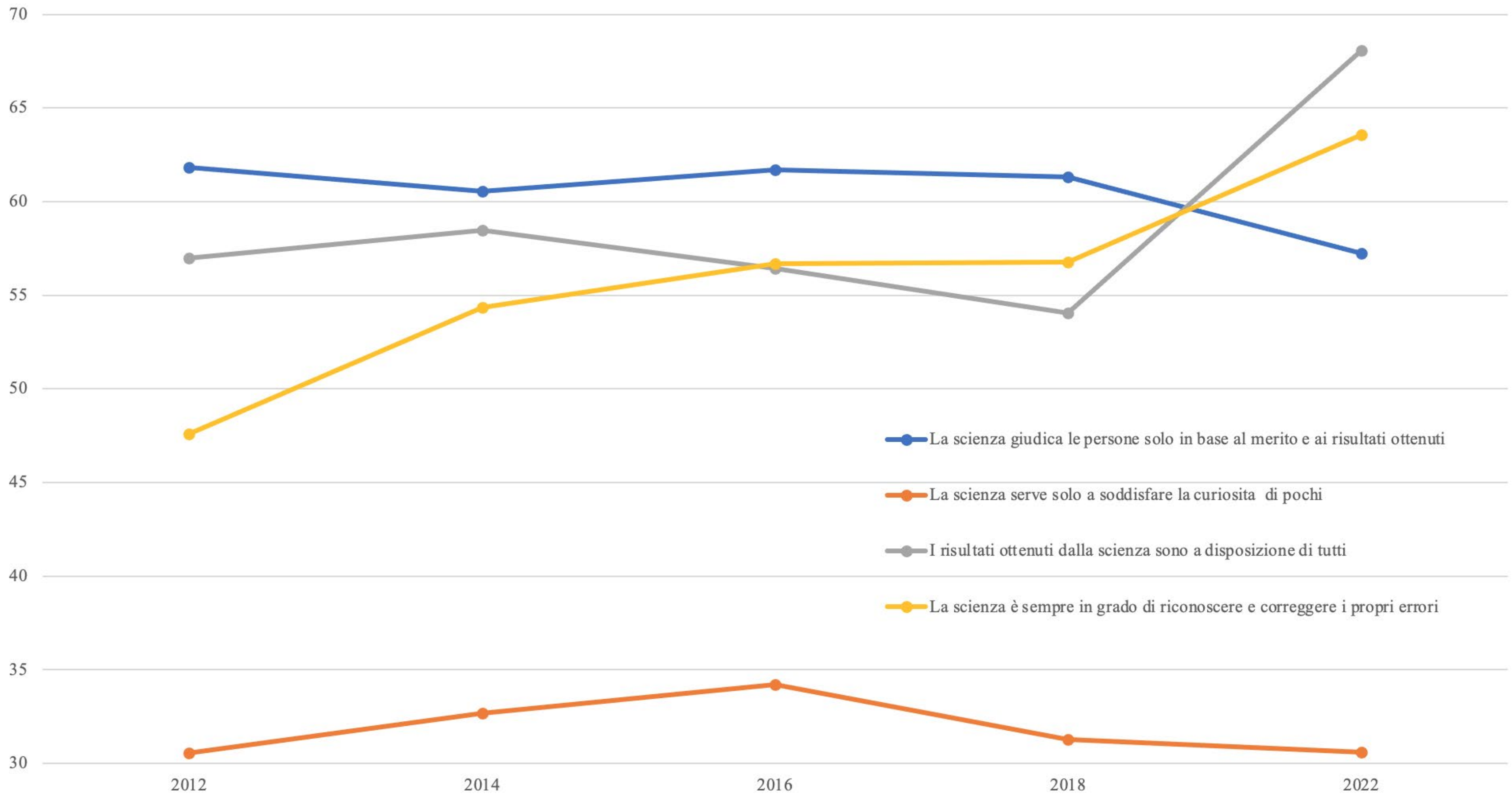
(Apr./May 2021 - Apr./May 2013)

Do people mistrust science?



Wissenschaft Im Dialog, Eurobarometer 2021

Do people mistrust science?



Do people mistrust science?

Fig. 1: Weighted means for trust in scientists across countries and regions (1 = very low, 3 = neither high nor low, 5 = very high).

From: Trust in scientists and their role in society across 68 countries

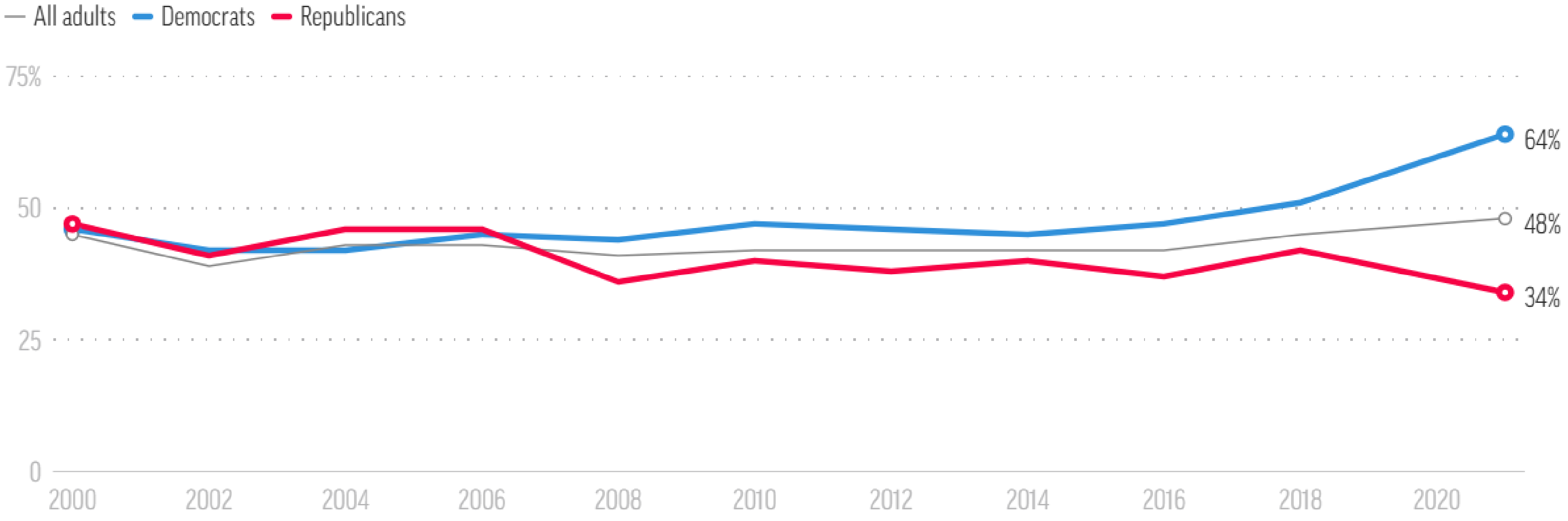
https://www.nature.com/articles/s41562-024-02090-5/figures/1

The politicization of trust

Confidence in scientific community increasingly split by political party

The General Social Survey shows increasing polarization in Americans' confidence in the scientific community since 2018. Trust has increased among Democrats and decreased among Republicans since the last time the poll was conducted before the COVID-19 pandemic.

Percentage who say they have a great deal of confidence in the scientific community:

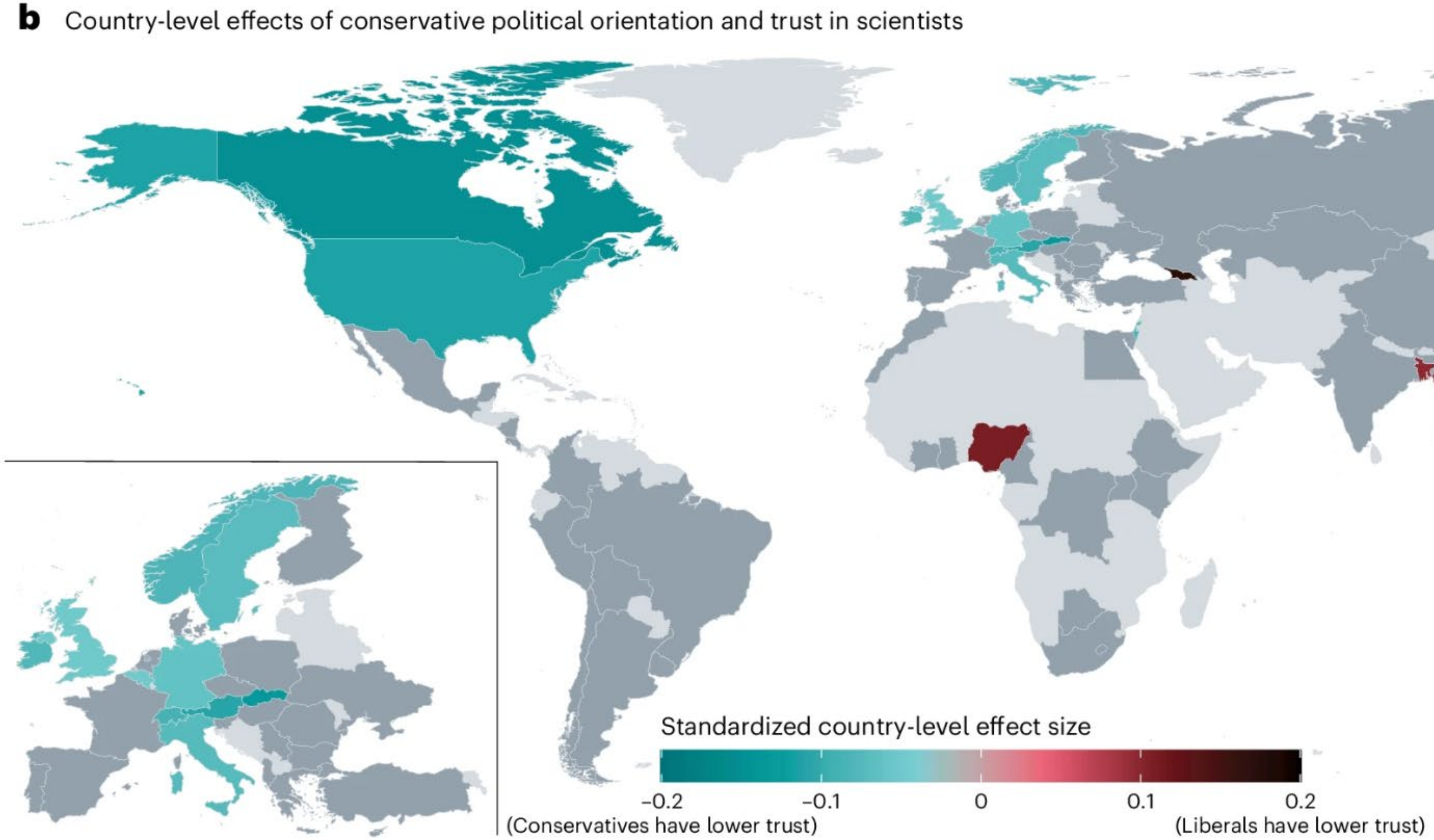


The General Social Survey is administered by NORC at the University of Chicago. Each year's sample size varies, with margins of error ranging from ±2.0 percentage points to ±3.1 percentage points.

Source: AP-NORC Center for Public Affairs Research

AP

The politicization of trust



Putting it together

- Most people who passively see science content on social media (without actively seeking it) report that it’s their main source of science news—even higher than for general news.
- High trust in science doesn't prevent susceptibility to pseudoscience; people perceive sources they like or feel represent them as more scientific
- Social media doesn’t cause polarization of trust *per se*, but it significantly amplifies and entrenches it.

THANKS!

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-Mission 4 "Education and Research" - Component 2: "From research to business" - Investment 3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"

Finanziato dall'Unione europea NextGenerationEU

Ministero dell'Università e della Ricerca

Italiadomani