

**2018 NEWS FACT/OPINION QUESTIONNAIRE
PEW RESEARCH CENTER
1-29-18 V.11**

ASK ALL:

FREETIME

During a typical day, which of the following do you most frequently do in your free time? Choose up to three. **[RANDOMIZE; ALLOW UP TO THREE TO BE SELECTED]** {new}

- a. Get news
- b. Exercise
- c. Go on a social media site (such as Facebook, Twitter or Snapchat)
- d. Watch TV or movies for entertainment
- e. Shop
- f. Read a book

ASK ALL:

NEWS_PLATFORM

And, do you ever... *[Check all that apply]* **[RANDOMIZE; H ALWAYS RIGHT AFTER G; I ALWAYS LAST]**

- a. Read any newspapers in print
- b. Listen to news on the radio
- NO ITEM C**
- d. Watch local television news
- e. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)
- f. Watch cable television news (such as CNN, The Fox News cable channel, or MSNBC)
- g. Get news from a social media site (such as Facebook, Twitter or Snapchat)
- h. Get news from a news website or app
- i. None of the above

Soft prompt: "If you're sure you want to skip, click Next."

ASK IF GETS NEWS FROM MORE THAN ONE PLATFORM IN NEWS_PLATFORM

(NEWSPLATFORMa-h=1). DO NOT ASK IF ONLY GETS NEWS ON TV AND NO OTHERS (IF ONLY NEWS_PLATFORMd-f=1).

NEWS_PREFER Which of the following would you say you prefer for getting news? {mod ATP14 to "social media site" and include Snapchat; mod future of mobile news} **[SHOW THOSE THAT WERE SELECTED IN NEWS_PLATFORM (NEWSPLATFORMa-h=1); SHOW "Watch news on television" if NEWS_PLATFORMd=1 OR NEWS_PLATFORMe=1 OR NEWS_PLATFORMf=1]**

- 1 Reading news in a print newspaper
- 2 Listening to news on the radio
- 3 Watching news on television
- 4 Getting news from a social media site (such as Facebook, Twitter or Snapchat)
- 5 Getting news from a news website or app

ASK IF PREFERS TO GET NEWS FROM TV AND GETS NEWS FROM MULTIPLE TV PLATFORMS (NEWS_PREFER=3 AND SELECTED MORE THAN ONE IN NEWS_PLATFORMd-f.

NEWS_TVPLAT On television, which of the following would you say you prefer for getting news? {new} **[RANDOMIZE; SHOW OPTIONS SELECTED IN NEWS_PLATFORMd-f. IF NEWS_PREFER=3 AND**

ONLY SELECTED ONE TV PLATFORM IN NEWS_PLATFORMd-f, AUTOPUNCH HERE AND DO NOT SHOW RESPONDENT.]

- 1 Local television news
- 2 National evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)
- 3 Cable television news (such as CNN, The Fox News cable channel, or MSNBC)

ASK ALL:

NEWSIMPT Which of the following statements best describes you? I follow the news closely...
[RANDOMIZE] {mod media consumption 2012; 2008}

- 1 Only when something important is happening
- 2 Most of the time, whether or not something important is happening

ASK ALL:

NEWSSKEP Which of the following best describes how you approach national news stories, even if neither is exactly right? I typically go into a news story expecting that it will... {new}
[RANDOMIZE]

- 1 Largely be accurate
- 2 Largely be inaccurate

ASK ALL:

TOPICS Which, if any, of these topics do you regularly get news about? [CHECK ALL THAT APPLY]
[RANDOMIZE] {new}

- a. Government and politics
- b. People and events in your own community
- c. Sports
- d. Business and finance
- e. Science and technology
- f. Entertainment
- g. Crime
- h. Health and medicine
- i. None of the above

ASK IF REGULARLY GETS NEWS ABOUT MORE THAN ONE TOPIC:

TOPICMOST And, among those topics, which do you get news about MOST? **[SHOW ONLY THOSE SELECTED IN TOPICS; KEEP IN SAME ORDER AS TOPICS]** {new}

- 1 Government and politics
- 2 People and events in your own community
- 3 Sports
- 4 Business and finance
- 5 Science and technology
- 6 Entertainment
- 7 Crime
- 8 Health and medicine

ASK ALL:

GROUP_TRUST How much, if at all, do you trust the information you get from...? {ATP W25; W14; mod stem for web 8-11 omni}

a. National news organizations {ATP W25; W14; 8-11 omni}

- 1 A lot
- 2 Some
- 3 Not too much
- 4 Not at all

b. Local news organizations {ATP W25; W14; 8-11 omni}

- 1 A lot
- 2 Some
- 3 Not too much
- 4 Not at all

c. Friends, family, and acquaintances {ATP W25; W14; 8-11 omni}

- 1 A lot
- 2 Some
- 3 Not too much
- 4 Not at all

d. Social media sites (such as Facebook, Twitter or Snapchat) {mod ATP W25 changed to "social media sites" and added Snapchat; W14; 8-11 omni}

- 1 A lot
- 2 Some
- 3 Not too much
- 4 Not at all

ASK ALL:

NEWSCON1 Thinking about the outlet you get most of your national news from, which comes closer to your view? {new} **[RANDOMIZE]**

- 1 I feel connected to the outlet I get most of my national news from
- 2 I do not feel particularly connected to the outlet I get most of my national news from

ASK ALL:

NATLMEDIA_JOB

Regardless of how closely you follow NATIONAL NEWS, how well do the national news media keep you informed of the most important NATIONAL stories of the day? {ATP W25; W14}

- 1 Very well
 - 2 Fairly well
 - 3 Not too well
 - 4 Not at all well
-

RANDOMIZE WATCHDOG_1 & WATCHDOG_3:**ASK ALL:**

WATCHDOG_1 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion? {ATP W25; W14; 7-13; 7-11; 7-09; 7-07; 11-05; 6-05; 7-03; 7-02; 11-01; 9-01; 2-99; 2-98; 2-97; 1-94; 8-89; 1-87; 7-85}

- 1 Keep political leaders from doing their job
 - 2 Keep political leaders from doing things that shouldn't be done
-

RANDOMIZE WATCHDOG_1 & WATCHDOG_3:**ASK ALL:**

WATCHDOG_3 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side? {ATP W25; W14; 7-13; 7-11; 7-09; 7-07; 6-05; 7-03; 9-01; 2-97; 1-92; 1-91; 8-89; 8-88; 1-87; 7-86; 7-85}

- 1 Deal fairly with all sides
 - 2 Tend to favor one side
-

ASK ALL:

NEWS_FORM Whether online or offline, do you prefer to get your news by...? **[RANDOMIZE]** {ATP14}

- 1 Reading it
 - 2 Watching it
 - 3 Listening to it
-

HERE WE ARE GOING TO HAVE OUR FIRST SET OF 12 STATEMENTS THAT WE SAY ARE FROM NEWS ARTICLES, SO RESPONDENTS WILL SEE THESE QUESTIONS 12 TIMES IN THIS MODULE, BUT IN A RANDOM ORDER. THE PLAN IS TO HAVE A GRAPHIC LIKE THE ONE BELOW. WE WILL SEND ALONG THE IMAGES WITH ALL THE STATEMENTS IN THE COMING DAYS. WE WOULD LIKE THE IMAGE TO APPEAR FOR BOTH THE MAIN QUESTION AND THE FOLLOW UP. PLEASE LET US KNOW YOU THINK IS BEST IN TERMS OF SIZING. WE DO NOT WANT IT TO BE SO LARGE THAT IT TAKES UP THE ENTIRE SCREEN. CENTERED IN THE MIDDLE OF THE DESKTOP WORKS WELL. BUT WE ALSO WANT IT TO BE BIG ENOUGH SO IT IS CLEAR AND LEGIBLE ON MOBILE DEVICES.

American forces never found
an active weapons of mass
destruction program in Iraq.

ASK ALL:

FACTOPIN1 You will now be shown a series of statements that have been taken from news stories.

[ONLY SHOW THIS PHRASE WITH THE FIRST STATEMENT]

Regardless of how knowledgeable you are about the topic, would you consider this statement to be a factual statement (whether you think it is accurate or not) OR an opinion statement (whether you agree with it or not)? **[RANDOMIZE THE 12 STATEMENTS IMAGES, NOT RESPONSE OPTIONS]**

[INSERT STATEMENT IMAGE]

- 1 A factual statement (whether you think it is accurate or not)
- 2 An opinion statement (whether you agree with it or not)

ASK IF FACTUAL STATEMENT (FACTOPIN1=1):

STATEFACT1 To the best of your knowledge, do you think the factual statement is accurate or inaccurate?

- 1 Accurate
- 2 Inaccurate

ASK IF OPINION STATEMENT (FACTOPIN1=2):

STATEOPIN1 Do you tend to agree or disagree with the opinion statement?

- 1 Agree
- 2 Disagree

ASK IF SKIPPED (FACTOPIN1=-1):

STATESKIP1 You did not indicate whether the statement is a factual or opinion statement. Is that because...

- 1 You could not determine whether it was a factual or opinion statement
- 2 You would prefer not to answer this question

ASK ALL:
NEWSUND

And now, which of the following statements comes closer to your view, even if neither is exactly right? In general... {new} **[RANDOMIZE]**

- 1 News organizations understand people like me
- 2 News organizations don't understand people like me

ASK ALL:
NEWSMIS

And, which of the following statements comes closer to your view? In general... **[RANDOMIZE]** {mod to web, phone 7-13; 7-11}

- 1 News organizations are willing to admit their mistakes
- 2 News organizations try to cover up their mistakes

ASK ALL:

NEWSAMOUNT Again, which of the following statements comes closer to your view? {new} **[RANDOMIZE]**

- 1 I am worn out by the amount of news there is these days
- 2 I like the amount of news there is these days

ASK ALL:

BREAKINGREACT When a breaking news event happens, where do you typically go FIRST to get more information? **[RANDOMIZE; 2 always before 3]** {new}

- 1 Your preferred news organization
- 2 A social media site
- 3 A news aggregating website or app (such as Google News, Apple News or Flipboard)
- 4 A search engine
- 5 Friends, family or acquaintances

[RANDOMIZE NEWSTHO1- NEWSTHO3]**ASK ALL:**

NEWSTHO1 Which of the following best describes what you do when you read, watch or listen to a news story that is complicated? {new} **[RANDOMIZE]**

- 1 I typically feel the need to gather more information to understand the story
- 2 I typically read the story and move on

[RANDOMIZE NEWSTHO1- NEWSTHO3]**ASK ALL:**

NEWSTHO2 Which of the following best describes how you feel about discussing news with others, even if neither is exactly right? {new} **[RANDOMIZE]**

- 1 I typically enjoy having debates with others about what I learn from the news
- 2 I do not typically enjoy having debates with others about what I learn from the news

[RANDOMIZE NEWSTHO1- NEWSTHO3]**ASK ALL:**

NEWSTHO3 Which of the following best describes you, even if neither is exactly right? {new}
[RANDOMIZE]

- 1 I typically think a lot about the news I get, even if it doesn't affect me personally
- 2 I do not typically feel the need to think a lot about the news I get

LEAD When you talk to friends and family about the news, do you tend to... {mod W1; mod
 Science and News} **[RANDOMIZE]**

- 1 Listen to the conversation more than lead
- 2 Lead the conversation more than listen

Now, on a different topic,

ASK ALL:

INTFREQ Overall, how often do you use the internet? {mod from phone Internet teens 2014-5;
 mod in first two response options and added Never}

- 1 Most of the day
- 2 Multiple times a day
- 3 About once a day
- 4 Several times a week
- 5 Once a week
- 6 Less than once a week
- 7 Never

ASK ALL:

COMPCONF Overall, how confident do you feel using computers, smartphones, or other electronic
 devices to do the things you need to do online? {Internet ATP15}

- 1 Very confident
- 2 Somewhat confident
- 3 Only a little confident
- 4 Not at all confident

HERE WE ARE GOING TO HAVE OUR SECOND SET OF STATEMENTS FROM NEWS ARTICLES, BETWEEN 6 AND 9 STATEMENTS. THERE WILL BE TWO GROUPS: ONE GROUP (1/4 OF THE SAMPLE) IS GOING TO BE SHOWN STATEMENTS WITHOUT ANY SOURCE ATTACHED TO THEM. THE OTHER GROUPS (3/4 OF THE SAMPLE) WILL BE SHOWN STATEMENTS THAT WILL HAVE AN ATTRIBUTION TO ONE OF THREE NEWS OUTLETS: FOX NEWS, USATODAY, NEW YORK TIMES. FOR THE 3/4 SAMPLE, WE WILL RANDOMIZE WHICH NEWS OUTLET IS BEING SHOWN WITH EACH STATEMENT SO THAT EACH RESPONDENT RESPONDENTS WILL RANDOMLY SEE NYT, USATODAY, AND FOX NEWS EACH TWICE (IF THEY ARE 6 STATEMENTS, 3 TIMES IF 9 STATEMENTS). BUT THE STATEMENT LINKED TO THE NEWS OUTLET WILL BE COMPLETELY RANDOM.

American forces never found
an active weapons of mass
destruction program in Iraq.

- The New York Times

ASK ALL:

FACTOPINb1 Again, you will be shown a series of statements that have been taken from news stories.

Regardless of how knowledgeable you are about the topic, would you consider the statement to be a factual statement (whether you think it is accurate or not) OR an opinion statement (whether you agree with it or not)? **[RANDOMIZE STATEMENTS, NOT RESPONSE OPTIONS]**

[INSERT STATEMENT IMAGE]

FORM 1 (1/4 OF RESPONDENTS): [SHOW STATEMENTS THAT HAVE NO SOURCE ATTRIBUTED]

FORM 2 (3/4 OF RESPONDENTS): [RANDOMIZE THE OUTLET OF EACH STATEMENT; EACH RESPONDENT SHOULD GET 2 FOX NEWS STATEMENTS, 2 NEW YORK TIMES STATEMENTS AND 2 USATODAY STATEMENTS, BUT RANDOMIZE WHICH ONES THOSE ARE (3 EACH IF WE HAVE 9 STATEMENTS)]

- 1 A factual statement (whether you think it is accurate or not)
- 2 An opinion statement (whether you agree with it or not)

ASK IF FACTUAL STATEMENT (FACTOPINb1=1):

STATEFACTb1 To the best of your knowledge, do you think the factual statement is accurate or inaccurate?

- 1 Accurate
- 2 Inaccurate

ASK IF OPINION STATEMENT (FACTOPINb1=2):

STATEOPINb1 Do you tend to agree or disagree with the opinion statement?

- 1 Agree
- 2 Disagree

ASK IF SKIPPED (FACTOPINb1=-1):

STATESKIPb1 You did not indicate whether the statement is a factual or opinion statement. Is that because...

- 1 You could not determine whether it was a factual or opinion statement
- 2 You would prefer not to answer this question

ASK ALL:

NEWSOUTL And now, thinking generally about the news these days, which comes closer to your view? Getting news from many different outlets makes it ... {new} **[RANDOMIZE]**

- 1 Easy to get a solid understanding of important issues and events
- 2 Confusing to understand important issues and events

ASK ALL:

NEWS_ACTION Below is a list of ways people might discuss or share information about news issues and events. Please indicate how often you do any of the following. {mod ECOLOGY} **[RANDOMIZE; B ALWAYS BEFORE C]**

- a. Share a news story with someone either digitally or in hard copy
 - b. Discuss or comment on the news on social media
 - c. Comment about the news on a website, blog, or letter to the editor
 - d. Call into a live radio or TV show
 - e. Post or submit *your own* news content to a news outlet, newsletter, listserv, or online forum
 - f. Discuss the news with others in person or over the phone
- 1 Often
 - 2 Sometimes
 - 3 Hardly ever
 - 4 Never

Here are a few questions about people and things that you may have seen in the news. Please answer the questions as best as you can.

ASK ALL:**[RANDOMIZE KNOW1-KNOW3]**

KNOW1 How many justices are there on the Supreme Court of the United States?

- 1 Three
- 2 Five
- 3 Seven
- 4 Nine

ASK ALL:**[RANDOMIZE KNOW1-KNOW3]**

KNOW2 Who is Mike Pence? **[RANDOMIZE]**

- 1 Vice President of the United States
- 2 Secretary of State
- 3 A U.S. Senator from Minnesota
- 4 Chairman of General Motors

ASK ALL:**[RANDOMIZE KNOW1-KNOW3]**

KNOW3 Who is the current Prime Minister of the United Kingdom? **[RANDOMIZE]**

- 1 Theresa May
- 2 Kate Middleton
- 3 David Cameron
- 4 Jeremy Corbyn

ASK ALL:

MAINSO_OE What news outlet do you turn to most often for news about GOVERNMENT AND POLITICS? Please list the name of the specific news organization or outlet.

[TEXT BOX]

ASK ALL:

PARTY In politics today, do you consider yourself a...?

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 Something else

ASK IF NOT REP OR DEM (PARTY=3,4,-1):

PARTYLN As of today do you lean more to...

- 1 The Republican Party
- 2 The Democratic Party

ASK ALL:

IDEO In general, would you describe your political views as... **[REVERSE ORDER FOR HALF]**

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal
- 5 Very liberal

ASK THOSE NOT SHOWN ANY SOURCES IN THE SECOND SET OF STATEMENTS:

DEBRIEF Please note that the statements that you were shown in this survey were part of an experiment and did not actually appear in news articles. **[PUT IN BOLD]**

ASK THOSE SHOWN ANY SOURCES IN THE SECOND SET OF STATEMENTS:

DEBRIEF Please note that the statements that you were shown in this survey were part of an experiment and did not actually appear in news articles of the news organizations. **[PUT IN BOLD]**