

Students find news on social media convenient

As social media usage continues to grow, sites such as Facebook, Twitter and even TikTok have become an increasingly common way to receive news. When scrolling through social media, trending news is often just a click away.

Maddie Heidtke, social media director at The Daily Illini and senior in ACES, believes that this convenience has changed how news is viewed.

“I think people are a lot more willing to interact with news now that they have it quite literally at their fingertips,” Heidtke said.

The [Pew Research Center](#) published a study this September which found that “A little under half (48%) of U.S. adults say they get news from social media ‘often’ or ‘sometimes.’” People aged 18-29 were more likely than other age groups to use sites such as Snapchat and TikTok for news.

Elena Gdula, a freshman at the University of Illinois Chicago, said that she thinks getting news on social media is easy and accessible.

“Social media is a convenient way to get news, you can just go on your phone or tablet quickly to check. It’s important for people to be aware of what’s happening at any moment,” Gdula said.

Heidtke also expressed her belief in the importance of having news easily accessible on social media.

“Everyone’s using social media to some extent. So, I think having news available, even in the smallest doses, is important,” Heidtke said.

While news consumption through social media is becoming increasingly common, it is still less common than other methods of getting digital news. The [Pew Research Center](#) found in January that “(a)bout two-thirds of U.S. adults say they get news at least sometimes from news websites or apps (68%) or search engines, like Google (65%). About half (53%) say they get news from social media.”

The September study also found that the percentage of people who said they get news from social media “often” or “sometimes” was five percent lower than in a similar [Pew Research Center](#) study conducted in 2020. However, the study notes that 2020 included both a presidential election and marked the start of the COVID-19 pandemic.

While the numbers may be lower now, news consumption on social media may still grow, Heidtke claimed.

“I think it definitely has the potential to increase with more and more news outlets putting a lot of effort into their social media.”

Gdula held similar beliefs, claiming that as technology and social media become more integral to society, the news consumption on social media will only go up.

When asked how well the statistics, and in particular the statistics for those 18-29 years old, both Gdula and Heidtke said that the statistics were generally accurate.

“If anything, I would have thought they’d be larger,” Gdula said.