MediaWell

News Item

Images That Generate Clicks Among Both Liberals and Conservatives | Center for Media Engagement

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> The Center for Media Engagement partnered with ProPublica to determine if news story headlines and images can be crafted in ways that appeal to both liberals and conservatives.
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> We found that Facebook ads using straightforward photographs, instead of illustrated graphics, performed better among both liberals and conservatives. However, changing the headlines in an attempt to appeal to different moral values decreased clicks among both groups.
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> The study also revealed that liberals shared the articles more often than conservatives, but share rates were very low overall.
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Source: Images That Generate Clicks Among Both Liberals and Conservatives – Center for Media Engagement