

Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side | Pew Research Center

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What kind of news are Americans getting on YouTube, and who are they getting it from? A new Pew Research Center study explores these questions in two ways: through a survey, conducted Jan. 6-20, 2020, among 12,638 U.S. adults that asked YouTube news consumers about their experiences on the website; and through an analysis of the most popular YouTube news channels and the contents of the videos published by a subset of these channels in December 2019. For the content analysis, researchers used a combination of computational methods and trained human coders to identify the most popular YouTube news channels and comb through thousands of hours of videos looking for their topic, tone and other attributes (see Chapter 2 and the Methodology for details).

[...]

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