

Two-thirds of news influencers are men — and most have never worked for a news organization | Nieman Journalism Lab

By Sarah Scire

November 21, 2024

A new Pew Research Center report also found nearly 40% of U.S. adults under 30 regularly get news from news influencers.

There's always Monday morning quarterbacking after an election and, in the past two weeks, an [incredible number of takes have invoked](#) a podcaster by the name of [Joe Rogan](#). A [new Pew Research Center report](#) focuses on news influencers on social media — including Rogan — and the Americans who say they regularly get their news from them.

For the new report, released Monday, Pew conducted a nationally representative survey of U.S. adults, examined a sample of 500 “news influencers” across Facebook, Instagram, TikTok, X, and YouTube, and analyzed more than 100,000 posts in summer 2024. Each of the news influencers has at least 100,000 followers, regularly posts about news, and is run by an individual (not a news organization). And, yup, [Joe Rogan's Instagram account](#) (19.4 million followers) is among those sampled.

[...]

Source: [Two-thirds of news influencers are men — and most have never worked for a news organization | Nieman Journalism Lab](#)