

**WEBINAR - OCT 23 2024**

# **Trusted AANHPI Messengers & Media Sources in the Age of Election Misinformation**

*Part of the AAPI Media & Democracy Survey Series*



# The AAPI Media & Democracy Collaborative



The collaborative features three partner logos: APIA VOTE (Asian & Pacific Islander American Vote), AAPI DATA (represented by a stylized icon of three dots), and the Asian American Journalists Association (represented by a stylized 'mji' logo).

October 23, 2024

# SPEAKERS

**APIA**VOTE  
ASIAN & PACIFIC ISLANDER AMERICAN VOTE

**AAPI DATA**

**nji**  
Asian American  
Journalists  
Association



**Karthick Ramakrishnan**  
AAPI Data, Executive Director



**Naomi Tacuyan Underwood**  
AAJA, Executive Director



**Christine Chen**  
APIAVote, Executive Director

# COMPARATIVE STRENGTHS

## **AAPI Data**

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- 15+ years of survey research in AAPI communities
- Expertise in social science research and community-engaged research
- Focus on public impact - Framework of DNA: Data, Narrative, Action

## **Asian American Journalists Association**

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- Long-standing work of developing AAPI journalists and news leaders
- History of providing authoritative guidance on covering AAPI issues and communities
- High trust and credibility
- Wide reach through nearly 2,000 AAPI journalists in the U.S. and Asia

## **APIAVote**

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- Leading national nonpartisan nonprofit advancing civic engagement in AAPI communities, since 2007
- Established a national network of 60+ AAPI organizations in 32 states
- Data-informed AAPI policy advocacy leadership

# WHY WE'RE DOING THIS

- We do this to ensure Asian American & Pacific Islander communities are respected, recognized, and prioritized.
- We recognize that trusted news sources and trusted messengers play a critical role in strengthening democracy, especially in the context of growing misinformation and disinformation
- Research into trust in media and changing news consumption habits rarely invests in exploring differences/similarities among communities of color.
- Without data, media and policymakers continue to operate on assumptions and stereotypes. At worst, our communities are ignored or left out.

# THREE SURVEYS IN 2024

**The AAPI Media & Democracy surveys were designed to shed light on news and information consumption by communities of color.**

- First survey: Questions focused on **News and Trusted Messengers**: How community members of different ages and backgrounds get news and information, and what sources they trust.
- Second survey: Questions focused on **Media and Democracy**: How well various media are doing in delivering information relevant to our democracy.
- Third survey: Questions focused on **Misinformation** and **Racial Attitudes**
- While the largest proportion of respondents were AAPIs, all surveys included respondents from other racial backgrounds.

# TWO ADDITIONAL SURVEYS

## **AAPI Data and APIAVote survey of registered voters (September 2024)**

- In addition to questions on voter contact and presidential vote choice, questions about **voter concerns about the election**

## **AAPI Data and Associated Press-NORC survey of adults (September 2024)**

- Questions about candidate strengths, immigration, views on Supreme Court

# Built on critical data infrastructure



- Largest, most representative public opinion panel of AANHPIs
- Linguistic, and culturally-skilled outreach



# METHODOLOGY

- Surveys were conducted in January, February, and June 2024
- Number of respondents:
  - ◆ January: 373 White, 315 Black, 323 Hispanic, 1,135 AAPIs
  - ◆ February: 354 White, 315 Black, 387 Hispanic, 983 AAPIs
  - ◆ June: 487 White, 355 Black, 403 Hispanic, 1,061 AAPIs
- AAPI panelists from the NORC Amplify AAPI panel, other racial group comparisons from the NORC Amerispeak panel

# KEY FINDINGS: MEDIA & DEMOCRACY

## SURVEYS

1. Misinformation appears to be less prevalent for AAPIs than for other racial groups
2. Trusted messengers on important life decisions: friends/family, academic experts, journalists, community organizations
3. Trusted messengers on voting and elections: Political parties, family and friends, and mainstream media
4. News media matters: Two out of three respondents saying media is very or critically important to democracy.
5. A majority believe social media and cable news are making democracy worse.
6. Ethnic/community media still plays an important role in how respondents choose to stay informed.
7. The younger the respondents, the more they value diversity in news coverage, staffing, and viewpoints.

# New AP-NORC Findings



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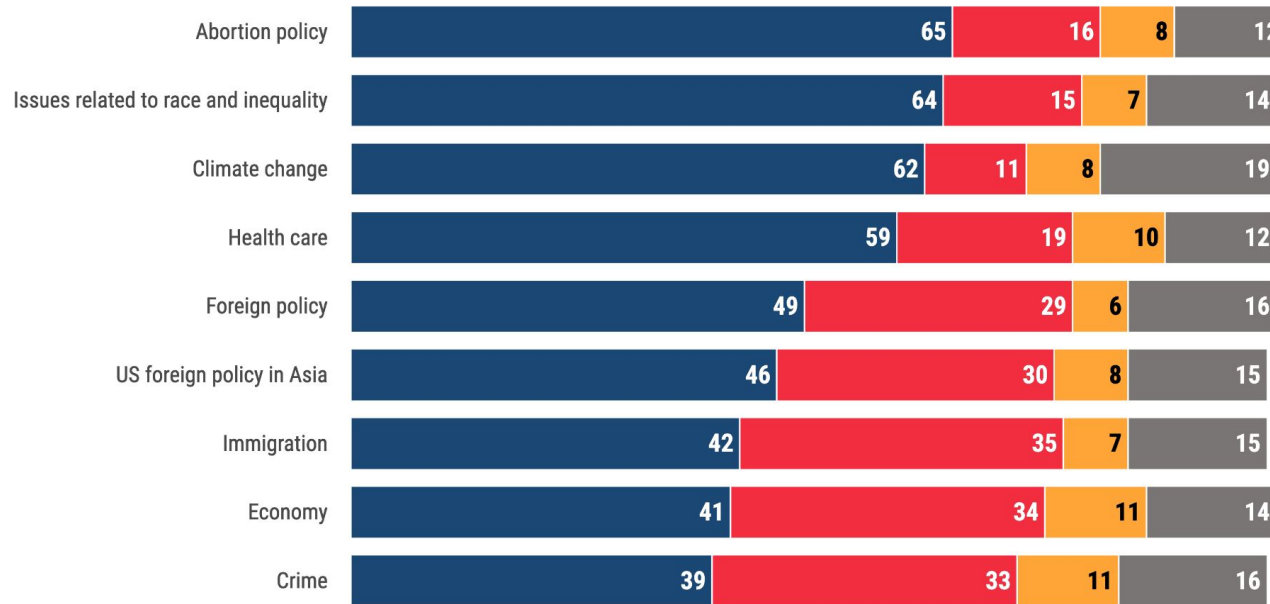
# KEY FINDINGS

1. A majority think the outcome of the election will be consequential for the economy (82%), healthcare (74%), immigration (72%), and foreign policy (72%).
2. 47% believe Kamala Harris is capable of handling a crisis, compared with 26% for Donald Trump (18% say neither).
3. 64% rate Trump poorly on upholding democratic values, while just 27% say the same about Harris.
4. Most trust national (58%) and local (53%) news organizations for news about the upcoming election, while fewer trust friends and family (45%) or social media (35%).
5. Most see legal immigration as having major benefits for economic growth (79%) and skilled labor in science and technology (73%), compared with just 42% and 41% of the general public, respectively.

# HARRIS/TRUMP ON KEY ISSUES

Regardless of who you support, which candidate do you trust to do a better job of handling:

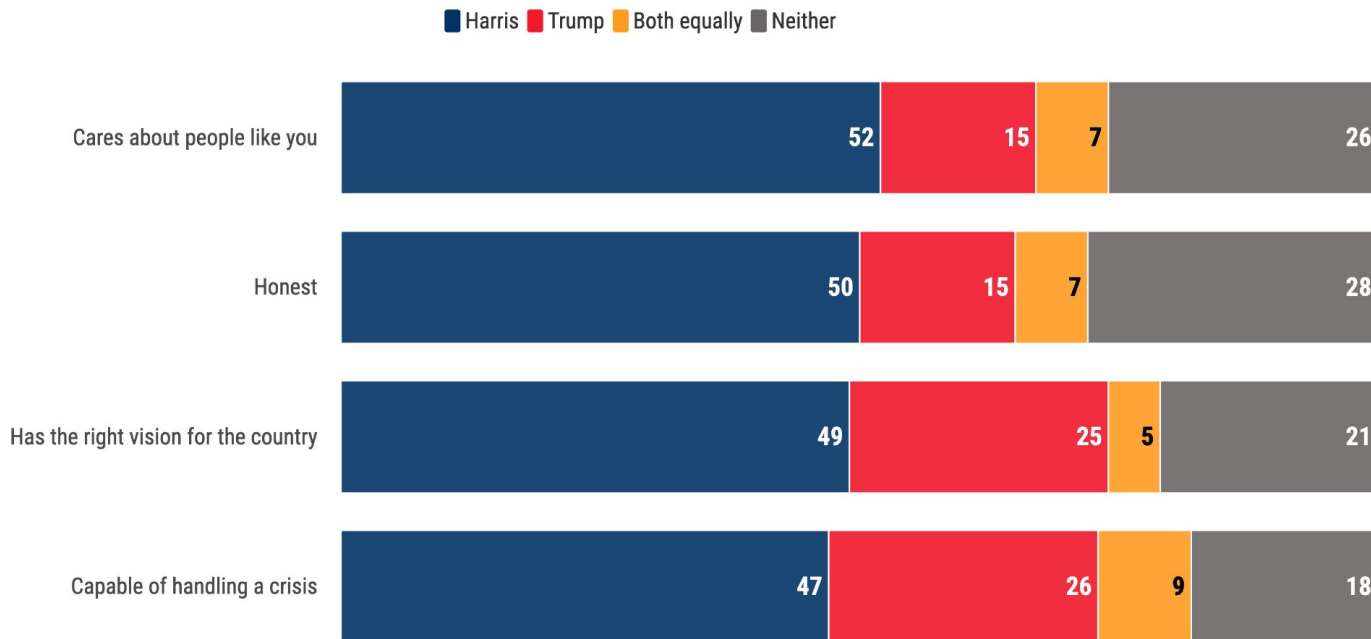
■ Harris ■ Trump ■ Both equally ■ Neither



Source: AAPI Data and AP-NORC, Sep 2024

# HARRIS/TRUMP ON KEY TRAITS

Please indicate whether you think each word or phrase better describes Kamala Harris, better describes Donald Trump, describes both equally, or doesn't describe either?

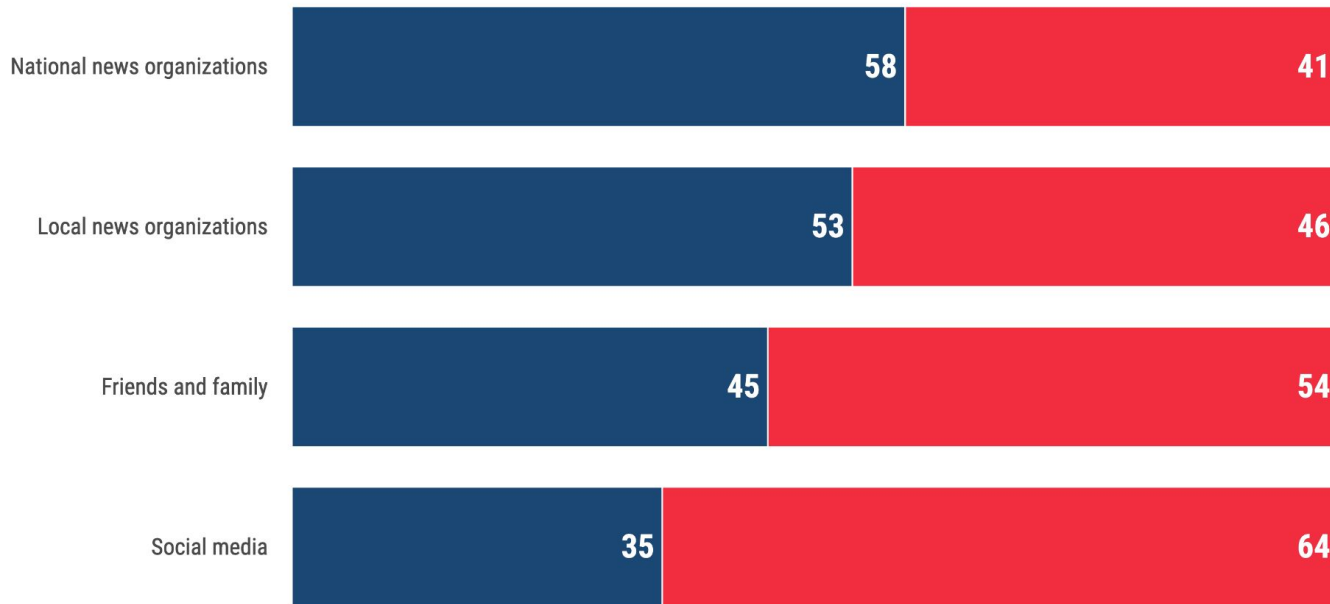


Source: AAPI Data and AP-NORC, Sep 2024

# CONFIDENCE IN LOCAL/NATIONAL NEWS

How much confidence do you have in the information about the 2024 elections you receive from each of the following?

■ A great deal/a moderate amount ■ Only a little/none at all



Source: AAPI Data and AP-NORC, Sep 2024



**Christine Chen**  
APIAVote, Executive Director



# Election Concerns



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## Concerns About November Election - Extremely or Very Concerned

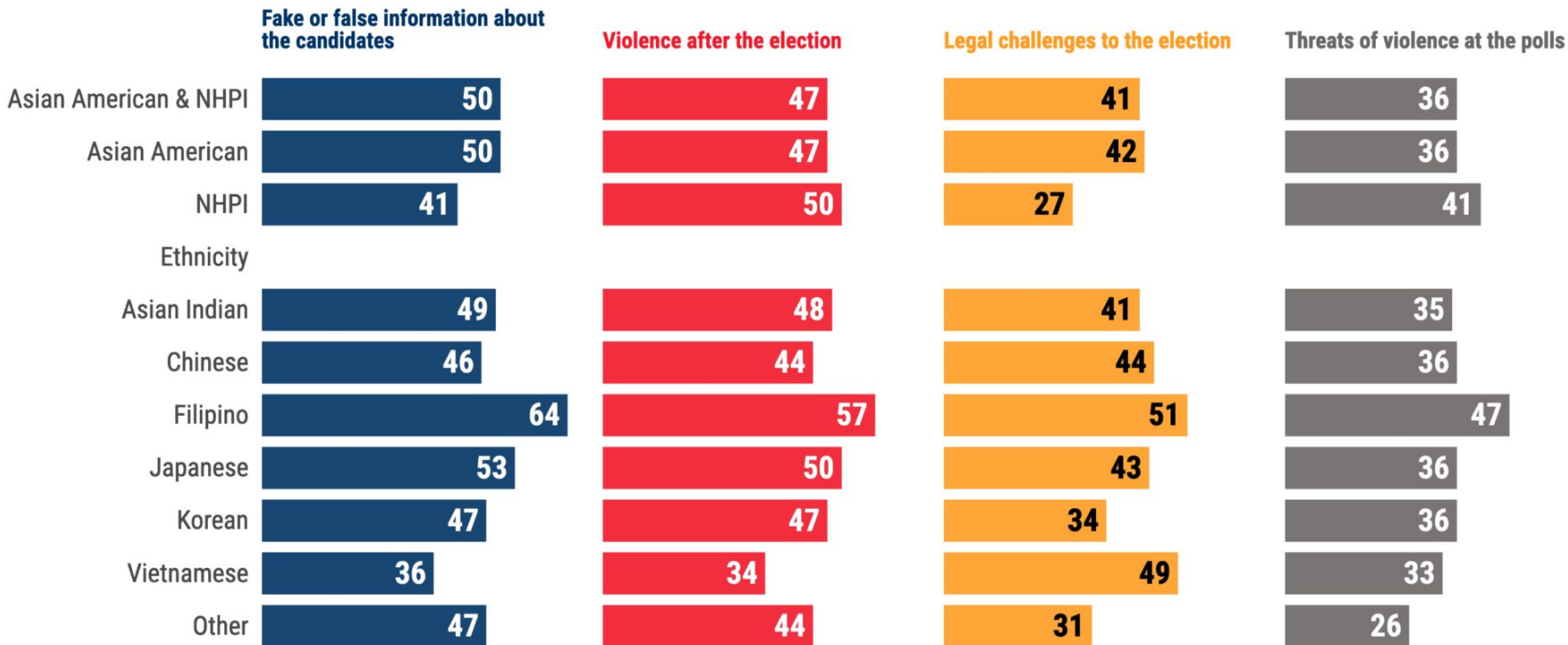
"Thinking ahead to the November election, how concerned are you about the following"



Source: Sept 2024 AAPI Voter Survey

## Concerns About November Election - Extremely or Very Concerned

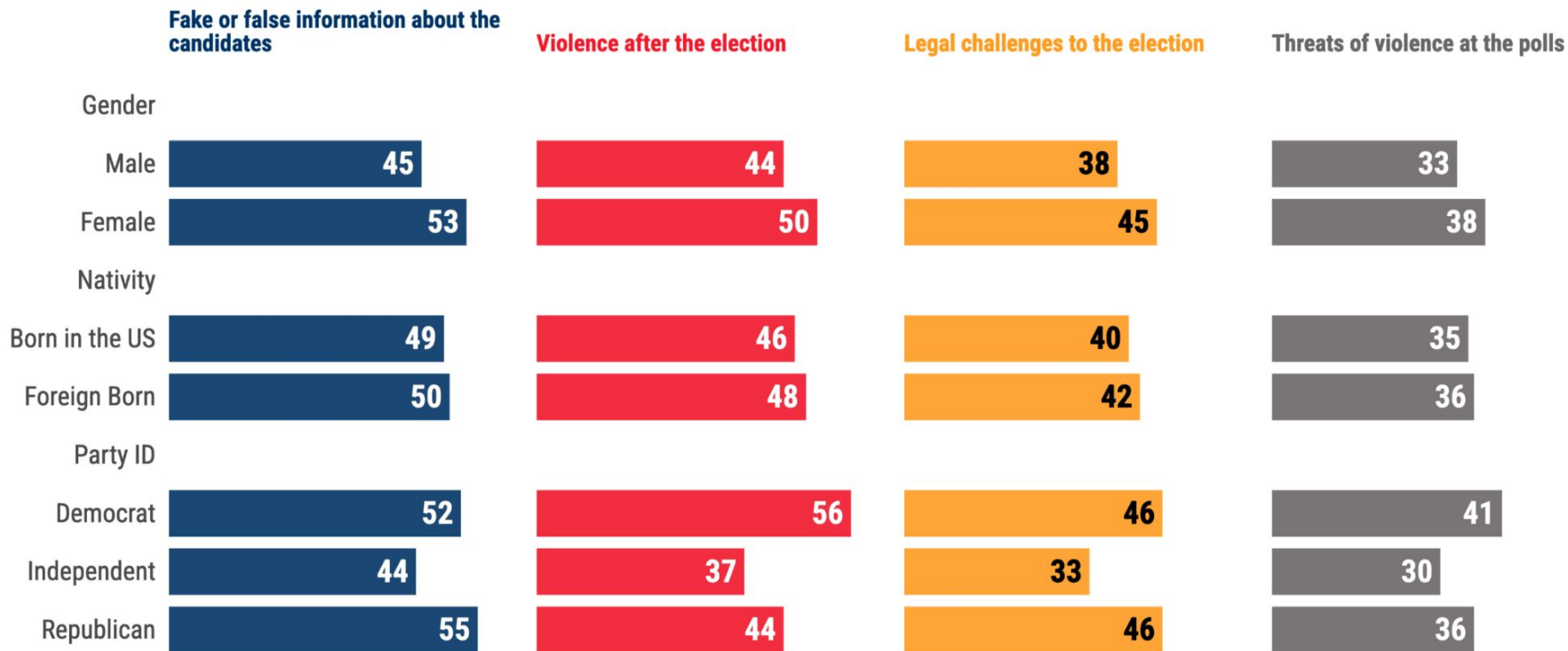
"Thinking ahead to the November election, how concerned are you about the following"



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## Concerns About November Election - Extremely or Very Concerned

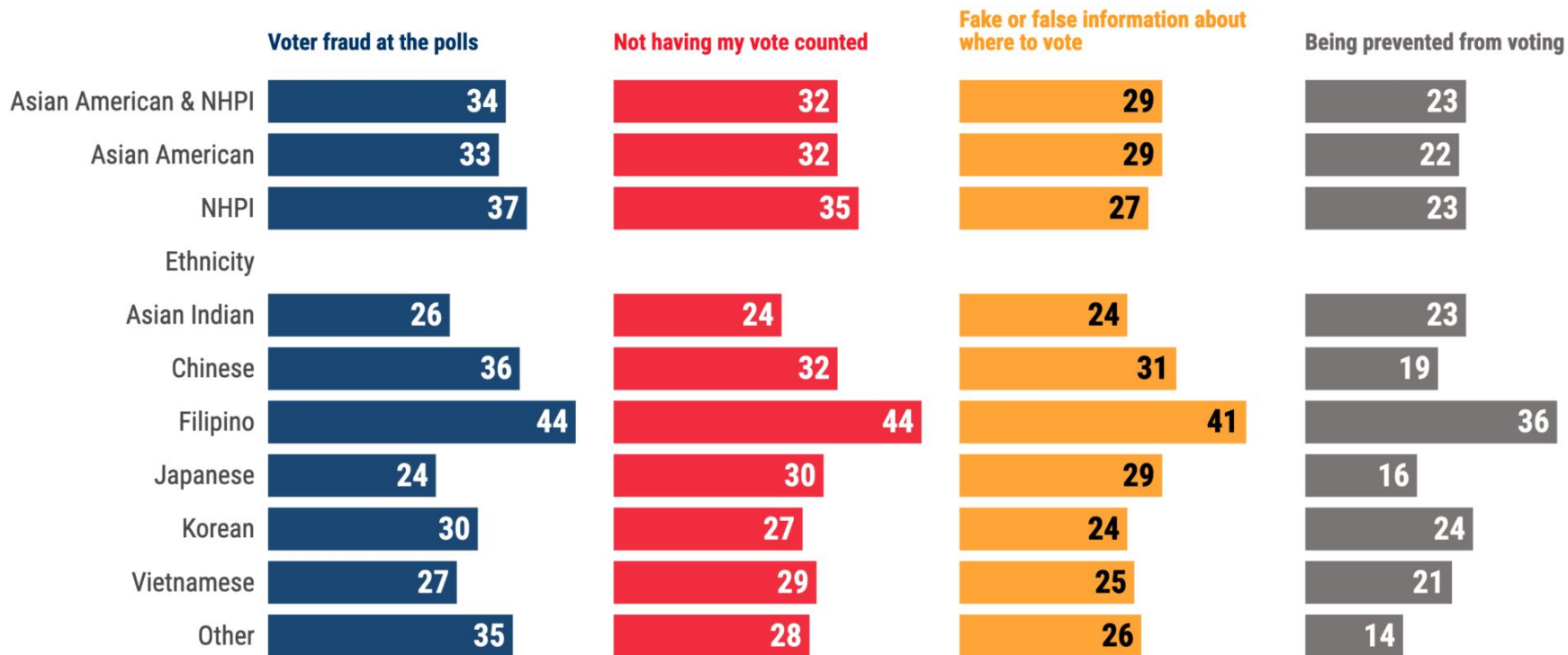
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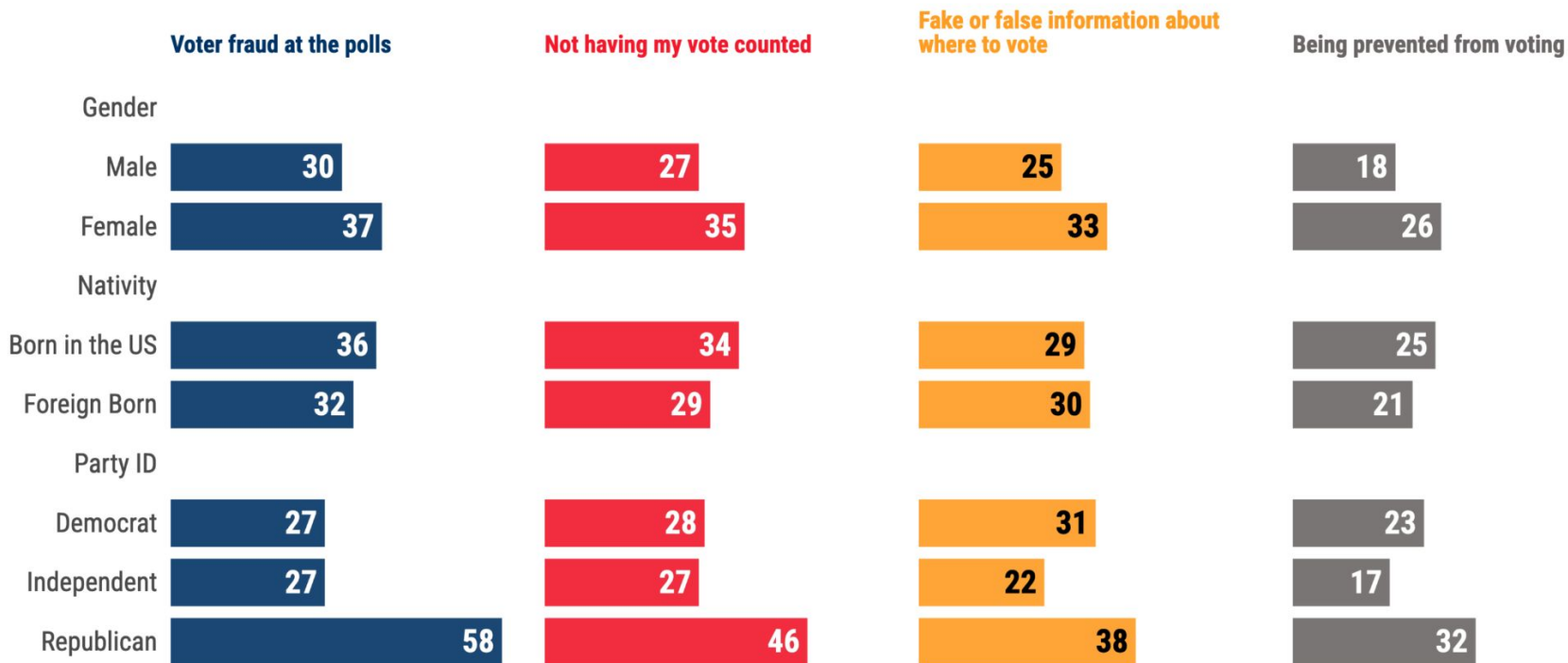
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Source: Sept 2024 AAPI Voter Survey

## Concerns About November Election - Extremely or Very Concerned

"Thinking ahead to the November election, how concerned are you about the following"



Source: Sept 2024 AAPI Voter Survey

# Election Misinformation



AAPI DATA



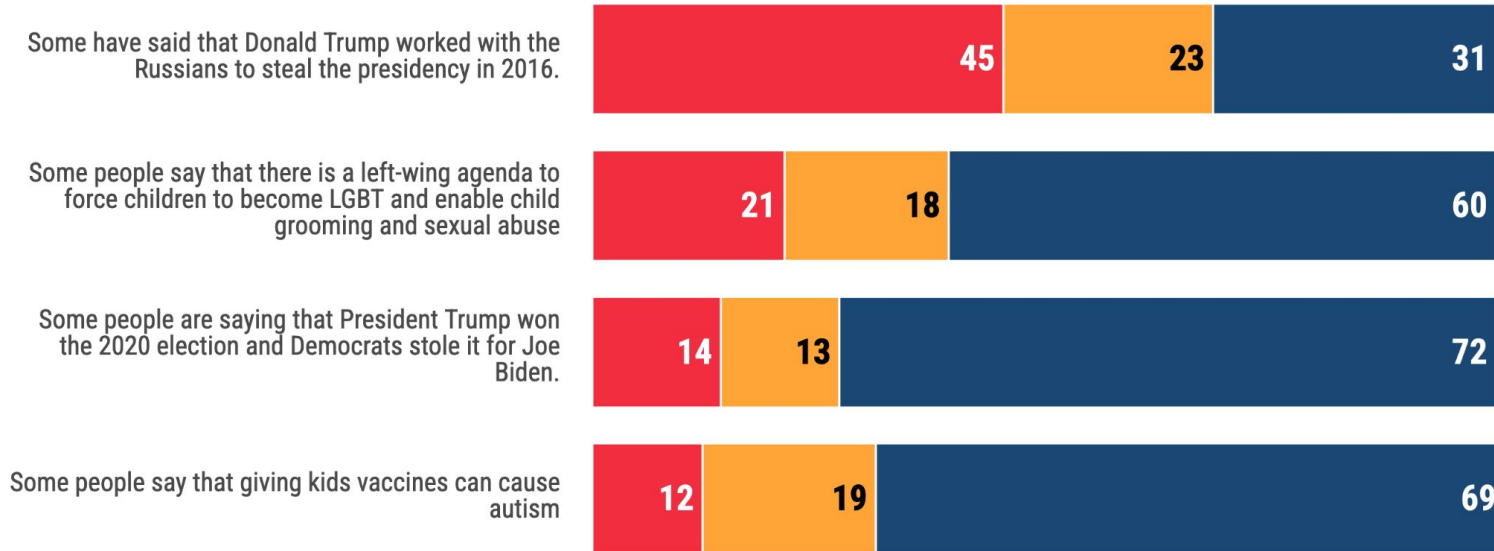
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# MISINFORMATION AMONG AAPI VOTERS

**[Statement]. Even if you haven't heard about it, how sure are you that the statement is either true or false?**

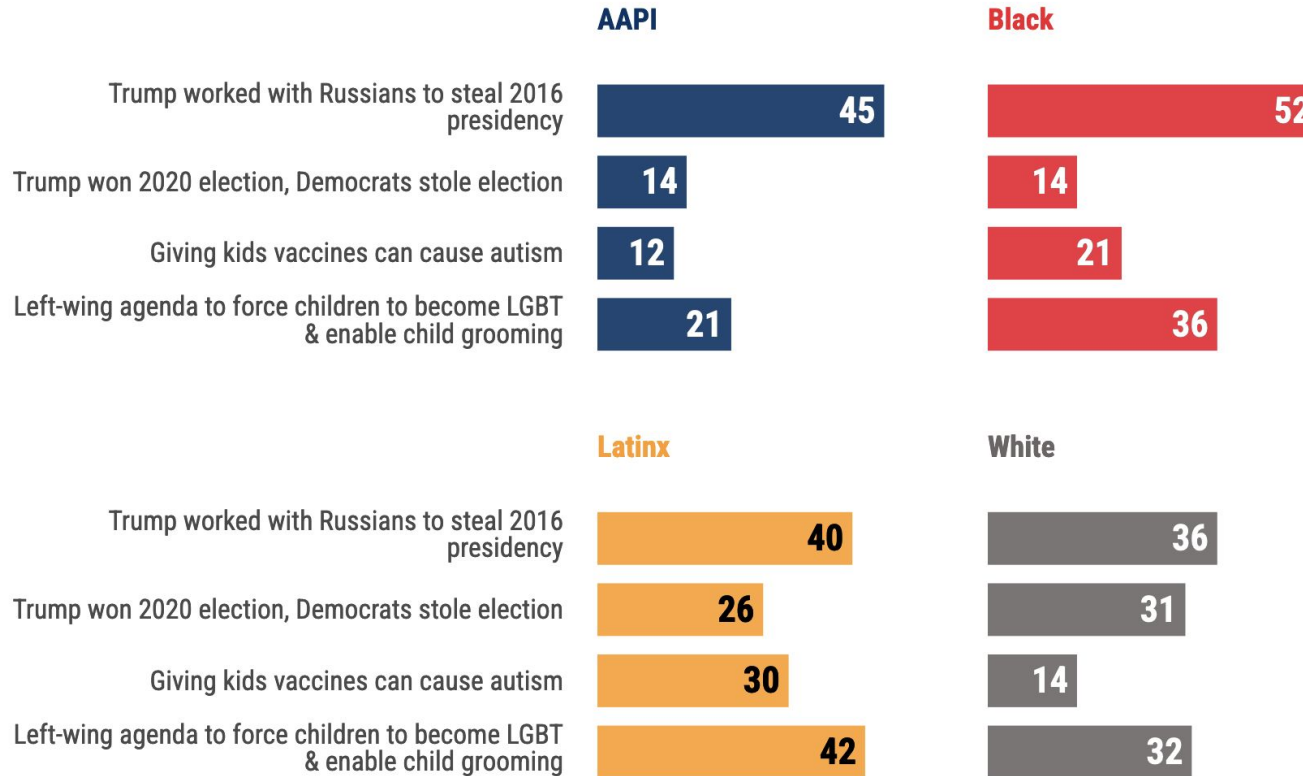
■ Is/Could be True ■ Not sure if true or false ■ Is/Could be False



Source: Media & Democracy Survey, July 2024



**Even if you haven't heard about it, how sure are you that the statement is either true or false?**  
Proportion indicating that the statement is/could be true



# WHO ARE THE TRUSTED MESSENGERS?



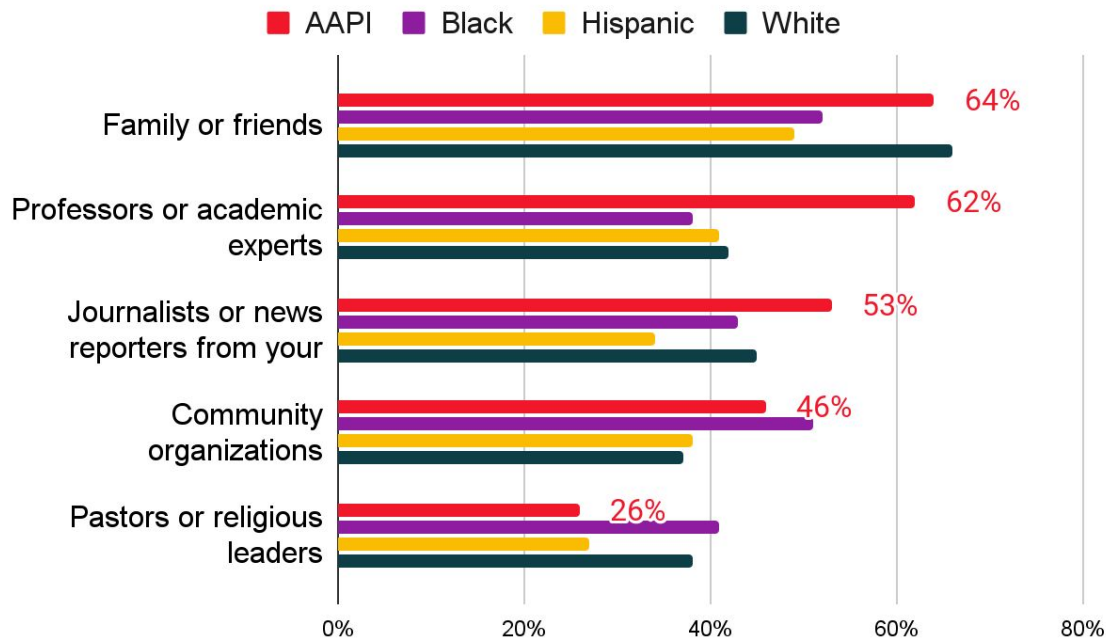
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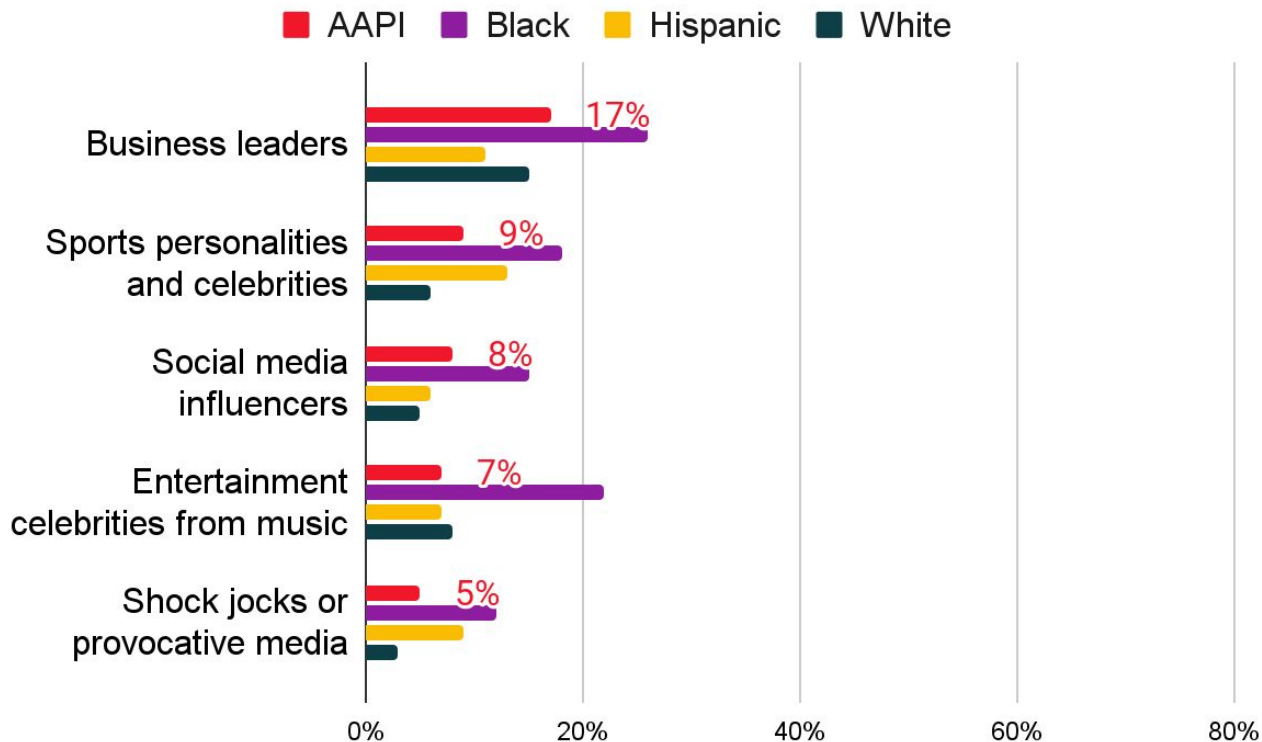
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# A MAJORITY OF AAPI RESPONDENTS TRUST EXPERTS AS WELL AS JOURNALISTS FROM THEIR COMMUNITY



Thinking about finding information around social issues in your life and community, in general, how trustworthy are each of the following sources... for advice/opinions?

# CELEBRITIES AND SOCIAL MEDIA INFLUENCERS HAVE NOT EARNED BROAD TRUST

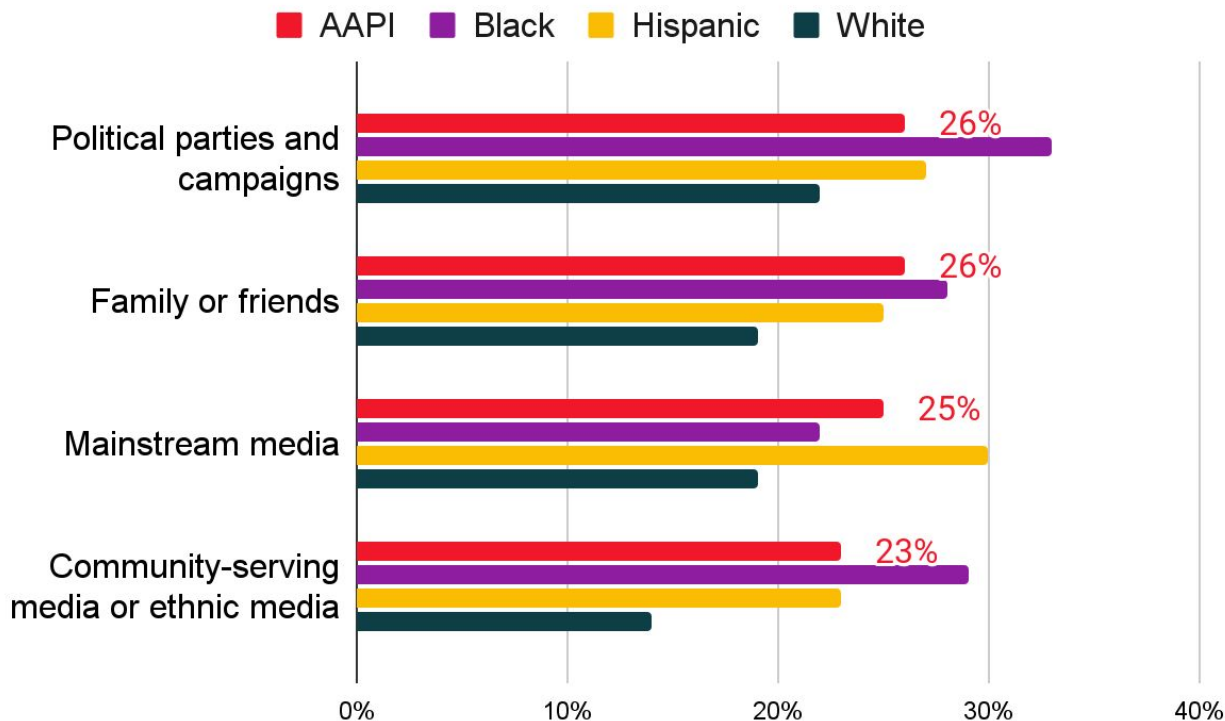


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# TRUSTED MESSENGERS ON VOTING DECISIONS



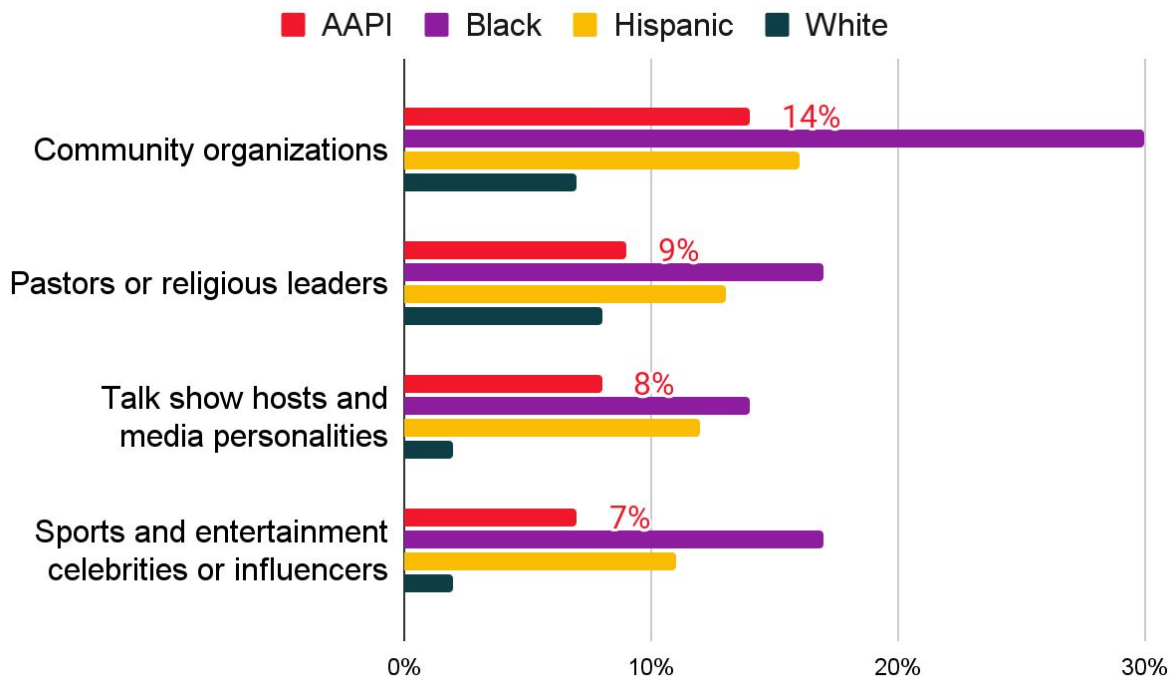
How much do you rely on the following to guide your voting decisions?

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# FOR BLACK VOTERS, COMMUNITY ORGANIZATIONS ARE JUST AS IMPORTANT



How much do you rely on the following to guide your voting decisions?

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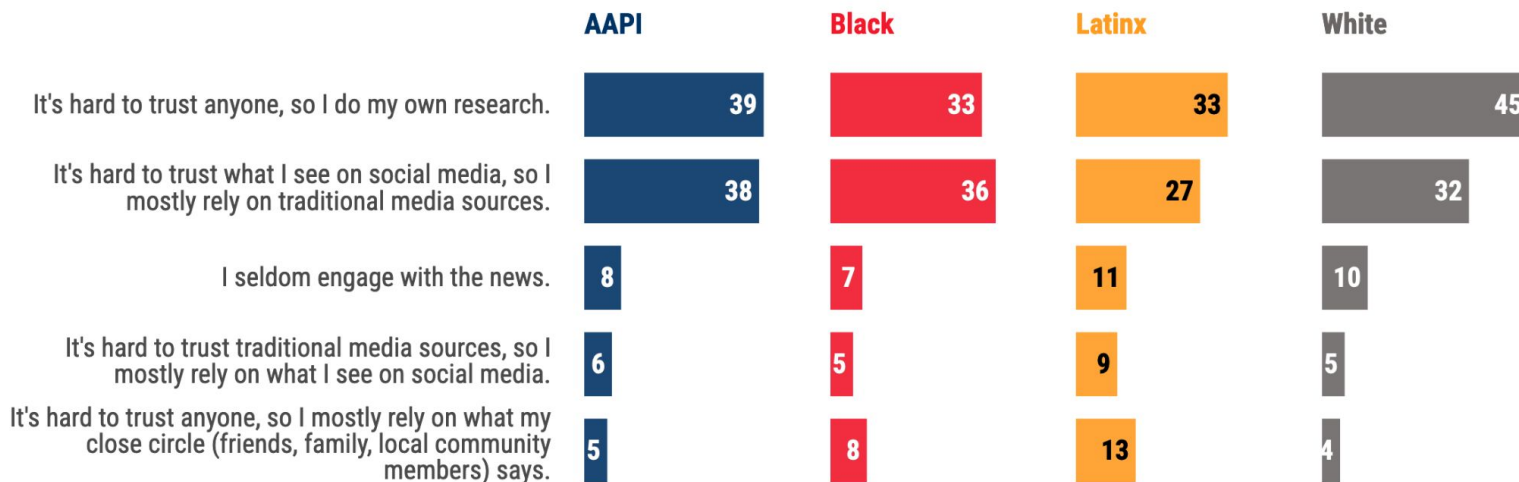
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# AAPIS ARE SKEPTICAL OF SOCIAL MEDIA

	A little trust/ No trust at all	18-29	60+
Whatsapp	84	79	85
TikTok	75	56	84
Twitter/X	73	62	82
Reddit	70	59	83
FB	69	Insig. diff. 67 →	← 70
LinkedIn	68	60	73
Youtube	63	63	69

# NEWS MEDIA HAVE MORE CREDIBILITY

Please indicate which of the following statements best describes your feelings towards the information sources you consume



Source: Media & Democracy Survey, July 2024





**Naomi Tacuyan Underwood**  
AAJA, Executive Director

# Strengthening News Media & Trust in Democracy Among AANHPI Communities

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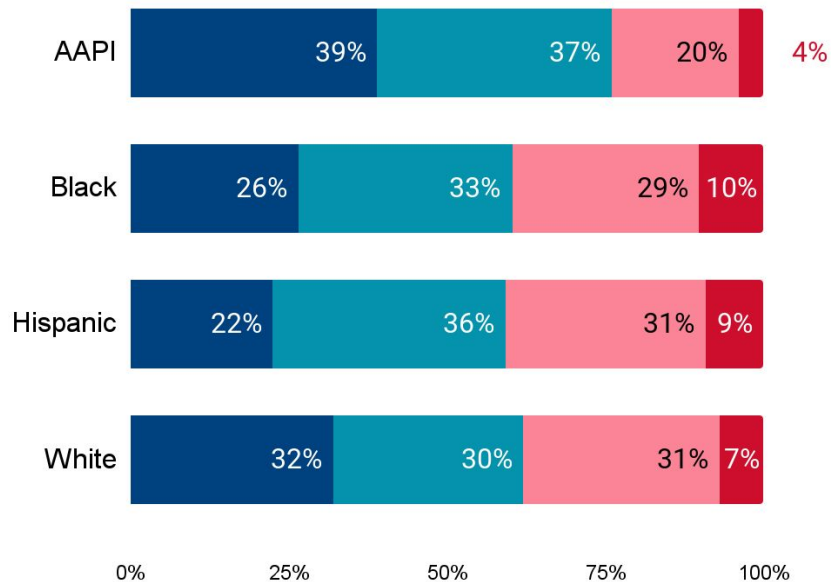
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# NEWS STILL MATTERS

## How important is media to democracy?

■ Critical ■ Very important ■ Somewhat important ■ Not that important



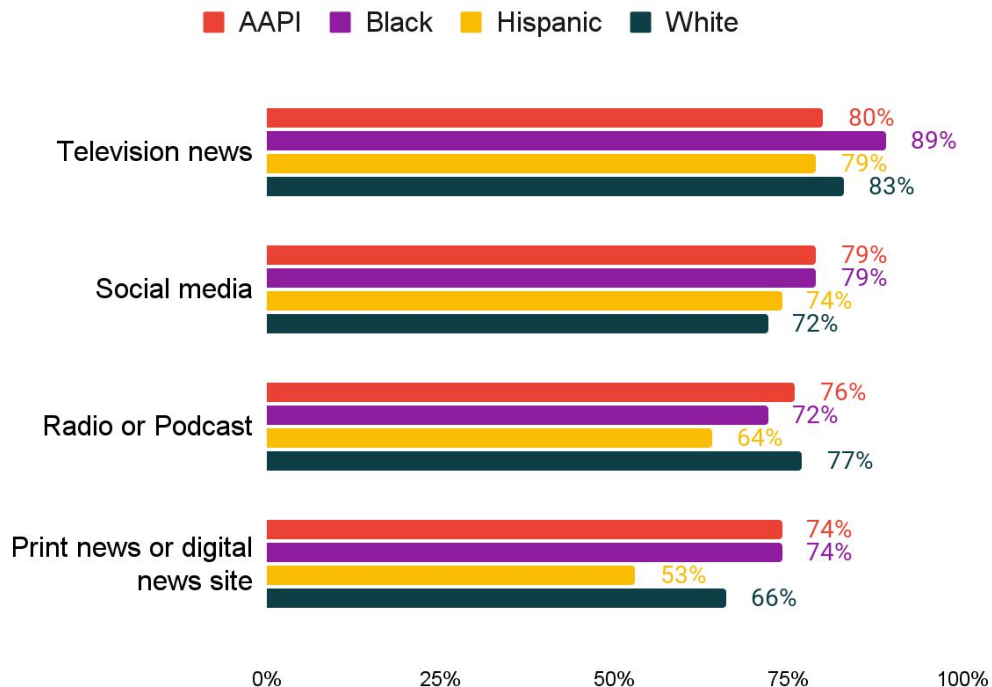
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# TV NEWS STILL PLAYS AN IMPORTANT ROLE

Q. How often do you get news from the following sources?

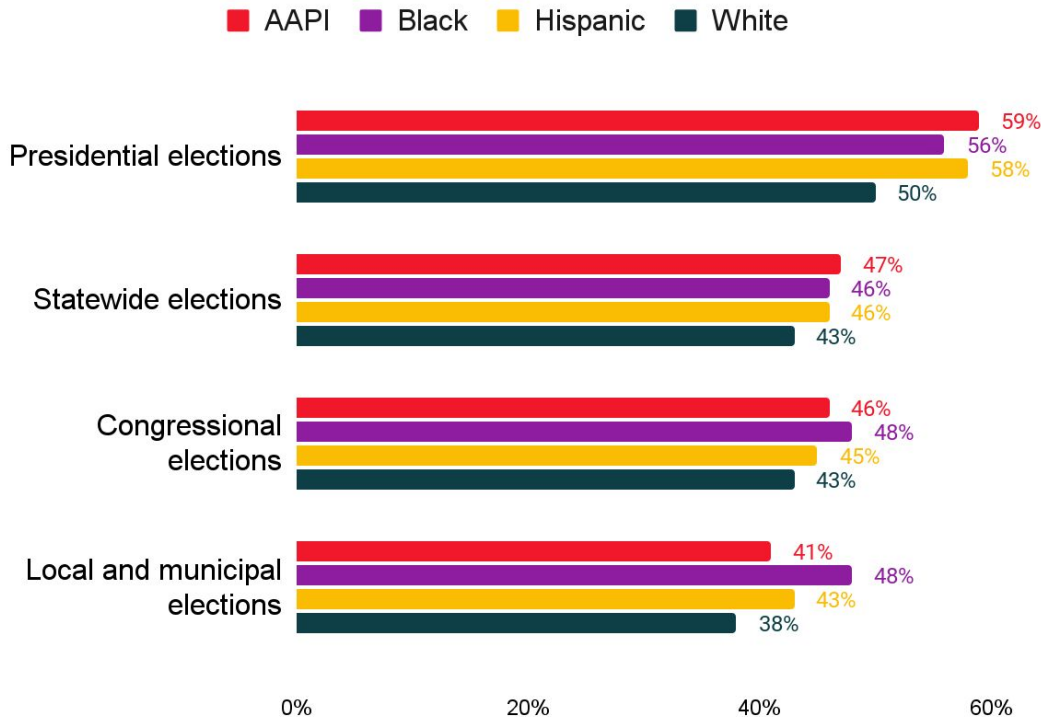


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# NEWS MEDIA REMAIN AN IMPORTANT SOURCE OF ELECTION-RELATED NEWS



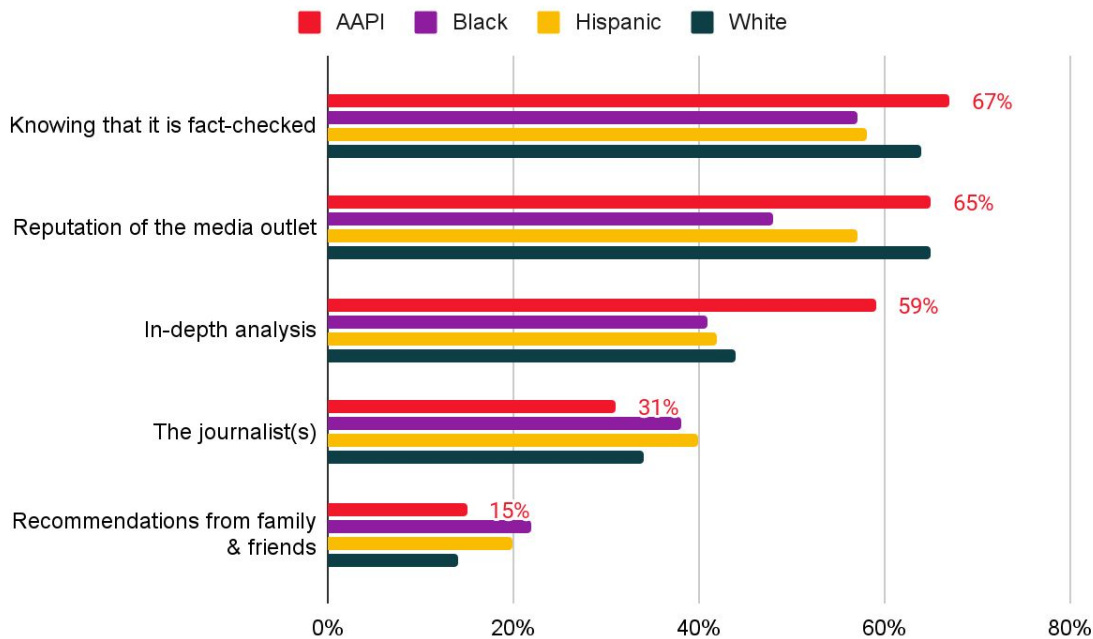
How much do you rely on news media for information about the following?

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# FACT-CHECKING AND REPUTATION ARE SOURCES OF TRUST IN MEDIA OUTLETS, ESPECIALLY FOR



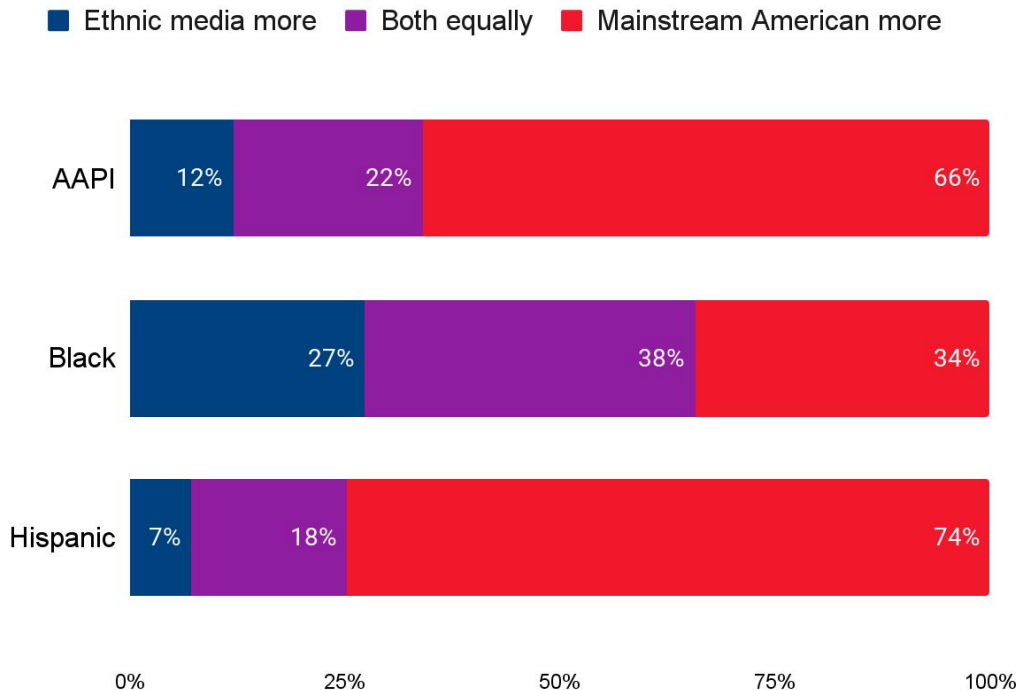
What factors contribute most to your trust in a news source?

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# ETHNIC MEDIA ARE STILL AN IMPORTANT SOURCE OF ALL NEWS



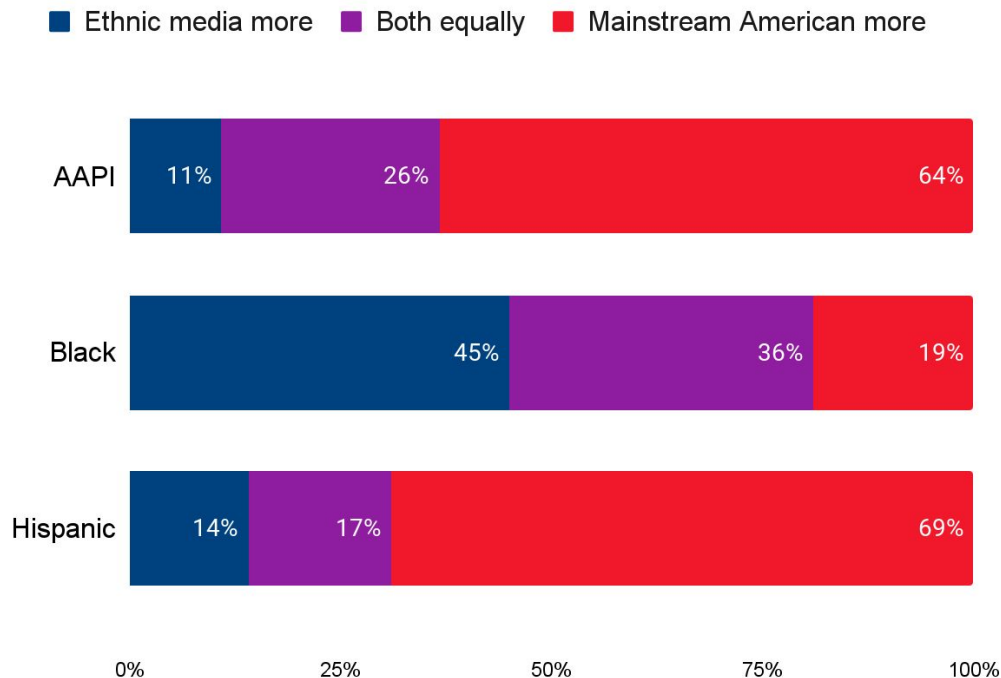
When it comes to news, would you say you get the most information from ...

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# ESPECIALLY FOR YOUNG BLACK RESPONDENTS



When it comes to news, would you say you get the most information from ...

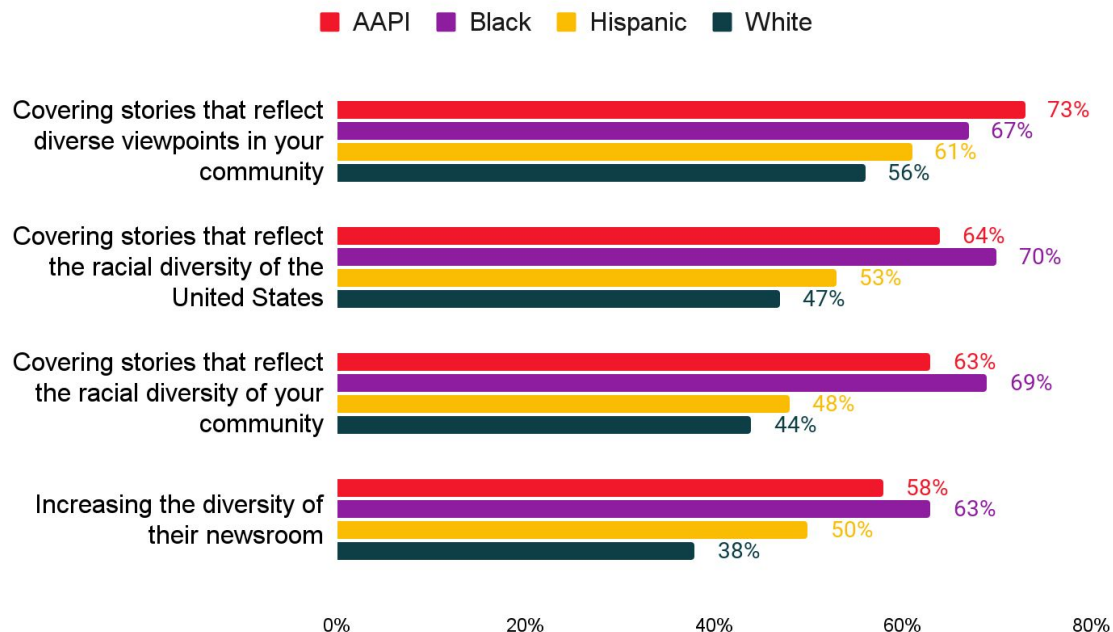
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# RESPONDENTS CONSIDER DIVERSITY INTEGRAL TO GOOD JOURNALISM



How important is it for news media to fulfill the following?  
(% saying critical or very important)

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# YOUNGER AAPI RESPONDENTS TEND TO PUT EQUAL WEIGHT ON ALL ASPECTS OF DIVERSITY

Covering stories that reflect diverse viewpoints in your community 39%

Covering stories that reflect the racial diversity of the United States 33%

Covering stories that reflect the racial diversity of your community 37%

Increasing the diversity of their newsroom 25%

0%

20%

40%

60%

80%

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# NEWS STILL MATTERS | AAPI DEEP DIVE

- 70% of Asian Americans closely follow news about issues affecting their local community. 63% closely follow news about the fed government and events in Washington.
- 54% closely follow US foreign policy news, and 44% closely follow news about politics in foreign countries.
- 77% of Asian Indians closely follow news about US foreign policy and 64% closely follow news about politics in foreign countries (highest among AAPIs).

# HOW GOOD A JOB IS MEDIA DOING? AAPI DEEP DIVE

A majority of respondents don't think the media is doing a good job managing misinformation

	Reporting news accurately/ getting the story right	Watchdog over elected officials	Being a voice for the underrepresented	Managing or correcting misinformation	Covering most important stories of the day	Covering issues I care about	Helping me make decisions related to daily life	Community representation on TV
	41	28	24	24	48	34	20	26
	21	28	30	22	22	33	37	35
	37	41	45	52	29	30	36	30



NET GOOD

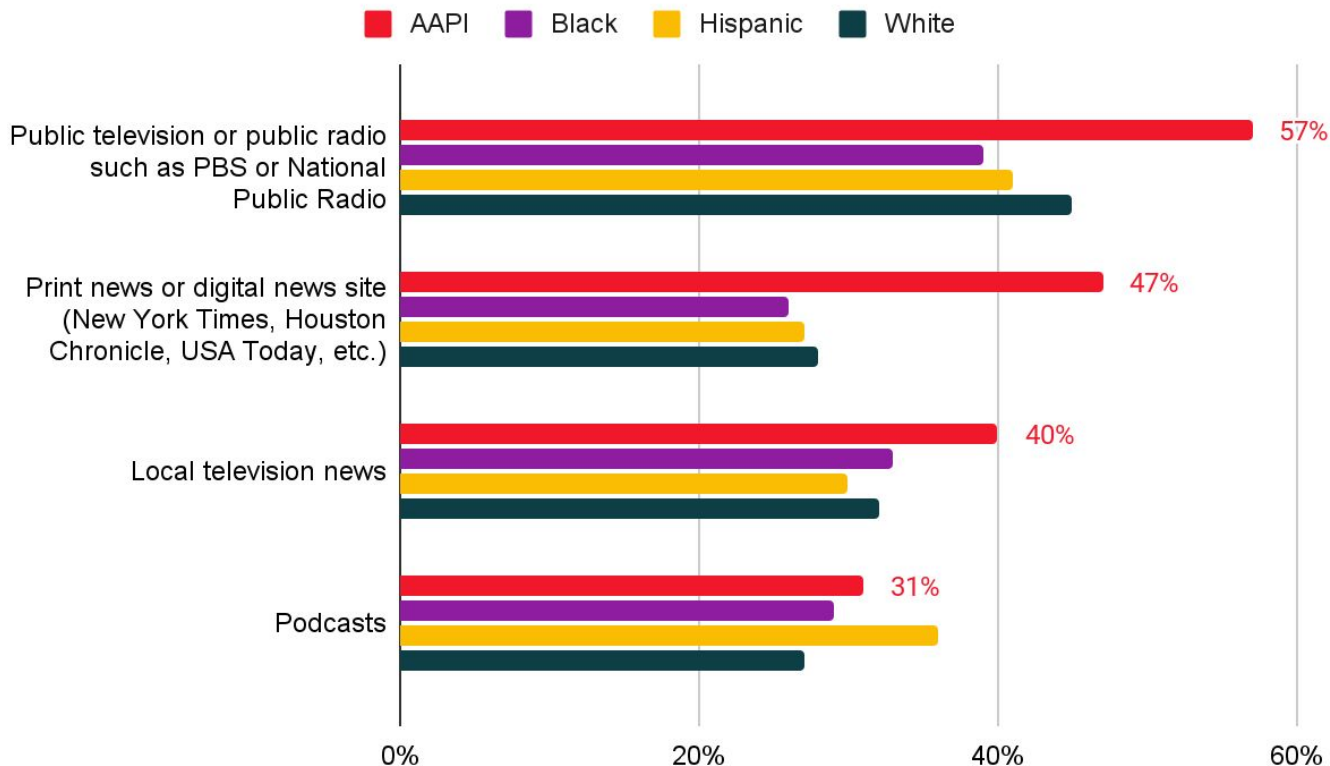


NEUTRAL



NET BAD

# News sources that are, generally speaking, improving our democracy

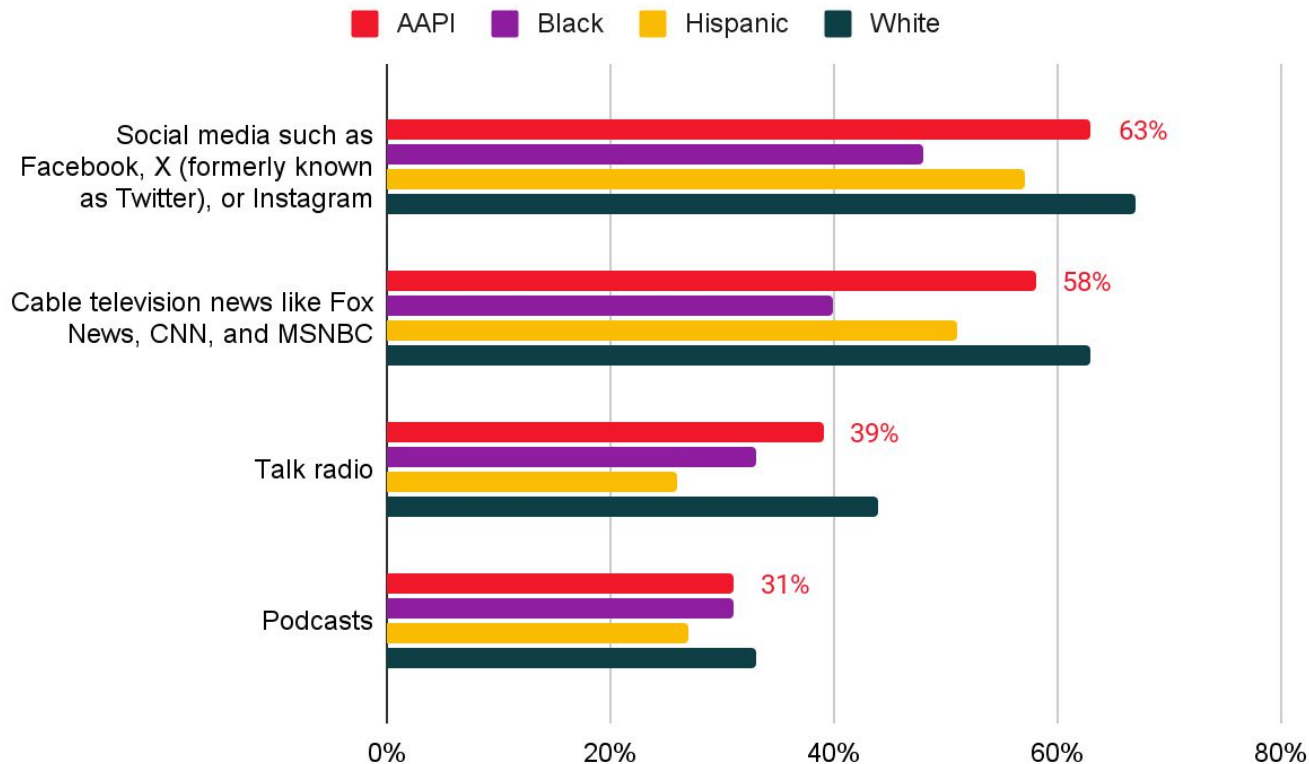


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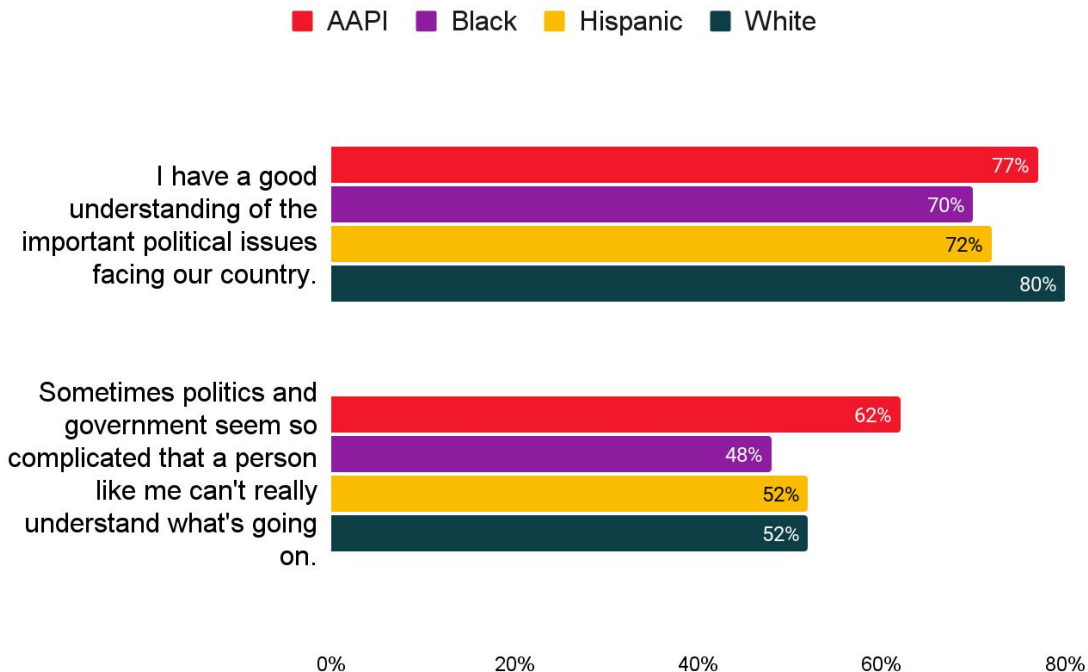
  
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# News sources that are, generally speaking, making our democracy worse



# NEWS MEDIA HAVE AN OPPORTUNITY TO INFORM



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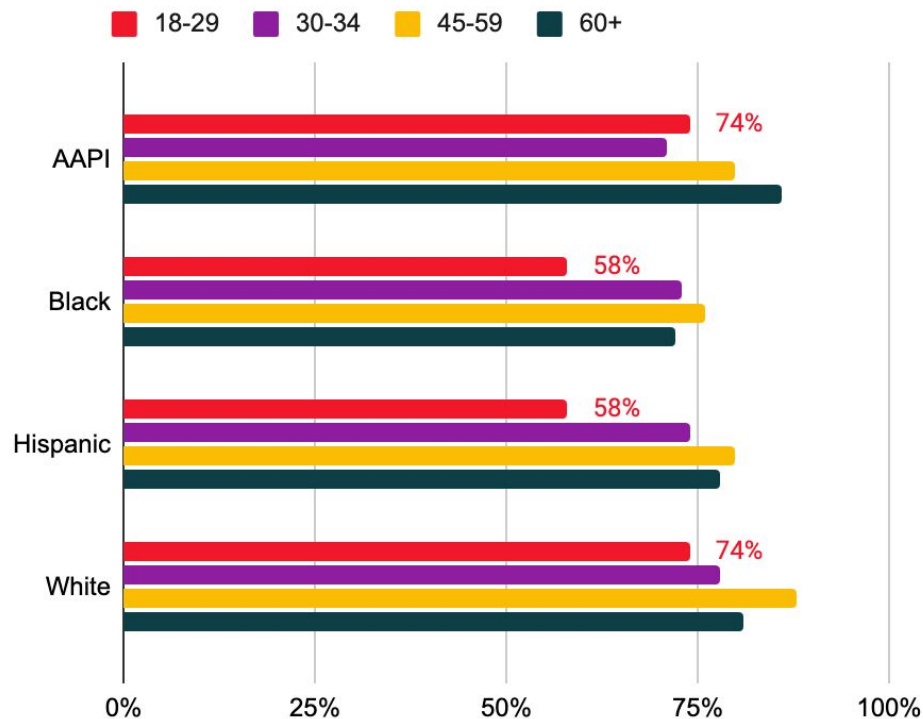
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Please indicate the extent to which you agree or disagree with the following statements.

# THE OPPORTUNITY TO INFORM: YOUNGER ADULTS

Need to inform is greatest among 18-29 year olds in communities of color



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# DEEP DIVE | AAPI AGES 18-29

- Focusing on AAPIs aged 18-29 is a way to look at news consumers of the future. This age group differs significantly from their elders in several ways.
- The data shows they consume and trust traditional media less than their elders, and often get it via social media, including significant numbers through TikTok.
- However, their skepticism is across the board – they haven't traded their grandparents' Walter Cronkite for Tik Tok influencers or entertainers.
- They haven't lost interest in the news, particularly what's happening locally.

# RECAP & CALLS TO ACTION

**These surveys show an opportunity for news organizations to meet audiences where they are, even amid the broad erosion of trust.**

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- Accessible, explanatory journalism may serve the many who rely on news media but don't feel they understand politics and government.
- Even with talk about low trust in news, news organizations can build trust through fact-checking and consistent development of their reputation.
- Diverse newsrooms, coverage and viewpoints are very important to the young people who represent the future of news audiences.

# RESOURCES FOR ACTION

## AAJA

- AAJASudio: Experts on AAPI communities, language access, etc.
- AAPI community partners

## APIAVote

- Nationwide partners network
- Voter hotline and election-related resources
- Misinformation/Disinformation monitoring

## AAPI Data

- State-based fact sheets
- Survey partnerships with APIA Vote, AAJA, AP-NORC
- Focus on public impact - Framework of DNA: Data, Narrative, Action

**Slide deck available at  
[aapidata.com/surveys](https://aapidata.com/surveys)**

**(coming soon)  
[apiavote.org](https://apiavote.org)  
[aaja.org](https://aaja.org)**