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The Role of Alternative Social Media in the News and Information Environment

Free speech ideals, heated political themes prevail on these sites, which draw praise from their users and skepticism from other Americans

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How we did this

This study explores alternative social media sites as an emerging part of the news and information landscape using a multi-method approach. The seven sites studied are: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Sites were included in the study if they had publicly accessible posts, were mentioned in news media, and had at least 500,000 unique visitors in December 2021.

The survey portion of this analysis (Chapter 1) was conducted May 16-22, 2022, among 10,188 U.S. adults. Everyone who completed the survey is a member of Pew Research Center's American Trends Panel (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. This way nearly all U.S. adults have a chance of selection. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories. [Read more about the ATP's methodology here.](#) Respondents were asked about their familiarity with each of seven social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Those who reported having heard of these sites were also asked whether they use the sites and get news there, how they feel about them, and more.

The audit of alternative social media sites (Chapter 2) was initially conducted in April 2022. To conduct the analysis, a team of researchers were trained on a set of variables that examined features of each site like its privacy and moderation policies. Researchers reexamined each site in August-September 2022 and updated findings with any changes.

The account content analysis (Chapter 3) examines a sample of 200 prominent accounts on each of the seven sites included in this analysis, for a total of 1,400 examined accounts. Prominent accounts were sampled from the 5% of accounts with the highest number of followers on each site. A team of trained researchers analyzed these 1,400 sampled accounts to determine who runs the account, their political orientation, values, and other characteristics. For more details on how accounts were identified and sampled, [see the methodology.](#)

The content analysis of posts (Chapter 4) examines the topics discussed and sources cited in 585,470 posts published in June 2022 by the 1,400 accounts examined in Chapter 3 (only 1,147 of these accounts posted at least once that month). Researchers used a set of unique keywords to identify posts about five distinct topics – abortion; guns, gun control and shootings; the Jan. 6 attack on the U.S. Capitol; LGBTQ issues; and vaccines. Researchers looked at unique two- and three-word phrases that were commonly used in posts on each topic. Researchers then examined

the unique domains linked to in these posts to identify the types of sources these accounts were using.

Here are the [questions used for the report](#), [detailed tables](#), and the [methodology](#).

This is the latest report in Pew Research Center's ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation.

Terminology

This study explores the landscape of alternative social media sites in early 2022. There are multiple components, including a survey, an audit of seven alternative social media sites, and a content analysis of a sample of prominent accounts on these sites and the posts those accounts shared in June 2022. Here are some definitions of key terms used throughout this report:

Alternative social media sites: Social media sites with relatively small user bases that have typically emerged as alternatives to larger, more established social media sites like Facebook, Twitter and YouTube. The sites analyzed in this study are: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social.

Larger/more established social media sites: Social media sites that have achieved widespread awareness and usage. In this study, this often refers to Twitter, Facebook and YouTube.

Prominent account: An account among the most followed accounts on each alternative social media site studied. For this study, researchers sampled 200 accounts from each of the seven sites ([see methodology for more details](#)). As part of the selection process, prominent accounts that had not posted since May 2021 or did not regularly post in English were replaced with accounts that met those criteria. A total of 1,400 accounts were included in this study.

Group: A section on some social media sites in which users can connect with other users, usually organized around specific topics or interests. Groups are often organized by the users around specific topics.

Moderation: The practice of removing posts or suspending or banning accounts for violation of terms of service. This does not include when these actions are taken to comply with relevant laws or law enforcement coordination. Action may be taken against posts and accounts for offensive, violent, or racist content or, in some cases, because of an expressed political viewpoint.

Value/identity appeals: Language or imagery in an account's bio, banner image, or other parts of the profile page that are about beliefs in specific values or represent specific identities. This includes religious language, patriotic language, and language or imagery in support of former President Donald Trump.

Banned or demonetized account: This refers to accounts that were removed from other social media and other sites by the site owner. For example, many alternative social media accounts were

suspended indefinitely or permanently on other sites. These are considered banned accounts. Some accounts were allowed to remain active, but revenue sharing partnerships – such as advertising – were terminated. These accounts were demonetized.

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The Role of Alternative Social Media in the News and Information Environment

Free speech ideals, heated political themes prevail on these sites, which draw praise from their users and skepticism from other Americans

In recent years, several new options have emerged in the social media universe, many of which explicitly present themselves as alternatives to more established social media platforms such as Facebook, Twitter and YouTube – especially by opposing free speech restrictions they say are rife at those sites.

These newer sites have created a small but satisfied community of news consumers, many of whom say one of the major reasons they are there is to stay informed about current events, according to a new Pew Research Center study. The study included a survey of U.S. adults along with an audit of seven alternative social media sites – BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social – and a detailed analysis of prominent accounts and content across them.

Although fewer than one-in-ten Americans say they use any of these sites for news, most who do say they have found a community of like-minded people there. And news consumers on the four sites with large enough numbers to be analyzed individually – Parler, Rumble, Telegram and Truth Social – largely say they are satisfied with their experience getting news on the sites, that they find the information there to be mostly accurate, and that the discussions are mostly friendly.

Alternative social media sites attract a small, loyal base of news consumers; top accounts often espouse pro-Trump, pro-America, religious themes



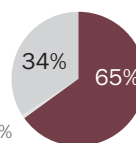
6%

of U.S. adults **regularly get news** from at least one of these sites:

BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social

% of alternative social media news consumers who say they ____ of people that share their views

Have not found a community



Have found a community

No answer 1%



15%

of prominent alternative social media accounts have been **banned or demonetized** by other social media sites

% of prominent alternative social media accounts that have appeals to each value

26%

Right-leaning/
Trump supporting



21%

Patriotism/
Pro-America



21%

Religious
identity



Note: N=1,400 prominent accounts (200 sampled from the accounts on each site with the most followers). See methodology for more details.

Source: Survey of U.S. adults conducted May 16-22, 2022; Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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At the same time, however, the study finds signs that these sites may be another symptom of the increasingly polarized public discourse – and Americans’ [partisan divisions](#) in the broader news media environment.

A majority of those who regularly get news from at least one of the seven alternative social media sites (66%) identify as Republicans or lean toward the Republican Party, in contrast with the news consumers on more established social media sites, who largely identify as Democrats or lean Democratic. And this trend is common among prominent accounts as well, with about a quarter of these accounts (26%) identifying as conservative or Republican or supportive of former President Donald Trump or his “Make America Great Again” movement. In addition, many prominent accounts express other values such as patriotism and religious identity.

Several sites are linked to conservative backers – including Truth Social, which was launched by Trump about [a year](#) after he was “indefinitely” and “permanently” suspended from [Facebook](#) and [Twitter](#). This is not a unique phenomenon: The study found a noteworthy percentage of prominent accounts on these seven newer sites (15%) have been banned or demonetized elsewhere on social media.

Perhaps connected to that, Americans who have heard of these sites but do not use them as sources for news are skeptical of them. When asked for the first thing that comes to mind when thinking about alternative social media sites, people in this category commonly cite inaccuracy and misinformation, political bias and the political right, and extremism and fringe ideas.

Other elements of the study speak to some of these associations. A small but measurable share of prominent accounts across these sites (6%) mention a connection to the set of conspiracy theories known as QAnon. And an analysis of recent content posted by prominent accounts on these sites finds that the most common phrases include some that are controversial and even inflammatory such as wariness toward vaccines and negative associations with LGBTQ people. Moreover, one of the most prevalent destinations for links found in these posts is The Gateway Pundit, a digital outlet that has been criticized for [publishing false information](#).

These are some of the key themes to emerge from this major new study, which was designed to look at multiple aspects of the world of alternative social media. It examines those who turn to these sites for news, explores how the sites present themselves, and reports on the kinds of accounts that draw the most attention and the types of conversations taking place there.

For the first component, researchers conducted a survey of news consumers on seven sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Four of these – Parler, Rumble, Telegram and Truth Social – had enough news consumers to do a deeper dive.

Next, researchers conducted an audit of all seven sites that explored elements of how the sites present themselves, privacy features, and other characteristics. Researchers then analyzed 200 prominent accounts sampled from those with the highest number of followers on each of these sites. They examined these 1,400 accounts for several attributes, including how they describe themselves in their profiles. Finally, researchers collected all 585,470 posts published by these accounts in June 2022 and examined their key phrases, themes and the links included in the posts. For more details, [see the methodology](#).

The rest of this overview discusses the key findings of the study in more detail.

How Pew Research Center analyzed alternative social media sites

Survey

Survey of 10,188 U.S. adults conducted May 16-22, 2022

Audit of site characteristics



Reviewed **seven** alternative social media sites for their features, history and other characteristics:

BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social

Content analysis of prominent accounts

Sample of 1,400 accounts analyzed from these sites.

Account sampling process:



Identified **trending posts** on these seven sites from June 6-13, 2022

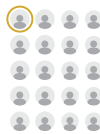


Collected the accounts that created these trending posts - called the trending accounts



Collected the accounts those trending accounts were following

Total accounts collected: **646,813**



On each of these seven sites, identified the accounts with the most followers (top 5% per site) and randomly selected 200 accounts per site - the **prominent accounts**

Total prominent accounts analyzed: **1,400**

Content analysis of posts

Collected all 585,470 posts published by these prominent accounts in June 2022

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Alternative social media sites have small, largely Republican audiences; prominent accounts tend to emphasize right-leaning identities and religious and patriotic values

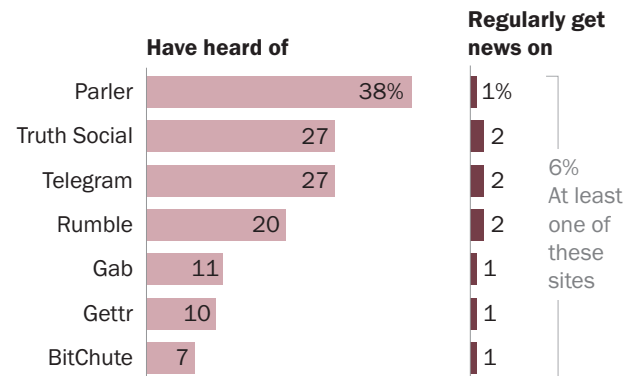
These sites have become a refuge for some who feel they do not have a home on the more established sites.

Still, relatively few Americans use these alternative social media sites for news – though larger portions have heard of each of them. Parler is the best known of the seven sites named in the survey, with 38% of U.S. adults saying they are familiar with it. The share who get news on these sites is much smaller: Just 6% of Americans get news from at least one of the seven sites mentioned, and no single site is used for news by more than 2% of U.S. adults.

The news consumers on these sites lean heavily Republican. A majority of those who get news from at least one of the seven alternative social media sites (66%) are Republican or lean Republican. This is in contrast with more established social media sites, where news consumers are more likely to be Democrats or lean Democratic. (For more about news consumers on these more established sites, read our [Social Media and News Fact Sheet](#).)

Wide variance in the sites Americans have heard of, but few get news on any

% of U.S. adults who ____ each alternative social media site

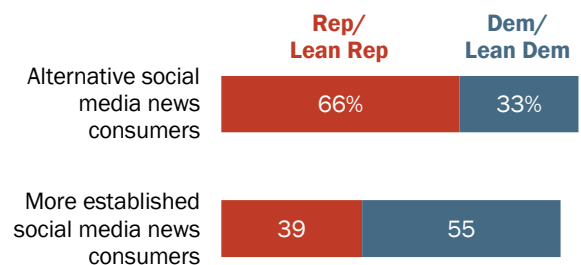


Source: Survey of U.S. adults conducted May 16-22, 2022. "The Role of Alternative Social Media in the News and Information Environment"

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About two-thirds of alternative social media news consumers are Republicans

% of each group who are ...



Note: "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. "More established social media news consumers" are those who report regularly getting news on at least one of the following social media sites: Facebook, Twitter or YouTube. Alternative social media news consumers may also get news on more established social media sites and vice versa. Source: Survey of U.S. adults conducted May 16-22, 2022. "The Role of Alternative Social Media in the News and Information Environment"

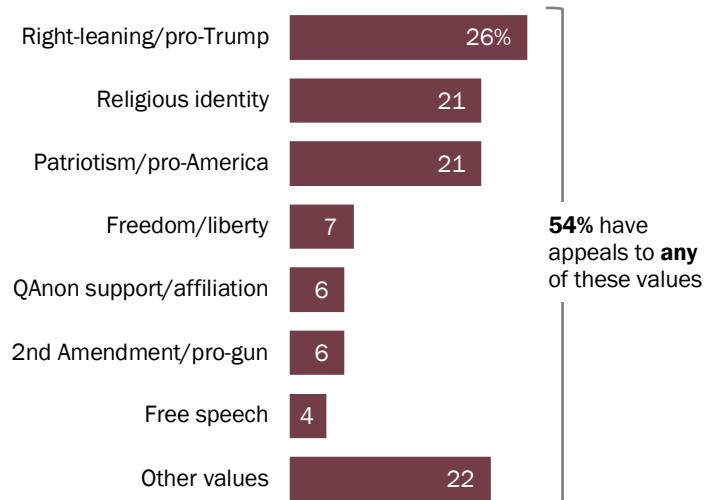
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This report also looks at a sample of 200 of the prominent accounts on each site – those with the greatest number of followers – to determine what kinds of accounts tend to gain the most traction on alternative social media.

Roughly half (54%) of prominent accounts appeal to some kind of value or political orientation in their profiles. The most common of these values was right-leaning – 26% of prominent accounts expressed some kind of right-leaning or pro-Trump appeal – more of which centered around Trump or his “Make America Great Again” movement than with the Republican Party or conservative ideology.

About a quarter of prominent alternative social media accounts link themselves to GOP, Trump

% of prominent alternative social media accounts that have appeals to each value in their profiles



Note: N=1,400 prominent accounts. 200 were sampled from each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Prominent accounts are those with the highest number of followers on each site. Accounts may express more than one value appeal. See methodology for more details. “Other values” include value appeals that appeared less frequently than others, including opposition to Big Tech, opposition to mainstream media, and ethnic identity. Source: Pew Research Center analysis of 200 prominent accounts on each site conducted June 2022.

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Other expressed values included appeals to a religious identity (21% of prominent accounts), patriotism/pro-America views (21%), freedom and liberty (7%), pro-gun or pro-Second Amendment positions (6%), and support for the set of conspiracy theories known as QAnon (6%).

A close look at who is behind the prominent accounts shows that about eight-in-ten (83%) are run by individuals. That can mean either a single person with a noted affiliation to an organization or one without any organizational affiliation. Another 12% are organizations, including news organizations, nonprofit groups and others.

Along with a prevalence of conservative values and identities in prominent account profiles, political topics were common in the content posted there. This study collected all posts published by the 1,400 prominent accounts in June 2022 and identified those that were about five politically oriented topics: abortion; guns, gun control and shootings; the Jan. 6, 2021, attack on the U.S. Capitol and subsequent congressional hearings; LGBTQ issues; and vaccines.

The discussion around these issues often reflects fringe and controversial worldviews on the political right. For instance, some of the most common terms in posts about the Jan. 6 attack on the U.S. Capitol include “political prisoner,” “DC gulag,” “unselect committee,” “witch hunt” and “sham hearing.” Meanwhile, posts about vaccines indicate a deep and consistent concern about the impact of vaccination. These posts regularly refer to a small group of influential vaccine skeptics. The most common terms in these posts point to a widespread fear of real but rare impacts of vaccination (“side effect,” “adverse reaction,” “blood clot,” “heart inflammation”) but also diseases or symptoms for which the [medical literature](#) finds [little evidence](#) of being tied to vaccines (“[sudden adult] death syndrome,” “sperm count”). And posts about LGBTQ issues commonly referred to drag queen “story hour” (a [common target of anti-LGBTQ groups](#)) or derisive allegations toward gay and transgender individuals, such as “pedo” and “groomer,” implying that they prey on children. [See Appendix C.](#)

Most alternative social media news consumers feel a sense of community on these sites, which prominently identify themselves as havens of free speech

About two-thirds of individuals who get news on at least one of the seven alternative social media sites (65%) say they have found a community of like-minded people there.

In a related finding, those who get news from Rumble, Parler, Truth Social and Telegram are far more likely to see these spaces as friendly than unfriendly. About half or more of those who get news on each of them – ranging from 53% to 69% – characterize the discussions they see on these sites as mostly friendly, while no more than a third of each site’s news consumers say the conversation there is mostly unfriendly (the rest say conversation is about an equal mix of friendly and unfriendly).

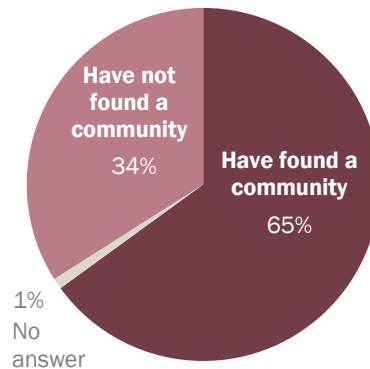
In some cases, the activity on these sites moves beyond the digital realm. One-third of alternative social media news consumers (33%) say they have participated in an in-person political rally or other political activity they learned about on these sites, and a similar share (36%) have donated money to accounts they follow on these sites.

A central way these sites depict themselves, one that may help give users that sense of community, is as welcoming havens for free speech as well as antidotes to the censorship and “cancel culture” they say exist on more established social media sites. Indeed, all of the seven sites examined explicitly state that they support free speech.

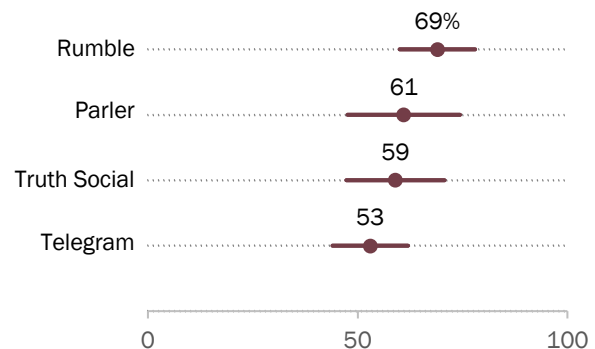
That message has clearly resonated with those turning to those sites for news. When users of alternative social media sites were asked to describe, in their own words, the first thing that comes

Most alternative social media news consumers feel a sense of a community there and say discussions are friendly

% of alternative social media news consumers who say they ____ of people who share their views there



Among those who regularly get news on each site, % who say discussions they see on those sites are mostly friendly



Note: “Alternative social media news consumers” are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. In the second graphic, respondents who did not give an answer not shown; BitChute, Gab and Gettr not shown due to insufficient sample size. Lines surrounding data points represent the margin of error of each estimate. Source: Survey of U.S. adults conducted May 16-22, 2022. “The Role of Alternative Social Media in the News and Information Environment”

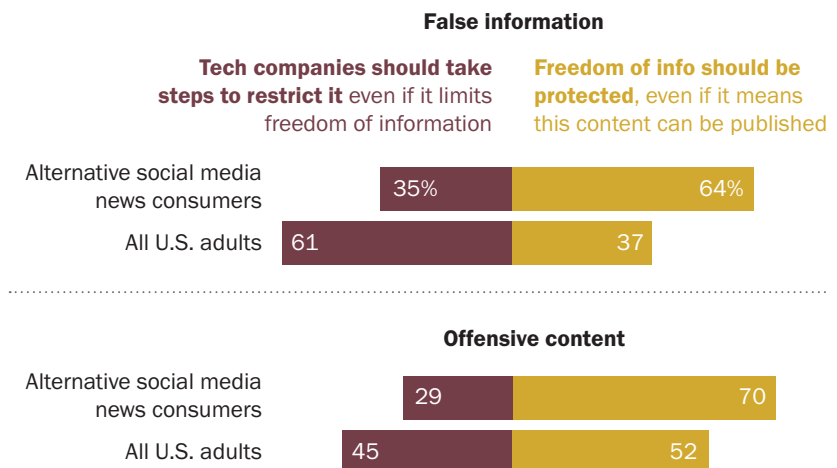
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to their mind in connection with these sites, 22% mentioned something related to the concept of freedom of speech, anti-censorship and an alternative to more established social media – far more common than any other type of response.

Alternative social media news consumers are particularly supportive of these concepts. Compared with Americans overall, alternative social media news consumers are more likely to say that freedom of information should be protected – even if it means allowing false information and offensive content online – than they are to say technology companies should take steps to restrict false information. For example, nearly two-thirds of alternative social media news consumers (64%) favor the protection of free speech even if it brings with it some false content, while the majority of all U.S. adults (61%) prefer that tech companies take steps to restrict this kind of content even if it limits freedom of information.

Alternative social media news consumers more likely than Americans overall to favor free speech protection over safeguards against false or offensive content

% who say the following about false information and offensive content online



Note: Respondents who did not answer not shown. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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15% of prominent accounts on alternative social media sites were banned elsewhere

The free speech philosophies of these alternative social media sites have attracted some user accounts that were banned elsewhere. This may be connected to the perception among Americans who are aware of these sites but don't get news there that the sites host misinformation.

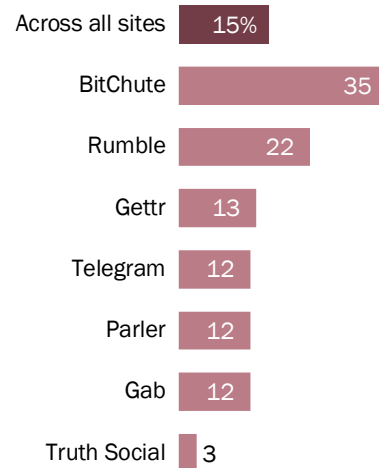
Indeed, 15% of prominent accounts across the seven sites, including Trump's account, have been indefinitely or permanently suspended, banned or demonetized on more established social media. This is particularly common on BitChute, a video-focused site, where about a third of prominent accounts (35%) have been banned or demonetized elsewhere.

In a number of cases the banning or demonetization was based on evidence that they had spread misinformation and inaccurate information (one example being COVID-19 vaccine skeptic [Dr. Robert Malone](#)).

That perception clearly exists among the larger segment of the public that does not use these alternative social media sites for news. When asked to name the first thing that comes to mind when they think of alternative social media sites, adults who have heard about these alternative social media sites but do not get news on them most commonly voice thoughts of inaccuracy and misinformation: 16% of responses. Another 11% of these U.S. adults cite political bias or associate the sites with the political right, and 6% associate alternative social media with extremism or consider them dangerous. Those who get news on these sites are less likely to mention these ideas and more likely to associate them with a lack of censorship or as alternatives to Big Tech.

15% of prominent alternative social media accounts have been banned or demonetized on other social media sites

% of prominent accounts on each alternative social media site that have been banned or demonetized by other social media sites



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. See methodology for more details. Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022. "The Role of Alternative Social Media in the News and Information Environment"

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The content on these sites also raises some questions about the credibility of the information found there. In June 2022, the most prominent accounts commonly linked to digital-only outlets such as The Gateway Pundit, Rebel News, Zero Hedge and Breitbart – each of which have [been banned](#) or [demonetized by technology companies](#) or other social media sites [for misinformation](#) or hate speech. Overall, during this period, there was a clear preference for material from other social media (45% of links) and relatively new, digital-only news sites (20%) rather than legacy news organizations like print publications (4%), radio or podcast sites (1%) or television (1%) sites. In fact, the same share of links went to The Gateway Pundit as to all print publications combined (4%).

Almost all alternative social media sites studied moderate content to some extent and also give users the option to do so

Notwithstanding their allegiance to free speech, almost all of the sites analyzed have at least some restrictions on content.

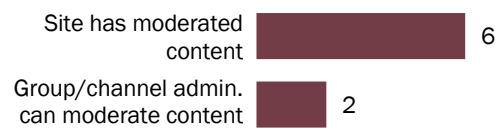
Every one of the sites, with the exception of Gab, moderates user content beyond the existing legal requirements to remove illegal content and cooperate with law enforcement requests.¹ In some cases, sites have agreed to certain restrictions due to outside pressure from [governments](#) or mobile app stores like [Apple's App Store](#) or the [Google Play Store](#). This moderation includes removing posts that may contain violent, racist or offensive content and, in some cases, for the [political viewpoint expressed](#).

In addition, almost all these sites give their users options to control the content they see. Five sites let users block or mute other users from their news feed, six sites let users report either accounts or posts, and four of the sites allow users to block explicit content.

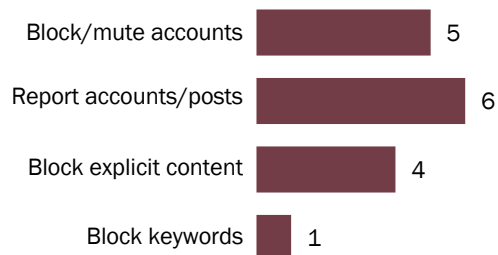
Most alternative social media sites in the study moderate their content to at least some extent

Of seven alternative social media sites studied, number that moderate content on their site in each of the following ways

Site/group-level moderation



User-level moderation



Note: Sites audited are BitChute, Gab, Gettr, Parler, Telegram, Rumble, and Truth Social. Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, "About" pages and similar sections of the websites and examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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¹ Gab takes steps to remove spam and follow legal requirements (such as banning posts that [harm or exploit minors](#) or complying with [requests from law enforcement](#)) and its terms of service encourage users to report threats and other abuse. However, researchers did not find examples of the site removing posts or accounts due to offensive or harassing content.

Alternative social media news consumers largely satisfied with news they find there, which is often government and political news they wouldn't have seen elsewhere

For many users, these sites are an important source of information about current events – often government and politics news – and they report finding news that they wouldn't necessarily find elsewhere.

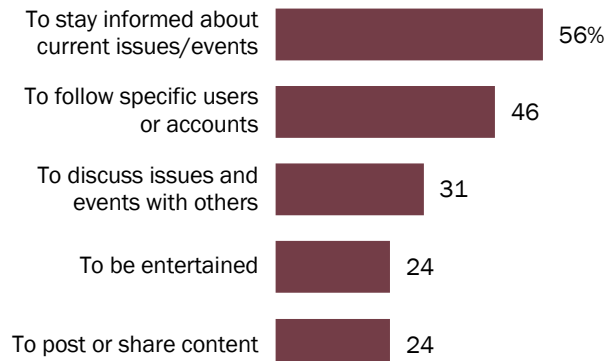
A majority of those who get news on at least one of the seven sites (56%) say a major reason they go to these sites is to stay informed about current events and issues. And much of what they see is government and political news: 52% say this is the most common type of news they come across on these sites.

In general, alternative social media news consumers like their experience there. About half or more of news consumers on Rumble, Truth Social, Telegram and Parler say they are very or somewhat satisfied with the experience of getting news there, and this overall satisfaction extends to their perception of the accuracy of the information they find. Fewer of the news consumers on each of these sites – as roughly a quarter or less – say they are dissatisfied with the experience, while the rest say they are neither satisfied nor dissatisfied.

These news consumers also say that much of the news they see on alternative social media sites is information they wouldn't find elsewhere. Roughly half of news consumers who get news on at least one of the seven sites (52%) say they at least fairly often come across

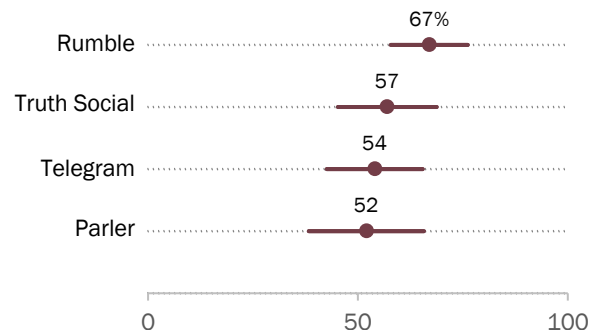
Staying informed about current events is a top reason people use alternative social media sites ...

% of alternative social media news consumers who say each is a major reason they use these sites



... and users are generally satisfied with their news experience

Among those who regularly get news on each site, % who say they are at least somewhat satisfied with getting news on the site



Note: "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. BitChute, Gab and Gettr not shown in the second chart due to insufficient sample size. Lines surrounding data points represent the margin of error of each estimate. Source: Survey of U.S. adults conducted May 16-22, 2022. "The Role of Alternative Social Media in the News and Information Environment"

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news on these sites that they would not have seen elsewhere, with an additional 32% who sometimes encounter unique news there.

1. Americans are more aware of some alternative social media sites than others, but overall, very few get news there

Overall, 6% of U.S. adults say they regularly get news or news headlines from at least one of seven alternative social media sites – BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social – according to a Pew Research Center survey conducted May 16-22, 2022.

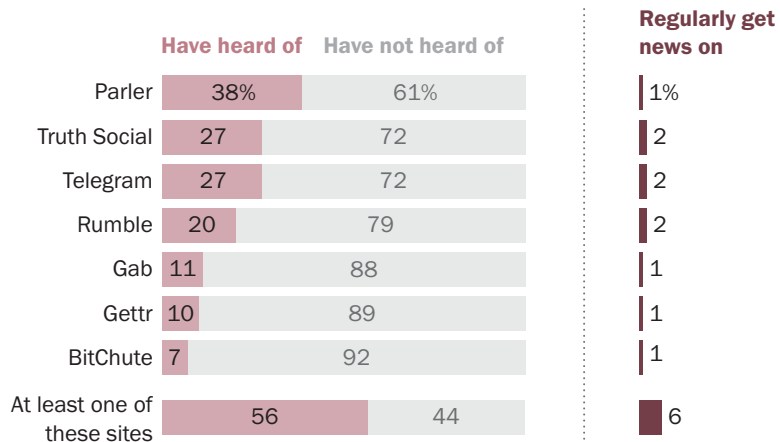
Respondents first were asked whether they had heard of these seven individual alternative social media sites. Some are better known than others, but fewer than half of U.S. adults have heard of each of the seven sites. The public is most familiar with Parler: 38% say they have heard of it. About

a quarter of Americans (27%) have heard of Telegram and Truth Social (which was founded by former President Donald Trump), while one-in-five have heard of Rumble and roughly one-in-ten have heard of Gab (11%), Gettr (10%) and BitChute (7%).

If respondents had heard of a site, they were then asked if they regularly get news there. The portion of Americans who get news from these alternative social media sites is very small across the board. For each of the seven alternative social media sites asked about in the survey, the share of U.S. adults who regularly get news there is either 1% or 2%. Altogether, 6% of Americans regularly get news from at least one of the seven alternative social media sites. By comparison, much larger shares of Americans get news regularly from Facebook (28%), YouTube (22%) or Twitter (14%), and 46% get news from at least one of these larger social media sites.²

The extent to which Americans have heard of alternative social media sites varies; a very small share of the public gets news on them

% of U.S. adults who ____ each alternative social media site



Note: Respondents who did not answer not shown.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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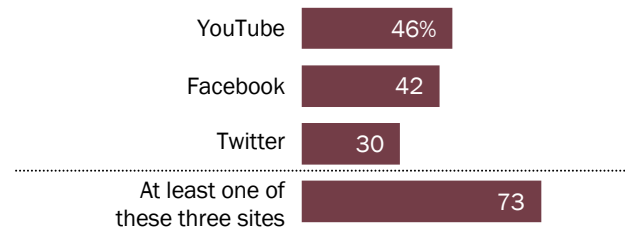
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² These figures are from the May 2022 survey. See July-August 2022 data on [social media and news](https://www.pewresearch.org/social-media-and-news).

Although these sites were largely created to be [alternatives to the more established social media sites](#), most Americans who have turned to them for news report that they also still get news on at least one of the more established sites. Indeed, about three-quarters of alternative social media news consumers (73%) also get news from YouTube, Facebook or Twitter – with 46% saying they regularly get news on YouTube and 42% on Facebook, slightly higher than the 30% who do so on Twitter.

About three-quarters of alternative social media news consumers also use more established social media for news

% of alternative social media news consumers who regularly get news on ...



Note: "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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People who get news on alternative social media commonly associate the sites with free speech, Big Tech alternatives and lack of censorship

To get a sense of how Americans view these alternative social media sites, the Center asked respondents an open-ended question. If respondents had heard of any of the alternative social media sites, they were asked to write down the “first thing” that came to mind when they thought about the sites. Overall, the responses indicate that people who regularly get news from alternative social media sites perceive them in a more positive light than those who don’t.

The concept brought up more often than any other by people who use alternative social media for news is that the sites provide a sense of freedom of speech, a lack of censorship and/or an alternative to more established social media sites – similar to the terms these sites [use to describe themselves](#).

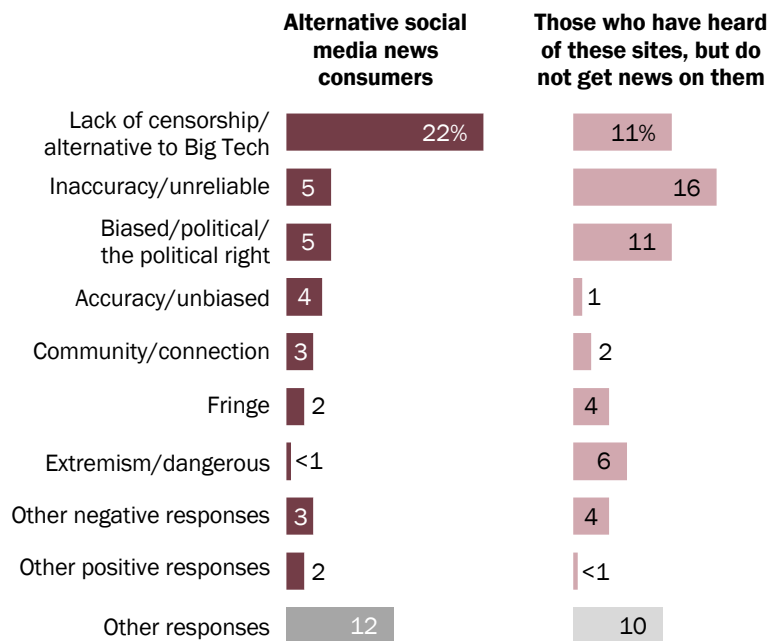
About one-in-five of those who get news on any of seven alternative social media sites (22%) said something related to these concepts. Examples of these types of responses include:³

- “They allow ALL political parties to have a voice without censoring personal or political parties.”

³ Some quotes have been lightly edited for clarity.

Alternative social media news consumers most often associate them with lack of censorship; others are more likely to see them in a negative light

% who say that the first thing that comes to mind about alternative social media sites is ...



Note: Respondents who did not answer not shown. “Alternative social media news consumers” are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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- *“They are trying to deal with the destructive, disgusting censorship that has been the norm in this country.”*
- *“More freedom of speech (for the normal folk) but less popular (for the elites).”*

Smaller portions of those who get news on these sites associate them with accuracy/being unbiased (4%) and community or connection (3%).

Other themes had a more negative connotation – such as inaccuracy, extremism or societal harm, and political bias – and were mentioned by small shares of alternative social media news consumers. But these topics were brought up more often by respondents who *don’t* get news on any of these sites (but who have heard of at least one of them).

For example, the concept of inaccuracy – including misinformation, conspiracy theories and unreliable information – was brought up by 5% of those who regularly get news on alternative social media sites, compared with 16% of respondents who have heard of these sites but do *not* get news there. Two respondents who do not regularly get news on these sites said:

- *“I think too many of these sites are irresponsible and they can knowingly and unknowingly promote blatantly false information and/or propaganda.”*
- *“They aren’t a reliable source of information.”*

Another 11% of those who don’t use these sites for news associate them with political bias or division, or just with the political right. And 6% of those who don’t get news from these sites say the sites bring to mind extremism and danger. For example, one respondent said that the first thing that came to mind for them regarding these sites is “extreme right wing/conservative and racist white supremacists, and the Jan. 6 riot.” Very few (<1%) of those who actually use these sites for news mentioned extremism or danger.

In a separate analysis, researchers marked which responses mentioned a political ideology. Few responses mentioned any kind of political ideology, but when they did mention one, it more often related to the political right. A small portion of those who have heard of – but don’t get news from – alternative social media sites mentioned the political right (14%), including conservatives and Republicans, while a smaller share of those who get news on these sites (6%) mentioned right-leaning ideology. Very few respondents mentioned the political left or any other political ideology.

Demographics of alternative social media news consumers

Overall, about two-thirds of those who regularly get news from at least one of the seven alternative social media sites (66%) identify as Republicans or lean toward the Republican Party. This is far higher than the share who identify as Democrats or lean Democratic (33%). In comparison, those who get news on at least one of the three larger social media sites – Facebook, Twitter and YouTube – are more likely to be Democrats or Democratic-leaning than Republican.

Demographic profiles and party identification of different social media news consumers in the U.S.

Among U.S. adults in each group, % who are ...

	Alternative social media news consumers	More established social media news consumers	All U.S. adults
Men	52%	48%	47%
Women	46	51	52
Ages 18-29	26	28	21
30-49	34	39	33
50-64	23	21	25
65+	17	13	21
High school or less	47	38	39
Some college	31	32	30
College+	22	30	31
White	52	57	63
Black	10	11	12
Hispanic	27	21	16
Asian*	5	7	6
Rep/Lean Rep	66	39	43
Dem/Lean Dem	33	55	51

*Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not answer not shown. White, Black, and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social. "More established social media news consumers" are those who report regularly getting news on at least one of the following social media sites: Facebook, Twitter or YouTube. Alternative social media news consumers may also get news on more established social media sites and vice versa.

Source: Survey of U.S. adults conducted May 16-22, 2022. Estimates for all U.S. adults for age groups, education, and race/ethnicity come from the 2019 American Community Survey (ACS).

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Most alternative social media news consumers find a sense of community on these sites, although some experience harassment

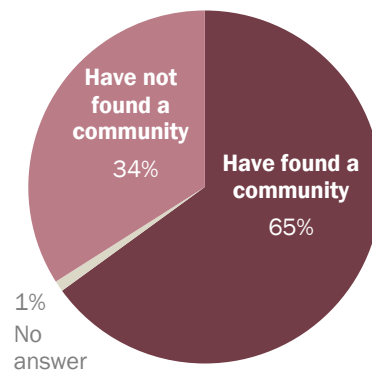
While many alternative social media news consumers say they have found a community on these sites, few say they have formed strong connections there.

Among the 6% of U.S. adults who regularly get news on at least one of the seven alternative social media sites asked about in the survey, roughly two-thirds (65%) say they have found a community of people there who share their views. But far fewer (18%) say they feel extremely or very personally connected to the accounts they engage with on these sites. An additional 42% say they feel somewhat connected to others on the alternative social media sites, while 38% say they feel only a little connected or not at all connected.

Meanwhile, roughly one-in-five news consumers on these sites (19%) say they have ever been harassed or abused there. About eight-in-ten (81%) say they have not had this experience.

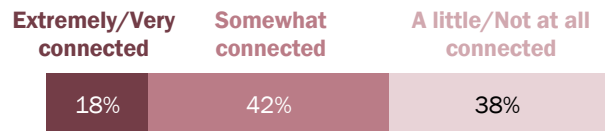
Majority of alternative social media news consumers say they have found a community there ...

% of alternative social media news consumers who say they ____ of people who share their views there



... but a strong sense of connection with individual accounts is less common

% of alternative social media news consumers who say they feel personally ____ to the accounts and people they follow closely or interact with often there



Note: Respondents who did not answer not shown in the lower chart. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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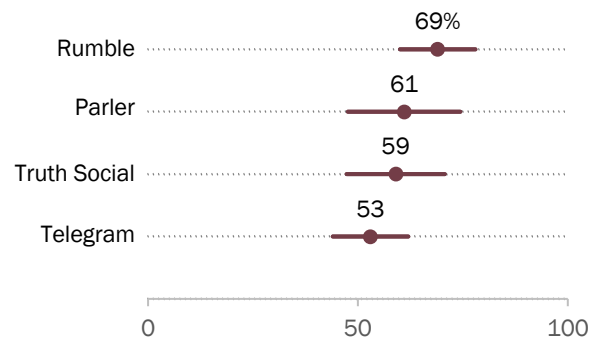
By and large, news consumers on Rumble, Parler, Truth Social and Telegram are more likely to characterize discussions there as mostly friendly as opposed to mostly unfriendly.

About seven-in-ten news consumers on Rumble (69%) say that discussions on the site are mostly friendly, as do about six-in-ten on Parler (61%) and Truth Social (59%) and roughly half on Telegram (53%).

Fewer news consumers in each site say the conversations they see there are mostly unfriendly.

About half or more alternative social media news consumers say discussions on these sites have been mostly friendly

Among those who regularly get news on each site, % who say discussions they see on those sites are mostly friendly



Note: BitChute, Gab and Gettr not shown due to insufficient sample size. Lines surrounding data points represent the margin of error of each estimate.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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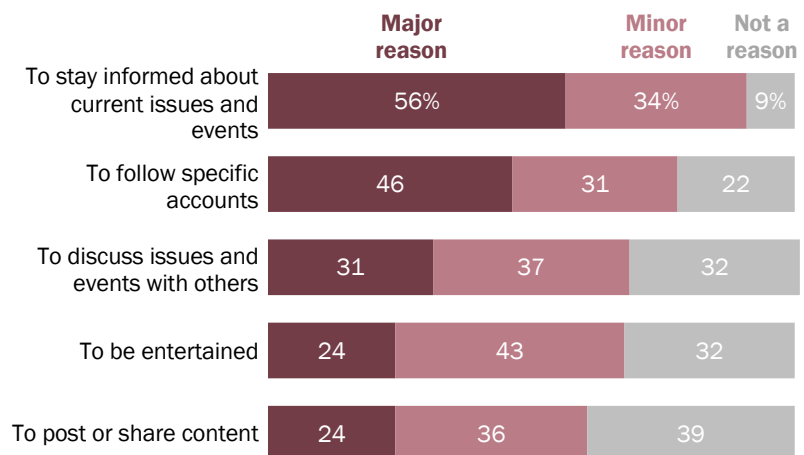
Keeping up with current events is a key reason people use these alternative social media sites

Overall, 56% of people who regularly get news on at least one of these seven sites say a major reason they go there is to stay informed about current events and issues, while 46% say following specific accounts is a major draw for them.

A smaller portion (31%) say discussing issues and events with others is a major reason they use these sites, while about a quarter (24% each) say being entertained or posting content is a major reason.

Staying informed about current events, following specific accounts are top reasons people use alternative social media sites

% of alternative social media news consumers who say each is a ____ they use these sites



Note: Respondents who did not answer not shown. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

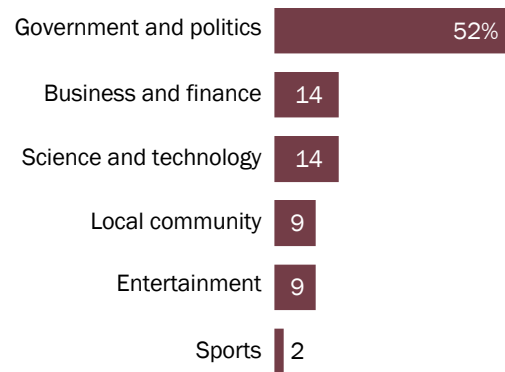
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Government and political news appears to be the dominant news topic on alternative social media sites; 52% of regular news consumers on these sites say this is the type of news they come across most. That is followed by business and finance news and science and technology news (14% each). Roughly one-in-ten of those who get news on at least one of the seven sites - BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social – say they mostly see news about their local community or entertainment (9% each). Another 2% say they mostly see sports news.

About half of alternative social media news consumers report seeing political news the most

% of alternative social media news consumers who say they see ____ news most on these sites



Note: Respondents who did not answer not shown. “Alternative social media news consumers” are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social. Source: Survey of U.S. adults conducted May 16-22, 2022. “The Role of Alternative Social Media in the News and Information Environment”

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Consumers of news on these sites also sense a unique value in the content they come across there. Roughly half (52%) say that they extremely or fairly often see news on these sites that they would not have seen elsewhere. About a third (32%) sometimes do, while a smaller share (16%) rarely or never come across unique news on these sites.

Many alternative social media news consumers say these sites have news they wouldn't see elsewhere

% of alternative social media news consumers who say they see news on these sites that they wouldn't have seen elsewhere ...

Extremely/ Fairly often	Sometimes	Rarely/ Never
52%	32%	16%

Note: Respondents who did not answer not shown. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social. Source: Survey of U.S. adults conducted May 16-22, 2022.

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These alternative social media sites also at times lead people to offline activities. A third of those who regularly get news on these sites (33%) say they have participated in a political activity, such as a rally or in-person political discussion, that they found out about on these sites. And a similar portion (36%) report having paid or given money to accounts they follow on these sites by donating, paying for a subscription or purchasing merchandise.

A third of alternative social media news consumers have participated in a political activity they found out about on these sites ...

% of alternative social media news consumers who _____ in a political activity after finding out about it on one of these sites



... and roughly the same portion have given money to an account on these sites

% of alternative social media news consumers who _____ to accounts they follow on these sites



Note: Respondents who did not answer not shown. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social. Source: Survey of U.S. adults conducted May 16-22, 2022. "The Role of Alternative Social Media in the News and Information Environment"

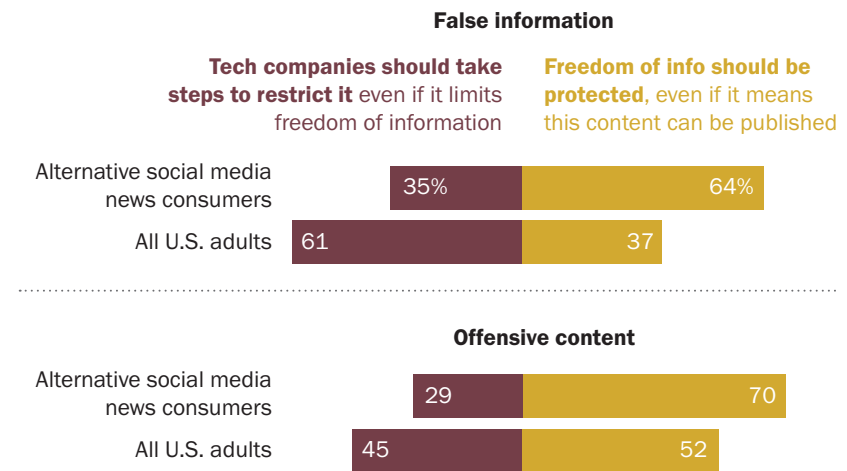
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Alternative social media news consumers largely opposed to tech company regulation of false or offensive content if it limits free speech

The steps, if any, that technology companies should take to manage controversial online content have been intensely debated among the public and governing bodies around the globe the last few years. This new study finds that the 6% of U.S. adults who regularly get news on at least one of seven alternative social media sites are broadly opposed to technology companies restricting both *false information* and *offensive content* online. Instead, they generally prefer that people's freedom to publish and access content is protected, even if it means false and offensive material can be published. These views diverge from those of the public overall – and may help explain the appeal of these sites, which generally say they value free speech over censorship.

Alternative social media news consumers more likely than Americans overall to favor free speech protection over safeguards against false or offensive content

% who say the following about false information and offensive content online



Note: Respondents who did not answer not shown. "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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Close to two-thirds of Americans who regularly get news on alternative social media sites (64%) say people's freedom to publish and access information should be protected, even if it means false information can be published. About a third (35%) choose the opposing stance – that technology companies should take steps to restrict false information online, even if it limits people's freedom to publish and access content.

This is nearly the inverse of the general public's views: 61% of U.S. adults say tech companies should take steps to restrict false information, while 37% say freedom of information should remain protected.

When it comes to offensive content, Americans overall are slightly more likely to support freedom of information over tech company restrictions. But again, alternative social media news consumers are more likely than U.S. adults overall to take this view. Seven-in-ten alternative social media news consumers say people's freedoms to publish and access information online should be protected even if it means offensive content can be published, compared with 52% of Americans overall who share this opinion.

An in-depth look at four alternative social media sites finds users generally give positive assessments of their news experiences

In several key areas, U.S. adults who regularly get news on each of four alternative social media sites with large enough numbers to be analyzed individually (Parler, Rumble, Telegram and Truth Social) express positive overall evaluations of the news experience there.⁴

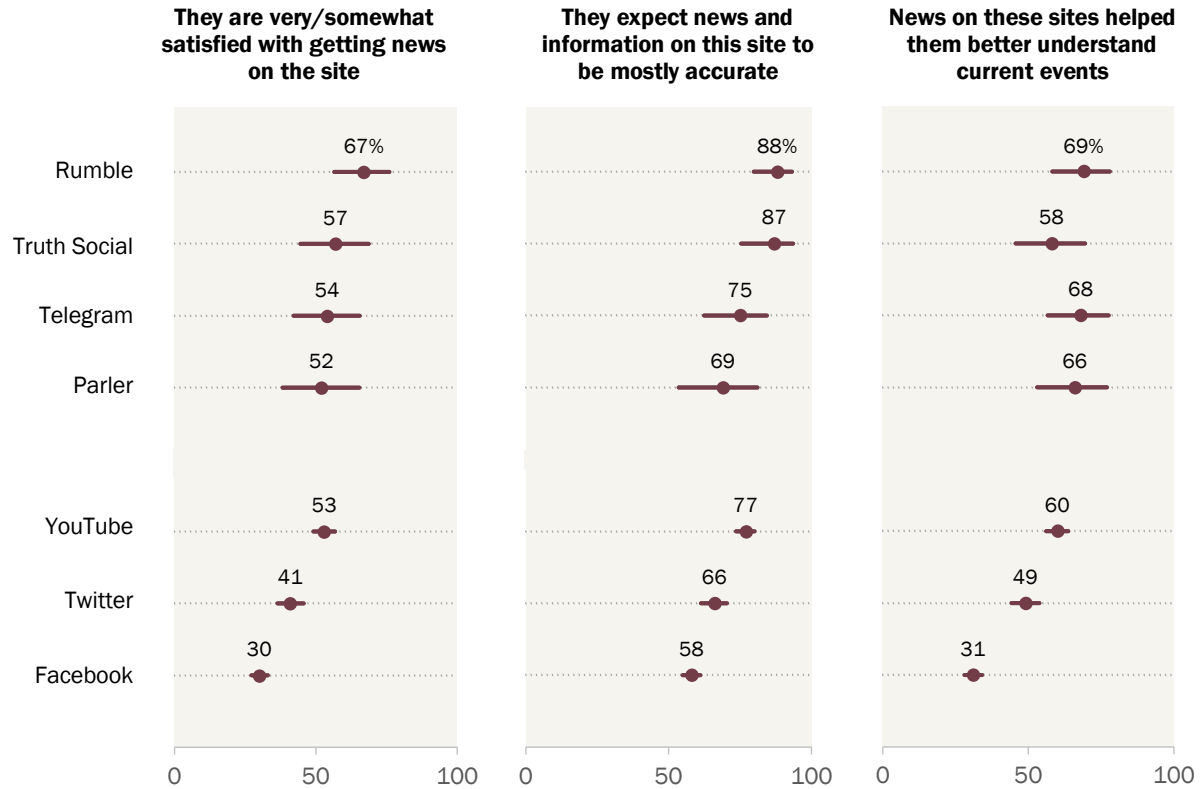
About half or more of those who get news on each of these four alternative social media sites are very or somewhat satisfied with the experience of getting news there – 67% of Rumble news consumers say this, as do 57% for Truth Social, 54% for Telegram and 52% for Parler. In each case, about a quarter or fewer say they are dissatisfied with the news experience on these sites, and the rest give a more neutral assessment.

Majorities of alternative social media news consumers also expect the news and information there to be mostly accurate. That includes about nine-in-ten regular news consumers of Rumble (88%) and Truth Social (87%), 75% on Telegram, and 69% on Parler.

⁴ News consumers on BitChute, Gab and Gettr are not analyzed here due to insufficient sample size.

Alternative social media news consumers report having generally positive news experiences on these sites

Among those who regularly get news on each site, % who say ...



Note: BitChute, Gab and Gettr not shown due to insufficient sample size. Lines surrounding data points represent the margin of error of each estimate.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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Similarly, when it comes to current events, more people who get news on these sites say they help to improve their understanding than say the sites make them more confused. That includes about two-thirds of those who use Rumble (69%), Telegram (68%) and Parler (66%) and 58% of Truth Social news consumers. The portion of news consumers on the four sites who say getting news there makes them more confused about current events is relatively low – ranging from 11% on Telegram to 17% on Truth Social.

Of the three more established sites asked about, YouTube consistently gets more positive evaluations from Americans who regularly get news there than Facebook and Twitter do from their own news consumers, often at similar levels as the alternative social media sites. The evaluations of Facebook are the lowest among these three, and often lower than the evaluations of the four alternative sites. Evaluations of Twitter tend to fall in the middle.

For example, three-in-ten U.S. adults who get news on Facebook say they are very or somewhat satisfied with the experience of getting news there – a smaller share than the news consumers who say the same on all four of the alternative social media sites.

Rumble and Truth Social news consumers are more likely than news consumers on both Twitter and Facebook to say that they expect the news there to be mostly accurate. While close to nine-in-ten Rumble (88%) and Truth Social (87%) news consumers say this, closer to about two-thirds or fewer of Twitter (66%) and Facebook (58%) news consumers do.

News consumers on all four of the alternative social media sites are more likely than those on Facebook to say that news on the site has helped them better understand current events – 31% of Facebook news consumers say this, versus about half or more of news consumers of these four alternative social media sites. And 49% of Twitter news consumers say this, a lower share than two of the alternative social media sites (Rumble and Telegram).

Finally, YouTube news consumers are in general on par with news consumers on the four alternative social media sites to be satisfied getting news there (53% say this), to expect the news on the site to be accurate (77%) and to say that the news there has helped them better understand current events (60%).

Many of those who get news on Parler, Rumble, Telegram and Truth Social interact with news posts; about a third or more post about news

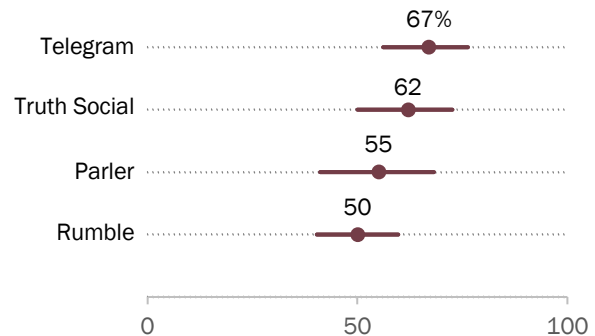
Among Americans who regularly get news on Parler, Rumble, Telegram and Truth Social, about half or more say they engage in such actions as liking, commenting, sharing or replying to news posts on the site at least sometimes.

Of those sites, about two-thirds of regular news consumers on Telegram (67%) and Truth Social (62%) interact with news posts at least sometimes. The same is true of 55% of Parler news consumers and 50% of Rumble news consumers.

And about a third or more of the regular news consumers on these sites at least sometimes post about news themselves, including 50% of Telegram news consumers, 39% on Truth Social, 38% on Parler and 34% on Rumble.

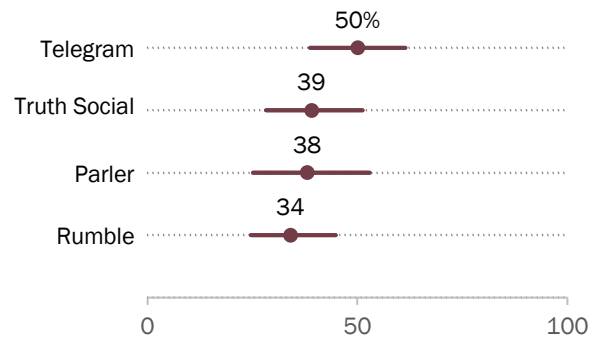
About half or more of alternative social news consumers at least sometimes interact with posts about news ...

Among those who regularly get news on each site, % who say they interact with posts about news at least sometimes



... and about a third or more post about news at least sometimes

Among those who regularly get news on each site, % who say they post about news at least sometimes on the site



Note: BitChute, Gab and Gettr not shown due to insufficient sample size. Interactions include actions such as commenting, replying, liking or sharing. Lines surrounding data points represent the margin of error of each estimate.

Source: Survey of U.S. adults conducted May 16-22, 2022.

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2. Alternative social media sites frequently identify as free speech advocates

To further understand the structure, features and driving principles of alternative social media sites, Pew Research Center researchers conducted an audit of the seven sites analyzed at length in [Chapter 1](#) of this report – BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Researchers visited each site in April 2022, examining characteristics ranging from site design to descriptive labels and privacy protections, and then verified that these findings still held true in September 2022. Sites were selected based on their audience size in December 2021 and their media coverage (see methodology for more details on the site selection process).

While the alternative social media sites studied here [have predominantly Republican audiences](#) and, in some cases, [have received substantial funding from conservative donors](#), none state a clear partisan or ideological orientation in their “About” page or similar sections of their websites. Only one site – Truth Social – explicitly describes itself as nonpartisan, saying on its homepage that it “encourages an open, free, and honest global conversation without discriminating against political ideology.” The remaining sites do not mention a political orientation in the sections of their websites examined.

Alternative social media sites say they support free speech; none declare left- or right-leaning political orientation

Alternative social media sites studied that say they ...

	Gettr	Parler	BitChute	Rumble	Gab	Truth Social	Telegram
Support “free speech” or First Amendment	✓	✓	✓	✓	✓	✓	✓
Are an alternative to Big Tech	✓	✓			✓		
Are opposed to censorship	✓	✓	✓	✓			
POLITICAL ORIENTATION							
Are right-leaning							
Left-leaning							
Nonpartisan						✓	

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, “About” pages and similar sections of the websites.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Conversely, all seven of the sites identify themselves as havens for free speech or enemies of censorship. In fact, each explicitly says that it supports free speech, and four (BitChute, Gettr, Parler and Rumble) specifically declare their opposition to censorship. Three sites – Gab, Gettr and Parler – also identify themselves as an alternative to Big Tech.

In expressing their support for freedom of speech, some sites criticize what they describe as “cancel culture.” Rumble, for example, [advises readers](#) that as a result of “cancel culture,” it supports “diverse opinions, authentic expression and the need for open dialogue.” Similarly, Gettr [states that the site](#) “champions free speech, rejects cancel-culture and provides a ... platform for the marketplace of ideas.”

The three sites that explicitly identify themselves as alternatives to Big Tech often criticize those larger sites for not adequately protecting free speech. In describing its intent to “be the home of free speech online,” [Gab, for example, notes](#), “We believe that users of social networks should be able to control their social media experience on their own terms, rather than the terms set down by Big Tech.” Similarly, [Gettr invites users](#) to “Be a part of history by joining the millions of Americans who are standing up to Big Tech and fighting for free speech and independent thought.”

Almost all alternative social media sites moderate at least some content and give users the chance to block content themselves

While freedom of speech is a key element of these sites' identity, that does not mean there are not any restrictions on the content found there. All but one of the sites studied here (Gab) moderate user content beyond spam or legal requirements – either by removing posts or suspending or banning accounts deemed to be offensive or spreading misinformation.⁵ Some of the alternative social media sites studied remove posts (or the accounts that share them) for a number of reasons, including because the posts are offensive, contain violent or racist content, contain misinformation or, in some cases, because of their broader political viewpoint. (All of their larger competitors also use some form of moderation to address offensive speech or misinformation.)

Most alternative social media sites moderate content at least to some extent

Alternative social media sites studied that have each moderation feature

SITE/GROUP-LEVEL MODERATION	Gettr	Parler	BitChute	Gab	Rumble	Truth Social	Telegram
Site has moderated content	✓	✓	✓		✓	✓	✓
Group/channel admins. can moderate content				✓			✓
USER-LEVEL MODERATION							
Block/mute accounts	✓	✓		✓		✓	✓
Report accounts/posts	✓	✓	✓	✓		✓	✓
Block explicit content		✓	✓			✓	✓
Block keywords				✓			

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, "About" pages and similar sections of the websites and examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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It is difficult to know what content is permitted on each site and what content is removed. But media and academic reports offer insight into some of the removed content.

At least one site – Truth Social – reportedly removes content that is [critical of certain political viewpoints](#). Truth Social's terms of use also [ban sexual and violent content](#), although Google [said in late August 2022](#) that Truth Social must do more to remove content that incites violence in order to appear on its app store. Gettr, meanwhile, bans content that is "[offensive, obscene ...](#)

⁵ To determine if a site moderates content, researchers looked for any moderation policy on the site and searched for news coverage of the site removing any posts or suspending or banning any accounts.

pornographic, violent, harassing, [or] abusive” in its terms of service, and has banned some White nationalist content and suspended at least one prominent account for offensive content.

Rumble proposed a content moderation policy in June 2022 that included post takedowns and account bans for obscenity, stalking and discrimination. And BitChute published a transparency report in June 2022 that showed what kinds of moderation they have implemented.

Sometimes, sites moderate content at least in part due to outside pressure. For example, Parler's app was removed from the Google and Apple app stores after the Jan. 6 riots, and only returned to each after adding moderation features requested by Google and Apple. Similarly, in September 2022, Google requested that Truth Social add moderation features to remove violent content before allowing the app on their store. And Telegram removed “far right” and pro-ISIS channels after facing international government pressure and blocked or monitored content in Brazil in response to government requests there (though this content may still be available elsewhere).

Just one site – Gab – does not appear to moderate content in the same way the other sites do. While it does take steps to remove spam and follow legal requirements (such as banning posts that harm or exploit minors or complying with requests from law enforcement) and the site's terms of service allow users to report threats and other abuse, researchers did not find examples of the site removing posts or accounts due to misinformation or offensive or harassing content. CEO Andrew Torba reportedly told NPR in a 2021 interview that “nobody is going to make him take down messages.” Instead of moderating content, Gab says in the help section of its website that it leaves it up to the user to mute or block accounts they find offensive. This hands-off moderation policy has led several hosting and payment providers to terminate their relationships with the company, especially after the site was linked to a 2018 shooting at a Pittsburgh synagogue.

Gab and Telegram also host groups – spaces where users can connect with each other to discuss topics and interests. These sites give group administrators tools to moderate posts within the group. On Telegram, groups and channels are similar and have similar moderation tools.

Many sites also give users control over the kind of content they see. Five sites let users block or mute other users from appearing on their news feed, six let users report either accounts or posts, and four allow users to block explicit content. One site (Gab) allows users to block posts with specific keywords from appearing in their news feed. Rumble, a video-focused site, is the only one that at the time of the study did not provide any of these user-level content moderation options.

In addition to moderating content more broadly, the larger, more established social media sites offer some of these user control features as well. Facebook began offering keyword blocking in

2018, but in 2021 replaced that with a feature that lets users hide specific posts or groups for 30 days; the site also lets users [report accounts](#). Twitter also lets users [mute keywords](#) for varying lengths of time, [block accounts](#) and [report accounts or posts](#). YouTube does not offer an easy way to block keywords, but does let users [report content](#).

Almost all alternative social media sites emphasize privacy protections, but vary in exactly what they offer

User privacy on social media has become a [flashpoint in recent years](#), with critics of social media sites raising concerns over the way those sites use user data and the tools users have to control who can see what they do online.

The number and nature of protections vary significantly from site to site, with Telegram, Gab and Parler offering the most privacy features.

Alternative social media sites vary in privacy protections offered to their users

Alternative social media sites studied that ...

	Gettr	Parler	BitChute	Gab	Rumble	Truth Social	Telegram
Say they won't sell user data		✓	✓	✓		✓	✓
Say they won't share user data							✓
Do not have targeted third-party ads		✓		✓			✓
Say they have encrypted messages	✓						✓
Allow users to control access to their posts	✓	✓		✓			✓
Allow users to control who can comment on their posts		✓					✓
Allow users to make their profile hidden				✓			✓
Give users the ability to modify privacy settings	✓	✓		✓			✓

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, "About" pages and similar sections of the websites and examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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When the study was conducted, the most commonly offered privacy protection related to user data. Five of the seven sites examined say they do not sell user data (Gettr and Rumble are the only sites that do not promise this – they may or may not sell user data, but their privacy policies do not guarantee they will not). But even if most sites do not sell user data, there are other ways that users' personal information could come into the hands of other entities. For example, sites can also share data with partners (including other companies) without charging for it and often without informing the user. Just one of these sites, Telegram, explicitly states that they do not do this.

Sites can also use the data they collect to sell third-party targeted ads, which allow advertisers to select the users they wish to reach based on detailed demographic information. Three of the seven alternative social media sites – Gab, Parler and Telegram – indicate that they will not sell third-party targeted ads.

A few of the sites studied offer other privacy features. Four of them – Gab, Gettr, Parler, Telegram – give users the ability to modify their privacy settings and allow users to control who can access their posts. Two of the sites – Parler and Telegram – also give users control over who can comment on their posts. And two – Gab and Telegram – give users the option of making their account completely private so that it does not come up in searches.

Aside from specific privacy protections, these sites also vary in the amount of information they ask for from their users. Beyond a username, which five of the seven sites ask for, four require an email address, two (Telegram and Truth Social) require a phone number, and two (Gettr and Parler) require either an email address or phone number. Two sites – Gettr and Truth Social – also require an age and birthdate in order to set up an account ([see methodology](#) for more details on how researchers determined what information is required to create an account in each site).

The privacy protections on more established social media sites are mixed. While Facebook, Twitter and YouTube say they do not sell user data, all three sites share user data with partners, although Facebook and YouTube seek permission from the user to do so. And all three sites offer targeted third-party ads – an [often-criticized](#) practice that personalizes ads based on user profiles.

Even when not sold or shared, the [broad scope of data](#) these sites can collect about users both [on and off the site](#) has prompted concerns from users and observers. But Facebook, Twitter and YouTube all offer some controls to the user over what information is shared, such as control over who can access their posts.

Most sites linked to high-profile backers; some sites also use other revenue streams

High-profile backers are linked to a majority of the alternative social media sites studied here, according to media coverage, which has connected some high-profile conservatives, tech entrepreneurs and others, to five of the seven sites examined here.

Major donors to Parler include [a member of the Mercer family](#), which has backed conservative organizations such as The Heritage Foundation and Breitbart. Rumble’s investors [include](#) Ohio Republican U.S. Senate candidate J.D. Vance, venture capitalist and political donor Peter Thiel, and [radio, podcast and Fox News host Dan Bongino](#). Truth Social [was launched](#) by former President Donald Trump after he was “indefinitely” or “permanently” suspended by Facebook and Twitter, a venture that was connected to a Special Purpose Acquisition Company (SPAC) that reportedly raised \$1 billion.

Telegram is [largely funded](#) by CEO Pavel Durov, a Russian-born billionaire who currently lives in Dubai. A [key investor](#) in Gettr was China-born billionaire Guo Wengui, an outspoken critic of the Chinese government and colleague of former Trump adviser Steve Bannon.

Six sites (four of which are also among those with high-profile backers) also sell advertisements or have other revenue streams – from selling T-shirts to accepting donations or offering account upgrades. Two of the sites that are not connected to high-profile backers (BitChute and Gab) are the two employing the widest range of other revenue streams.

Account upgrades, subscriptions or advertising are the most common revenue streams. BitChute, Gab, Rumble and Telegram all offer some form of account upgrade. BitChute, for example, offers users bronze, silver and gold membership options, with each option increasing the number of channels an account can host, while Rumble has a similar series of account upgrades and packages largely aimed at content creators. Telegram’s premium upgrade relaxes limitations on storage and downloads and adds premium stickers and other features, while Gab also offers an account upgrade that removes ads and enables other features.

Alternative social media sites use a variety of revenue sources

Alternative social media sites studied that raise revenue using each method

	Gettr	Parler	BitChute	Gab	Rumble	Truth Social	Telegram
Linked to high-profile backers	✓	✓			✓	✓	✓
Account upgrades/subscriptions			✓	✓	✓		✓
Advertising			✓	✓	✓		✓
Merchandise		✓		✓		✓	
Donations			✓	✓			
Cryptocurrency		✓	✓	✓			

Note: Data reflects the state of each site when collected; sites may have changed since then. High-profile backers are individuals or groups who have been financially linked to the site. Researchers reviewed terms of service, “About” pages and similar sections of the websites, and media coverage, as well as examining features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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In addition, four of these sites – BitChute, Gab, Rumble and Telegram – sell advertising, either on the site itself (such as in the post feed) or in videos. Two sites – BitChute and Gab – accept user donations, including in cryptocurrency such as bitcoin. Parler is also exploring crypto as a revenue source through a non-fungible token (NFT) marketplace it hosts called DeepRedSky, which features NFTs from Parler itself as well as partners like The Babylon Bee.

Gab, Parler and Truth Social sell merchandise as another way to generate revenue. The Gab Dissenter Shop sells T-shirts, hats and accessories with various slogans, such as “Faith, Family, Freedom” and “Free Speech.” Parler sells similar merchandise tied closely to the theme of free speech, bearing slogans such as “STOP being silenced” and “I will not be cancelled.” The Truth Social store sells coffee mugs, drink koozies, and apparel branded with the word “Truth.”

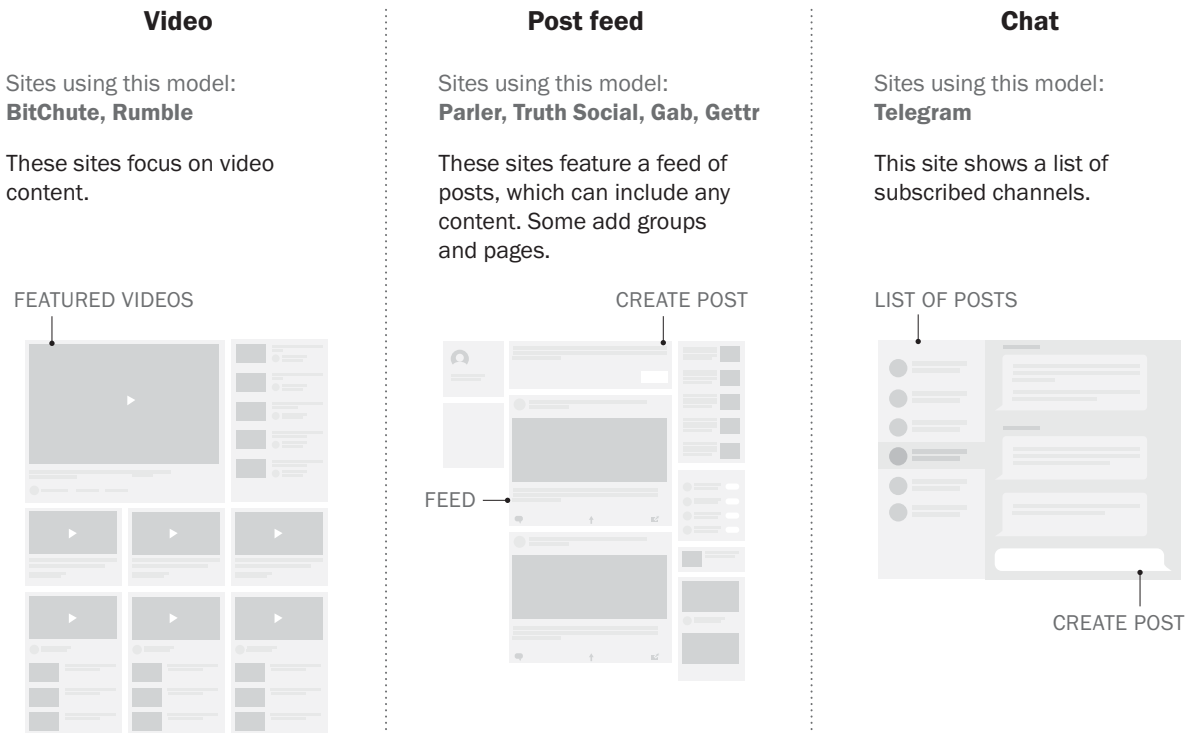
Rumble has developed an additional set of revenue streams – selling [infrastructure](#) and [advertisement](#) services to Truth Social (as of mid-September 2022, it does not appear that Truth Social has activated this feature).

Alternative social media sites vary in how they organize user content

Like their larger, more established peers, alternative social media sites vary in their basic structure. Most of these differences are rooted in the *format* of content that users can post and the ways in which sites present those posts and replies.

Alternative social media sites present content in different ways

Alternative social media sites studied that use each presentation style



Note: Data reflects the state of each site when collected; sites may have changed since then. Layouts do not match each site analyzed. Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Two sites – BitChute and Rumble – focus on videos. The main pages of these sites show videos in a grid, with featured videos at the top.

Among the five sites that host a wider range of content, distinctions lie in the way they organize those posts as well as in the community and promotional tools they offer.

At the time of the study, four of these sites are organized around a central list of posts from accounts, groups or pages the user follows (the “feed”). On desktop, the main pages of these sites tend to have a two- or three-column layout with the feed in the middle and other features (such as navigation or featured or suggested posts) on the right or left.

Despite the similar layout, these sites differ in key ways, particularly the length of posts, the customizability of the profile page and the presence of different community features. Gettr, Parler and Truth Social each limit the length of their posts to 1,000 characters or fewer, offer limited space for users to customize their profile page, and do not have functionality for groups, which are spaces for users to discuss topics and interests with other users. Gab allows longer post lengths and groups, and posts in groups do not appear to be integrated into the feed.

Sites also differ in how they organize their feed. Of the four sites that use this layout, three organize content in a chronological feed, in which the most recent posts are shown first. Gab offers both a chronological feed and an algorithmic feed that shows trending posts (some sites list trending posts separately).

Lastly, Telegram uses a chat model and does not have an aggregated feed; users have to view each channel they subscribe to on its own.

All alternative social media sites studied available on web, most available through apps

Like most other social media sites, users can access any of these sites through a web browser, and generally can read posts, search and publish their own posts. Five have iOS apps, while four have apps available in the Google Play store.

Some sites do not have apps for mobile devices. Apple and Google, which are the main sources of apps for iOS and

Android devices, control what apps are available on their individual stores and have publicly expressed concerns about the content on some of these alternative social media sites.

All alternative social media sites studied are available on web browsers

Alternative social media sites studied that are available on ...

	Gettr	Parler	BitChute	Gab	Rumble	Truth Social	Telegram
The web	✓	✓	✓	✓	✓	✓	✓
iOS	✓	✓			✓	✓	✓
Android	✓	✓			✓		✓

Note: Data reflects the state of each site when collected; sites may have changed since then.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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After the Jan. 6, 2021, attack on the U.S. Capitol, both companies [temporarily pulled](#) Parler off of their stores because organizers reportedly used the app to help plan the riot (Parler also was dropped by its internet hosting service). Parler [returned to the Apple App Store](#) later that year after enhancing its content moderation and did not return to the Google Play Store [until September 2022](#). Truth Social also has an app available on the Apple App Store, [but as of September 2022 Google](#) has requested more moderation before allowing it on their Play Store.

[Google removed Gab](#) for hate speech in 2017, while Apple has [repeatedly rejected](#) the app for similar reasons. And in August 2022, [Telegram CEO Pavel Durov said](#) that Apple was delaying approval of an update to the Telegram mobile app, though this turned out to be because Apple [objected to a new feature](#).

3. Prominent accounts on alternative social media sites mostly are individuals, not organizations

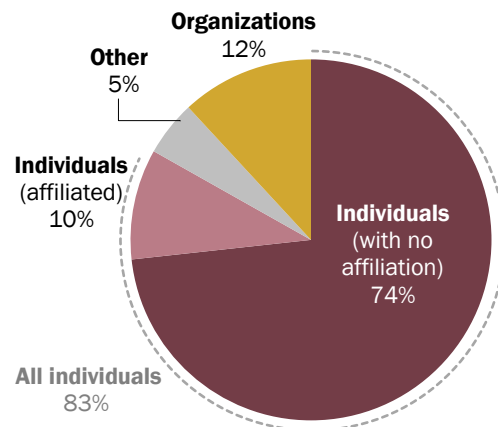
In addition to a site's ideals, principles, features and policies, the content visitors find on each site is shaped by the accounts that post there. This section examines a sample of 200 of the most prominent accounts – measured by the number of followers – on each of the seven alternative social media sites studied: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. (As a sample, this is not the top 200 most-followed accounts; [see methodology for more details on the sampling method.](#))

Out of this sample of 1,400 prominent accounts across the seven sites, 83% are run by individuals. These individuals can either be a single person with a noted affiliation to an organization or one without any organizational affiliation. In most cases, these are individuals without any declared affiliation (74% of all prominent accounts).

Among all prominent accounts on these alternative social media sites, one-in-ten are individuals with a clear past or present affiliation with an organization. This includes everything from journalists like former Fox News and current Sirius XM host Megyn Kelly to activists like Turning Point USA President Charlie Kirk, and from political figures like House Minority Leader Kevin McCarthy or former New York City Mayor Rudy Giuliani to conspiracy theorists like Infowars' Alex Jones.

Majority of prominent alternative social media accounts are run by individuals

% of prominent alternative social media accounts that are ...



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. "Other" includes bots, fan accounts or other types of accounts. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022. "The Role of Alternative Social Media in the News and Information Environment"

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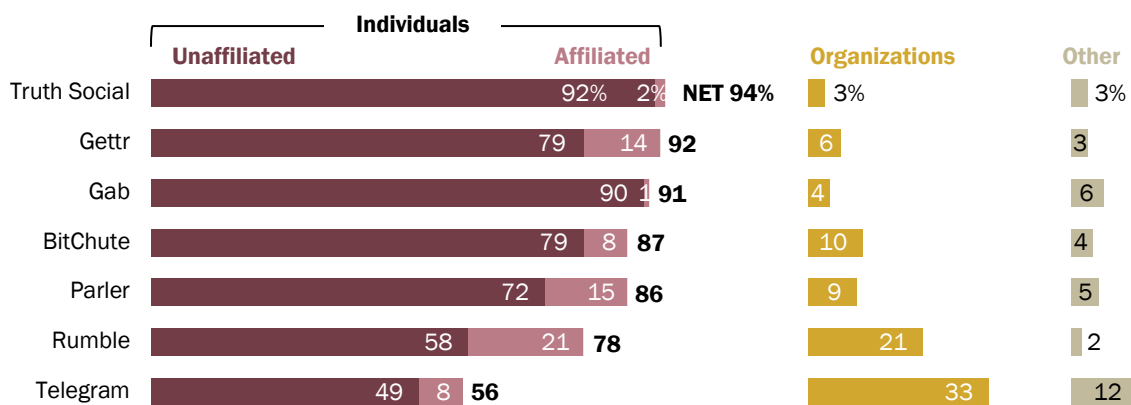
Accounts run directly by organizations make up 12% of the prominent accounts on these sites. About four-in-ten of these institutional accounts (38%) are affiliated with private companies, such as cryptocurrency-focused corporations, while a similar share (37%) are news organizations. Roughly a quarter of all prominent organizational accounts (26%) are digital-only news outlets like the Daily Caller and Digital Trends, while 10% are outlets such as print news organizations (e.g., The New York Times and New York Post) or TV outlets (e.g., Newsmax). Nonprofit and advocacy

organizations like The Heritage Foundation or Project Veritas comprise 14% of these organizational accounts.

Another 5% of all prominent accounts across the seven sites are bots, fan accounts or other types of accounts.

Majority of prominent accounts across most alternative social media sites are connected to individuals without an organizational affiliation

% of prominent accounts on each alternative social media site that are ...



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each site. "Other" includes bots, fan accounts or other types of accounts. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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The balance of individual and organizational accounts varies among the different sites. At least nine-in-ten prominent accounts on Truth Social (94%), Gettr (92%) and Gab (91%) are run by individuals, while individuals comprise a much smaller majority of the prominent accounts on Telegram (56%).

On some of these sites, including Truth Social and Gab, virtually all of the prominent individual accounts are people without a stated affiliation. But in other cases, substantial shares of the most prominent accounts are run by people linked to an elected office, news organization or other group.

Rumble has the highest proportion of individual accounts that are affiliated with organizations (21%); this includes political commentators like YouTuber and former Vice Media journalist Tim

Pool and The Daily Wire’s Ben Shapiro as well as politicians like former U.S. Rep. Tulsi Gabbard or Florida Gov. Ron DeSantis. Parler (15%) and Gettr (14%) have the next largest shares of prominent accounts that are individuals who are affiliated with an organization. Individuals with affiliations on Parler [include U.S. politicians](#) like U.S. Rep. Jim Jordan as well as political commentator Dinesh D’Souza, while those on Gettr include The Babylon Bee CEO Seth Dillon and politicians like Rep. Elise Stefanik and Arizona state Rep. Mark Finchem, who is currently running for secretary of state there.

Telegram stands out as having a much higher proportion of organizational accounts than any other alternative social media site. A third of the prominent accounts on Telegram (33%) are official accounts of organizations. These are largely cryptocurrency companies, which use their Telegram channels to communicate with their customers and followers. Rumble has the second-largest share of organizational accounts (21%), which are largely outlets like One America News Network and the Daily Caller.

Roughly one-quarter of prominent accounts express right-leaning political orientation or support for Trump in profiles

Political appeals are common across the different types of prominent accounts on these sites, but they often are not presented in traditional ideological or partisan language.

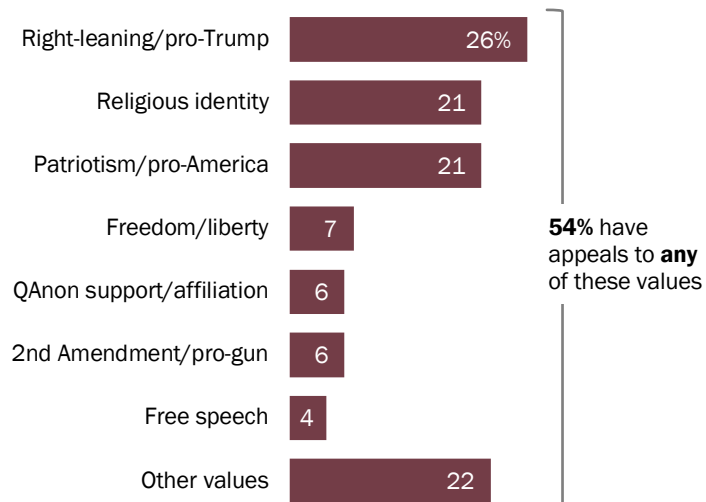
To determine the political orientation and other values and identities expressed by these accounts, researchers looked at the banner image, profile photo, bio and other elements of the account profile page. The content of the posts themselves were not assessed.⁶

About half (54%) of prominent accounts appeal to some kind of value or political orientation in their profiles (the short descriptions that often appear under the account name).

The most common of these appeals was right-leaning: 26% of prominent accounts expressed some kind of right-leaning or pro-Trump sentiment, more of which centered around former President Donald Trump or his “Make America Great Again” movement than around the Republican Party or conservative ideology. One example of a right-leaning orientation is the profile of North Carolina Rep. Madison Cawthorn, who ran for reelection in a Republican primary contest earlier this year. In the bio of his Telegram account, he identifies himself as a “Conservative, Business Owner [and] Political Activist.” And Catholic priest and anti-abortion activist Father Frank Pavone expresses his pro-

About a quarter of prominent alternative social media accounts link themselves to GOP, Trump

% of prominent alternative social media accounts that have appeals to each value in their profiles



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Accounts may express more than one value appeal. “Other values” include value appeals that appeared less frequently than others, including opposition to Big Tech, opposition to mainstream media, and ethnic identity. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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⁶ Rumble does not provide a bio section for accounts, so many put this information in their post descriptions. For this site, the five most recent posts were examined.

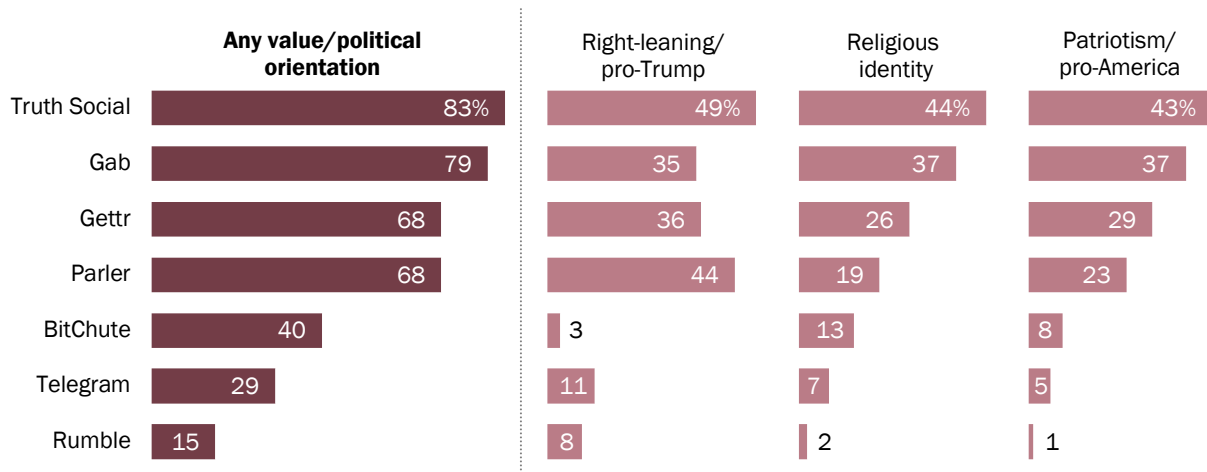
Trump sentiments on his Gettr account by including his leadership in “ProLife Voices for Trump” in his bio and wearing a “Make America Great Again” hat in his profile photo.

Other values or identities are also common. About one-in-five prominent accounts (21%) express pro-America or patriotic values, while the same share express a religious identity. Smaller shares identify with freedom or liberty as values (7%), express pro-gun or pro-Second Amendment sentiments (6%), or support the set of conspiracy theories known as QAnon (6%). While support for free speech is a primary value the alternative social media sites [use to describe themselves](#), just 4% of the most prominent accounts across the sites mention this in their profiles. Additionally, about one-in-five accounts (22%) express a variety of other values, such as opposition to Big Tech, opposition to mainstream media, and ethnic identity.

Looking across alternative social media sites, it is far more common for prominent accounts to express a political orientation or value or identity appeal on some sites than others. Roughly two-thirds of prominent accounts or more include a value in their profile on Truth Social, Gab, Gettr or Parler. In comparison, fewer than half of accounts on BitChute, Telegram and Rumble express these appeals.

Prominent accounts on Truth Social, Gab most likely to express certain key values

% of prominent accounts on each alternative social media site that have appeals to each in their profiles



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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About half of prominent accounts on Truth Social (49%) – a site founded by former President Trump – are right-leaning or express support for Trump in their profiles. The same is true of 44% of accounts on Parler, a site [used by organizers](#) to help plan the Jan. 6, 2021, riots at the U.S. Capitol. Roughly one-third of Gettr (36%) and Gab (35%) accounts include right-leaning or pro-Trump appeals. Much smaller shares of prominent accounts on Telegram, Rumble or BitChute include this kind of language or iconography.

Religious identities and patriotic appeals are also common on Truth Social and Gab, where about four-in-ten accounts express these values in their profiles.

About one-third of prominent accounts on BitChute have been banned or demonetized by other social media sites

Former President Donald Trump is likely the most notable person connected with these alternative social media sites to be banned or suspended from more established social media sites: He launched Truth Social after being “indefinitely” or “permanently” suspended from Facebook and Twitter.

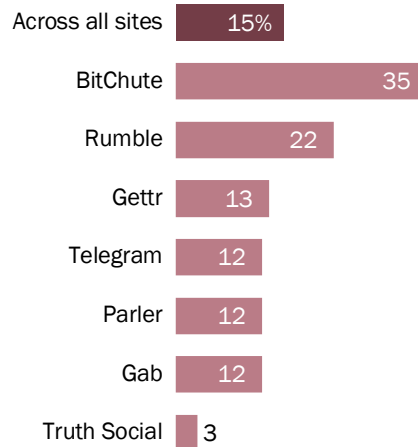
But he is not alone. This study found that 15% of prominent accounts on these alternative social media sites had their account on another social media site banned or [demonetized](#) (i.e., had their access to revenue-sharing partnerships like advertising revoked).

BitChute is the site with by far the highest percentage of accounts that saw their accounts on other social media sites banned or demonetized, at about one-third of its prominent accounts (35%). Rumble is next, with about one-fifth of its prominent accounts having been previously banned or demonetized elsewhere (22%). And about one-in-ten accounts on Gettr (13%), Gab (12%), Parler (12%) and Telegram (12%) have been banned or demonetized elsewhere.

Despite Trump’s experience, Truth Social has the lowest percentage of banned accounts, at 3%.

15% of prominent alternative social media accounts have been banned or demonetized on other social media sites

% of prominent accounts on each alternative social media site that have been banned or demonetized by other social media sites



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. See methodology for more details. Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022. “The Role of Alternative Social Media in the News and Information Environment”

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About one-in-five prominent alternative social media accounts solicit funds from their followers

There are multiple ways for social media content creators to fund their work, from revenue sharing with the site itself to asking their audience to subscribe or offer donations. ([Many of the alternative social media sites studied here also ask for donations themselves.](#))

About one-in-five prominent accounts across the seven sites (19%) turn directly to their followers for support by asking for donations or offering paid subscriptions. A 2020 study found that [41% of](#) popular YouTube news channels also did this.

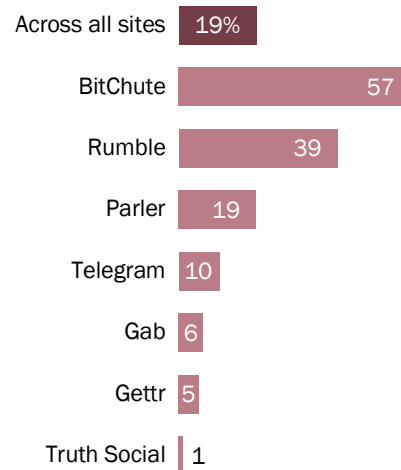
Prominent accounts that accept donations and subscriptions tend to use external sites to streamline that process. The most common method is subscription sites such as Patreon and locals.com (8% of all prominent accounts), while a small share of accounts (3%) also accept cryptocurrency like bitcoin. One-in-ten accounts accept donations from a range of other avenues, including direct donation apps like PayPal or fundraising sites like GoFundMe.

Two sites – BitChute and Rumble – stand out for having particularly large shares of prominent accounts that solicit funds from their followers; these also are [the two sites that focus entirely on video content](#) [LINK TO AUDIT], which often has high production costs. More than half of BitChute accounts (57%) ask for donations, as do about four-in-ten accounts on Rumble (39%). About one-in-five accounts on BitChute (22%) use Patreon, while the same percentage of accounts on Rumble instead opt for locals.com, a [partner of Rumble](#).

Some accounts also raise money through selling branded merchandise like T-shirts and mugs to their followers. Across the alternative social media sites studied, 7% of prominent accounts sell branded merchandise. Like donations and subscriptions, this is [more common on video-focused](#)

Many prominent accounts on BitChute and Rumble ask for donations or offer subscriptions

% of prominent accounts on each alternative social media site that accept donations or offer subscriptions



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. See methodology for more details. Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022. "The Role of Alternative Social Media in the News and Information Environment"

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[sites](#). About a quarter of prominent accounts on Rumble (24%) sell merchandise, as do 13% on BitChute.

About one-in-five of these prominent accounts link to their accounts on more established social media

With relatively small [user bases on each of the alternative social media sites](#), just over four-in-ten prominent accounts on alternative social media sites (44%) link to another online presence.

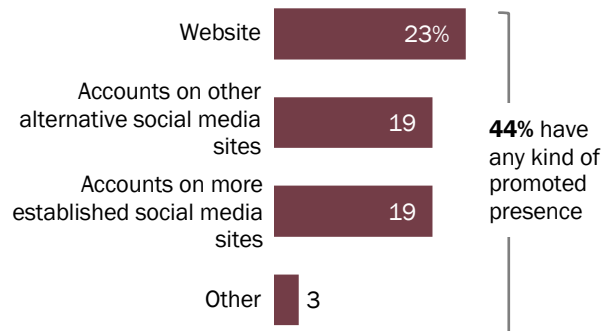
To determine whether accounts promoted any external presence, researchers looked at the links on the account's profile page. Researchers did not use any search engines or look on other platforms for accounts.

The most common form of this promoted presence is a personal or business website, with 23% of the accounts including it on their profiles. And though alternative social media sites often are viewed as a refuge for those who feel they don't belong on the more established sites – or were banned from them – about one-in-five of the prominent accounts across sites (19%) still promote the accounts they have on larger sites like Facebook, Twitter and YouTube.

An identical share of accounts (19%) also share links to the accounts they have on other alternative social media sites (or in some instances, accounts on the same platform, such as a company with a Telegram account linking to their support account).

About four-in-ten alternative social media accounts promote their other online accounts

% of prominent alternative social media accounts that link to their own ...



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. These sites are included under "other alternative social media." "More established social media" include Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, Twitch, Vimeo and Reddit. Accounts can include links to multiple online presences on their profile. See methodology for more details.
Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.
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Majorities of prominent accounts on three sites – BitChute, Telegram and Rumble – link to an external presence.

Nearly three-quarters of prominent BitChute accounts (72%) link to another online presence, as do just over half on the other video-focused site, Rumble (55%). Accounts on these sites often link to other video sites (28% of BitChute and 33% of Rumble accounts), including more established sites like YouTube and Vimeo. These links include referrals to “backup” accounts – in case their account is banned – or affiliated accounts connected to the same individual or organization (e.g., some organizational accounts link to the personal accounts of their hosts).

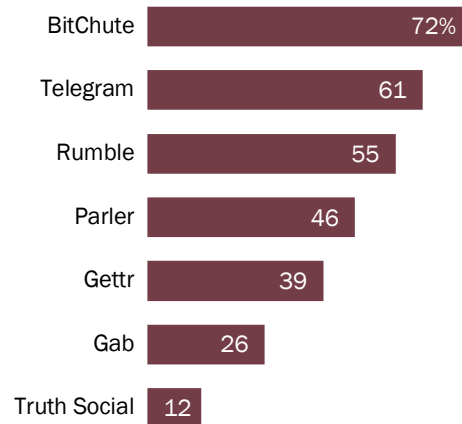
Prominent accounts on Rumble are more than twice as likely to promote more established social media sites than alternative ones (44% vs. 16%). On BitChute, meanwhile, established and alternative social media sites are promoted by an equal share of prominent accounts (38% each).

Roughly six-in-ten of the prominent accounts on Telegram also promote links to other online presences in their profile. For example, 31% of prominent accounts promote their websites and 36% link to their other accounts within Telegram. This is partly due to the large presence of cryptocurrency company accounts on the platform, which often link to their business websites and other accounts. Prominent accounts on Telegram are also more likely to link to their online presence on alternative social media sites (39%) than on more established social media sites (26%).

Prominent accounts on Truth Social are the least likely to share links to other online presences, at 12%.

Majority of prominent accounts on BitChute, Telegram and Rumble promote other online accounts

% of prominent accounts on each alternative social media site that promote another online presence



Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. Accounts can include links to multiple online presences on their profiles. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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4. Content from prominent alternative social media accounts highlights extreme vaccine skepticism, anxiety over LGBTQ issues

Along with identifying samples of 200 accounts with the largest number of followers on each of seven alternative social media sites, Pew Research Center also collected all of the posts produced by these accounts from June 1 to 30, 2022. (For more details on how this data collection was conducted, see the methodology.)

These prominent accounts exhibited a number of differences in their basic posting behavior across sites – including whether they produced any posts at all during the month. At least 97% of prominent accounts on BitChute and Telegram were active in June. But on Parler, just 105 of the 200 prominent accounts identified published at least one post during the month.

These prominent accounts produced a sizable volume of content over the study period: a total of more than 585,000 posts across the seven sites.

And the number of posts produced on each site varied in ways often tied to the structure and format of the platforms themselves. Prominent accounts on the chat-oriented site Telegram, for instance, produced by far the most individual posts – more than 275,000 in the month of June alone. Prominent users on video-focused sites like BitChute and Rumble, meanwhile, produced only about one-twentieth as many posts in the same time period.

On each site studied, a small number of accounts produced a substantial share of posts

The ____ among 200 sampled prominent accounts on each alternative social media site, June 2022

	# of accounts that posted during month	Total # of posts	# of posts from 20 most active accounts	% of posts from 20 most active accounts
BitChute	199	14,316	8,238	58%
Telegram	193	275,927	220,948	80
Truth Social	183	65,631	30,226	46
Rumble	178	12,659	7,685	61
Gab	155	186,035	112,252	60
Gettr	134	7,971	4,748	60
Parler	105	22,931	16,675	73
Total	1,147	585,470	400,772	68%

Note: N=1,400 prominent accounts. An equal number of accounts were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. See methodology for more details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

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Across all the sites, though, a minority of highly active users were responsible for a disproportionate share of the posts from these prominent accounts. The 20 most active prominent accounts on each site produced at least 46% – and as much as 80% – of all the posts the Center collected during the month of June. This sort of top-heavy posting behavior is a common feature of many online platforms that the Center has examined in its previous research.

Prominent accounts that posted during the month of June engaged in widespread discussion of topics like guns, abortion and vaccines

To examine the nature of the topical discussion among these prominent accounts, researchers used a keyword-based approach to identify posts mentioning five broad issues linked to contemporaneous news events or ongoing social developments. They then calculated the share of “active accounts” on each platform – those that posted something during the month – who mentioned each topic at least once.⁷

The topics examined were:

- *Abortion* (including the Supreme Court decision in *Dobbs v. Jackson Women’s Health Organization* that overturned *Roe v. Wade*)
- *Guns, gun control and shootings*
- *LGBTQ issues*
- *The Jan. 6, 2021, attack on the U.S. Capitol (and related hearings)*
- *Vaccines*

All five of these topics received considerable attention across the sites: Each topic was mentioned by at least a quarter of active prominent accounts on *every* site, and in many cases these topics were discussed by a majority of accounts.

While there were some site-level differences in the overall share of active accounts who engaged with these topics, the issue of guns and gun rights was an especially popular subject area among prominent accounts on nearly all of these sites. Of the topics examined, guns were discussed by the largest share of active accounts on five of these seven sites and by the second-largest share on another.

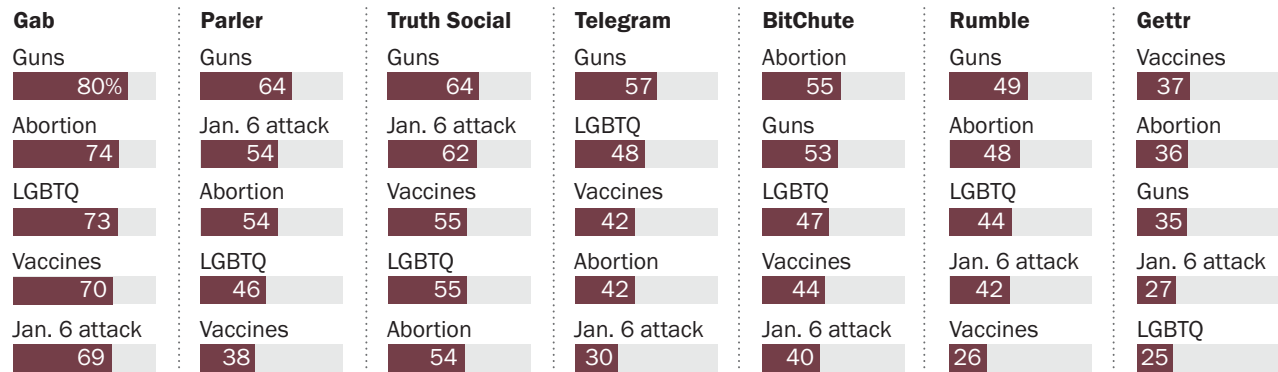
Discussion of the Jan. 6 attack, in contrast, exhibited more variation across platforms. The Jan. 6 attack was the least-discussed of these topics on three platforms (BitChute, Gab and Telegram), but was the second-most discussed – after guns and gun rights – on Parler and Truth Social. The Jan. 6 attack was mentioned by at least half of active prominent accounts during the month on Parler and Truth Social, as well as on Gab – where each of the five topics was discussed by two-thirds or more of active prominent accounts in June.

⁷ Keywords were matched against the text of posts and the title, description, and URL of any links. Content within videos was not included. See the methodology for the list of specific keywords used to identify these topics.

Discussion of LGBTQ issues was also common. A majority of active prominent accounts discussed this topic on both Gab and Truth Social, while more than four-in-ten such accounts mentioned it on Parler, Telegram, BitChute and Rumble. On only one platform (Gettr) was it the *least* mentioned of the five topics examined in the analysis.

Widespread discussion of issues such as guns, abortion and vaccines among prominent alternative social media accounts that posted in June

% of prominent active alternative social media accounts on each site that posted about each topic during June 2022



Note: N=1,147 prominent active accounts that posted at least once in June 2022 (out of 1,400). An equal number of accounts were sampled from the accounts with the most followers from each of the seven alternative social media sites listed above. Percentages based on accounts that posted at least once during the month. Topics identified via keyword matching. Content analysis of posts containing video or audio content includes only the text included in those posts (such as video title or description). See methodology for more details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

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Phrases used to discuss these topics highlight non-mainstream worldviews and sometimes offensive language

Note: This section of the report includes discussion of topics from posts on alternative social media sites, including verbatim quotes. Some of these phrases may be linked to misinformation or contain offensive content.

The words used by prominent alternative social media accounts to discuss issues such as vaccines or the Jan. 6 attack help reveal the unique language, issues of salience and influential figures within these online spaces. After identifying and measuring the prevalence of these topics at a broad level, researchers collected all the posts on each platform mentioning each topic. They then calculated the most common two- or three-word phrases (“bi-grams” or “tri-grams”) contained in these posts. ([See the methodology for more details.](#))

Like many collections of unstructured discussion, the posts about any given topic contained a wide range of terms and phrasings. With some exceptions, the most common expressions within topics typically were mentioned in anywhere from 1% to 10% of all posts mentioning that topic. Even in these relatively small percentages, though, many common themes stand out. ([See Appendix C](#) for a full list of the top phrases within posts about each topic, as well as their prevalence.)

The Jan. 6 attack on the U.S. Capitol and related hearings: Discussion of real-time events mixed with contempt for the process

When these prominent accounts discussed the Jan. 6 attack, they often mentioned individuals (former President Donald Trump, House select committee member Rep. Liz Cheney) or entities (such as the Capitol Police and Secret Service) who were involved on the day of the attack or referenced in the congressional hearings happening at the time of the data collection.

In addition to discussing factual elements of the Jan. 6 attack and subsequent hearings, many common phrases used in these posts also demonstrate the extent to which the prominent accounts on these alternative social media sites disagreed vehemently with the fundamental legitimacy of the proceedings. The term “political prisoner” appeared in the 15 most-mentioned phrases in posts about these events on all seven alternative social media sites, while “unselect committee” and “witch hunt” each appeared among the most-used terms on four sites. Other common terms in these posts, depending on the site, included “DC gulag,” “sham hearing,” “deep state” and “kangaroo court.”

Vaccines: Frequent references to extreme vaccine skeptics and potential risks of vaccination

The most-mentioned phrases in vaccine-related posts from these prominent accounts suggest a deep skepticism about vaccines and the supposed risks of vaccination. The most common terms in these posts regularly mentioned generalized, unspecified risks like “side effect” and “adverse reaction,” as well as specific if rare conditions potentially caused by vaccines like “blood clot” and “heart inflammation.” They also included diseases or symptoms that the current [medical literature](#) finds [little evidence](#) of being linked to vaccines, such as “[sudden adult] death syndrome” or “sperm count.”

These common phrases also prominently featured the names of several influential vaccine deniers. The name of author and journalist Naomi Wolf – whose Twitter account was [suspended in June 2021](#) for repeatedly posting misinformation about COVID-19 vaccines – was among the most mentioned vaccine-related terms on four of these seven sites. And discussions of vaccines on BitChute and Rumble often mentioned Stew Peters (a former bounty hunter-turned-radio host who has produced a documentary that associates COVID-19 vaccines with [satanic forces](#)), as well as conservative influencer Dr. Jane Ruby, who has promoted the [false claim](#) that COVID-19 vaccines are composed entirely of foreign substances, and that “there’s no other reason for this to be in here except to murder people.”

Other prevalent terms referenced conspiracy theories about the nefarious purposes of the COVID-19 vaccines (“Bill Gates”) or the source of the COVID-19 virus itself (“Wuhan coronavirus,” “CCP [Chinese Communist Party] virus”).

Abortion: Focus on law and policy after Dobbs ruling

More than the rest of these topics, discussion of abortion was dominated by a singular entity. “Supreme Court” was the most-mentioned phrase within these posts by a substantial margin, appearing in as many as 32% of abortion-related posts depending on the site – a reflection of the Supreme Court’s Dobbs v. Jackson Women’s Health Organization ruling that was leaked in [early May 2022](#) before its [June 24 release](#). Other common phrases in these posts across sites included “Planned Parenthood,” “[crisis] pregnancy centers,” and “killing babies.”

Gun control: Discussion of high-profile shootings and Supreme Court rulings, worries about new gun control efforts

Similarly, many common terms in posts mentioning guns referenced contemporaneous events like the May 24 school shooting in Uvalde, Texas (“Robb Elementary,” “police chief”) or the June 23 [Supreme Court ruling](#) striking down New York state’s concealed carry weapons law (“Supreme

Court,” “New York,” “concealed carry”). Another common set of terms were related to concern and opposition to potential gun control regulations or restrictions. These included phrases like “take away [our guns],” “false flag” and “Matthew McConaughey” (who made several speeches and lobbying efforts [on behalf of gun control efforts](#) in the weeks following the Uvalde school shooting).

LGBTQ issues: Concerns over children and ‘drag queen story hour’

Posts from these prominent accounts mentioning LGBTQ issues covered a number of topics and concerns, but frequently focused on perceived threats or dangers to children. Some 10% of all posts mentioning LGBTQ issues across these seven platforms included words related to pedophilia (such as “pedo”) or child grooming (such as “groomer”). Other terms that appeared in these top phrases included “protect child,” “[number] year old,” and “child pornography.”

Another common issue of focus were so-called drag queen story hours: family-oriented events featuring drag performers, a number of which were the site of [protests and occasionally violent confrontations](#) in the spring and summer of 2022. The phrase “story hour” was among the 15 most-used phrases in posts mentioning this topic on six of these seven sites. And the phrase “Pizza Hut” – a reference to a [viral controversy](#) over a children’s reading club that included a book about a drag performer – was the single-most frequently mentioned phrase in these posts on Truth Social.

A third group of common phrases in these posts indicated concern over transgender issues and changing norms of gender identity. Roughly one-quarter of all such posts about LGBTQ issues by these prominent accounts (24%) included the word “trans.” And on four of the seven sites, the top 15 terms included references to transgender athletes competing in women’s sports.

These posts also frequently mentioned journalists, politicians and other figures who have prominently spoken out against changing gender norms, or against expanded rights and greater public acceptance for LGBTQ individuals.

These prominent accounts often linked to other social media platforms, established and alternative alike – but rarely to traditional media outlets

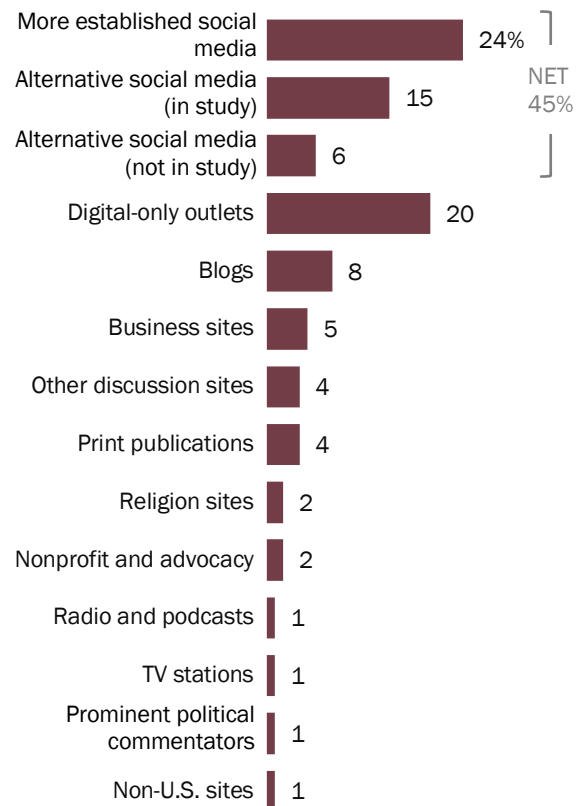
In the month of June, the prominent accounts examined in this analysis posted a total of 359,037 discrete links to 9,075 unique web domains. Around one-quarter of all posts produced by these accounts during the month (27%) included at least one link.

In an effort to understand the types of online entities these prominent accounts directed their audiences toward, researchers from the Center collected and classified every domain that was shared at least 100 times during the month. A total of 345 domains met this condition, and they accounted for 84% of all links shared by these accounts during the study period. These domains were then categorized in a method similar to the one used in the Center's 2018 analysis of [immigration-related tweets](#), as well as its 2020 examination of [COVID-19 posts](#) in public Facebook groups.

This analysis finds that social media sites – both established and alternative – are central to the link-sharing habits of these popular accounts. Fully 45% of all links to popular domains shared by these accounts went to some type of social media site, including around a quarter (24%) that pointed to more established sites such as YouTube or Twitter. Another 15% went to alternative social media sites that were included in this study – while 6% went to other alternative social media sites like odysee.com that were not included in this report.

Nearly half of links from prominent alternative social media accounts pointed to other social media sites

% of links from prominent alternative social media accounts in June 2022 that went to ...



Note: N=302,828 links from posts by prominent accounts that posted in June 2022. Analysis includes only domains with at least 100 shares during the month. An equal number of accounts were sampled from the accounts with the most followers from each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Categories featured in less than 1% of links (satire/humor, news aggregators, wire services, health care entities, U.S. political entities, public health agencies) and those that did not fall into any of the listed categories are not shown. See methodology for more details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

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Beyond social media, one-in-five of these links went to digital-only news organizations, while another 8% went to blogs. All told, nearly three-quarters of all links to popular domains from these accounts (73%) went to these four categories (more established social media, alternative social media, digital-only news and blogs).

By contrast, it was rare for these prominent accounts to link directly to legacy media sources. Just 4% of these links went to the online presences of print publications, and 1% went to TV station websites.

This abundance of links to the social web and digital-native news organizations – and paucity of links to legacy media sources – represents a stark divergence from the link-sharing habits in other online spaces the Center has examined. In the Center’s study of COVID-19 posts on public Facebook groups, more than four-in-ten posts containing links directed readers to either the website of a TV station (28%) or a print publication (15%). Meanwhile, just 9% of such posts contained links to other social media sites. And in the Center’s study of immigration posts on Twitter, legacy news organizations such as print, TV and radio accounted for 28% of linked sites – double the share for digital-only news organizations (14%). Even acknowledging the differences in these studies – including the methods, time frame and topical orientation – the stark variation in these findings is striking.

Social media sites and digital-only publishers are the most common individual domains in links from prominent alternative social media accounts

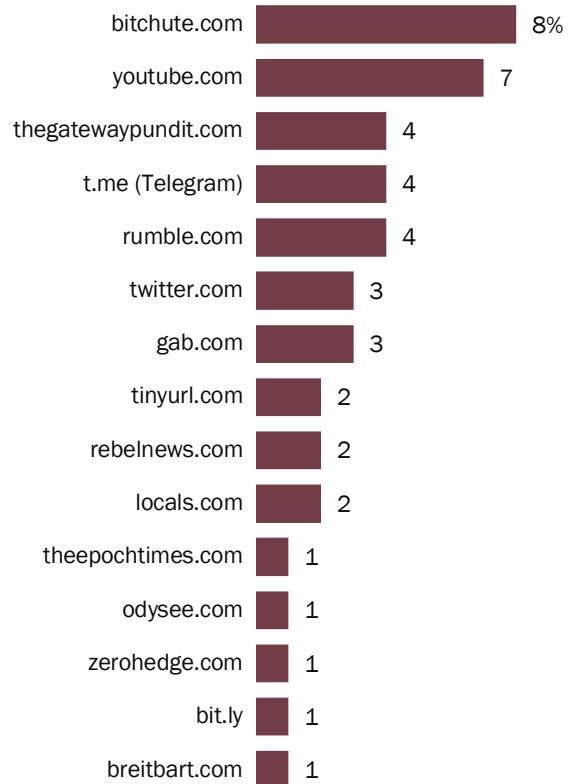
In addition to grouping these domains into categories, researchers also examined the most popular *individual domains* based on the share of all links that directed readers or viewers to those sites. (For the top domains across each individual alternative social platform, [see Appendix C.](#))

Three digital-only publishers – The Gateway Pundit, Rebel News and Breitbart – appeared in the 15 most-linked domains across the seven platforms. Indeed, 8% of *all* the links shared by these prominent accounts over the month of June went to these three platforms – with 4% of all links going to The Gateway Pundit alone. The rest of the domains in the top 15 consisted primarily of social media sites, whether established or alternative.

And the 15 most-linked domains contained only one outlet that began as a print publication: The Epoch Times.

Most links from prominent alternative social accounts include other social media sites

% of links from prominent alternative social media accounts in June 2022 that went to ...



Note: N=359,037 links from posts by prominent accounts that posted in June 2022. An equal number of accounts were sampled from the accounts with the most followers from each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. See methodology for more details. Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022. "The Role of Alternative Social Media in the News and Information Environment"

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Appendix A: Detailed tables for audit of seven alternative social media sites

Self-described philosophies of alternative social media sites

Alternative social media sites studied that say they ...

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Support “free speech” or First Amendment	X	X	X	X	X	X	X
Are an alternative to Big Tech		X	X	X			
Are opposed to censorship	X		X	X	X		

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, “About” pages and similar sections of the websites.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Self-described political orientation of alternative social media sites

Alternative social media sites studied that say they are ...

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Left-leaning							
Right-leaning							
Nonpartisan							X

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, "About" pages and similar sections of the websites.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Moderation features of alternative social media sites

Alternative social media sites studied that have each moderation feature

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Site/group-level moderation							
Site has moderated content	X		X	X	X	X	X
Group administrators can moderate content		X				X	
User-level moderation							
Block/mute accounts		X	X	X		X	X
Report accounts/posts	X	X	X	X		X	X
Block explicit content	X			X		X	X
Block keywords		X					

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, “About” pages and similar sections of the websites and examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August 2022.

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Privacy protections of alternative social media sites

Alternative social media sites studied that ...

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Say they won't sell user data	X	X		X		X	X
Say they won't share user data						X	
Do not have targeted third-party ads		X		X		X	
Say they have encrypted messages			X			X	
Allow users to control access to their posts		X	X	X		X	
Allow users to control who can comment on their posts				X		X	
Allow users to make their profile hidden		X				X	
Give users the ability to modify privacy settings		X	X	X		X	

Note: Data reflects the state of each site when collected; sites may have changed since then. Researchers reviewed terms of service, "About" pages and similar sections of the websites and examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Revenue sources of alternative social media sites

Alternative social media sites studied that raise revenue using each method

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Linked to high-profile backers			X	X	X	X	X
Account upgrades/subscriptions	X	X			X	X	
Advertising	X	X			X	X	
Merchandise		X		X			X
Donations	X	X					
Cryptocurrency	X	X		X			

Note: Data reflects the state of each site when collected; sites may have changed since then. High-profile backers are individuals or groups who have been financially linked to the site. Researchers reviewed terms of service, “About” pages and similar sections of the websites, media coverage, as well as examined features of the websites available to logged-in users.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Platform availability of alternative social media sites

Alternative social media sites studied that are available on ...

	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
The web	X	X	X	X	X	X	X
iOS			X	X	X	X	X
Android			X	X	X	X	

Note: Data reflects the state of each site when collected; sites may have changed since then.

Source: Data from Pew Research Center audit of seven alternative social media sites, collected April 2022 and verified August-September 2022.

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Appendix B: Detailed tables for content analysis of sample of prominent accounts

Prominent accounts representing individuals on alternative social media sites

% of prominent alternative social media accounts that are ...

	%
NET Individuals	83
Individuals (with no affiliation)	74
Individuals (affiliated)	10
Organizations	12
Other	5

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. "Other" includes bots, fan accounts or other types of accounts. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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Account type by alternative social media site

% of prominent accounts on each alternative social media site that are ...

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
Account type	%	%	%	%	%	%	%	%
NET Individuals	83	87	91	92	86	78	56	94
Individuals (with no affiliation)	74	79	90	79	72	58	49	92
Individuals (affiliated)	10	8	1	14	15	21	8	2
Organizations	12	10	4	6	9	21	33	3
Other	5	4	6	3	5	2	12	3

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each site. "Other" includes bots, fan accounts or other types of accounts. Numbers may not add up to 100% due to rounding. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Affiliations of organization accounts on alternative social media sites

*% of prominent **organization** accounts on alternative social media sites that are affiliated with ...*

Affiliation	%
Commercial/for-profit company	38
NET News organizations	37
Digital-only news outlets	26
Legacy media	10
Broadcast/cable television	4
Print newspaper or magazine	4
Broadcast radio	1
Wire service	1
News aggregator/app	1
Nonprofit/advocacy organization	14
Podcast	4
Government entity	2
Satirical sites	2
Polling organizations	1
Religious	1
U.S. political party or candidate	1
Other	1

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Numbers may not add up to 100% due to rounding. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Value/identity appeals of prominent alternative social media accounts

% of prominent alternative social media accounts that have appeals to each value in their profiles

	%
NET Any value or political orientation	54
Right-leaning/pro-Trump	26
Patriotism/pro-America	21
Religious identity	21
Freedom/liberty	7
2nd Amendment/pro-gun	6
QAnon support/affiliation	6
Free speech	4
Other values	22

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Accounts may express more than one value appeal. "Other values" includes value appeals that appeared less frequently than others, including opposition to Big Tech, opposition to mainstream media, and ethnic identity. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Value/identity appeals of prominent accounts by alternative social media site

% of prominent accounts on each alternative social media site that have appeals to ____ in their profiles

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
	%	%	%	%	%	%	%	%
NET Any value or political orientation	54	40	79	68	68	15	29	83
Right-leaning/pro-Trump	26	3	35	36	44	8	11	49
Patriotism/pro-America	21	8	37	29	23	1	5	43
Religious identity	21	13	37	26	19	2	7	44

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. Prominent accounts are those with the highest number of followers on each site. Accounts may express more than one value appeal. Other values not shown. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Banned or demonetized accounts on alternative social media

% of prominent alternative social media accounts that have ____ by other social media sites

	%
Been banned or demonetized	15
Not been banned or demonetized	85

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. Banned or demonetized accounts are those that have been removed or lost revenue sharing on other sites. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Banned or demonetized accounts by alternative social media site

% of prominent accounts on each alternative social media site that have ____ by other social media sites

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
	%	%	%	%	%	%	%	%
Been banned or demonetized	15	35	12	13	12	22	12	3
Not been banned or demonetized	85	65	88	88	89	78	89	97

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. Numbers may not add up to 100% due to rounding. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Account donations and subscriptions on alternative social media

% of prominent alternative social media accounts that ...

	%
Accept donations or offer subscriptions	19
Do not accept donations or offer subscriptions	81

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Account donations and subscriptions by alternative social media site

% of prominent accounts on each alternative social media site that ...

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
	%	%	%	%	%	%	%	%
Accept donations or offer subscriptions	19	57	6	5	19	39	10	1
Do not accept donations or offer subscriptions	81	43	94	95	81	61	91	100

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. Numbers may not add up to 100% due to rounding. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Alternative social media account donation and subscription methods

% of prominent alternative social media accounts that raise revenue via ...

	%
NET Any account support	19
Subscription sites	8
Patreon	5
Locals.com or other subscription sites	4
Merchandise	7
Cryptocurrency	3
Own website	2
Other	10

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. "Other" includes other kinds of donation or subscription sites, as well as payment apps. Accounts may use multiple donation or subscription sites or apps. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Account donation and subscription methods by alternative social media site

% of prominent accounts on each alternative social media site that raise revenue via ...

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
	%	%	%	%	%	%	%	%
NET Any account support	19	57	6	5	19	39	10	1
Subscription sites	8	23	1	-	1	31	2	-
Patreon	5	22	-	-	-	10	2	-
Locals.com or other subscription sites	4	2	1	-	1	22	-	-
Merchandise	7	13	3	3	3	24	5	1
Cryptocurrency	3	12	2	-	-	2	3	-
Own website	2	5	-	-	1	8	1	-
Other	10	52	1	-	2	11	5	-

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. "Other" includes other kinds of donation or subscription sites, as well as payment apps. Accounts may use multiple donation or subscription sites or apps. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Promotion of other online accounts by alternative social media accounts

% of prominent alternative social media accounts that link to their own ...

	%
NET Any promoted presence	44
Website	23
NET Alternative social media accounts	19
BitChute	2
Gab	6
Gettr	2
Parler	2
Rumble	3
Telegram	11
Truth Social	3
Video sites	12
More established social media accounts	19
Other	3

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of seven alternative social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. "Video sites" includes BitChute, YouTube, Rumble, and Vimeo. "More established social media" includes Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, Twitch, Vimeo and Reddit. Accounts can include links to multiple online presences on their profile. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Promotion of other online accounts by alternative social media site

% of prominent accounts on each alternative social media site that link to their own ...

	All sites	BitChute	Gab	Gettr	Parler	Rumble	Telegram	Truth Social
	%	%	%	%	%	%	%	%
NET Any promoted presence	44	72	26	39	46	55	61	12
Website	23	47	9	17	22	33	31	5
NET Alternative social media accounts	19	38	11	10	14	16	39	3
BitChute	2	2	3	1	1	3	2	-
Gab	6	28	1	2	3	5	2	1
Gettr	2	2	1	1	7	5	1	1
Parler	2	7	1	1	2	4	-	-
Rumble	3	11	1	1	2	2	3	-
Telegram	11	17	6	4	4	10	36	1
Truth Social	3	4	2	4	3	8	3	1
Video sites	12	28	5	3	7	33	11	2
More established social media accounts	19	38	5	5	10	44	26	4
Other	3	5	2	1	1	4	7	-

Note: N=1,400 prominent accounts. 200 were sampled from the accounts with the most followers on each of the seven alternative social media sites listed above. "Video sites" includes BitChute, YouTube, Rumble, and Vimeo. "More established social media" includes Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, Twitch, Vimeo, and Reddit. Accounts can include links to multiple online presences on their profile. See methodology for more details.

Source: Pew Research Center analysis of 200 prominent accounts on each alternative social media site conducted June 2022.

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Appendix C: Detailed tables for content analysis of posts from prominent accounts from June 2022

Most-linked domains from prominent alternative social media accounts

% of links from prominent alternative social media accounts that went to ...

BitChute		Gab		Gettr		Parler	
bitchute.com	19%	thegatewaypundit.com	12%	christianpost.com	12%	zerohedge.com	10%
tinyurl.com	5	youtube.com	11	thepostmillennial.com	7	rumble.com	7
youtube.com	4	gab.com	6	creativedestructionmedia.com	6	pagesix.com	7
odysee.com	3	rumble.com	5	thegatewaypundit.com	6	naturalnews.com	5
t.me	3	bitchute.com	3	rumble.com	4	newsbusters.org	4
rebelnews.com	3	breitbart.com	3	youtube.com	4	theepochtimes.com	4
gab.com	3	theepochtimes.com	3	theinfowar.tv	4	thedcpatriot.com	4
earthnewspaper.org	2	zerohedge.com	2	zerohedge.com	3	rebelnews.com	4
gematrix.org	2	entityart.co.uk	2	dogfaceponia.com	3	youtube.com	3
bit.ly	2	t.me	1	infowars.com	3	infowars.com	3
rumble.com	2	redvoicemedia.com	1	gnews.org	3	thegatewaypundit.com	2
twitter.com	2	texemarrs.com	1	battleplan.news	2	americasvoice.news	2
minds.com	1	myregisteredsite.com	1	foxnews.com	2	ammoland.com	2
vimeo.com	1	naturalnews.com	1	theepochtimes.com	2	breitbart.com	2
subscribestar.com	1	westernjournal.com	1	nypost.com	2	therightscoop.com	2
Rumble		Telegram		Truth Social			
locals.com	12%	t.me	15%	truthsocial.com	12%		
rebelnews.com	8	twitter.com	11	thegatewaypundit.com	8		
youtube.com	6	youtube.com	9	justthenews.com	6		
twitter.com	5	ct.com	3	rumble.com	6		
facebook.com	4	rumble.com	3	theepochtimes.com	5		
bit.ly	3	forms.gle	2	t.me	4		
instagram.com	3	instagram.com	2	tmz.com	3		
rumble.com	3	reddit.com	2	dailymail.co.uk	3		
tinyurl.com	3	w-j.com	2	youtube.com	2		
jimmydorecomedy.com	2	vercel.app	1	breitbart.com	2		
t.me	2	breakingheadlines.news	1	twitter.com	2		
apple.co	2	truthsocial.com	1	conservativebrief.com	2		
charliekirk.com	1	fightingthecomms.com	1	oann.com	2		
truthsocial.com	1	fearless.report	1	foxnews.com	2		
gettr.com	1	greatawakening.world	1	rsbnetwork.com	1		

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. See methodology for more details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Most common phrases in posts mentioning guns, June 2022

% of posts from prominent alternative social media accounts mentioning guns that included the following phrases

BitChute		Gab		Gettr		Parler	
Supreme Court	7%	Supreme Court	4%	Supreme Court	7%	Supreme Court	4%
Alex Jones	4	Joe Biden	4	elementary school	4	control bill	3
New York	3	New York	4	amendment right	4	America's voice	2
Joe Biden	3	Robb Elementary	3	New York	4	New York	2
United States	3	control bill	3	control legislation	4	Joe Biden	1
false flag	3	dixie doodle	2	Joe Biden	4	amendment right	1
law enforcement	3	day happen	2	police chief	3	Mitch McConnell	1
Sandy Hook	2	amendment right	2	Alex Jones	3	conceal carry	1
elementary school	2	United States	2	January 6	2	GOP senator	1
gas price	2	John Cornyn	2	White House	2	Lindsey Graham	1
Justin Trudeau	2	med helicopter	2	10 Republican	2	police chief	1
Roe [vs] Wade	2	Republican senator	2	bear arms	2	take away	1
police department	2	White House	2	conceal carry	2	White House	1
silent war	2	take away	2	John Cornyn	2	join Democrat	1
		NYPD commissioner	2	Matthew McConaughey	2	Lauren Boebert	1
Rumble		Telegram		Truth Social			
Supreme Court	6%	Supreme Court	5%	Supreme Court	7%		
New York	5	New York	2	complete total	5		
Joe Biden	4	control bill	2	Joe Biden	4		
amendment right	3	Roe [vs] Wade	2	amendment right	3		
White House	3			defend 2[nd]	3		
Robb Elementary	2			Republican senator	3		
Sebastian Gorka	2			work hard	3		
Matthew McConaughey	2			secure border	3		
police chief	2			New York	2		
Jack Posobiec	2			control bill	2		
Tucker Carlson	2			take away	2		
control bill	2			John Cornyn	2		
Justin Trudeau	1			Mitch McConnell	2		
law enforcement	1			congressional district	2		
mental health	1			first step	2		

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. Relevant posts identified via keyword matching. Analysis limited to bi- and tri-grams. Top 15 non-duplicative or overlapping terms shown, where available. Some terms have been edited lightly for clarity and readability. See methodology for keywords used to identify topics and other details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Most common phrases in posts mentioning vaccines, June 2022

% of posts from prominent alternative social media accounts mentioning vaccines that included the following phrases

BitChute		Gab		Gettr		Parler	
Dr Jane	5%	food drug	3%	Miles Guo	10%	blood clot	2%
Stew Peters	4	Wuhan coronavirus	3	Chinese people	5	sperm count	2
side effect	4	Bill Gates	3	year old	4	clinical trial	2
big pharma	3	COVID injection	3	take COVID	4	adult death	1
6 month	3	death syndrome	3	CCP virus	4	FDA authorize	1
heart attack	3	side effect	2	whistleblower movement	4	America's voice	1
public health	3	United States	2	child 5	3	Biden administration	1
adult death	3	sudden adult	2	Naomi Wolf	3	heart inflammation	1
Pfizer document	2	big pharma	2	result death	3	kid 5	1
quinta columna	2	Pfizer Moderna	2	five year plan	3	Naomi Wolf	1
blood clot	2	blood clot	2	body CCP	3	White House	1
year old	2	White House	2	build numerous	3	6 month	1
United States	2	five year	2	Chinese communist	3	big pharma	1
world health	2	adverse reaction	2	corpse launch	3	degenerative brain	1
adverse reaction	2	child age	2	crematorium facility	3	Geller Report	1
Rumble		Telegram		Truth Social			
Dr Jane	7%	Bill Gates	3%	6 month	3%		
Rand Paul	6	still need	3	emergency authorization	3		
Naomi Wolf	4	Naomi Wolf	2	side effect	3		
Stew Peters	4	online presence	2	young child	3		
year old	4	public health	2	food drug	3		
6 month	4	Mike Yeadon	2	new study	2		
Dr Fauci	4	side effect	2	Bill Gates	2		
Joe Biden	3	good wish	2	blood clot	2		
answer question	2	immune system	2	big pharma	2		
child young	2	6 month	2	center disease	2		
drug administration	2	blood clot	2	adverse event	2		
episode ezra	2	Dr Paul	2	prion disease	2		
full report	2	adverse event	2	FDA approve	2		
New York	2	Dr Robert	2	Anthony Fauci	2		
spike protein	2	join FB	2	Pfizer Moderna	2		

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. Relevant posts identified via keyword matching. Analysis limited to bi- and tri-grams. Top 15 non-duplicative or overlapping terms shown, where available. Some terms have been edited lightly for clarity and readability. See methodology for keywords used to identify topics and other details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Most common phrases in posts mentioning the January 6 attack on the U.S. Capitol, June 2022

% of posts from prominent alternative social media accounts mentioning the Jan. 6 attack on the U.S. Capitol that included the following phrases

BitChute		Gab		Gettr		Parler	
Alex Jones	7%	Donald Trump	9%	political prisoner	13%	Dinesh D'Souza	4%
Owen Shroyer	4	committee hear[ing]	7	DC gulag	11	Liz Cheney	4
Donald Trump	4	Liz Cheney	7	American day	10	Capitol police	3
gas price	4	Capitol Police	5	hostage Afghanistan	10	committee hear[ing]	3
Pete Santilli	4	political prisoner	5	Joe Biden	10	Peter Navarro	2
gun control	4	unselect committee	4	midterm election	10	political prisoner	2
committee hear[ing]	3	Gateway Pundit	3	Donald Trump	10	President Trump	2
unselect committee	3	Nancy Pelosi	3	Cassidy Hutchinson	5	2000 mule	2
Cassidy Hutchinson	3	Cassidy Hutchinson	3	select committee	5	America's voice	2
Secret Service	3	White House	3	White House	5	kangaroo court	2
Fox News	3	Secret Service	3	Liz Cheney	4	FBI raid	2
sham hearing	3	Capitol riot	3	Secret Service	4	Secret Service	2
deep state	2	Ashli Babbitt	3	Capitol riot	4	Bill Barr	2
Liz Cheney	2	2020 election	3	duck speaker	4	Jake Lang	2
political prisoner	2	witch hunt	3			Apple podcasts	2

Rumble		Telegram		Truth Social	
Donald Trump	6%	unselect committee	5%	unselect committee	7%
committee hear[ing]	4	President Trump	5	Capitol Police	6
Cassidy Hutchinson	4	Liz Cheney	3	Donald Trump	6
Liz Cheney	4	national guard	3	Nancy Pelosi	6
White House	4	political prisoner	3	national guard	5
Sebastian Gorka	3	Secret Service	3	Liz Cheney	4
US Capitol	3	Michael Stenger	3	White House	4
Boris Epshteyn	2	Adam Schiff	2	Cassidy Hutchinson	4
political prisoner	2	Capitol Police	2	political prisoner	4
America first	2	ABC News	2	Secret Service	3
Fox News	2	Jake Lang	2	Capitol riot	3
witch hunt	2	2020 election	2	witch hunt	3
Dinesh D'Souza	2	Kash Patel	2	Michael Stenger	2
Secret Service	2	witch hunt	2	2020 election	2
special guest	2	FBI raid	2	Mark Meadows	2

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. Relevant posts identified via keyword matching. Analysis limited to bi- and tri-grams. Top 15 non-duplicative or overlapping terms shown, where available. Some terms have been edited lightly for clarity and readability. See methodology for keywords used to identify topics and other details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

Most common phrases in posts mentioning LGBTQ issues, June 2022

% of posts from prominent alternative social media accounts mentioning LGBTQ issues that included the following phrases

BitChute		Gab		Gettr		Parler	
Rubin Report	4%	story hour	5%	Fox News	3%	America's voice	2%
Alex Jones	3	Patriot Front	3	story hour	2	final telegraph	2
Owen Shroyer	3	Fox News	2	United Methodist	2	Fox News	2
gun control	3	dixie doodle	2	puberty blocker	2	New York	2
Fox News	2	Jewish billionaires bankroll	2	school district	2	Tampa Bay	2
Joe Biden	2	year old	2	Title IX	2	story hour	1
silent war	2	truth article	2	apple podcasts	2	women's sport	1
Covid vaccine	2	new world	2	Biden administration	2	DC Enquirer	1
January 6	2	Jew want	1	gubernatorial candidate	2	executive order	1
Stew Peters	2	31 members	1	New York	2	Kari Lake	1
story hour	2	Supreme Court	1	show kid	2	month first	1
Louder [with] Crowder	2	Pizza Hut	1	Steve Deace	2	NFL say	1
Roe [vs] Wade	2	arrest Idaho	1	white people	2	school lunch	1
Ron DeSantis	2	white supremacist	1	women's sport	2	show kid	1
David Knight	2	child pornography	1	year old	2	Bill Maher	1
Rumble		Telegram		Truth Social			
Matt Walsh	4%	Matt Walsh	2	Pizza Hut	3%		
Sebastian Gorka	4	compete women's	2	Roe [vs] Wade	3		
Fox News	3	Dr John	1	Ron DeSantis	3		
Rubin Report	3	Elon Musk	1	school lunch	3		
Joe Biden	2	protect child	1	Supreme Court	3		
women's sports	2	White House	1	Fox News	2		
America first	2	boy turn	1	Joe Biden	2		
daily cancelation	2	Fox News	1	story hour	2		
new documentary	2	story hour	1	book child	2		
Libby Emmons	2	bring back	1	Clarence Thomas	2		
gun control	2	documentary woman	1	31 members	2		
Jack Posobiec	2	teach Bible	1	Kari Lake	2		
New York	2	turn[ing] point	1	Patriot Front	2		
White House	2	corrective tool	1	white supremacist	2		
Charlie Kirk	2	Kinsey Syndrome	1	young child	2		

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. Relevant posts identified via keyword matching. Analysis limited to bi- and tri-grams. Top 15 non-duplicative or overlapping terms shown, where available. Some terms have been edited lightly for clarity and readability. See methodology for keywords used to identify topics and other details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

"The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

Most common phrases in posts mentioning abortion, June 2022

% of posts from prominent alternative social media accounts mentioning abortion that included the following phrases

BitChute		Gab		Gettr		Parler	
Supreme Court	26%	Supreme Court	32%	Supreme Court	30%	Supreme Court	16%
Alex Jones	6	court justice	5	pregnancy center	6	kill baby	4
court justice	3	United States	4	United States	5	pregnancy center	3
United States	3	Planned Parenthood	3	health organization	4	America's voice	3
gun rights	3	pregnancy center	3	Jackson women's	4	Planned Parenthood	2
Rubin Report	3	Joe Biden	3	Jane's revenge	4	night rage	1
Washington DC	3	kill baby	3	Planned Parenthood	3	South Dakota	1
Clarence Thomas	3	Jane's revenge	3	constitutional right	2	law ban	1
civil war	2	New York	2	Alex Jones	2	attempt murder	1
Louder [with] Crowder	2	Brett Kavanaugh	2	Nancy Pelosi	2	Clarence Thomas	1
women's health	2	Clarence Thomas	2	Fox News	2	Dinesh D'Souza	1
Fox News	2	Samuel Alito	2	man arrest	2	Joe Biden	1
Joe Biden	2	trigger law	2	attempt murder	2	Kristi Noem	1
Amy Coney	2	attorney general	2	Clarence Thomas	2	Nancy Pelosi	1
Brett Kavanaugh	2	President Trump	2	individual state	2	poll American	1

Rumble		Telegram		Truth Social	
Supreme Court	29%	Supreme Court	16%	Supreme Court	32%
court justice	4	Planned Parenthood	3	President Trump	6
Joe Biden	3	pregnancy center	3	court justice	4
United States	3	kill baby	2	Planned Parenthood	3
constitutional right	2	United States	2	constitutional right	3
pregnancy center	2	Los Angeles	2	Jackson women's	3
Nancy Pelosi	2	New York	2	New York	3
Clarence Thomas	2	constitutional right	1	Clarence Thomas	2
Dave Rubin	2	court justice	1	pregnancy center	2
Fox News	2	federal government	1	United States	2
across country	2	night rage	1	Friday morning	2
President Trump	2	Donald Trump	1	Joe Biden	2
White House	2	[Turning] Points USA	1	MAGA movement	2
Jackson women's	1	Fox News	1	return issue	2
Kamala Harris	1	National Guard	1	could've end[ed] atrocity	2

Note: N=585,470 posts from 1,400 prominent accounts (200 accounts sampled per site). Prominent accounts are those with the highest number of followers on each site. Relevant posts identified via keyword matching. Analysis limited to bi- and tri-grams. Top 15 non-duplicative or overlapping terms shown, where available. Some terms have been edited lightly for clarity and readability. See methodology for keywords used to identify topics and other details.

Source: Pew Research Center analysis of all posts from 200 prominent accounts on each site published June 2022.

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Appendix D: Sampled affiliated prominent accounts, by site

Sampled affiliated prominent accounts on BitChute

Account names of sampled prominent accounts with an affiliation on BitChute

American Renaissance	London Real	The Highwire with Del Bigtree
Avi Yemini	NaturalNews	The Last American Vagabond
BANNED.VIDEO	Official Account: Plandemic Documentary Series	TheWhiteHouse
Breitbart	Paul Joseph Watson	@Timcast
Candace Owens	PragerU	Timcast IRL
ChristianPatriotNews	Rebel News	Tommy Robinson
Dan Bongino	Red Ice TV	Tracybeanz
Dollar_Vigilante	Russell Brand	TRUNews
Geeks + Gamers	SGT Report	Veritas Visuals
Jesse Lee Peterson	Stefan Molyneux	War Room
Jordan Peterson	The Alex Jones Show	We Are Change
Just The News	The David Knight Show	

Note: N=200 sampled prominent accounts on BitChute; N=35 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Display name shown. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on BitChute conducted June 2022.

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Sampled affiliated prominent accounts on Gab

Account names of sampled prominent accounts with an affiliation on Gab

arkhaven	GODandPatriotsClothing.com	SheepDogSociety
ConservativeRoasters	ProjectVeritas	TheAmericanJournal
Domlucre	Seeingclearly	theunhivemind

Note: N=200 sampled prominent accounts on Gab; N=9 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Gab conducted June 2022.

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Sampled affiliated prominent accounts on Gettr

Account names of sampled prominent accounts with an affiliation on Gettr

alexjones	himalayauk_es	mikegallagher
americanjournal	housegop	newtgingrich
amthoughtleader	imalexweber	nvcommish
bfraser747	jackposobiec	realmarkfinchem
calvinrobinson	jdrucker	rnrenewal
christianpost	jdvanee1	russvought
christineyearchs	lancemigliaccio	seancaseyshow
dogfaceponia	lancewallnau	sethdillon
donhuffines	lifeboathq	support
elisestefanik	lramirez808	thedaniashow
frfrankpavone	ltoddwood	zerohedge
georgialogcabin	marionawfal	yuriytyrkalo
himalayahawk777	markskrikorian	

Note: N=200 sampled prominent accounts on Gettr; N=38 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Gettr conducted June 2022.

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Sampled affiliated prominent accounts on Parler

Account names of sampled prominent accounts with an affiliation on Parler

AbbyJohnsonOfficial	jfradioshow	RebelNews
AdamMilstein	JimJordan	RepDavid
BreitbartNews	JoshJPhilipp	RepKenBuck
BrendanCarrUSA	JudiciaryGOP	RepKevinMcCarthy
Cassandra	Kmcradio	RepLouieGohmert
Crossroads	KyleOlson4	Resilience
danielledsouzagill	LeoTerrell	Richvaldes
DebbieDsouza	LifeNews	Sanctuarycounties
DineshDSouza	MikeHuckabee	SaraCarterOfficial
Dogfaceponia	naturalnews	SenRonJohnson
EntertainmentNews	NewsBusters	smorefield
EpochOpinion	OANN	TomasPhilipson
FreedomCenterLU	parlerdev	TulsiGabbard
heritage	PetrSvabET	UncleSamsMisguidedChildren
InfoWars	RasmussenPoll	X22ReportOfficial
JanJekielek	RealAmericasVoice	

Note: N=200 sampled prominent accounts on Parler; N=47 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Parler conducted June 2022.

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Sampled affiliated prominent accounts on Rumble

Account names of sampled prominent accounts with an affiliation on Rumble

ACLU	JimJordan	RepKevinMcCarthy
AlisonMorrow	JohnStossel	ResisttheMainstream
BannonsWarRoom	KERO	Reuters
BennyJohnson	Kilmeade	RonDeSantisFL
BenShapiro	KimIversen	RSBN
BitcoinMagazine	Kinesis	RTNews
BlackPowerMediaChannel	Locals	RubinReport
BlacktipH	MariaBartiromo	SeanHannity
Bongino	MarjorieTaylorGreene	SebGorka
BonginoClips	markkaye	StevenCrowder
Breitbart	MarkLevinShow	SteveScalise
CharlieKirk	MattWalsh	TheBabylonBee
Ciocolanti	MegynKelly	TheDailySignal
ClayandBuck	MichaelKnowles	TheGatewayPundit
DailyCaller	MichaelLeeStrategy	TheHeritageFoundation
Decider	NewsmaxTV	TheJimmyDoreShow
DevinNunes	NewsTalkSTL	TheOfficerTatum
DigitalTrends	Newsy	TheRamseyShowFullEpisodes
DonaldJTrumpJr	NTDNews	TheRudyGiuliani
DonaldTrump	NYPost	Timcast
ElijahStreams	OANN	TonyKatz
EliseStefanik	OutKickTheCoverage	TradersLanding
Entrepreneur	PageSix	TrishRegan
FordBrewerMDMPH	PragerU	TulsiGabbard
GeeksandGamers	RandPaul	WillCain
HonestReportingCanada	ReasonTV	WorkshopCompanion
JamesKaddis	RebelNews	
jennaellis	RepJimBanks	

Note: N=200 sampled prominent accounts on Rumble; N=82 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Rumble conducted June 2022.

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Sampled affiliated prominent accounts on Telegram

Account names of sampled prominent accounts with an affiliation on Telegram

AmericasFrontlineDoctors	GunStarAnnouncements	project_veritas
AncientAnnouncement	harmonylauncherAnn	projectseed
Astra_ProtocolAnnouncements	Hotbit_announcements	RadioCacaofficialNews
BannonWarRoom	InfiniteLaunchNews	rsbnetwork
beholdisraelchannel	joeoltmann	RWMaloneMD
BenFerguson	JoeRoganReal	sayeregengmi
BinStarterAnnouncement	kakanftworld	souniio_channel
BitCastleWar_Channel	KishulnuCommunity	SpaceSip_News
BloktopiaChat	Kucoin_News	sputnik
botplanetnews	LarryElder	StarterXyz
Breitbart	LaurenBoebert_CO	stayindestinyworld
bscstation_media	lawnchairci	stayindestinyworld_official
CharlieKirk	leaklive	steve_bannon
cherrynetwork	lunaPad_Ann	stman_ann
cointiger_announcements	MadisonCawthorn	SugarKingdomOfficialNews
contest	metafluence	telebirr
CreoEngineChannel	MetafluenceAnnouncements	TheFinancialExpressOnline
CryptoMalluclub	MichaelJLindell	TitanHuntersAnn
cryptovszombie	nytimes	TPUSA
DineshJDSouza	OANNTV	TroyTrade_Official
durov	OfficialPlandemic	TrumpJr
Era7_Official	PancakeSwap	TrumpStudents
FAIRYSWAP	paragenann	TrustPadAnn
Fantomlive_Channel	PeterMcCullough	ukrainenowenglish
FLCCC_Alliance	PolkaFoundry	WesternJournal
flokimooni	PolkaFoundryANN	WP_Announcement
gemmousehill	polygonofficial	

Note: N=200 sampled prominent accounts on Telegram; N=80 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Telegram conducted June 2022.

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Sampled affiliated prominent accounts on Truth Social

Account names of sampled prominent accounts with an affiliation on Truth Social

3percenter4life	Banners4Freedom	truthsocial
Airforce	chadprather	TwiggsandNewtonRealEstate
alexbruesewitz	codeofvets	
andrewlee	TMZ	

Note: N=200 sampled prominent accounts on Truth Social; N=10 accounts with an affiliation. Prominent accounts with an affiliation include organizations and individuals with an affiliation. "Prominent accounts" include only those that posted at least once between June 2021 and June 2022 and primarily post in English. Emojis were removed from account names.

Source: Pew Research Center analysis of 200 prominent accounts on Truth Social conducted June 2022.

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Methodology

This report – a study of the news and other content on a host of alternative social media sites – uses four different research components and methodologies, including a national representative survey of U.S. adults conducted through Pew Research Center’s American Trends Panel (ATP), as well as an analysis of a selection of alternative social media sites, the prominent accounts on them, and the posts those accounts published in June 2022.

This is the latest report in Pew Research Center’s ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation.

Survey

The American Trends Panel survey methodology

Overview

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted from May 16 to May 22, 2022. A total of 10,188 panelists responded out of 11,668 who were sampled, for a response rate of 87%. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 10,188 respondents is plus or minus 1.6 percentage points.

Panel recruitment

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. Sampled households receive mailings asking a randomly selected adult to complete a survey online. A question at the end of the survey asks if the respondent is willing to join the ATP. Starting in 2020 another stage was added to the recruitment. Households that do not respond to the online survey are sent a paper version of the questionnaire, \$5 and a postage-paid return envelope. A subset of

the adults returning the paper version of the survey are invited to join the ATP. This subset of adults receive a follow-up mailing with a \$10 pre-incentive and invitation to join the ATP.

Across the four address-based recruitments, a total of 19,822 adults were invited to join the ATP, of whom 17,472 agreed to join the panel and completed an initial profile survey. In each household, the adult with the next birthday was asked to

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	1,596
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	936
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	470
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	4,421
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,619
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,693
May 29 to July 7, 2021				
Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	933
	Total	39,540	27,414	11,668

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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go online to complete a survey, at the end of which they were invited to join the panel. Of the 27,414 individuals who have ever joined the ATP, 11,668 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.⁸ The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

Sample design

The overall target population for this survey was non-institutionalized persons ages 18 and older, living in the U.S., including Alaska and Hawaii. All active panel members were invited to participate in this wave.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was May 16 to May 22, 2022. Postcard notifications were mailed to all ATP panelists with a known residential address on May 16.

Invitations were sent out in two separate launches: Soft Launch and Full Launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on May 16. The ATP

⁸ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling](#)."

panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the full launch and were sent an invitation on May 17.

All panelists with an email address received an email invitation and up to two email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to two SMS reminders.

Invitation and reminder dates

	Soft Launch	Full Launch
Initial invitation	May 16, 2022	May 17, 2022
First reminder	May 19, 2022	May 19, 2022
Final reminder	May 21, 2022	May 21, 2022

Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, 3 ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey. The base weights for panelists recruited in different years are scaled to be proportionate to the effective sample size for all active panelists in their cohort and then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

Some of the population benchmarks used for weighting come from surveys conducted prior to the coronavirus outbreak that began in February 2020. However, the weighting variables for panelists recruited in 2021 were measured at the time they were recruited to the panel. Likewise, the profile variables for existing panelists were updated from panel surveys conducted in July or August 2021.

This does not pose a problem for most of the variables used in the weighting, which are quite stable at both the population and individual levels. However, volunteerism may have changed over the intervening period in ways that made their 2021 measurements incompatible with the available (pre-pandemic) benchmarks. To address this, volunteerism is weighted using the profile

Weighting dimensions

Variable	Benchmark source
Age x Gender	2019 American Community Survey (ACS)
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metro/Non-metro	2020 CPS March Supplement
Volunteerism	2019 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2021 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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variables that were measured in 2020. For all other weighting dimensions, the more recent panelist measurements from 2021 are used.

For panelists recruited in 2021, plausible values were imputed using the 2020 volunteerism values from existing panelists with similar characteristics. This ensures that any patterns of change that were observed in the existing panelists were also reflected in the new recruits when the weighting was performed.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Group	Unweighted sample size	Plus or minus ...
Total sample	10,188	1.6 percentage points
Alternative Social Media News Consumers	587	7.0 percentage points
Parler	131	13.7 percentage points
Rumble	266	9.8 percentage points
Telegram	234	11.5 percentage points
Truth Social	219	11.9 percentage points
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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions	AAPOR code	Total
Completed interview	1.1	10,188
Logged onto survey; broke off	2.12	115
Logged onto survey; did not complete any items	2.1121	59
Never logged on (implicit refusal)	2.11	1,301
Survey completed after close of the field period	2.27	2
Completed interview but was removed for data quality		3
Screened out		0
Total panelists in the survey		11,668
Completed interviews	I	10,188
Partial interviews	P	0
Refusals	R	1,478
Non-contact	NC	2
Other	O	0
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		11,668
AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)		

Cumulative response rate	Total
Weighted response rate to recruitment surveys	12%
% of recruitment survey respondents who agreed to join the panel, among those invited	69%
% of those agreeing to join who were active panelists at start of Wave 109	43%
Response rate to Wave 109 survey	87%
Cumulative response rate	3%

Content analysis of alternative social media sites

Overview

To better understand the news and other content people are exposed to on alternative social media sites, researchers first conducted an audit of each of seven social media sites that are emerging as alternatives to larger, more established sites – BitChute, Gab, Gettr, Parler, Rumble, Telegram and Truth Social. The audit looked at site features, philosophy and other characteristics.

Site selection

Sites were selected after canvassing media and academic articles and social media posts about alternative social media sites. Sites were included in the audit if they had publicly accessible posts, were mentioned in news media, and had at least 500,000 unique visitors in December 2021 according to ComScore. There were two additions to this list, based on their prominence in news media coverage: Gab was included despite not being tracked by ComScore because a Gab user charged in a [2018 mass shooting at a Pittsburgh synagogue](#) was widely discussed in the news media; and Truth Social had not yet launched to the public in 2021, but was expected to receive wide attention due to former President Trump’s involvement.

This process led to the selection of seven sites to be audited. Those seven sites were:

- BitChute
- Gab
- Gettr
- Parler
- Rumble
- Telegram
- Truth Social

Audit of seven alternative social media sites

Once these seven sites were selected, researchers conducted an analysis of key characteristics of each site. This audit analysis investigated the general structure, philosophy, and availability of each site, its funding, and key components of the user experience, such as how to interact with other accounts and posts and privacy settings.

A team of analysts were trained on each variable through an analysis of real-world examples. After internal agreement was reached on how to evaluate each variable, each site was coded by two

researchers in April 2022, with any disagreements discussed between the coders and lead researcher. A researcher then reviewed these findings in August-September 2022.

Content analysis of alternative social media site accounts

Account collection

Once sites were audited, researchers set out to draw a sample of prominent accounts from each site. However, like other social media sites, there is no definitive list of accounts for each site. To discover the most prominent accounts, researchers observed each site’s own lists of trending posts (where available) twice daily from June 6 to 13, 2022, using a custom Python script. This resulted in a list of accounts whose posts had received attention, but not necessarily those that had the most followers. This was partially addressed by collecting information on accounts that were suggested by the site on a twice daily basis during the same time period, where available. But to be as inclusive as possible in the user list, researchers used custom Python scripts to collect information on accounts *followed* by each account collected above, where available. Combined, these methods collected thousands of accounts for each site (see details below). Posts were collected using the site’s Application Programming Interface (API), where available, or the HTML of the page itself where no API was available (BitChute and Rumble).

There were a few exceptions to this method.

Telegram started as a chat app and [built public channels](#) on top of that infrastructure; it does not have a list of trending posts or official directory of popular channels. Instead, researchers used two methods to create a seed list of Telegram channels. First, researchers examined popular directories of Telegram channels, including [tigrm.eu](#), [telegramchannels.me](#), [tgstat.com](#), and [tgdr.io](#), for channels in the news or politics directories that primarily posted in English. Second, researchers collected channels from media coverage of Telegram and academic researchers that focus on this site. This resulted in a list of 7,853 unique channels. For each channel, researchers used a custom Python script to collect the last 500 posts as of late June 2022. If a post was reposted from another channel, that new channel was added to the list of channels that could be sampled.

Accounts were collected during the early months of Truth Social’s availability to the public, and some features, such as the trending post section, did not regularly update. In addition to the list of suggested users – which also did not update very frequently – and the trending posts, researchers used a custom Python script to twice daily collect the 1,000 most recent posts that used each of the trending hashtags (as listed in a section on the site), and then collected the list of accounts these accounts followed using the process outlined above.

On BitChute and Rumble, channels can have followers (called subscribers on these sites), but there is no public list of any channels they may follow. Accordingly, researchers did not collect the following lists for these sites and relied entirely on the lists of trending posts.

The total number of accounts collected from each site was:

- BitChute – 432 accounts
- Gab – 152,820
- Gettr – 83,074
- Parler – 32,084
- Rumble – 550
- Telegram – 20,257
- Truth Social – 357,596

The varying number of accounts found on each site is not reflective of the popularity of any individual site but rather the different methods in which these accounts were discovered.

Account sampling and analysis

Researchers then drew a sample of 200 of the most prominent accounts – those with the highest number of followers or subscribers – on each site. Sampling was done on a per-site basis to account for the different size of each site’s user base. This sample included 1,400 sampled accounts, which were coded for key characteristics by a team of human coders.

For most sites, the sampling frame is the top 5% of accounts by follower count. A systematic sample of accounts was then drawn using an interval sampling method. To do so, researchers first sorted the list of accounts in each site’s sampling frame by follower count. Researchers then determined the selection interval by dividing the number of accounts in the sampling frame by 200; accordingly, sites with larger sampling frames had a larger interval between selections.

For BitChute and Rumble, the number of accounts in the top 5% of accounts was fewer than 200, so the 200 most-followed accounts from each of these sites were used as the sample.

Before coding, any accounts that were not in English or were inactive (had not posted since May of 2021) were excluded. For most sites, each inactive or foreign language account was replaced with the account with the closest follower count. For BitChute and Rumble, these accounts were replaced with the account with the highest number of followers that had not yet been sampled.

Once the sample was drawn, a team of coders was trained on a set of variables that analyzed key characteristics of each account. Only the account profile, including description, bio, pinned posts, and banner image were included in this analysis (except for accounts on Rumble, the only site that does not provide space for a bio section; coders instead examined the text descriptions of the first five videos for bio information). Additionally, many accounts included a link to an external link page, such as linktr.ee, to link to their other online accounts; the links found there were included as well. Before training, researchers developed codes for each variable through an iterative process that identified common characteristics and reduced overlap between codes, where possible. Coders were then trained on these variables through an examination of popular accounts from each site – not necessarily accounts in the sample.

Intercoder agreement was tested using Fleiss’s Kappa on all variables that required judgement on the part of the coder. The mean Kappa across these variables was 0.75, with a minimum of 0.67 (account type) and a max of 0.86 (self-described political orientation).

Below are the main measures and their Kappas (minimum and average reported for variables with multiple, non-exclusive options, like select-alls):

- Account type: 0.67
- Affiliation: 0.68
- Self-described political orientation: 0.86
- Value/identity appeals: 0.50 or higher (average is 0.80)

Content analysis of posts from prominent alternative social media accounts

Posts analysis

Researchers then used a set of Python scripts to collect all posts published by these 1,400 accounts in June 2022. A total of 1,147 accounts published at least one post during that time period, ranging from 105 on Parler to 199 on BitChute. The total number of posts collected was 585,470.

The text of each post, including the original text of the post and the title, link, and description of any embedded links was included in the analysis. No videos or other content was included in this analysis. For the two video-focused sites – BitChute and Rumble – researchers examined the text descriptions of each post and performed pre-processing on these posts to exclude biographic or promotional text that was duplicated across posts.

To determine the rate at which prominent topics were discussed, researchers first identified five key topics based on the combination of prevalent issues on the news during the month and common themes discovered in exploring the data. The topics included are abortion; guns, gun control and shootings; the Jan. 6, 2021, attack on the U.S. Capitol (and related hearings); LGBTQ issues; and vaccines.

Researchers then used an iterative process to develop a list of keywords that would identify posts about each topic (a single post could be about multiple topics). First, researchers created an initial set of keywords and identified posts that matched these criteria. Researchers then randomly sampled 1% of all posts collected from each site (0.5% in the case of Telegram due to the large volume and conversational nature of the posts on the platform). A team of four human coders then examined each post and determined if it was about the identified topic or not. Overall, human coders agreed with the keyword identification 99% of the time. In cases where there was disagreement between the keyword-identification process and the human coders, researchers adjusted the keywords and tested the effects of this modification with the coders. Once this process was concluded, a smaller set of posts (188) was used to calculate agreement between coders and the keyword identification. The final keywords⁹ and Krippendorff's alpha are:

Final keywords and Krippendorff's alpha by topic

Topic	Keywords	Krippendorff's alpha
Abortion	abort OR abortion OR roe OR roewade OR roe wade OR dobbs OR pro-life OR prolife OR pro-choice OR prochoice	0.96
Guns, gun control and shootings	gun OR rifle OR 2A OR 2nd amendment OR second amendment OR red flag OR uvalde OR firearm OR shooting	1
The Jan. 6 attack on the U.S. Capitol (and related hearings)	January 6 OR Jan 6 OR J6	1
LGBTQ issues	trans OR transgender OR LGBT OR lesbian OR gay OR bisexual OR pride month OR pride parade OR pride OR drag (queen) OR gender OR queer OR non-binary OR homo OR homosexual OR homophobia OR pronoun	1
Vaccines	vaccine OR vaxx OR vax OR vaxxed OR vaxxer OR vaccination OR vaccinate(d) OR jabs OR booster OR boosted	1

PEW RESEARCH CENTER

⁹ Searches were performed using regex. This Boolean representation of the regex search phrases included here is a simplified version.

Once researchers identified posts that were relevant to each topic, they examined the occurrence of unique phrases related to the topic in these posts. Before examining these phrases, common filler words – such as a, an or the – and the initial keywords that were being used to identify topic posts were removed. Where possible, common terms in the English language were standardized to their base form (i.e., "felt" to "feel," "miles" to "mile," etc.). Researchers then identified the 50 most common unique bi- and tri-grams – two- or three-word phrases – per topic (unigrams – one-word phrases – were excluded after testing showed that that the results often were not meaningful with the exception of the LGBTQ topic). Duplicated phrases that were associated with lower mentions (e.g., "pregnancy center" instead of "crisis pregnancy center") and filler phrases that bore no relation to the content of the text (e.g., "June 2022 [update]") were then removed. The final list of top 15 phrases on each platform is included in [Appendix C](#).

Researchers then examined the links in every post from June 2022 (a post may include more than one link). For each link, researchers extracted the domain – e.g., [pewresearch.org](#) – and tallied the number of links that pointed to each domain. Shortened links – such as [bit.ly](#) – were expanded where possible. About a quarter (27%) of posts included at least one link, for 359,037 discrete links to 9,075 unique domains.

All domains with at least 100 links were included in the analysis of domain type. This led to a total of 345 domains, accounting for 84% of all links.

These domains were then categorized using a similar schema as a 2020 study that examined [sources in Facebook posts about COVID-19](#). All original coding from that study was imported, and one of the original coders from that study examined those codes and coded any new domains that were not found in that study. Domains that were difficult to code were discussed among the group, and a second researcher reviewed all new coding.

**2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 109 MAY 2022
FINAL TOPLINE
MAY 16-22, 2022
TOTAL N=10,188**

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

SHOW ALL:

On a different topic...

ASK ALL:

GROUP_TRUST_DYT How much do you trust the information you get from social media sites, such as Facebook, Twitter or YouTube? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

May 16-22

2022

1	A great deal
6	A fair amount
23	Some
33	A little
37	No trust at all
<1	No answer

ASK ALL:

NEWSIMP How important to you is social media as a way of keeping up with the news?

May 16-22,

2022

5	The most important way
39	An important way, but not the most important
56	Not an important way
<1	No answer

[RANDOMIZE MISINFT AND OFFENSE]

SHOW ALL:

Thinking about news and information online, including social media... **[DISPLAY ONLY ONCE WITH THE FIRST QUESTION ASKED, EITHER MISINFT OR OFFENSE]**

ASK ALL:

MISINFT

Which comes closer to your own view - even if neither is exactly right? **[RANDOMIZE IN SAME ORDER AS OFFENSE]**

May 16-22 <u>2022</u>		July 26-Aug 8 <u>2021</u>	Feb 26-Mar 11 <u>2018</u>
61	Technology companies should take steps to restrict FALSE information online, even if it limits people from freely publishing or accessing information	59	56
37	People's freedom to publish and access information should be protected, even if it means FALSE information can also be published.	39	42
2	No answer	2	2

ASK ALL:

OFFENSE

Which comes closer to your own view - even if neither is exactly right? **[RANDOMIZE IN SAME ORDER AS MISINFT]**

May 16-22 <u>2022</u>	
45	Technology companies should take steps to restrict OFFENSIVE content online, even if it limits people from freely publishing or accessing information
52	People's freedom to publish and access information should be protected, even if it means OFFENSIVE content can also be published.
3	No answer

ASK ALL:

SOCIALNEWS¹⁰

Do you REGULARLY get news or news headlines on any of the following social media sites or apps? By news we mean information about events and issues that involve more than just your friends or family. **[RANDOMIZE ITEMS]**

BASED ON TOTAL [N=10,188]:

	Yes, regularly get <u>news on this</u>	No, do not regularly get <u>news on this</u>	No <u>answer</u>
a. Twitter May 16-22, 2022	14	85	1
[NO ITEM B]			
c. Facebook May 16-22, 2022	28	71	1

[NO ITEM D]

¹⁰ Previous versions of this question were asked only of respondents who use each social media site or app.

SOCIALNEWS CONT. ...

	Yes, regularly get news on this	No, do not regularly get news on this	No answer
e. YouTube May 16-22, 2022	22	78	1

[NO ITEM F-L]**ASK IF GETS NEWS ON ANY SOCIAL MEDIA (SOCIALNEWSa,c,e=1) [N=4,264]:**

SMSAT

How satisfied are you with your experience getting news on the following sites or apps? **[ONLY SHOW ITEMS USED IN SOCIALNEWS (SOCIALNEWSa,c,e=1); RANDOMIZE IN SAME ORDER AS SOCIALNEWSa,c,e; RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	No answer
a. Twitter [N=1,258] May 16-22, 2022	7	34	43	13	3	<1

[NO ITEM B]

c. Facebook [N=2,619] May 16-22, 2022	5	25	49	17	5	<1
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[NO ITEM D]

e. YouTube [N=1,767] May 16-22, 2022	14	39	33	9	5	<1
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ASK IF GETS NEWS ON ANY SOCIAL MEDIA (SOCIALNEWSa,c,e=1) [N=4,264]:

SMINFORM

Overall, would you say the news on the following sites or apps has... **[ONLY SHOW ITEMS USED IN SOCIALNEWS (SOCIALNEWSa,c,e=1); RANDOMIZE IN SAME ORDER AS SOCIALNEWSa,c,e]**

	Helped you better understand <u>current events</u>	Made you more confused about <u>current events</u>	Not made much of a difference	No <u>answer</u>
a. Twitter [N=1,258] May 16-22, 2022	49	13	38	<1
[NO ITEM B]				
c. Facebook [N=2,619] May 16-22, 2022	31	16	52	<1
[NO ITEM D]				
e. YouTube [N=1,767] May 16-22, 2022	60	10	29	1

ASK IF GETS NEWS ON ANY SOCIAL MEDIA (SOCIALNEWSa,c,e=1) [N=4,264]:

SMSKEP

Which of the following best describes how you approach news and information from these social media sites, even if neither is exactly right?

I expect the news and information I see on this site or app will be... **[ONLY SHOW ITEMS USED IN SOCIALNEWS (SOCIALNEWSa,c,e=1); RANDOMIZE IN SAME ORDER AS SOCIALNEWSa,c,e]**

	Mostly <u>accurate</u>	Mostly <u>inaccurate</u>	No <u>answer</u>
a. Twitter [N=1,258] May 16-22, 2022	66	32	2
[NO ITEM B]			
c. Facebook [N=2,619] May 16-22, 2022	58	41	1
[NO ITEM D]			
e. YouTube [N=1,767] May 16-22, 2022	77	22	1

ASK ALL:

ALTSMHEARD

In recent years, several social media sites have emerged as alternatives to sites like Facebook, Twitter, or YouTube.

Have you heard of any of the following social media sites or apps? **[RANDOMIZE ITEMS]**

	Yes, have heard of <u>this site or app</u>	No, have not heard <u>of this site or app</u>	No <u>answer</u>
a. BitChute May 16-22, 2022	7	92	1
b. Gab May 16-22, 2022	11	88	1
c. Gettr May 16-22, 2022	10	89	1
d. Parler May 16-22, 2022	38	61	1
e. Rumble May 16-22, 2022	20	79	1
f. Telegram May 16-22, 2022	27	72	1
g. Truth Social May 16-22, 2022	27	72	1

ASK IF HEARD OF ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMHEARDa=g=1) [N=6,303]:

ALTSMRESP

What is the first thing that comes to mind when you think of the social media sites mentioned in the previous question?

[OPEN END RESPONSES RECODED]

May 16-22

2022

15	Inaccuracy/unreliable
12	Lack of censorship/alternative to Big Tech
11	Biased/political
10	Other responses
6	Extremism/dangerous
4	Fringe
4	Other negative responses
2	Community/connection
1	Accuracy/unbiased
<1	Other positive responses
35	Don't know/No answer

May 16-22

2022

13	Mentions Republicans/Right
1	Mentions Democrats/Left
62	Not party or ideology mentioned
<1	Other
24	No answer

ASK IF HEARD OF ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMHEARDa=g=1) [N=6,303]:

ALTSMNEWS Do you REGULARLY get news or news headlines on any of the following social media sites or apps? Again, by news we mean information about events and issues that involve more than just your friends or family. **[ONLY SHOW ITEMS HEARD OF IN ALTSMHEARD (ALTSMHEARDa=g=1); RANDOMIZE IN SAME ORDER AS ALTSMHEARD]**

BASED ON TOTAL (N=10,188):

	Yes, regularly get news on this	No, do not regularly get news on this ¹¹	No answer
a. BitChute May 16-22, 2022	1	98	<1
b. Gab May 16-22, 2022	1	99	<1
c. Gettr May 16-22, 2022	1	99	<1
d. Parler May 16-22, 2022	1	98	<1
e. Rumble May 16-22, 2022	2	97	<1
f. Telegram May 16-22, 2022	2	98	<1
g. Truth Social May 16-22, 2022	2	98	<1

¹¹ Includes those who had not heard of the site or skipped ALTSMHEARD

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTMNEWSa=g=1) [N=587]:
 ALTSMNSAT

How satisfied are you with your experience getting news on the following sites or apps? **[ONLY SHOW ITEMS USED IN ALTMNEWS (ALTMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTMNEWSa-g; RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

		<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>	<u>No answer</u>
a.	BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
b.	Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
c.	Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
d.	Parler [N=131] May 16-22, 2022	31	20	21	14	14	<1
e.	Rumble [N=266] May 16-22, 2022	38	29	20	5	7	1
f.	Telegram [N=234] May 16-22, 2022	30	24	34	7	3	2
g.	Truth Social [N=219] May 16-22, 2022	34	22	18	13	12	-

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTMNEWSa=g=1) [N=587]:

ALTMNSFORM

Overall, would you say the news on the following sites or apps has... **[ONLY SHOW ITEMS USED IN ALTMNEWS (ALTMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTMNEWSa-g]**

	Helped you better understand <u>current events</u>	Made you more confused about <u>current events</u>	Not made much <u>of a difference</u>	No <u>answer</u>
a. BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
b. Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
c. Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
d. Parler [N=131] May 16-22, 2022	66	12	22	<1

ALTSMINFORM CONT. ...	Helped you better understand <u>current events</u>	Made you more confused about <u>current events</u>	Not made much of a difference	No answer
e. Rumble [N=266] May 16-22, 2022	69	12	18	<1
f. Telegram [N=234] May 16-22, 2022	68	11	21	-
g. Truth Social [N=219] May 16-22, 2022	58	17	23	2

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMNSKEP Which of the following best describes how you approach news and information from these sites or apps, even if neither is exactly right?

I expect the news and information I see on this site will be... **[ONLY SHOW ITEMS USED IN ALTSMNEWS (ALTSMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTSMNEWSa-g=1]**

	Mostly <u>accurate</u>	Mostly <u>inaccurate</u>	No <u>answer</u>
a. BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE		
b. Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE		
c. Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE		
d. Parler [N=131] May 16-22, 2022	69	30	1
e. Rumble [N=266] May 16-22, 2022	88	10	2
f. Telegram [N=234] May 16-22, 2022	75	24	1
g. Truth Social [N=219] May 16-22, 2022	87	13	<1

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTMNEWSa=g=1) [N=587]:

ALTSMACT

How often do you interact with posts about news on these sites or apps through actions like commenting, replying, liking or sharing? **[ONLY SHOW ITEMS USED IN ALTMNEWS (ALTMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTMNEWSa-g; RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

		Extremely <u>often</u>	<u>Fairly often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No <u>answer</u>
a.	BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
b.	Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
c.	Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
d.	Parler [N=131] May 16-22, 2022	10	9	35	23	20	2
e.	Rumble [N=266] May 16-22, 2022	8	15	27	24	27	<1
f.	Telegram [N=234] May 16-22, 2022	15	18	34	16	17	-
g.	Truth Social [N=219] May 16-22, 2022	19	15	28	24	14	<1

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTMNEWSa=g=1) [N=587]:

ALTSMPOST

How often do you post about news on these sites or apps? **[ONLY SHOW ITEMS USED IN ALTMNEWS (ALTMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTMNEWSa-g; RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

		Extremely often	Fairly often	Sometimes	Rarely	Never	No answer
a.	BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
b.	Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
c.	Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE					
d.	Parler [N=131] May 16-22, 2022	4	20	14	19	42	<1
e.	Rumble [N=266] May 16-22, 2022	3	11	20	17	49	<1

ALTSMPPOST CONT. ...	<u>Extremely often</u>	<u>Fairly often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
f. Telegram [N=234] May 16-22, 2022	3	25	21	18	33	-
g. Truth Social [N=219] May 16-22, 2022	5	16	17	36	25	<1

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMFRIEND On the whole, how friendly are the discussions that you see on these sites or apps?
[RANDOMIZE 1 AND 2, ANCHOR 3 LAST] [ONLY SHOW ITEMS USED IN ALTSMNEWS (ALTSMNEWSa-g=1); RANDOMIZE IN SAME ORDER AS ALTSMNEWSa-g]

	<u>Mostly friendly</u>	<u>Mostly unfriendly</u>	<u>About an equal mix of friendly and unfriendly</u>	<u>No answer</u>
a. BitChute [N=78] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
b. Gab [N=46] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
c. Gettr [N=73] May 16-22, 2022	RESPONSES NOT SHOWN DUE TO SMALL SAMPLE SIZE			
d. Parler [N=131] May 16-22, 2022	61	16	20	3
e. Rumble [N=266] May 16-22, 2022	69	11	13	6
f. Telegram [N=234] May 16-22, 2022	53	21	21	5
g. Truth Social [N=219] May 16-22, 2022	59	16	25	<1

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMREASON Thinking more about the sites that you use that have come up in recent years as alternatives to other social media sites...

How much is each of the following a reason why you use these sites or apps?

[RANDOMIZE ITEMS]

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To follow specific users or accounts May 16-22, 2022	46	31	22	1

ALTSMREASON CONT. ...	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
b. To post or share content May 16-22, 2022	24	36	39	1
c. To be entertained May 16-22, 2022	24	43	32	1
d. To discuss issues and events with others May 16-22, 2022	31	37	32	1
e. To stay informed about current issues and events May 16-22, 2022	56	34	9	1

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMTOPIC Which of the following topics of news and information do you see the MOST on these sites or apps? **[RANDOMIZE]**

May 16-22,
2022

52	Government and politics news
9	News about your local community
2	Sports news
14	Business and finance news
14	Science and technology news
9	Entertainment news
1	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMJOIN Have you ever participated in a political activity, such as a political rally or in-person political discussion, after finding out about it on one of these sites or apps?

May 16-22,
2022

33	Yes, I have done this
66	No, I have not done this
1	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMNEW How often would you say you see news on these sites and apps that you wouldn't have seen elsewhere? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

May 16-22,
2022

18	Extremely often
34	Fairly often
32	Sometimes
11	Rarely
5	Never
<1	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMPERSONAL How much do you feel personally connected to the accounts and people you follow closely or interact with often on these sites or apps? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS TRANSGEND4]**

May 16-22,
2022

4	Extremely connected
14	Very connected
42	Somewhat connected
19	A little connected
19	Not at all connected
2	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMCOMMUNITY Which statement comes closer to your experience on these social media sites or apps?

May 16-22,
2022

65	I have found a community of people who share my views
34	I have not found a community of people who share my views
1	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMLOYALPAY Have you ever paid or given money to any accounts you follow on these sites or apps by donating, paying for a subscription, or buying T-shirts or other items?

May 16-22,
2022

36	Yes
62	No
2	No answer

ASK IF GETS NEWS ON ANY ALTERNATIVE SOCIAL MEDIA SITE (ALTSMNEWSa=g=1) [N=587]:

ALTSMHARRASSYOU Have you ever been harassed or abused on any of these sites or apps?

May 16-22,
2022

19	Yes
81	No
<1	No answer