

Sources of Information about Israel

- 1) 81% of young Jews are closely following news about Israel.
- 2) They are most likely to first turn to mainstream news sources and social media for information.
- 3) The most trusted sources of information are direct conversations and newspapers.
- 4) Facts, expertise, and experience lend the most credibility to sources of information.

The most trusted sources of information are newspapers and family/friends

Top sources of information & trustworthiness for Israel news and information

Types of news sources	% who say it's their "top choice" or they get news "often" from that source	% who trust source for news/information about Israel
Word of mouth from friends and family	53	66
Television news like CNN, Fox, NBC, CBS or ABC	53	60
Social media sites, such as Twitter/X, Instagram, Facebook, YouTube, TikTok or Snapchat	52	57
National newspapers like the New York Times or the Wall Street Journal	50	62
Direct conversations with people I know who are very knowledgeable about Israel	50	70
International sources like BBC, the Guardian or Reuters	48	61

- What makes a source credible?**
- ✓ Reporting is centered around facts
 - ✓ Credentials or experience indicating knowledge of history and context
 - ✓ Cite sources
 - ✓ Unbiased and not trying to persuade
 - ✓ Good reputation

85% of young Jews use social media to get news about Israel. They are most likely to get their news from news outlets, but are more likely to trust people they know in real life.

Types of social media accounts used & trustworthiness

% Trust among Total

Types of social media accounts used & trustworthiness	% Trust among Total
News organizations that post articles or content about Israel on social media	65
People you know in real life who post about Israel	69
Organizations or groups that you follow that post about Israel	64
Influencers, accounts or people you don't know who post about Israel, though not necessarily only about one side	56
Influencers, accounts or people you don't know who post pro-Israel or Jewish things	57
Influencers, accounts or people you don't know who post pro-Palestinian things	48