

## How Americans interacted with news content around the 2020 election



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Knight Foundation and Gallup release report on NewsLens, a news aggregator platform to study how people engaged with the news online.

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Dear Stephen,

Today, Knight Foundation and Gallup are releasing [a new report](#) that provides insights on what motivates engagement with news content online. To better understand this, we developed NewsLens, an experimental news aggregator platform to study how people interact with the news online.

[Read the report](#)

Based on data collected around the 2020 election, the report challenges the conventional wisdom that Americans consume news in partisan echo chambers. Instead, our data show that when presented with a range of options, news readers frequently choose a varied media diet, including sources that don't align with their politics. The report also finds that Americans tend to rate the quality of online news content higher if they think it's personally relevant to them.

[Read Calvin University Journalism Professor Jesse Holcomb's blogpost on the findings](#)

We believe this study has important implications for newsrooms around the country, and we encourage you to read and share it in your network.

Best wishes,

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