

Social media

The cliché used to be that people had moved to social media for news.

Well, they have moved to social media, but increasingly not for news.

After all, why let journalists you don't trust tell you about politicians you don't trust?

Meta says news now accounts for under 3 per cent of what users see on its biggest platform, Facebook.

Instagram, too, has deprioritised news. TikTok won't even show political adverts.

**Simon Kuper,
Financial Times, March 21, 2023**