

**Public Abstract**

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Title:Tweeting the headlines The impact of social media endorsement on young adult news readers

Since the Internet became a mainstream form of communications in 1999, journalism has become a multi-platform discipline. Twitter is a social media site that is emerging as an avenue for getting news online. This study looked at how Twitter endorsements of news stories effect young adult news readers' perceptions of credibility, bias, interest, arousal, importance and knowledge. The 172 participants were placed into one of three conditions. The conditions were stories endorsed by a professional news media outlet tweets, stories endorsed by a peer tweets and stories with no social media endorsement. The study found that participants rated stories endorsed by Twitter tweets more credible than the non-endorsed stories. Different media platforms also effected knowledge acquisition among participants. Unlike previous research, which found that newer platforms decreased retention rates, this study found that knowledge acquisition was higher among participants in the social media endorsed news condition with the professional news outlet Tweets. However, participants' social media reading frequency did not correlate with their interest in news.