

Online videos gaining in US campaign: study

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The Pew Internet & American Life study found that 66 percent of registered voters who use the Internet, or 55 percent of all voters, have gone online this election season to watch politically related videos.

The survey found 48 percent of online registered voters watch [video](#) news reports about the election or politics, and 40 percent viewed recorded videos online of candidate speeches, press conferences, or debates.

It found 39 percent watched informational videos online that explain a political issue and 37 percent viewed humorous or parody videos online dealing with political issues.

About one in three in the survey said they watched political advertisements online and more than one in four saw live videos online of candidate speeches, press conferences, or debates.

Pew found 23 percent of Internet-using registered voters encouraged others to watch online videos related to political issues, but that just one percent created their own videos online related to politics or the election.

The study, based on a survey of 1,006 voters, found Republicans and Democrats were equally likely to have watched political videos online this election season or to have recommended online political videos to other people.

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