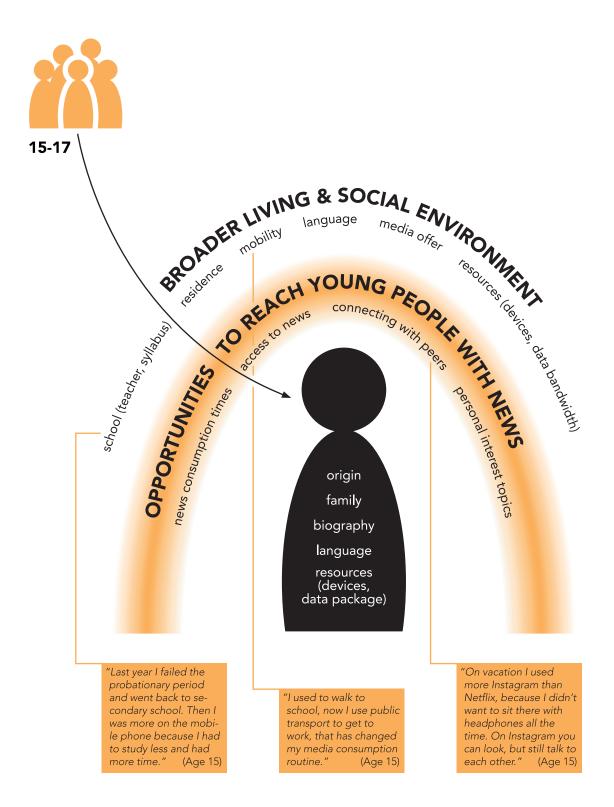
AUDIENCE MODEL

		12-14	15-17	18-20	
TIME	CONSUMPTION DURATION CONSUMPTION TIMES	2-3 h before and after dinner, together with the family, vacations	5-6 h time in public trans- port, evening, week- end, vacations	3-4 h always-on, time in public transport, lunchtime, evening, breaks, weekend, vacations	"I read more (during the vacations) because I don't have much time for reading during school. During school time I usually only look at the push notificati- ons and then I already know what it's all about." (Age 15)
RESTRICTIONS NEWS HABITS & BEHAVIOUR	TOPICS OF INTEREST	entertainment (games, animals, comics)	topics relevant to the peer group/region (COVID, climate); entertainment (sport, stars, crime, lifestyle)	personal interests, education, entertainment	"If Angela Merkel says something or Trump
	CONSUMPTION MOTIVATION	useful for the consu- mer, entertainment (emotional)	personal interest, connect with peers, entertainment (emo- tional, intellectual)	personal interest, education, enter- tainment (intellectual, emotional)	does something, I don't think it's that important because it has no direct influence on me." (Age 13 and 14)
	SOURCES / ACCESS PATH	TV, newspaper, radio, search engines via family and school	social media post (ti- meline and profiles) to link to news platform, news aggregators	news apps, social me- dia profiles (targeted, self-selected)	"The first thing I would do is google the inter- net (to find news)." (Age 14)
	CONSUMPTION PATTERN	by-the-way- consuming	headline-hunting, swiping, following up push notifications, search backward behaviour (meme)	extensive, deep and time-consuming engaging with specific content	"I have my two apps, Blick and Snap(chat). And they are very important for my news consumption." (Age 20)
	SHARING MOTIVES	connecting with family	phatic communication	connecting with spe- cial interest groups	"Because there they usually talk after school after the vacations
	GATEKEEPER	family recommend news articles	peers via special interest groups	the individual him-/herself	about topics that are going viral, such as the climate strike."
	NEWS OFFER	dependent on the parental home (new- spaper subscription, habits for watching "Tagesschau")	dependent on social media as the main distributor & on recommendations of peers	self-selected apps, main news app, main social media channel	(Age 14)
	TECHNOLOGY	type of mobile phone, access to data package (+size), parental restrictions	data package size, school restrictions (mobile phone free time)	device-independent, no restrictions	"I really don't remember which language it is. So I couldn't tell after-
	LANGUAGE	mother tongue as starting point of news consumption	relevance of media content language declines	news content langua- ge is less important	wards if an article was in German or English." (Age 18)
MEDIA LITERACY	READING SKILLS	attempted reading	complex content is understood	reflection on their own news consumption	" the picture with St. Nicholas on the bicycle. I found that funny.
	DIGITAL SKILLS	gaming, playful interaction	fast adaptation	targeted use	I don't know what that is, but I thought it was funny with the bike"
MED	NEWS UNDER- STANDING	through family & school	through media socialization	self-reflection	(Age 13)



Research project: How to reach Swiss digital natives with news. A qualitative study. Funded by the Federal Office of Communications (OFCOM). Project team: Aleksandra Gnach, Guido Keel, Nadine Klopfenstein Frei, Wibke Weber, Valery Wyss (ZHAW Zürcher Hochschule für Angewandte Wissenschaften); Marcel Burger (UNIL Université de Lausanne); Eleonora Benecchi, Luca Calderara, Petra Mazzoni (USI Università della Svizzera italiana). Design: Verena Elisabeth Lechner (ZHAW)