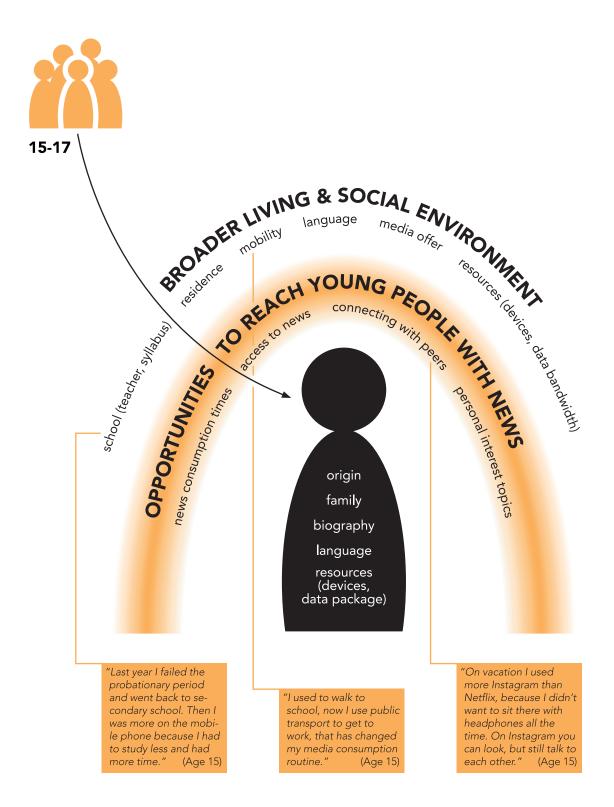
AUDIENCE MODEL

| | | 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)