Audience Model

Speakers: Nadine Klopfenstein / Valery Wyss

zh
aw

AUDIENCE MODEL

		12-14	15-17	18-20
TIME	**CONSUMPTION DURATION**	2-3 h	5-6 h	3-4 h
	CONSUMPTION TIMES	together with the family	weekend & vacations	off-peak times
NEWS HABITS & BEHAVIOUR	**TOPICS OF INTEREST**	entertainment	topics relevant to the peer group & region	personal interests
	CONSUMPTION MOTIVATION	useful for the consumer	connect with peers	personal interests
	SOURCES / ACCESS PATH	TV, newspapers, radio, search engines	social media post (timeline and profiles)	news & social media apps
	CONSUMPTION PATTERN	by-the-way-consuming	headline-hunting & swiping	deep and time-consuming engaging
	SHARING MOTIVES	connecting with family	phatic communication	connecting with special interest groups
RESTRICTIONS	**GATEKEEPER**	family recommends news articles	peers via special interest groups	the individual him-/herself
	NEWS OFFER	dependent on the parental home	dependent on social media & on recommendations of peers	self-selected (news) apps & social media channels
	TECHNOLOGY	access to data	school restrictions	device-independent
	LANGUAGE	mother tongue	relevance of language declines	news content language is less important
MEDIA LITERACY	**READING SKILLS**	attempted reading	complex contents get understood	reflection on the own news consumption
	DIGITAL SKILLS	gaming, playful interaction	fast adaptation	targeted use
	NEWS UNDER-STANDING	through family & school	through media socialization	self-reflection

"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 notifications and then I already know what it's all about." (Age 15)

"If Angela Merkel says something or Trump does something, I don't think it's that important because it has no direct influence on me." (Age 13 and 14)

"The first thing I would do is google the internet (to find news)." (Age 14)

"I have my two apps, Blick and Snap(chat). And they are very important for my news consumption." (Age 20)

"It is a well-known topic and has been discussed for a long time. So you can talk about it at school." (Age 15)

"I really don't remember which language it is. So I couldn't tell afterwards if an article was in German or English." (Age 18)

"... the picture with St. Nicholas on the bicycle. I found that funny. I don't know what that is, but I thought it was funny with the bike" (Age 13)

Valery Wyss

Audience Model

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Audience Model

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Audience Model

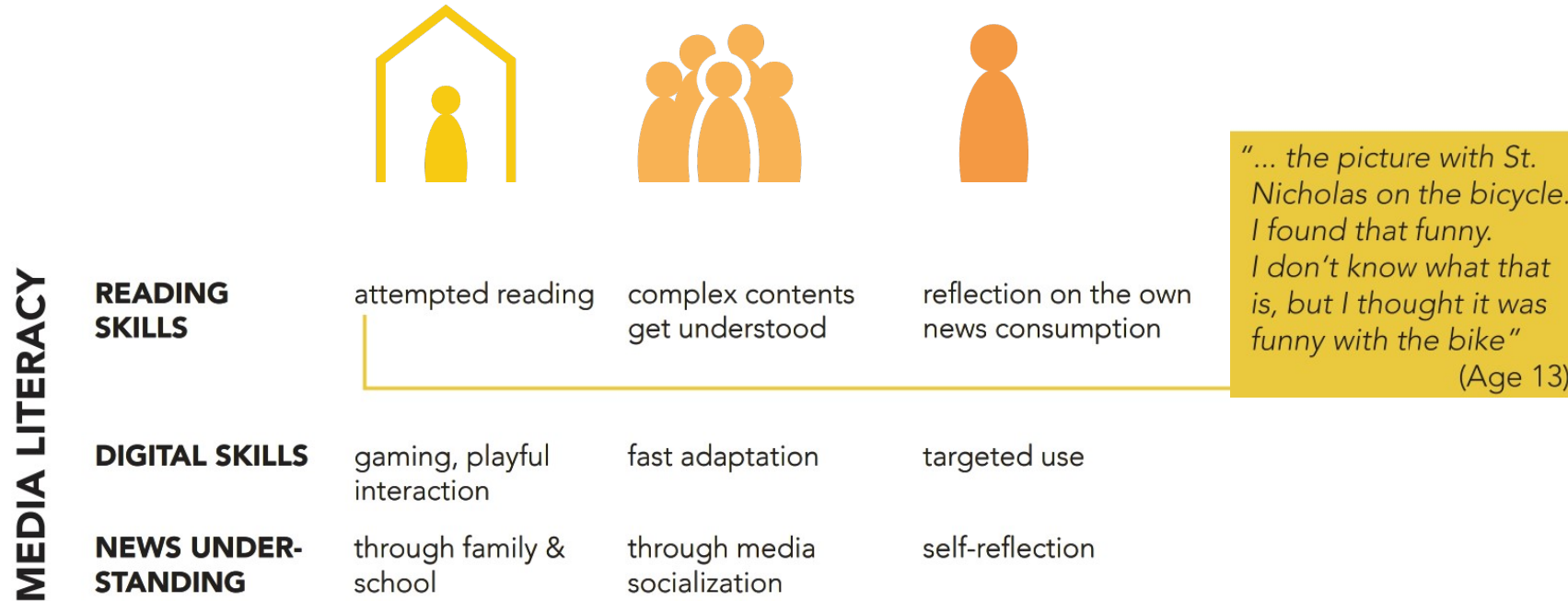|			
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Audience Model

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MEDIA LITERACY

"… the picture with St. Nicholas on the bicycle. I found that funny. I don't know what that is, but I thought it was funny with the bike"
(Age 13)

BROADER LIVING & SOCIAL ENVIRONMENT

residence · mobility · language · media offer · resources (devices, data bandwidth)

OPPORTUNITIES TO REACH YOUNG PEOPLE WITH NEWS

school (teacher, syllabus) · news consummation times · access to news · connecting with peers · personal interest topics
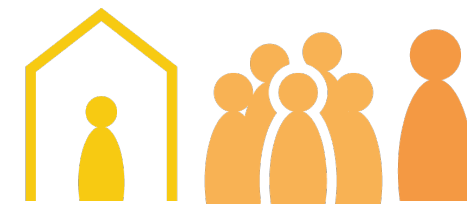
15-17

origin
family
biography
language
resources
(devices,
data package)

"Last year I failed the probationary period and went back to secondary school. Then I was more on the mobile phone because I had to study less and had more time."   (Age 15)

"I used to walk to school, now I use public transport to get to work, that has changed my media consumption routine."   (Age 15)

"On vacation I used more Instagram than Netflix, because I didn't want to sit there with headphones all the time. On Instagram you can look, but still talk to each other."   (Age 15)

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4 Swiss Persona

Speakers:

d-CH - Nadine Klopfenstein / Valery Wyss

i-CH – Petra Mazzoni / Luca Calderara
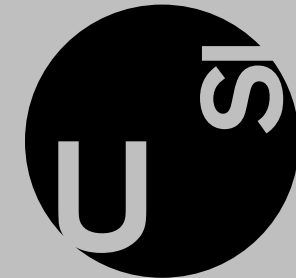
4 Swiss Personas

Alex
- Age: 13
- Background: Middle-class family
- Education: Secondary school

Robin
- Age: 15
- Background: Lower-class family
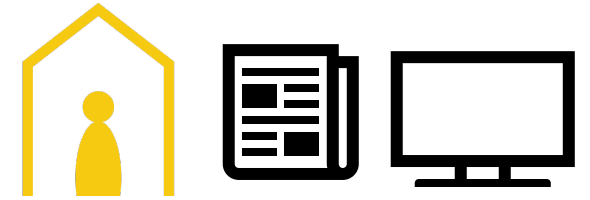- Education: Struggles with high school

Luca:
- Age: 16
- Background: Classical family (2&2)
- Education: High school, wants to University

Andrea:
- Age: 18
- Background: Upper-class family
- Education: University
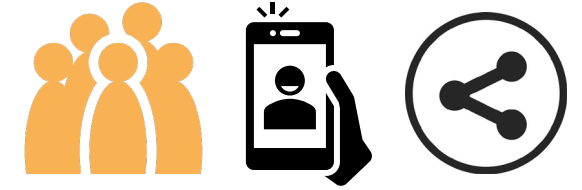
Attitude towards news

- Definition of news: all information is news

- Particularity: relevant in daily life (gaming, public transport, weahter forecast, ...), classical news is not yet considered as relevant

Motivation for news consumption

- Main motivation: lead by parents/school, overcome boredome

- But also: search for news triggered by personal interest like funny content (gaming, animals, comics)

Behavior in terms of news consumption

- Access news: regulated by family, depends on access (devices/data) and parental environment (subscribed newspapers/news products)

- Type/format of news: only "delivered" news by parents/school and/or aggregators (phone/pc), or when a medium is literally just under the nose (newspaper, TV), random content

- Interaction with news: news from parents (recommendations) or teachers

- When during the day/for how long: by-the-way consumer, mostly with family members

Attitude towards news

- Definition of news: everything is considered news.
- Particularity: expertise of community members and influencers are relevant and used as an alternative source to professional journalism

Motivation for news consumption

- Main motivation: personal interest (entertainment/passing time, connect with friends and family)

- But also: school demands

Behavior in terms of news consumption

- Access news: social Media (scrolling through «news feed», Instagram stories and Youtube channels), memes and specific sites addressing young people

- Type of news: local news and sensational news

- Format of news: short video and meme

- Interaction with news: discuss with friend and family

- When during the day/for how long: mostly in free times - weekend and vacation
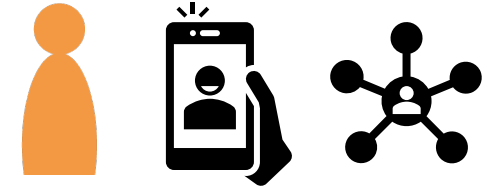
Attitude towards news

- Definition of news: classical definition (being always up-to-date, interests, social environment)
- Particularity: news can also be entertaining

Motivation for news consumption

- Main motivation: personal interest, meet social demands
- But also: learn about society, source of entertainment, have fun

Behavior in terms of news consumption

- Access news: push notifications, social media platforms, news apps, traditional media
- Type of news: both entertaining and informative
- Format of news: mobile news, news from traditional media (paper articles, TV/radio newscasts), posts on social media
- Interaction with news: on WhatsApp groups, in direct conversations
- When during the day/for how long: morning and evening

Attitude towards news

- Definition of news: classical news definition prevails

- Particularity: news is made by professionals. Is aware of problems related to news, chooses news sources carefully.

Motivation for news consumption

- Main motivation: generate knowledge, informed citizen

- But also: overcome free time, personal interest

Behavior in terms of news consumption

- Access news: digital via public media providers (apps), social media, few main channels

- Type of news: diverse themes, avoid «small and soft news»

- Format of news: videos, pictures, memes & articles, reads/watches news in depth, carefully and completely

- Interaction with news: discussion with peers

- When during the day/for how long: off-peak times, on the way

Discussion

Moderator: Marcel Burger

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