

f-CH Trends

Speaker: Marcel Burger



In the Public Service We Trust

News and the Youngsters in Suisse Romande

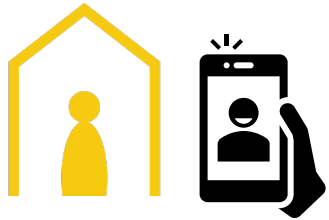
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The logo for the University of Lausanne (UNIL) is a stylized, blue, cursive script of the word "Unil".

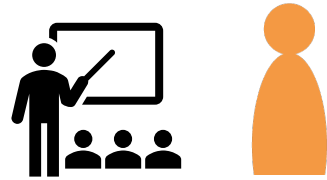
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NEWS CONSUMPTION IN SUISSE ROMANDE

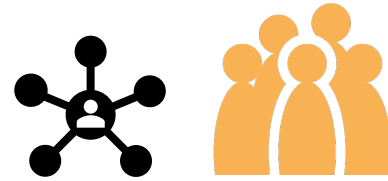
What for ?



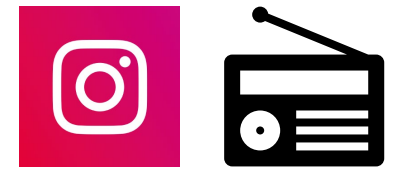
Where ?



Why ?

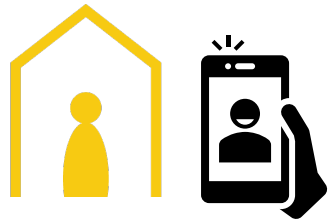


With whom ?



What ?

NEWS CONSUMPTION



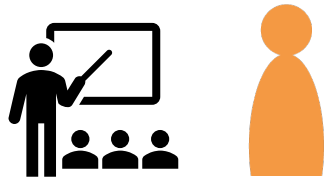
Where ?

**‘ I receive a lot of notifications on my phone ’
(female, 13 years old).**

**‘ Young people go on social media when
it’s possible when there is an opportunity ’
(female, 16 years old).**

**‘ The young people they are on social media. We find info
more easily on social media. Concise formats is what we
find on social media and it does not take too much time
be considered ’ (female, 17 years old).**

NEWS CONSUMPTION



Why ?

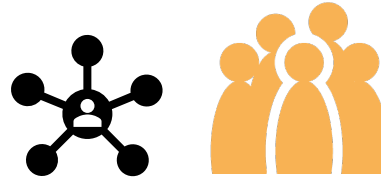
**‘ My mother gives me newspaper articles to read because she thinks it’s important for me ’
(female, 13 years old).**

‘ I learned about fire in Amazonia on Instagram – I did not know what happens there in Brazil – and then I informed me and then at school we had this topic addressed and we were assessed: I had a good grade ’ (male, 14 years old).

**‘ The parents they think they have an impact on our news consumption, but they do not really have an impact ’
(male, 14 years old)**

NEWS CONSUMPTION

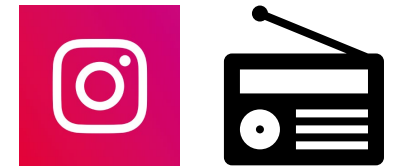
‘ Young people share info with friends. Also, because we can discuss sensitive topics concerning issues or taboos (e.g. sex, stalking) which is delicate with parents. In fact, young people are on social media where we can share with a lot of people and getting involved also in comment sections ’
(female, 16 years old).



With whom ?

NEWS CONSUMPTION

**‘ Television is true – we can feel it. But internet is often fake. One can invent things on the internet ’
(female, 13 years old).**



What ?

‘ YouTube, Instagram are resources for us to be informed about what happens in the world. It’s cool because the info is brief: short sequences or pics are available for every possible topic ’ (male, 14 years old).

WHAT WAS EXPECTED ?

- mobile phone is the main device
- age is a criterion
- external demands are dominant
- entertainment is a motivation
- relation to news is rather emotional



Shocked by the image of the Syrian boy in the rubble? Here's how to help

This image of five-year-old Omran Daqneesh has encapsulated the wretchedness of the Syrian war. Here are some groups working to help children in the country



WHAT WAS SURPRISING ?

- everything is news
- professional expertise comes first
- sharing practices are minimal
- news enables democracy
- awareness of news consumption



NEWS OF THE FUTURE

If you could rule the world, how would you make sure that everyone gets essential information?

NEWS OF THE FUTURE

'We should make young people watch the news bulletin. News bulletins should not be provided by old journalists on television. YouTube is becoming the main medium; therefore news bulletins should be on YouTube, or on other social media. Expertise is good and so is journalism, but journalism should be present on social media for young people'

(male, 14 years old)

NEWS OF THE FUTURE

'A strong public service provided by professional news makers that relies on a great variety of supports to inform citizens. The government has to implement this. Sure, it's difficult to provide everyone with an access to professional news. But it's essential that all communities in Switzerland can share perspectives and discuss opinions'

(male, 18 years old)

BREAK - 15'