HOW TO REACH SWISS DIGITAL NATIVES WITH NEWS

November 5, 2020

Project team:

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zh aw

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Program

14:05   Project Overview : Objectives, Methods, Approach

14:25   Q&A

14:30   Findings i-CH

14:45   Findings f-CH

15:00   Break (15')

15:15   Findings d-CH

15:30   Q&A

15:45   Audience Model / Swiss Personas

16:15   Discussion

Project Overview: Aim, Approach, Methods

Speakers: Aleksandra Gnach / Wibke Weber

Zurich University of Applied Sciences

Overall aim

The project empirically investigates the news consumption of digital natives to gain insight into what young people understand by news and how they consume news.

(i) needs and expectations of young people towards news,
(ii) their media behavior regarding news consumption and
(iii) their media and information literacy when dealing with news.

The study takes into account Switzerland's multilingual nature.

Project Objectives

- Comprehensive qualitative and in-depth analysis of the news consumption of digital natives, including reception, perception, and interaction.

- Input for the development of a new audience model for Switzerland and its language regions.

- Recommendations for the media industry on news formats that appeal to digital natives and encourage them to participate in social and political discourses.

Research Questions

- How do young people define the term "news"?
- Which topics are they interested in?
- Which news formats are most likely to appeal them?
- How and when do young people receive news?
- With whom do they share which news and why?
- What are relevant aspects for a future audience model?
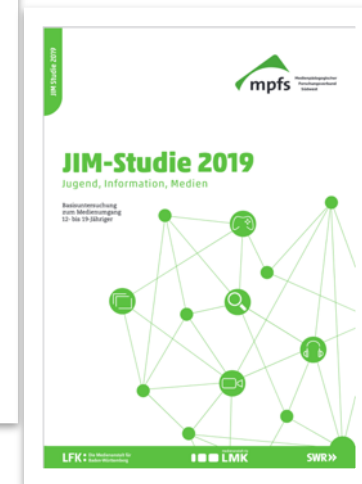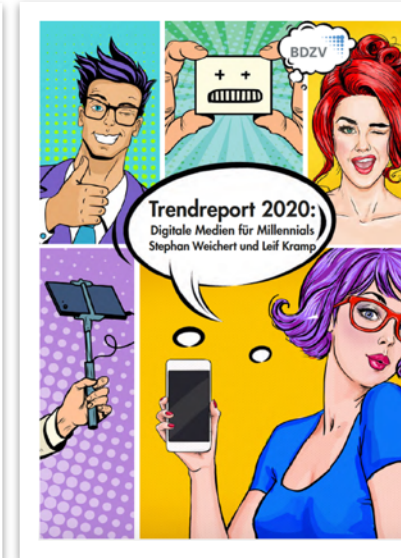
News Formats

Literature Review

How Young People Consume News and The Implications For Mainstream Media

A report by Flamingo commissioned by the Reuters Institute for the Study of Journalism, Oxford University

Service public: Akzeptanz bei jungen Zielgruppen & Zukunftschancen

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MiKE

Medien | Interaktion | Kinder | Eltern

Ergebnisbericht zur MIKE-Studie 2019

Projektleitung
Prof. Dr. Daniel Süss, Gregor Waller MSc

Autor/innen
Waller Gregor, Suter Lilian, Bernath Jael, Külling Céline, Willemse Isabel, Martel Nicolas, Süss Daniel

Web
www.zhaw.ch/psychologie/mike
#mikestudie

JAMES

Jugend | Aktivitäten | Medien – Erhebung Schweiz

Ergebnisbericht zur JAMES-Studie 2018

Projektleitung
Prof. Dr. Daniel Süss, Gregor Waller MSc
Fachgruppe Medienpsychologie

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Web
www.zhaw.ch/psychologie/JAMES
www.swisscom.ch/JAMES/
#jamesstudie2018

Original Article

'We are a neeeew generation': Early adolescents' views on news and news literacy

Journalism
1–17
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DOI: 10.1177/1464884920924527
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Sanne L Tamboer, Mariska Kleemans and Serena Daalmans
Radboud University, The Netherlands

Always on
Wie erleben Jugendliche das ständige Online-Sein?

Credit Suisse Jugendbarometer

Die grosse Umfrage in den USA, in Brasilien, Singapur und der Schweiz.

2018

Trendreport 2020: Digitale Medien für Millennials
Stephan Weichert und Leif Kramp

JIM-Studie 2019
Jugend, Information, Medien

For Example: a Study by the Reuters Institute for the Study of Journalism and Oxford University (UK, US)

How Young People Consume News and The Implications For Mainstream Media

A report by Flamingo commissioned by the Reuters Institute for the Study of Journalism, Oxford University

Flamingo | REUTERS INSTITUTE | UNIVERSITY OF OXFORD

All this means there is **a disconnect; traditional news media no longer seems as relevant or as dominant when it comes to news content**. In a simplified way, how news brands and young people view the role and value of news is different:

— Traditional news brands see news as: what you **should** know.

— Young audiences see news as: what you should know (to an extent), but also what is **useful** to know, what is **interesting** to know, and what is **fun** to know.

And the role of news for young people appears primarily individualistic; **it's about what it can do for them as individuals – rather than for society as a whole.** While it's true that the industry is moving towards producing more content of this kind, most traditional news brands are still not associated with being useful, interesting or fun.

For Example: Qualität der Medien. Jahrbuch 2020.
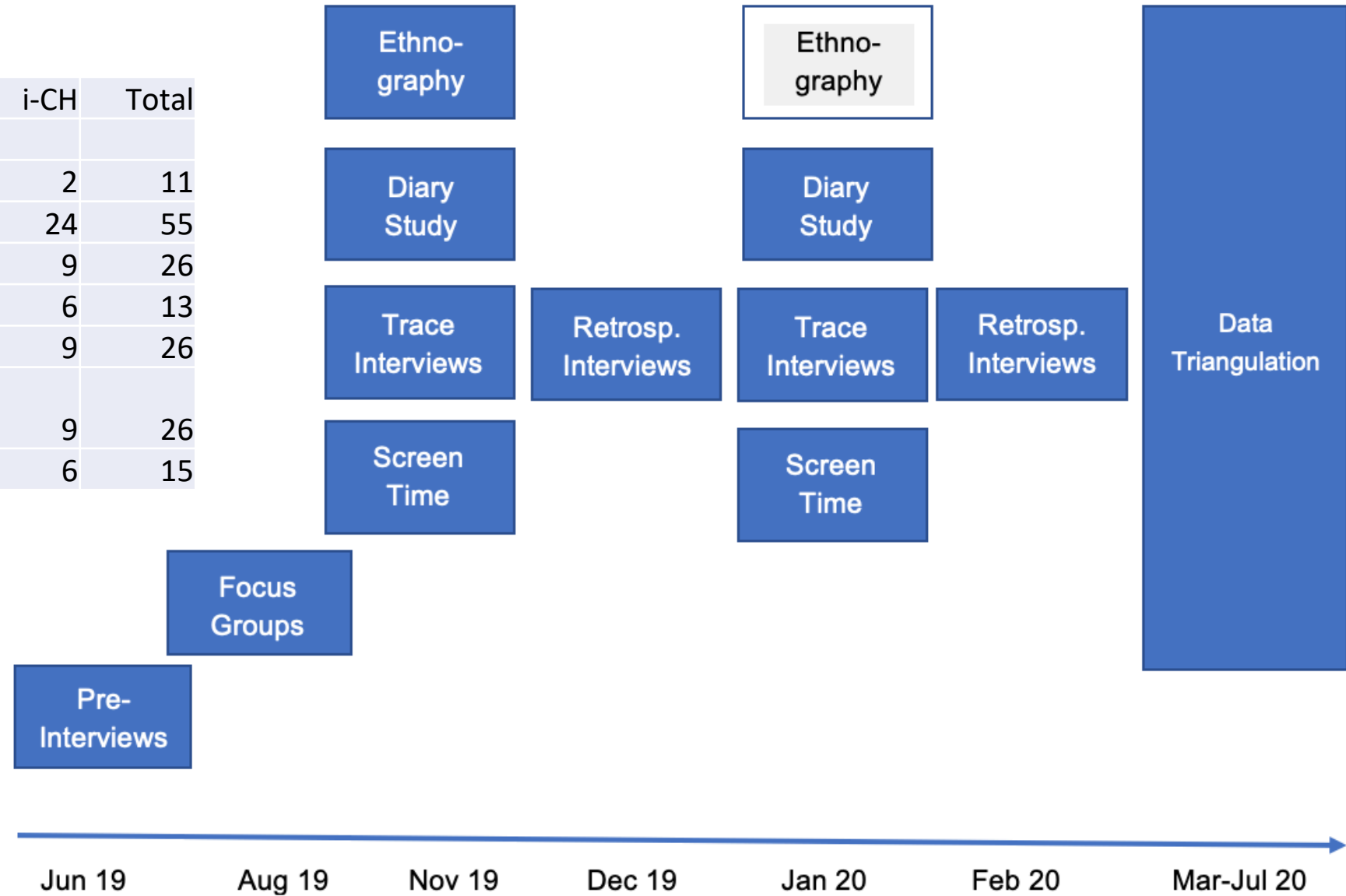## fög Forschungszentrum Öffentlichkeit und Gesellschaft, Universität Zürich

Mixed-Methods-Approach

- **Pre-Interviews**: determine topics for Focus Groups

- **Focus Groups**: definition of news / attitudes & opinions / topics and platforms for Ethnography and Diary Study

- **Ethnography**: investigate news consumption in real time

- **Diary Study**: investigate news consumption in real time (online & offline)

- **Quantitative Data (Screen Time):** discover gaps between what the participants 'say they do' and what 'they really do'

- **Trace Interviews**: specific questions concerning deviations from usual patterns of news consumption

- **Retrospective Interviews**: validate results Ethnography & Diary Study

Project Overview

	d-CH	f-CH	i-CH	Total
Pre-Interviews	5	4	2	11
Focus Groups	19	12	24	55
Diary Studies	11	6	9	26
Ethnography	3	4	6	13
Screentime	11	6	9	26
Retrospective Interviews	11	6	9	26
Trace Interviews	6	3	6	15

Instagram — faktischversichert

49% aller Schweizer Jugendlichen engagieren sich politisch.

Gefällt wanja_mantel und 808 weiteren Personen

faktischversichert Auf der

Il controllo della temperatura per i giornalisti prima di una conferenza stampa del ministro della Salute cinese a Pechino, domenica mattina (The Yomiuri Shimbun via AP Images)
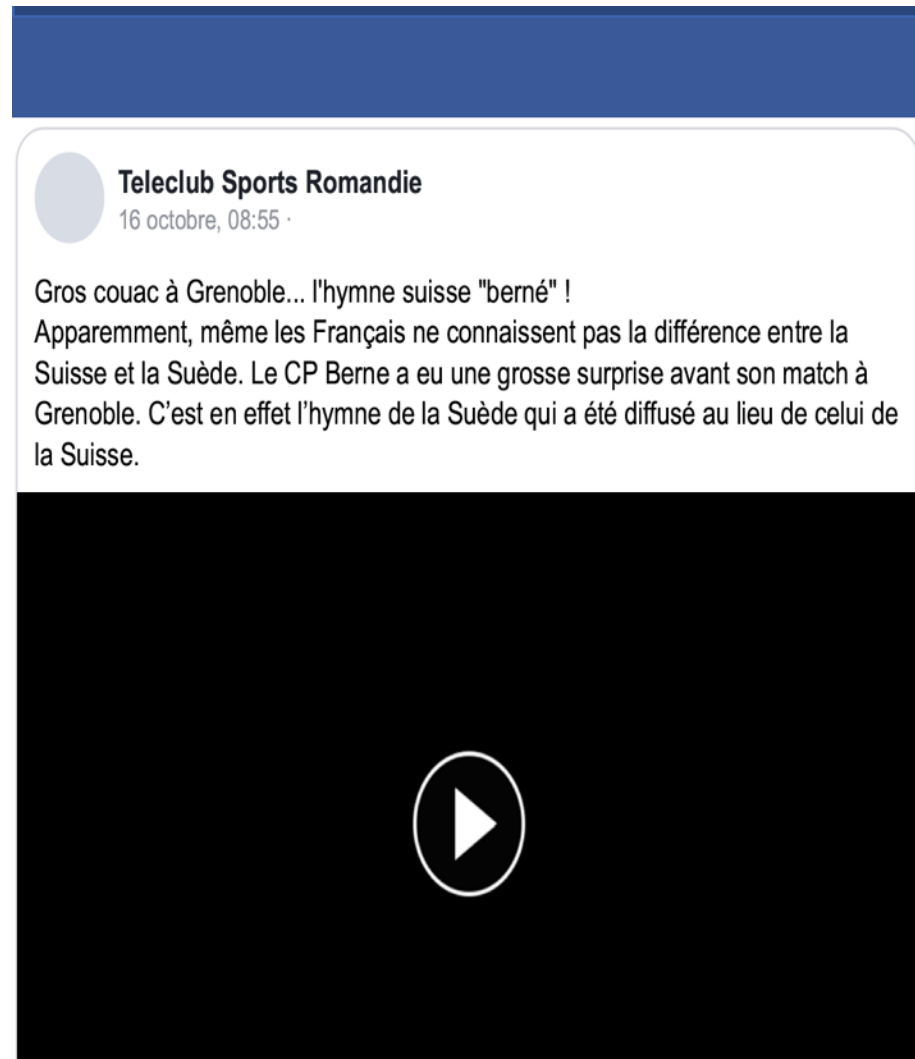
MONDO | DOMENICA 26 GENNAIO 2020

Gli aggiornamenti sul coronavirus

Il numero dei morti è salito a 56 e secondo il ministero della Salute cinese la capacità del virus di trasmettersi tra le persone è in aumento

https://www.ilpost.it/2020/01/26/coronavirus-morti-aggiornamenti/

Teleclub Sports Romandie
16 octobre, 08:55 ·

Gros couac à Grenoble... l'hymne suisse "berné" !
Apparemment, même les Français ne connaissent pas la différence entre la Suisse et la Suède. Le CP Berne a eu une grosse surprise avant son match à Grenoble. C'est en effet l'hymne de la Suède qui a été diffusé au lieu de celui de la Suisse.

13

Erstellt: 10.02.2020 14:23   **Geändert:** 10.02.2020 14:25

Schlagw... EIndruck_faktenbasiert, Eindruck_langweilig, Eindruck_unnütz/unbrauchbar, Gefü...

Erstellt: 26.01.2020 16:48   **Geändert:** 11.02.2020 17:50

Schlagwörter: Come_letto, Con_da solo, Impressione_1a_comprensibile, Impressione_2a_importante, Impressiöne_3a_interess...

Erstellt: 23.10.2019 21:00   **Geändert:** 25.10.2019 08:11

Schlagw... appareil_portable, Comment _écouté, Comment _regardé, Impression_base-sur

Quell-URL: https://www.facebook.com/teleclubsports/videos/798176800619479?sfns=mo

Screentime: Full Access

Dropdom
1 Stunde

WhatsApp
20 mins

Samsung Interne
7 mins

Instagram
6 mins

Twitter
4 mins

watson
3 mins

Telefon
3 mins

Candy Crush Soda
2 mins

Gmail
1 min

Kalender
1 min

Zalando
< 1 min

Snapchat
< 1 min

Spotify
< 1 min

Galerie
< 1 min

Web History (corresponds to Youtube history)

Zeit	Seite
letzten Donnerstag um 08:16 Uhr	CNN Today Intro 2019 with Mich
letzten Donnerstag um 08:16 Uhr	https://www.youtube.com/result
letzten Donnerstag um 08:16 Uhr	Sen. Rick Scott's anti-Biden a
letzten Donnerstag um 08:16 Uhr	https://www.youtube.com/result

Data Triangulation

- Results from each step of analysis
- Results from all linguistic regions

$\Rightarrow$ 3 Age Groups

$\Rightarrow$ Personas (age groups / regions / Switzerland)

$\Rightarrow$ Audience Model

Benefits Multi-Method-Approach

- Approach news consumption from participants' perspective:
  - Understand the participants' point of view
  - Develop categories according to the participants' perspective

- Results of each step allow to determine / adapt next steps

- Continuous results verification

Benefits Qualitative Approach

- Deepen results of quantitative studies
- Meet the heterogeneity of the participants
- Understand motivation behind and reasons for certain behaviors: 'what, when, how and why'
- Determine the gap between what participants say they do and what they really do

Questions & Answers

Moderator: Guido Keel