

YOUTH MEDIA DNA

DECODING YOUTH AS NEWS & INFORMATION CONSUMERS



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World Association of Newspapers



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PHASE TWO REPORT



Over the past decade, publishers across the world have been concerned about declining rates of newspaper readership among young people. Among the newspaper community – national newspaper associations, newspaper-in-education committees, and academics – there is much debate about why this is happening and how to address the issue. Are young people interested in news and information? How does technology affect their daily media consumption? What rituals do they associate with newspaper readership? What has been lacking, up until this point, has been a consistent, global approach to the issue.



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In early 2006, The World Association of Newspapers (WAN) enlisted D-CODE – a strategic research consultancy focused on youth, young independents, and young families – to outline the key issues facing youth newspaper readership. They are using a variety of research methodologies in order to develop better strategies at the global and local level for reaching and delivering news content to young readers.

Initially, D-CODE worked with WAN to conduct a review of existing literature on the topic of youth newspaper readership. After completing this phase, D-CODE completed a global qualitative survey of 10 countries (United States, the United Kingdom, Serbia, Sweden, Spain, Lebanon, South Africa, Colombia, the Philippines, and Japan). In each country, D-CODE recruited 10 young people to document their media habits and discuss their attitudes towards news and newspaper readership. This was done through one-on-one long interviews, online discussions, and media diaries.

The goal of this qualitative work was to have young people from around the world confirm or challenge hypotheses in five broad categories. These insights will then be used to develop questionnaires and guides for the next phase of Youth Media DNA. This long term work will ultimately help develop strategies to increase youth newspaper readership. It is important to note that this exploratory phase was not designed to draw conclusions about young readers globally. A sample of 100 is far too small to accomplish this. However, it is enough to explore participant reactions to hypotheses. The six categories for the hypotheses are:

News Consumption Patterns / Ritual: When and how do youth currently consume news?

News Content: What type of news and information content are youth most interested in? What role does age or gender play in a young person's information needs?

Newspaper Format: What does an ideal newspaper look like and feel like for young people?

Benefit and Value of News and Information: What value does news and information provide today's young people?

Social Networks: What role do social networks play in the dissemination of news and information?

Influencers: Which people influence news and newspaper consumption habits of young people?

In some cases the results from the qualitative research confirmed that the hypotheses developed were getting at the heart of the issues related to youth newspaper readership. Some hypotheses, however, were challenged by participants. Both give us insights for future country-by country quantitative research.



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GLOBAL NEWS CONSUMPTION PATTERNS AND RITUALS

*“If you’re not really informed about different media, you can easily be swayed by the biases of different media companies.”
(Philippines)*

*“My first choice for news and info is the Net. It’s more of an active tool. TV is limited to what they’re providing you (you sit and it’s whatever the news program wants to give you in a limited time) whereas the internet, you can pick whatever you want and find the information that you’re interested in instead of having the news dictate what’s important for you”.
(Participant – USA)*

1.1

MULTIPLE SOURCES

HYPOTHESIS: YOUNG PEOPLE ARE GETTING NEWS AND INFORMATION FROM MANY MEDIA SOURCES, NOT JUST ONE.

This hypothesis explores some important issues for potential young newspaper readers, as detailed knowledge about news and information was important to many participants. Being well-informed requires seeking out multiple sources across different formats, and discerning between a diversity of news-gathering approaches. Whether this is driven by convenience or a sincere need to obtain multiple viewpoints remains to be seen. Many participants said that they feel uncomfortable trusting a single authoritative source – even among those sources that they rely on, on a regular basis. For others, the use of multiple sources and formats is a matter of convenience; online sources, for example are more easily accessible during the day, whereas newspapers are usually found in the morning, and TV is more accessible at night. This use of multiple sources and formats is true not only for the formats they use, but also for the news brands they are loyal to.

More work is needed to understand how young people distinguish between different news brand providers and different types of media. Which sources and formats are most convenient during various times of the day? Do young people recall which news stories came from which source? Which sources are they most loyal to, and what is this trust based on? Which formats fill particular needs in the news consumption ritual?

1.2

PASSIVE VS. INTERACTIVE

HYPOTHESIS: INTEREST IN PASSIVE FORMS OF MEDIA (RADIO, TV, ETC.) ARE WANING. YOUNG PEOPLE WANT TO INTERACT WITH -- AND CONTRIBUTE CONTENT TO -- NEWS MEDIA.

Based on the feedback, this hypothesis is ready for quantitative testing, as it touches accurately on a variety of issues related to media diet and interests. Many participants said their interest in passive media (where the user does not select content consumed) and newspapers is in some decline, even though some of its’ traditional forms (like TV and radio) still dominate their media diets. Almost all participants said that their use of the Internet has increased over the past three years, and that, increasingly, they want a more interactive experience with media they consume. Control over what information they receive and the format it is in is increasingly becoming desirable among young people, even in countries with lower Internet penetration rates.

Despite the stated preferences for the Internet as a news and information source and the growing interest in personal devices that facilitate citizen journalism (i.e. digital/ video cameras), most participants still value more traditional media sources and formats, because they are perceived as being more accurate, reliable, and trustworthy. Participants’ experience using the



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“I would use more time to read the newspaper. As it is hard to have time... Today it is the newspaper I will skip (no time) so I'll check out the most current news on the Net.”
(Sweden)

“I would spend more time with the newspaper because sometimes I don't have the opportunity to read it cover to cover and if I had a little more time then I would be able to read more of it.”
(Philippines)

“I do not read newspaper online. But I check Hotwired Japan (<http://hotwired.goo.ne.jp>), a collage of various news ... Hotwired Japan provides information on various genres, with lots of personal interviews, interesting editorials and columns.”
(Japan)

Internet as a source of information is fundamentally different. They often talk about being distracted because they can perform other activities while online, like chatting with friends. Younger participants in particular, reported TV as their preferred news medium because it was the easiest to understand.

This research raised a variety of questions for future research: Will more interactive media replace passive sources of news and information? Are there distinctions between the type of information and the media that best suits this need? Do young people interact with different types of media simultaneously, and if so, in what combinations? Do education levels influence young people's interest in passive and interactive news consumption? How is online news and information time spent (on blogs, online newspapers, news aggregators, etc.)?

1.3

TRADITIONAL VS. NEW MEDIA

HYPOTHESIS: YOUNG PEOPLE SPEND LESS TIME WITH TRADITIONAL MEDIA AND MORE WITH NEW MEDIA. TELEVISION, NEWSPAPERS AND RADIO IS WANING COMPARED TO THE INTERNET, MOBILE PHONES, AND PERSONAL MUSIC PLAYERS.

The research confirms that this hypothesis is relevant to newspaper readership. While difficult to quantify authoritatively at this point, young participants said that usage of new media (i.e., computers, mobile phones, the Internet, and MP3 players) is increasingly taking up time participants would have spent with traditional media, though this time is obviously restricted in countries where the digital divide remains a strong barrier. Even in countries with low penetration of communication technologies, these media remain highly desirable.

Despite this, many participants say they would like to spend more time with newspapers and other more traditional sources of information. Contrary to stereotypes, many young participants remain respectful of traditional information sources and few dismiss them as obsolete. More work is needed to understand and quantify whether new and traditional media are competing with each other in the media diets of young people.

A variety of questions emerge as a result of this feedback. Which new media represent a threat to time that could be spent with newspapers and other traditional media? Where do traditional media fit in the process involved in consuming news and information content? Do participants use blogs, online news aggregators, mobile updates first and then traditional sources, or vice versa? What can publishers in countries with low Internet penetration learn from the countries with higher penetration?

1.4

LOW ONLINE NEWSPAPER USAGE

HYPOTHESIS: ALTHOUGH INTERNET USAGE IS HIGH AMONG YOUNG PEOPLE WHO CAN ACCESS THE INTERNET, USE OF ONLINE NEWSPAPER SITES IS LOW.

This phase confirmed this question as relevant to future work. Most participants said that the Internet was their first choice as a medium for news and information; a large portion, however, said that they do not read (or do not



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“I guess I read more carefully in a newspaper that I can hold in my hand. On the Net I just skim through”
(Sweden).

“We all know that the internet is amazing... however, I still like to hold newspapers in my hands and read it every morning when I am drinking coffee.”
(Serbia)

“I always begin my day by opening the forum pages, then I almost always check out my naharnet website, and then the Daily Star. That is my morning ritual (when I have time)”
(Lebanon)

realize they are reading) online versions of newspapers. Detailed reading on a screen remains an issue for many of these participants; the rise of news aggregator services like Google News or MSN News may also be a factor. There is a sense among many that the printed version of newspaper content is preferable. Some, however, say they prefer reading online newspapers because they have more opportunities to interact through discussion boards, or find more information through clicking on hyperlinks. Some participants are completely indifferent to the distinction between online and printed news content.

There are a variety of questions this discussion raises. How many young readers prefer to read online, as opposed to in print? When looking online, which sites do they first visit when looking for general news and information? If young people spend so much time online, what deters them from reading newspapers online? When surfing through news aggregator sites, do they make distinctions about which brands they will visit first?

1.5

MEDIA GRAZING VS. MEDIA MEAL

HYPOTHESIS: YOUNG PEOPLE DO NOT HAVE A CLEAR NEWS RITUAL.

Feedback from participants confirmed that the issue of the news ritual is worth exploring in greater detail. For most participants in this qualitative research, the morning is the most common time to consume news, especially from newspapers. Many, however, said they check for news information multiple times throughout the day using a variety of sources, including newspapers. Respondents who reported consuming info in the evening usually were checking the news on TV.

Most respondents say they may skip checking up on news information primarily due to lack of time. Access impacts regularity of news consumption. It seems that older respondents are more likely to have an established ritual around newspaper readership specifically (coffee in the morning) and younger participants are more likely to read whenever they can.

Further research should explore when and how often different young people consume information. How do news rituals change and evolve as young people transition between school, post-secondary education and work? How do different levels of technology access impact a news ritual?



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NEWSPAPER CONTENT

“To be well informed is to be competitive. Nowadays a lot of people know a lot of things, so to be competitive you also have to know a lot of things.”
(Philippines)

“I aspire to be well informed... kind of cliché, but information is power. Not just competitive, but knowing more/ being informed is just desirable.”
(USA)

2.1

LOCAL VS. GLOBAL NEWS

HYPOTHESIS: YOUTH ARE ONLY INTERESTED IN CONTENT THAT IS RELEVANT TO THEIR LIVES. AS A RESULT, THEY ARE ONLY INTERESTED IN LOCAL NEWS.

Participants strongly disputed this statement and said they were curious about local, regional, national and international news. There is a sense among many that local and international issues are increasingly linked, especially around environmental and global security issues. Young people do not treat these issues in isolation, and may be less inclined to view them as isolated.

2.2

NEWS NEEDS CHANGE WITH AGE

HYPOTHESIS: AGE AND GENDER APPEAR TO IMPACT THE INFORMATION AND NEWS INTERESTS OF YOUNG PEOPLE.

This phase suggests that this hypothesis is worthy of exploration in greater detail. The feedback collected suggests that the interest in information grows with age, with younger participants more interested in “the big headlines”, while older participants had more appetite for detail and debate. While most participants said they usually read “the front page” of the newspaper, almost all participants said they usually ignore the business section.

Questions for quantitative evaluation could explore in greater detail the news and information needs of different age groups. Do younger youth need or want to see newspaper content directed specifically at them? Do young readers want to see more of their opinions and concerns raised in general interest newspapers?

2.3

GENDER

HYPOTHESIS: GENDER IMPACTS THE CONTENT NEEDS/ DESIRES OF YOUNG PEOPLE.

Responses from this phase make this question difficult to answer, and perhaps worthy of more detailed study. Of the participants in this study, female participants were more likely to read the entertainment sections of newspapers and ignore the sports sections; the reverse is true for males. Future quantitative work will need to be done to confirm whether these patterns hold for the larger youth population as a whole.



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NEWSPAPER FORMAT

“In order to be well informed you need to read newspapers, watch TV, all media, but also contact with other people, talk with people.”
(Serbia)

3.1

BROADSHEET VS. SMALL FORMAT

HYPOTHESIS: YOUNG PEOPLE DO NOT FIND THE BROADSHEET DESIGN OF NEWSPAPERS READER FRIENDLY. THIS MAY DETER THEM FROM READING NEWSPAPERS MORE FREQUENTLY.

Feedback collected suggests that young readers may have strong opinions about format, and this needs to be confirmed quantitatively. While most participants said they like the feel of printed material, the majority of participants said they find the broadsheet design of most newspapers cumbersome. This is especially true of the weekday habits as they want to be able to bring something with them to school or work and refer to it throughout the day. The broadsheet format, therefore, may be deterring them from reading newspapers more frequently.

When asked to describe their “ideal newspaper”, participants overwhelmingly said they wanted something smaller in size, with the same level of quality in writing in large formats. Participants do not appear to have negative connotations about the tabloid format itself.

In future research some additional questions may be worth exploring. Are participants willing to pay for a small format newspaper? Would having access to a small format newspaper increase the amount of time they spend with newspaper content overall? Do young readers want to retain broadsheet formats for specific times (like the weekend)?

3.2

FREE NEWSPAPERS

HYPOTHESIS: FREE NEWSPAPERS DRIVE CURIOSITY IN NEWS AND OFTEN INSPIRE YOUTH TO DIG DEEPER.

Based on feedback from participants, this issue appears to be key to the development of future strategies on youth newspaper readership. Free commuter newspapers are common to most young participants around the world and the consensus is that they drive curiosity in news and information. Overall, most participants said they read paid newspapers more frequently than free newspapers. Many respondents said that free commuter newspapers are well-suited for travel to and from school and work, while paid newspapers are more likely to be read at home.

Most participants recognize the trade-offs in quality, depth, and credibility between free and paid newspaper content. For this reason, free newspapers generally do not replace paid newspapers; they merely fill a different role in their daily news ritual. For some participants, free papers can be credible sources of information, often more credible than their paid alternatives. Some participants are therefore careful to note that they also assess the individual publications based on a series of criteria, including political viewpoint, the amount of advertising and quality of writing. Price, for these participants, is just part of the mix.

This phase also pointed to a variety of questions for future research. Where do young readers go after reading free newspapers to dig deeper (radio, online, paid newspaper, etc.)? Do participants worry about the influence of advertising on newspaper content? Are participants willing to see more advertisements to reduce the cost of a paper?

“I believe that blogs and ‘youtube’ are good options to amplify information and learn about different points of view, but these options will not replace serious journalistic articles found in newspapers.”
(Spain)



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BENEFIT AND VALUE OF NEWS AND INFORMATION

“Since I was a kid I remember always having newspapers in the house, and that’s the reason I think that I am well informed...”
(Serbia)

“Yes, my father. He always reads the newspaper so that’s where I think I got the habit of reading now.”
(Philippines)

4.1 YOUTH CURIOSITY ABOUT NEWS

HYPOTHESIS: MOST YOUNG PEOPLE ARE CURIOUS ABOUT THE WORLD, AND AN INTEREST IN NEWS IS KEY.

This notion resonated strongly with the participants in this phase, and will be a key question for future quantitative research, as it runs contrary to most stereotypes of young people. Many participants expressed a strong desire to be informed about “news” information, and this appears to be an interest they continue to develop, especially as they make the transition between adolescence and adulthood.

Future questions for exploration could focus on the connection between newspaper readership and larger social engagement. Are newspaper readers more likely to vote, volunteer or donate money to charities and non-profit organizations?

4.2 BEING WELL-INFORMED

HYPOTHESIS: BEING WELL-INFORMED IS A DESIRABLE QUALITY FOR YOUTH.

This hypothesis resonated strongly among participants in this research and will be interesting to confirm on a quantitative basis. Based on the feedback we received, the benefit translates to a variety of arenas. Many participants say they see a link between keeping up-to-date with current events and being able to participate in conversations with their peers and family. This social ingredient is a key part of the personal news gathering process. In addition, many participants noted that “being well-informed” was beneficial to their school and work life, allowing them to participate in discussion and showcase their knowledge.

Many, however, say they struggle to feel truly well-informed about the world. Time remains the main barrier to more frequent newspaper readership – not lack of interest.

It may be interesting to explore how news and information gets passed along through social conversation and what media platforms are supporting this exchange.



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SOCIAL NETWORKS / USER – GENERATED CONTENT

“I hate having to maneuver the big newspapers we have, it’s very cumbersome for me.”
(Lebanon)

5.1

SOCIAL NETWORKS

HYPOTHESIS: THE BIGGEST COMPETITION FOR NEWS AND INFORMATION IN THE FUTURE ARE YOUNG PEOPLE THEMSELVES AND THEIR SOCIAL NETWORKS.

This hypothesis appears to be important to how and when youth consume news and information. Feedback from participants in the qualitative round appears to indicate that the importance of the social network as a disseminator of news and information is on the rise. Many participants in this phase listed “discussion with friends” as a top source for news and information, sometimes ranking higher than TV or newspapers. In particular, social networks appear to be key in spreading entertainment news for most young people.

In future research, it will be interesting to probe deeper about the nature of how news and information are shared through social networks. Although information gathered from family and friends may not be accurate, young people appear to trust family and friends much more than media sources. Why does this appear to be the case? What topics are more appropriate to this kind of relationship?

5.2

USER GENERATED CONTENT

HYPOTHESIS: WHILE THE POPULARITY OF SITES LIKE YOUTUBE AND BLOGS WILL CONTINUE TO GROW, YOUNG PEOPLE DO NOT BELIEVE THAT THEY WILL REPLACE NEWSPAPERS AS A SOURCE OF INFORMATION.

This hypothesis was the subject of much debate among young participants, and it will be important to confirm quantitatively across countries on both sides of the digital divide. The Internet and various networking websites have enabled social networks to grow beyond the immediate circle, and many say they have cultivated online peers around the world for this purpose. In many cases, however, online interaction has become a platform for debate and discussion amongst peers living near each other. While most participants do not view video sharing sites like YouTube or blogs as credible first sources for news, many participants see them as channels for voicing opinion. In this sense, social networking and user-generated content sites can be seen as complements to their news and information experience.

“It is true in some cases like there are better reporters with paid newspapers. Where as the ones you don’t have to pay for are normally junk papers.”
(South Africa)



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“I personally do read international news and most of my friends do as well... because sooner or later we are all affected by international events. For example, if there is a war with Iran, people in the West are affected by rising oil prices...”
(Spain)

“I usually ignore the business section. I don't do business, don't understand all the shares and things. It's not really eye-catching or thrilling reading to be fair.”
(UK)

INFLUENCERS

6.1

PARENTS

HYPOTHESIS: PARENTS, MORE SO THAN TEACHERS OR FRIENDS, INFLUENCE YOUNG PEOPLE'S ATTITUDES TOWARDS THE IMPORTANCE OF NEWS AND INFORMATION CONSUMPTION.

The influence of parents in newspaper readership resonated strongly in the feedback from participants in this study. Most respondents said they had vivid memories of having a newspaper in the home when they were growing up; fathers, in particular, were most often cited in participants' recollections of newspaper reading.

Interestingly, many participants did not have any memories of having newspapers in their school; almost all those who did said the newspapers were rarely read by students. Few mentioned that newspapers were incorporated into their learning in class. Of those who did recall seeing newspaper in schools, the existence of the student-generated newspaper seems to be key to that memory.

Participants rarely mentioned teachers in the context of newspaper readership. This is not to say that teachers do not play a role in introducing young people to newspapers – rather it appears that this impression is not something that comes to them.

Questions for future rounds of research should help frame the variety of contexts that introduce young people to newspaper readership. Is there a direct relationship between how parents introduce their children to newspaper readership and later patterns? Do friends play any role?

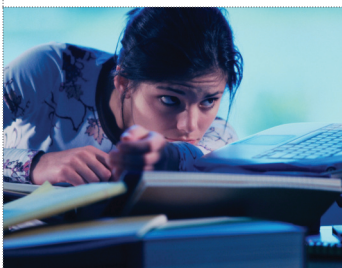


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NEXT STEPS

Future quantitative research for the Youth Media DNA study will include four phases on a country-by-country basis:

1. STUDY DESIGN:

This phase includes analysis of existing research, conducting exploratory research

with youth in each country and questionnaire design. This phase is almost complete and has been funded by WAN.

2. COUNTRY-BY-COUNTRY QUANTITATIVE RESEARCH:

This phase will include surveying 1000 youth between 15-29 years old in each country, the analysis of the data and a preliminary report. The questionnaire will be approximately 25 minutes long. 10% of questions will be customized for each country. The remaining 90% of questions will be standardized for international comparisons. The quantitative research will be designed to test hypotheses and identify opportunities and challenges specifically for newspapers in each country.

3. COUNTRY-BY-COUNTRY QUALITATIVE RESEARCH:

Qualitative research adds a deeper story to the research to move beyond the data to the beginning of solutions. This phase will give a deeper context to the knowledge derived from the quantitative studies. It will include in-depth interviews or focus groups with 60-80 youth based on a set budget. Approximately 50% of the questions in this phase will be standardized for international comparison; the other 50% will be customized for each country.

4. STUDY DISSEMINATION:

Once all phases of the national study are complete, a full report will be prepared and delivered to the national newspaper association. Once enough countries have completed National Studies, D-CODE will complete an international comparison report for all participating countries.



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TakingITGlobal is an international organization – led by youth and empowered by technology. TakingITGlobal connects youth around the world to find inspiration, information and get involved in improving their local and global communities. We encourage readers of this report to learn more about TakingITGlobal by visiting takingitglobal.org.



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*“I somehow feel like the reading of a physical newspaper – actually having something in my hand, for one it hurts my eyes less.”
(Japan)*

APPENDIX: COUNTRY-SPECIFIC ISSUES

Given the small number of participants in this study, it is impossible to outline specific generalizations about country-specific behaviours. Qualitatively, however, there are some country-specific issues and trends that do emerge. The different levels of Internet access obviously have an impact on media usage patterns. In addition, media brand awareness and trust varies between different countries, with some key international brands appearing to have a distinct global impact. Concerns about government and corporate control also vary from country to country. The key issues by country, are introduced and summarized below.

COLOMBIA

Gender may be an interesting factor in how young Colombians are introduced to newspaper readership. All participants who cited having a newspaper in the home also referred to a male figure (father, grandfather, or uncle) in their memories of the experience. Discussion in the family was also cited as an important source of news and information, and the inference could be made that in Colombia, male authority figures play a key role.

JAPAN

Technology adoption in Japan, particularly of mobile technology, was higher than in other countries, and most Japanese participants say their use of newspapers and radio has decreased in the past 3 years. Some participants expressed an interest in having newspaper articles on mobile phones; others prefer reading printed news. All participants said they travel to and from school using public transit. Many participants said they wanted to see smaller newspaper formats. Most participants say they see emerging citizen journalism sites (i.e., blogs and YouTube) primarily as platforms for opinion sharing and debate. Newspapers are still considered the credible source for factual information.

LEBANON

Lower rates of Internet access mean that the printed newspaper is often more accessible than online information. Some participants said that daily events in their homeland (such as the recent war with Israel) trigger an interest in seeking out news and information. Others, however, felt that they needed a break to escape from this kind of “heavy” information. Some Lebanese youth believe that because political news dominates the headlines in Lebanon (as opposed to culture, sports, and entertainment), younger people may feel alienated from the news.



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“Online newspapers are easier than a paper version with more options, and especially archives, but not really better, because every time you need to access it you have to go online on the Internet. The paper version is accessible everywhere anytime.”
(Philippines)

“On the Internet there are several mailing lists and blogs I like to read and have, and the key word for all of them is Serbia. I like to know what other people write about my country and have all news from Serbia as soon as possible.”
(Serbia)

“I personally don’t think [that Youtube will replace newspapers as sources on information] because I have never been on Youtube or a blog and it’s easier to switch on the radio than go on the internet.”
(South Africa)

THE PHILLIPINES

Some participants said that their interest in the news is high, mainly because world events impact their daily situation (prices of oil, food, etc.). How they access news and information appears to vary greatly. Participants in the Philippines said that Internet access varies greatly from community to community. Some participants say they do not have daily access to the Internet. Others say that they only had access to dial-up Internet. As a result, usage of more content-rich online media that might compete with newspapers for media time (i.e. YouTube) is lower than in other countries.

SERBIA

Serbian participants appear to be most interested in national news, particularly politics. Participants from Serbia said there is feel a real tension between needing to be up-to-date on national news (because of the implications for their daily lives) and the need to get away from information about corruption, conflict and politics. Despite the varied levels of Internet access in Serbia, participants said the Internet was their first choice format for news and information, and that the Internet could eventually replace newspapers. Serbian participants expressed dissatisfaction with both extremely “trashy” newspapers and overly “serious” papers. For many participants, the ideal newspaper content blends serious content along with more information about music, culture, fashion and sports

SOUTH AFRICA

South African participants tended to focus less on issues around their news consumption needs and routine and place more value on accessibility and ease of comprehension. Television was the most trusted news and information format – more so than the Internet or newspapers. Most say they have access to high-speed Internet – but only at school. Usage of Youtube and blogs appears to be lower than in other countries. Cell phone usage appears to be quite high in comparison with other developing countries, and some participants said they used them to access news and information.

SPAIN

Spanish participants were more likely to say they read local news first, because it impacts their daily lives. Most participants from Spain said they do not read online newspapers frequently, and prefer reading a printed newspaper over reading off a screen. Some participants feel that free news sources, because they only provide short pieces of the news, are more likely to be neutral than paid sources, which are more likely to have an ideological view point. Some Spanish participants make clear distinctions between high quality and low quality news brands.

SWEDEN

Swedish participants appeared, more so than other countries, to have been exposed to newspaper readership in their homes and schools, and most said they read newspapers every day. Unlike other countries, Swedish participants were less inclined to complain about the format of broadsheet newspapers. Most showed an interest in news and information, and report checking up on news several times a day. Almost all participants said they are very interested in international news, and less interested in local news.



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“I believe free news are of better quality because not only are they free, but they are also completely objective and neutral. This is in contrast to paid newspapers that only publish their own viewpoint and leave no room for alternative opinions.”
(Spain)

UNITED KINGDOM

Few British participants said they read online newspapers and online newspaper sites were rarely visited. Many British participants said that newspapers were a vital part of their morning news ritual, and the news ritual of people they know. Participants generally associate high quality news with the BBC, Channel 4 News, the Guardian, and the Times. Low quality news brands are generally tabloid newspapers: the Sun, The Daily Mail, the National Enquirer, but also Channel 5 news.

UNITED STATES

American participants say they are frequent users of the Internet, and that it is beginning to become a main source of news and information. Many participants say their use of television, magazines, newspapers and radio has decreased in the past 3 years. Youtube and blogs are seen as supplements to the overall news picture. Participants in the United States expressed strong concern about the “corporate” filter of mainstream news and how user-generated content sites can draw attention to issues not getting covered in mainstream outlets.



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