



**HANS-BREDOW-INSTITUT**

for Media Research at the University of Hamburg

# Young People and News

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**EBU Knowledge Exchange 2014**

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Stockholm

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# Outline

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- **The age effect:**  
Interest in news increases with age
- **The Zuckerberg effect:**  
Young audiences' news consumption is determined by (social) curation
- **The YouTube effect:**  
Online video is the go-to format

# The Age Effect – Important Types of News

- Typical pattern:  
News interest in general is growing with age, but the interests differ amongst topics.

Important types of news	18-24	25-34	35-44	45-54	55 +	
International news	44	43	47	53	56	↗
News about the country's politics	35	35	41	44	59	↗
Local news about my town or city	33	42	44	48	47	↗
News about my region	24	31	35	42	43	↗
Science and technology news	40	31	30	28	27	↘
Fun/Weird news	31	25	20	16	11	↘
Entertainment and celebrity news	22	23	20	14	9	↘

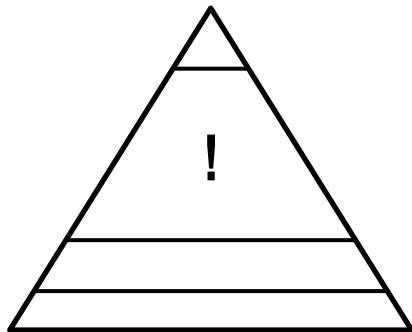
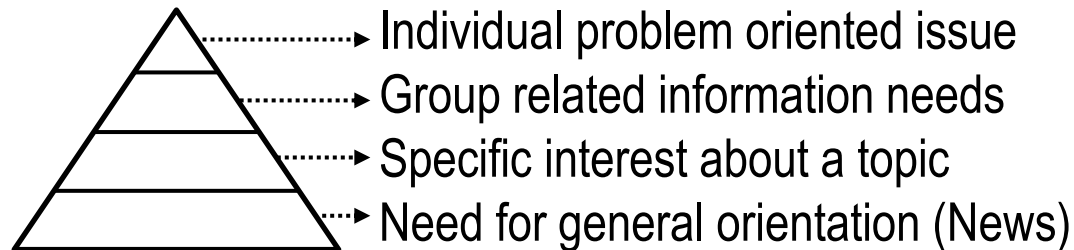
Reuters Institute Digital News Survey 2014 / Hans-Bredow-Institut

Q2 Which of the following types of news is most important to you? Please choose up to five. (figures in per cent)

Base: All markets 2014 – UK: 2082; Germany: 2063; Spain: 2017; Italy: 2010; France: 1946; Denmark: 2036; Finland: 1520; USA: 2197; Urban Brazil: 1015; Japan: 1973

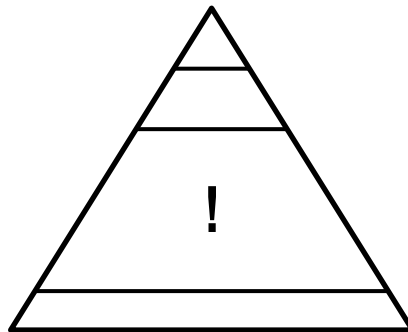
# The Age Effect – Information Needs

- People have different information needs – the genre “news” meets only one of them.
- Information needs are changing according to life phases and their challenges.



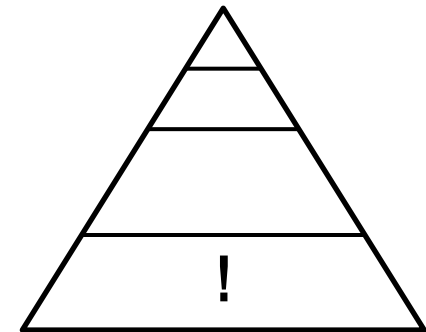
**Youth**

group related information needs  
(identity formation)



**Apprenticeship/studies**

more focus on specific topics  
(qualification)

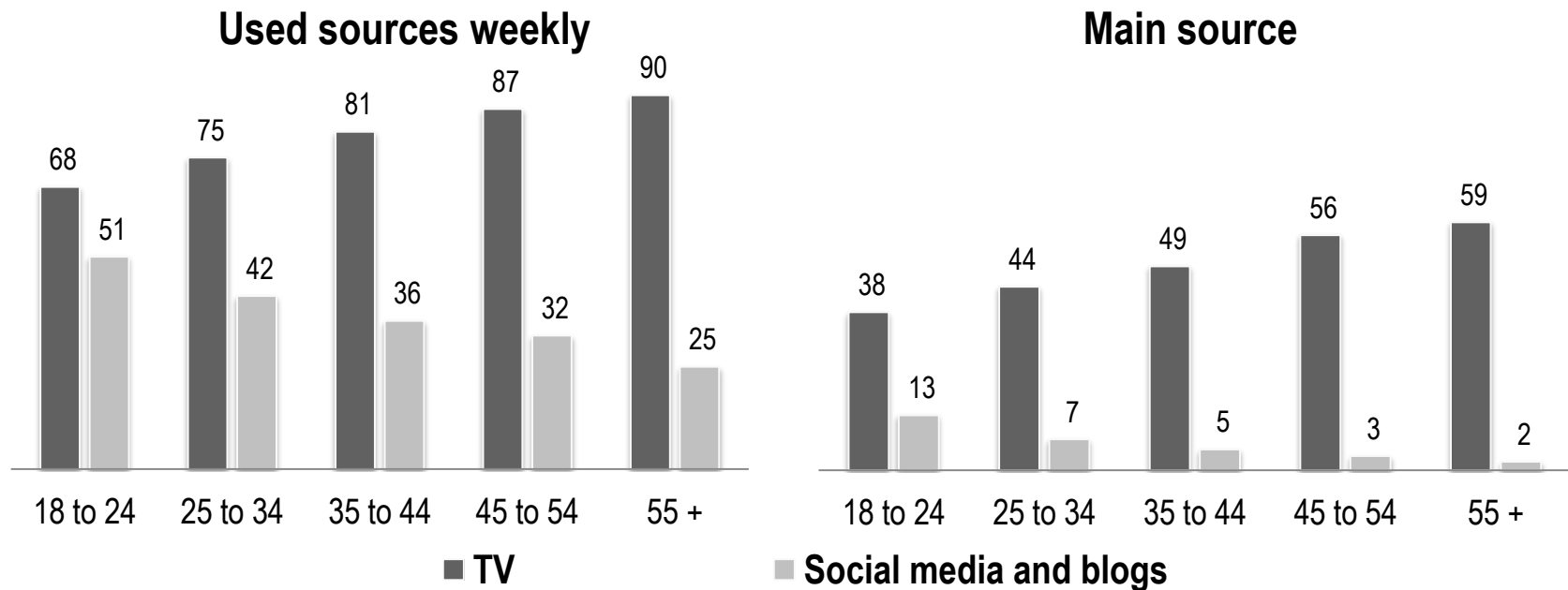


**Profession/family**

growth of general orientation needs  
(social integration)

# The Zuckerberg Effect – The Role of Social Media

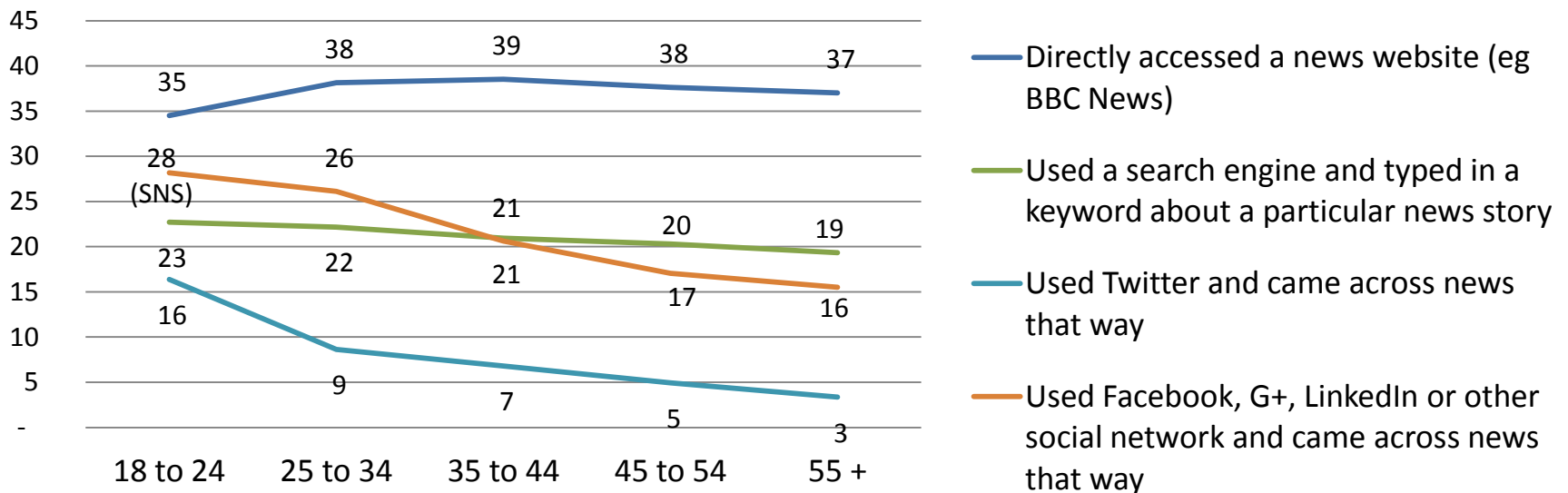
- Social Media are rather used for news by a young than an older audience.
- Only a few people say social media is their most important source for news.
- On average TV is the most used and the most important source in all age groups.



# The Zuckerberg Effect – The Role of Social Media

- Only a minority uses SNS as a gateway to news.
- In the age group 18-24 SNS play an important role but branded news sites are more relevant.

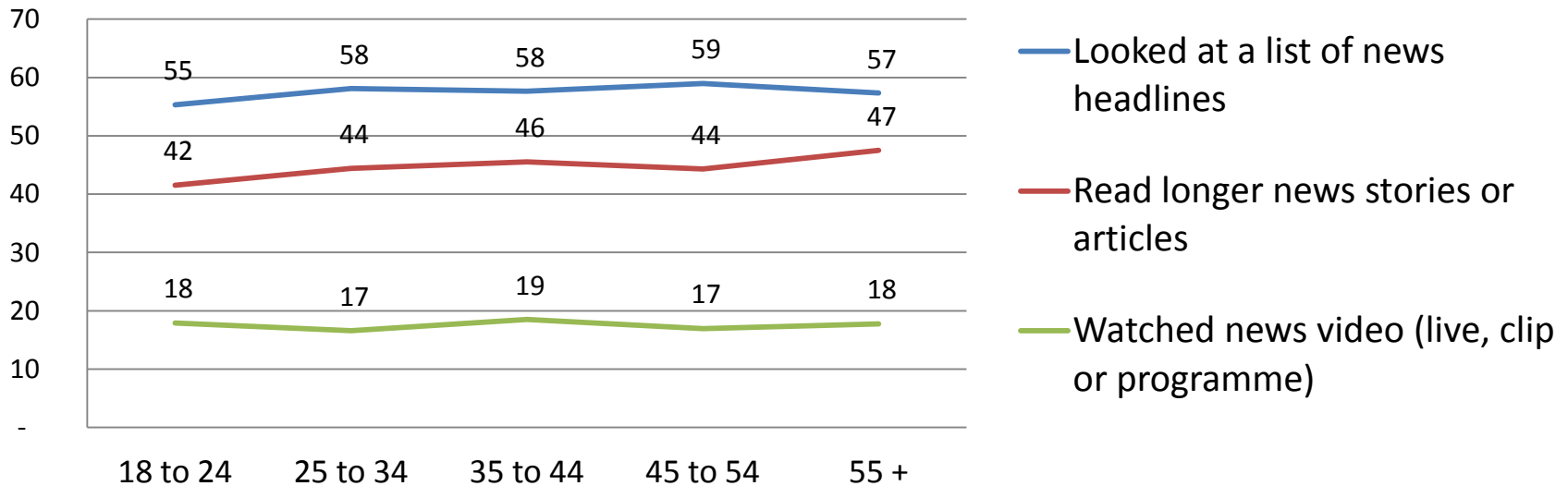
## Ways in which you came across news stories



# The YouTube Effect – Online Video as the go-to format?

- People prefer scanning headlines and reading articles than watching news videos.
- There are almost no age-effects of the preferred ways to look at news online.

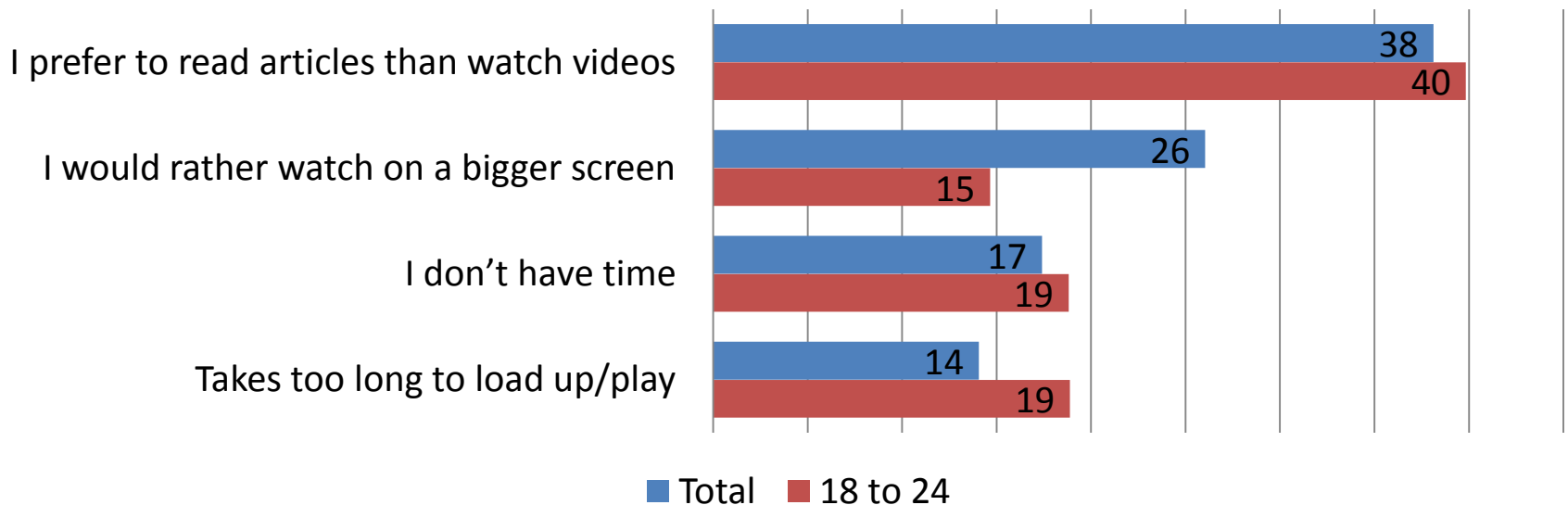
## Thinking of the way you looked at news online



# The YouTube Effect – Reasons for not watching news

- People of all ages prefer reading articles than watching videos.
- Screen size is not an issue for the group aged 18-24. It's rather a question of time.

## You don't usually watch news videos online. Why not?





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