

HomeAboutNewsArticlesSearch

How the Younger Generation Consumes the News

Posted September 07

A

In recent years, there has been growing concern by researchers and indeed the older generation that the younger generation are somewhat disengaged from the news, and as a result have a very narrow view of the world around them. This, however, couldn't be further from the truth, as shown by a recent study carried out by the Media Insight Project (American Press Institute & Associated Press). According to this research, 85% of youngsters say that keeping up to date with the news is important to them, and 69% receive news on a daily basis. opinion/factual

B

Perhaps what some of the older generation fail to understand is that just because the younger generation does not buy a daily newspaper, it doesn't mean that they don't follow the news. Born into a digital age, or more specifically the age of the internet, the younger generation simply accesses news through the digital devices they grew up using: laptops, tablets, smartphones, etc. A recent study produced by Ofcom revealed that 60% of youngsters in the UK use the internet or apps for news, compared to just 21% of those in the older age range.

C

Social media also plays an important part in consuming the news for the younger generation. It was also revealed that most youngsters actually don't seek out news from social media, but choose to follow it once they see it there. In other words, they encounter it accidentally and therefore following the news is secondary. For example, when accessing social media sites, news headlines automatically appear. These catch the user's eye and consequently the news link is clicked and followed.

D

For the moment, social networks are being used selectively, however. For example, social media is used for breaking news, but is not relied on in terms of accuracy. For hard news topics, such as economics or local crime, youngsters continue to look to original sources. For accuracy and reliability, television is still the preferred choice for both generations.

E

According to Alison Preston, Head of Media Literacy Research at Ofcom, motivations for following the news also vary according to the generation. In her current report on the topic, she states that, for the younger generation, news is largely about convenience and being social. For the older generation, however, motivation is greatly linked to a sense of duty and habit.

F

Overall, it is fair to say that news plays an important part in all our everyday lives, regardless of generation. However, what is different amongst the generations is why and how it is accessed.

LIVEWORKSHEETS

EXAM SKILLS

15 ▶ The reading passage 'How the younger generation consumes the news' has six paragraphs A–F. Which paragraph contains the following information?

- 1 the reasons why the younger generation seeks news _____
- 2 the opinion that news is important to the younger generation _____
- 3 the percentage of older adults in the UK who access the news digitally

- 4 the idea that the younger generation largely encounters the news by chance

- 5 the news is of great significance to both young and old people _____
- 6 why the younger generation consumes the news through modern technology
