Digital native's attitude towards news sources

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220 adolescents in two different universities
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# Abstract

This paper examines how digital natives seek out current information in the media. For
the purpose of understanding media consumption by adolescents, use has been made of a
quantitative and qualitative content analysis of 220 adolescents in two different universities
in Latvia. It was found out that digital natives focus on the media that is available to them
on screens that permit the use of sound and moving images.

# Outcome

The ﬁrst results from the survey showed the everyday use of media, for which the most popular source was the internet (64%). This was followed by the TV news (19%), online radio news (14%), and newspapers (4%). During the discussions, most of students stressed that they don’t using the traditional media. The next step was to identify their use of resources on the internet. The survey found that the students themselves believed that they use the internet in the following way: online media 37%, Facebook 30%, Twitter 25%, Email 7%. The results of the survey showed not too-unexpected effects even here. The ﬁrst and largest area of use is online media, followed by Facebook and the micro-blogging site, Twitter. I tried to ﬁnd out what exactly was meant by online media and eventually noticed that it is covers ‘internet newspapers’. Online media for my students means the three most popular domestic news sites: TVNET, Apollo, and Delﬁ; and also the three most popular international news sites: CNN, NYT, and BBC News.