Junge News-Avoider/innen als Zielgruppe

Engl. transl.: Young news-avoiders as a target group

# Keywords

* media repertoires
* public-service offerings
* refusal

# Details

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German

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## End Page

## Editors

ORF Public Value

## Authors

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Book chapter

## Book title

Public Value Studie. Öffentlich-rechtliche Qualität im Diskurs

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ORF

## Place

Vienna

## Topics

## Sample

Secondary analysis of recent data.
Qualitative interviews and focus groups with adolescents and young adults (16 to 29), who define themselves as far from politics and news-distanced (number not mentioned)

## Implications For Policy Makers About

High-quality content online for children and young people

## Implications For Stakeholders About

Industry

# Abstract

"Young target groups are a demanding audience segment, this is an open secret among media makers. They show high entertainment orientation, low media brand loyalty, have tight time budgets, prefer to use online offers, have short attention spans, are fixated on image communication, have high demands on visual realisation, and, when it comes to up-to-date information, they expect recent content of a high journalistic level, offering compactly structured information a quick overview. Only a small group is actively interested in political information, a growing group of young people is politically weary and, as studies show, is increasingly distancing themselves from daily news. Public service media face the challenge of guaranteeing a basic supply of daily news for this difficult and at the same time demanding target group. The key question is: What must daily news look like or be offered so that young people, who have a distanced attitude towards politics and political journalism, engage with the offer?" (Großegger, 2020, 67; translated by the coder)

# Outcome

"Online offers are indispensable from the point of view of young target groups. And this is evident not least in the news sector. In general, a shift away from television towards online offerings can be observed in news usage. Offerings that are not simply online editions of traditional offerings in television, radio and print, but represent a new, independent digital offering form, such as Google News, Reddit or news apps, occupy the information market. Information intermediaries, i.e. social networks like Facebook or Instagram, video portals, instant messengers or search engines like Google, represent a new phenomenon in the news sector." (Großegger, 2020, 69; translated by the coder)
Public-service offerings need to be of high quality, reliable, and produced in a modern style that appeals young people. That includes compact but structured offerings (as ZIB100), which can easily received on mobile devices.