Junge News-Avoider/innen als Zielgruppe

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

# Details

## Year

2019

## Scope

National

## Countries

Austria

## Type

Empirical research – Mixed methods

## Methodologies

* Interview
* Focus group
* Textual / documentary / content analysis
* Secondary analysis

## Researched Groups

Children

## Children Ages

* Adolescents (14-18 Years old)
* Young adults (19-24 Years old)
* Other

## Other Childrens Age Group

Young adults (25-29 Years old)

## Funder

ORF Public Value

## Funder Types

Other

## Other Funder Type

public broadcaster

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical issues flagged in the paper

## URL

https://zukunft.orf.at/show\_content.php?sid=147=2301=t=studie

## Data Set Availability

Not mentioned

# Goals

"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)