

How young people get their news?

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The study

- European survey (nine countries) of young people ages 12 to 18

Some key points

- Very different conceptions of **information** and **news**
- More involved in **communication** than in **information**

An homogeneous generation...

- the importance of the Internet (97%)
- multi-tasking of activities
- an increase in mobile phone use
- a decrease in use of traditional media, especially television viewing

...But with important contrasts

According to:

- their interests and the kind of news sought
- age
- influence/encouragement from adults or friends to explore new fields

Some specific patterns

- The more interest they have in the topic (environment, sports, etc.), the more they use various and a variety of media
- The less directly affected they are, the more they will choose a unique source, saving both time and money

Some specific patterns

- The more serious a topic appears, the more they will turn to a “classical” medium. Example: elections in France
- The more they are conscious of what it means to get informed as a « citizen » the more they vary sources and media, question reliability and exchange their own information.

Some examples:

Young people producing their media messages (media for adults and for youth, etc.)

NEWSPAPERS

- Exercising freedom of expression while respecting their rights and duties
- Better knowledge of media: pluralism, diversity, specificities
- Better integration in civic engagement

More examples:

- TEEN BLOGS for now, are mostly centered on oneself and one's peers
- With the pleasure of feeling connected, rather than any concern for information
- And no link with media except some resources found on the web

Some opportunities

- Develop information activities (vs.communication) for young children
- Media education linked to democratic goals rather than professional activities
- Give information coming from young people a chance to be recognised

Merci!

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